

People First Credit Union Ltd.

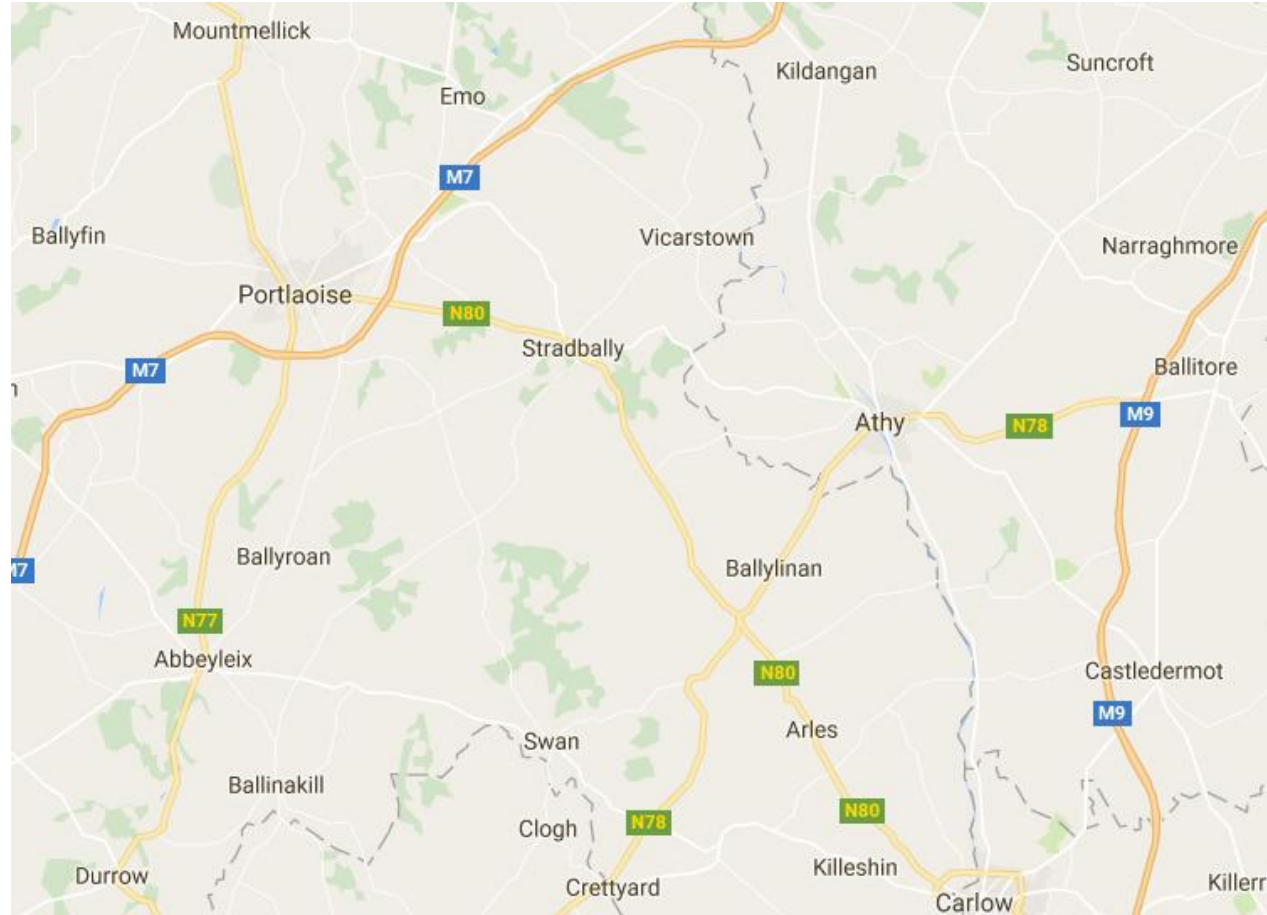
13th October 2017

Welcome

Background to People First CU

- Portlaoise Credit Union was formed in 1969 by a group of local volunteers lead by the Parish Priest Fr William O'Mahoney.
- It remained volunteer operated until 1982 when we took on our first paid staff member.
- In 1997, on the invitation of local representatives, we opened our Stradbally office.
- Following Government policy in recent years Portlaoise Credit Union merged with two other credit unions, Abbeyleix in 2015 and Athy in 2017, and changed our name to People First CU.

Area covered



Size of People First Credit Union

- 36,000 members
- Asset base of €126 million
- Loan base of €33 million and growing
- 39 Staff across 4 offices
- Board of 11 and Board oversight of 4.

What we offer

- Savings accounts
- Competitive loans
- Current accounts
- Budget Plan accounts
- Online Banking
- Bill payment
- Foreign Exchange
- Community support funding

Our competition

- Banks both local and online
- Other credit unions (industrial & community)
- Motor dealers
- An Post
- Money lenders (licensed and unlicensed)
- In future – Apple? Google? Amazon?

Our Future!

- Continue to build on our strengths of being a local, loyal and an open financial institution.
- More automation/online means more Credit Union opportunity. People want to deal with people.
- Regulation!
- Consolidation of our expanded position with an open door for further mergers.
- Future looks bright.

Finally

- Thank you for taking the time to visit us.
- If you have any questions please feel free to ask us.
- Safe trip!