

# A Turnkey "Payment Issuing" Program That Banks Own



## Payments outperform other bank assets and are core to banking.

Credit Cards are averaging over 7% ROA for our Bank partners.



## 83% of banks own no credit card loans, but they should!

For over 70 years, community banks have not effectively participated in the high margin payment issuing business, but community banks own half of all term loans to small businesses.



## CorServ provides the required scale & expertise for success.

CorServ is a team of bankers and technologists with decades of payment issuing experience. Our bank partners own the credit card loans and benefit from interchange, interest, and fees without adding staff or infrastructure. Our Sponsor Bank leads compliance for the program.

FOR MORE INFO

• **Email:** [info@corservsolutions.com](mailto:info@corservsolutions.com)

## Total Bank Portfolio Performance

Total Bank Portfolio Performance	2021	2022	2023
Total Yield	25.4%	26.1%	25.7%
Interest & Fees	5.1%	5.1%	5.5%
Interchange	20.3%	21.0%	20.2%
Total Expenses (%)	-18.9%	-18.4%	-19.5%
COF, Credit & Fraud Losses	-2.7%	-2.6%	-3.8%
Rewards	-6.6%	-7.7%	-7.5%
Integrated Services	-9.6%	-8.5%	-8.2%
ROA (Cash Basis)	6.5%	7.7%	6.2%

## Why CorServ?

### Realize a great return on assets:

On average, bank partners realized over 7% Return on Assets from our credit card program led by business and corporate cards at over 10%.

### Serve your relationship customers:

Why let national card providers own your customer loans and P&L? Local banks make better loan decisions and provide superior service to local customers, businesses, municipalities and non-profits.

### Provide competitive credit card products:

From low APR to high rewards cards, you provide competitive payment products to customers by leveraging relationship information.



# CorServ's Competitive Payment Products



## CONSUMER

- Low Rate (Prime+2.99%)
- Platinum (Low APR)
- Platinum Rewards
- World/Signature
- Secured Card

## BUSINESS

- Low Rate (Prime+2.99%)
- Platinum (Low APR)
- Platinum Rewards
- World/Signature
- Secured Card

## CORPORATE

- Corporate
- Corporate Rewards
- Purchasing
- Virtual, Ghost, Fleet
- ePayables/Treasury

## Secure, Turnkey Issuing Platform

### Credit Decisioning & On Boarding:

Digital application and real-time underwriting – Marketing/UDAP, eConsent, KYC, CIP, OFAC, MLA, Beneficial Ownership.

### Bank Sales & Service:

Role-based bank and CSR portal enriches customer experiences locally and at the program contact center. Includes settlement, customer service, collections, disputes and chargeback services.

### Business & Individual User Interfaces:

Online, mobile, and IVR interfaces. Includes limits/alerts, integrated rewards, and support for Apple-, Google-, and Samsung-Pay. Provides business self-administration.

### Data Warehouse, Business Intelligence:

Powerful reporting, analytics, and business insight. Export to CSV, Excel, QuickBooks. Includes expense reporting.



## CorServ's Holistic Program where Banks Own the P&L

Feature	Typical Agent Program	CorServ Account Issuer Program	Typical Direct Issuer Program
Owns all Loans, Interest, Fees and Interchange	Sponsor Bank	Your Bank	Your Bank
Expected Return on Assets	<1% for Your Bank	~7% for Your Bank	<5%
Makes Business and Consumer Credit Decisions	Sponsor Bank (or Your Bank Guarantees)	Your Bank	Your Bank
Time to Market / Initial Cost	90 days / low \$	120 days / waived!	9+ Months / high \$
Internal Credit Card SMEs Required at Your Bank	None	None	Yes, Multiple Credit Card Disciplines
"Digital Banking" includes products, compliance, underwriting, marketing, servicing, and reporting	Limited	Yes with CorServ	Very Limited
Controls Credit Card Relationship, Bank Franchise, Customer Experiences & Data	Sponsor Bank	Your Bank	Your Bank
Provides Backoffice Services	Sponsor Bank	CorServ	Your Bank or Outsource