

EXECUTIVE BONUS PLAN

It takes smarter solutions to close the compensation gap.



Win over top executives with a competitive benefits package that includes an Executive Bonus Plan from CUNA Mutual Group.*

With a volatile marketplace, rising benefit costs, and stiff competition for strong leaders, having the right benefits strategy is more vital than ever before. Differentiate your credit union with an innovative option like the Executive Bonus Plan. Your credit union can use it to keep the focus on attracting, protecting, and keeping proven executives for the long term. Other financial institutions have already embraced the need for compensation packages that include Supplemental Executive Retirement Plans (SERPs). Many credit unions are lagging behind in implementing such options. The solution, however, is simple: An Executive Bonus Plan from CUNA Mutual Group.

While the challenges may seem overwhelming, forward-thinking credit unions understand the importance of making SERPs a part of their competitive executive compensation strategy. One solution is an Executive Bonus Plan, which allows credit unions to fund

permanent or term life insurance policies for select executives. These policies can help guarantee financial security for an executive's family and can be an excellent way to recruit, reward, and retain in-demand financial talent.



It's a win-win situation with an Executive Bonus Plan.

Here are reasons why an Executive Bonus Plan can work for both your credit union and your top executives.

How the executive benefits:

- Executive owns the policy, including cash values, which can be used for retirement, education, or other financial needs
- The policy goes with the executive if that person leaves, but the executive then becomes responsible for the premium payments
- Executive can designate beneficiaries
- Benefit is received with no income tax obligation
- Credit union pays the premium

How the credit union benefits:

- The policy helps attract and retain valued executives
- Credit union has complete control over which executives can participate in the plan
- The policy requires no additional IRS approval or reporting

How an Executive Bonus Plan works.



* Insurance is sold through CUNA Mutual Insurance Society or CUNA Mutual Insurance Agency. This insurance is not a deposit and is not federally insured or guaranteed by your credit union.

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CUNA Mutual helps you retain the best leaders through valuable incentive strategies.

Your credit union's ability to attract the finest talent and reward top-performers hinges on having the right benefits package. CUNA Mutual Group is ready to help put all the pieces into place.

A five-step process.

Your Executive Benefits Specialist will take you through an established process designed to help you create and implement an effective program:

- Study: A review of your succession planning, incentive design, and leadership philosophy
- Consultation: We'll work with your credit union's key stakeholders (Board, CEO, CFO) and professional advisors
- Recommendation: A plan of action to achieve your goals
- Implementation: Assistance with execution and compliance
- Annual Review: Ongoing analysis and program updates

Through this comprehensive assessment process, we work with your HR team, Board of Directors, and executive leadership team to help you develop a competitive executive benefits plan that is aligned with the overall objectives of your credit union.

An Executive Bonus Plan from CUNA Mutual Group can be an important solution for credit unions interested in strengthening their executive teams—and ultimately their entire credit union. With over 3,800 participants in over 1,300 credit unions, we have the experience to create the right plan for your credit union. Contact your Executive Benefits Specialist or the Service Center at 800.356.2644, ext. 1035 to schedule a no-cost or obligation assessment of your executive benefits plan.

*Representatives are registered, securities are sold, and investment advisory services offered through CUNA Brokerage Services, Inc. (CBSI), member FINRA/SIPC, a registered broker/dealer and investment advisor, 2000 Heritage Way, Waverly, Iowa 50677, toll-free 800.369.2862. **Nondeposit investment and insurance products are not federally insured, involve investment risk, may lose value, and are not obligations of or guaranteed by the financial institution.** CBSI is under contract with the financial institution, through the financial services program, to make securities available to members.

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Why CUNA Mutual Group?

No other organization brings more knowledge and experience to the credit union movement. We've supported credit unions for more than 70 years, and you can always rest assured that our expert team will deliver ongoing, unmatched support.

Our experienced, credentialed, and knowledgeable Executive Benefits Specialists (EBS) are committed to serving your credit union personally. In addition, we have a full, behind-the-scenes team providing additional support and assistance.

- Internal Executive Benefits Specialists who are an extension of your specific EBS
- Intelligence experts that provide plan design and review and keep an eye on regulations for potential impacts
- Our Service Center is staffed with Registered Representatives,* available Monday-Friday, 8 a.m. to 5 p.m., CST—800.356.2644, ext. 1035
- Web site: execben.cunamutual.com for more information and details

CUNA Mutual Group is a leading provider of financial services to credit unions, their members, and valued customers worldwide. With more than 70 years of market commitment, CUNA Mutual's vision is unwavering: to be a trusted business partner who delivers service excellence with customer-focused, best-in-class products and market-driven innovation.

Visit execben.cunamutual.com or call 800.356.2644, ext. 1035 for more information.



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