

REACHING, SERVING and LEADING for *10* years!

COOPERA®
CELEBRATING 10 YEARS

Over the past decade, Coopera has helped reach...



More than **1 Million** Hispanic consumers



30 states across the nation



200+ credit unions and organizations



2007

Coopera was founded by Warren Morrow

2008

Launched an Individual Development Account program with the Iowa Credit Union Foundation



2009

Partnered with CUNA and other leagues to build tools and create educational programs

2010

Partnered with CUNA to create El Poder es Tuyo "The Power is Yours" a Spanish-language finance website for Hispanic credit union members



2011

Launched a prepaid reloadable card specifically for the unique needs of Hispanic consumers

2012

Lost our founder, Warren Morrow, when he passed away unexpectedly, but his vision continues to guide Coopera



2013

California and Nevada credit union leagues partnered with Coopera to study Hispanic consumer segments

2014

Launched a series of Hispanic Market Analysis tools and an online resource library for professionals



2015

Partnered with the Federation to rollout a national Juntos Avanzamos "Together We Advance" designation

2016

Received the prestigious Herb Wegner award in partnership with our AMC family of companies



2017 *and beyond!*

Coopera will continue to help credit unions and other organizations serve the Hispanic market

www.CooperaConsulting.com

The Hispanic Market Opportunity



In just under a decade, the Hispanic community grew from 45 million to more than **57 million** in the U.S.



46 percent of Hispanics are unbanked or underbanked*



25 percent of Hispanics in the U.S. are now credit union members

*FDIC 2013 study