

COMPANY OVERVIEW



Helping you grow through
the Hispanic market.



SUCCEED. Partnering with people, business and communities for new economic opportunity.

What We Do

www.CooperaConsulting.com



Coopera (ko – pair – a) means “to cooperate” in Spanish. To cooperate - because that’s our approach in all that we do. Spanish origin - because the emerging Hispanic market is our area of expertise. Coopera partners with credit unions seeking to reach the Hispanic market as an opportunity to grow in membership and assets.

Coopera is a part of the AMC family of companies, owned by the Iowa Credit Union League. Coopera works with credit unions of all sizes throughout the country, as well as with national and international credit union systems. Coopera’s work results in Hispanic member growth, in fee revenue growth and in loan growth for credit union clients.

ASSESSMENTS | CONSULTING | HISPANIC CONSUMER PRODUCTS | MARKETING SERVICES | TRAINING

All products, with the exception of the Coopera Card, form part of the Coopera/CUNA Strategic Alliance
7745 Office Plaza Dr. North, Suite 170 | West Des Moines, Iowa 50266 | 866.518.0214 | info@cooperaconsulting.com



Our suite of innovative products and services are designed to help you grow through the Hispanic market.



ASSESSMENTS

In 2009, Coopera formed a strategic partnership with the Credit Union National Association (CUNA) in order to help credit unions grow by reaching the Hispanic market. By combining CUNA's resources with Coopera's expertise, the organizations are able to leverage each others strengths to help America's credit unions reach the Hispanic market.

Our suite of innovative products and services will help you, your board and staff understand the Hispanic market and what actions you can take today to better serve this community.

Product Solutions

- Assessments
- Consulting
- Hispanic Consumer Products
- Marketing Services
- Training

Featured Product Solutions

- Hispanic Strategy Package
- Coopera Prepaid Reloadable Visa Card (offered through CO-OP Financial Services)

WHY THE HISPANIC MARKET?

It's the largest, fastest-growing, youngest and most underserved community.

- The U.S. has one of the top three Hispanic populations in the world.
- Hispanics are expected to make up almost one third of the U.S. population by 2050.
- By 2020, second generation Hispanics are projected to outnumber their parents throughout the country.
- Currently, almost one in five children under 18 are Hispanic.
- An estimated 40 – 55 percent of Hispanics are financially underserved.
- Hispanic purchasing power exceeds \$1 trillion.

CLIENTS AND OUR PRIORITY

Our team, along with our extensive network of industry leaders, will strive to surpass every goal and objective associated with your project. We are passionately dedicated to partnering with you to accelerate growth through reaching the emerging Hispanic market.

WHAT OUR CLIENTS ARE SAYING

“ We are achieving positive, healthy growth, steadily increasing our membership and growing assets, such as loans and checking accounts. We will continue to look to Coopera in the future to help us grow at a steady pace and help us create new strategies. ”

– Brent Helin, CEO, Des Moines Metro Credit Union

“ We've learned a great deal from Coopera. Perhaps the most important thing they helped us understand is that this is not a short-term initiative. ”

– Steve Lange, Chairman, President and CEO, Homesteaders Life Company

COOPERA HAS REACHED



More than **1 Million** Hispanic consumers



30 states across the nation



200+ credit unions and organizations

[ASSESSMENTS](#) | [CONSULTING](#) | [HISPANIC CONSUMER PRODUCTS](#) | [MARKETING SERVICES](#) | [TRAINING](#)

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