

## 2021 Online Annual Meeting Board Report

A milestone anniversary is a time to celebrate as well as to reflect. In 1947, the founders of your credit union had a common vision of helping ordinary, hardworking people just like themselves gain access to affordable credit and financial services to build a prosperous future. Now, 75 years later, that vision remains unchanged and is at the heart of the way we do business. Although we have grown into one of the largest credit unions in the country, Keesler Federal remains a member-owned, relationship-driven, community-focused partner committed to the motto of "people helping people." This is the foundation upon which our reputation was built and why we have been honored to earn the trust and extraordinary loyalty of members like you.

As the credit union strides confidently forward into our 75th year of service, we look back with pride on this remarkable growth and longevity, as well as our strong financial performance over the past year. In 2021, despite serious lingering challenges from the COVID-19 pandemic, economic fluctuations and other regional pressures, Keesler Federal welcomed more than 18,600 new members to the family, increasing total membership to over 287,000. Total assets surpassed a new threshold, growing 16% over the previous year to more than \$4.3 billion. Additionally, more than \$1.3 billion in new loans were made in 2021, enabling members to buy, build and renovate homes, purchase vehicles and achieve other important goals.

Keesler Federal has always been committed to helping members succeed financially. In 2021, we introduced a first-time car buyer program to help those with little to no credit history get a great start with a vehicle loan featuring affordable rates and flexible terms. Members also benefited from the introduction of new tools and technology designed to deliver a better, more convenient banking experience.

This included the launch of Zelle, a leading person-to-person mobile payment system and the addition of financial wellness features in online banking to help track and analyze spending patterns. We also partnered with GreenPath Financial Wellness to help members achieve their goals with no-cost, no obligation financial guidance and educational resources.

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Giving back to the communities we serve is another way to help members thrive and it is the cornerstone of our purpose. Last year, Keesler Federal contributed over \$659,000 in charitable donations, sponsorships, and signature initiatives. The annual Eagles Under the Oaks golf tournament celebrated its 10th anniversary by raising a record \$61,000 for the Combat Wounded Veterans of South Mississippi. The First Responders of the Year awards program expanded to include the Mobile, New Orleans and Jackson metro areas, honoring more local heroes than ever before. The branch-based Grub for Good campaign collected over 750 pounds of non-perishable food donations for hurricane relief efforts in Louisiana and Mississippi. And Keesler Federal team members eagerly took part in initiatives such as Backpacks for Bright Futures, which donated school supply kits to 6,700 kindergarteners in 16 school districts, and the Bit of Joy holiday gift card program.

Throughout our history, the most important element has been our relationship with you, the member. Your trust, loyalty and belief in our shared purpose are why Keesler Federal is still here today. You have our promise that Keesler Federal will continue building on this legacy of integrity, focus on value, and helping people reach their financial goals and dreams. On behalf of your all-volunteer Board of Directors, the Supervisory Committee, the executive team and dedicated Keesler Federal team members everywhere, thank you for an extraordinary 75 years!