

# WELCOME TO THE PSCU PAYMENTS INDEX

Over the past month, various factors impacting the payments industry indicate signs of economic rebound continuing to accelerate. With the CDC updating its travel guidance and relaxing guidelines on social distancing and activities for fully-vaccinated Americans, consumer comfort levels continue to increase as domestic travel bookings and event attendance are on the rise. Notably, the Friday of Memorial Day weekend (May 28) boasted the highest single-day travel volume since March 2020.

As we see continued signs of returning to pre-pandemic norms, we are pleased to present the third edition of the PSCU Payments Index. In our June 2021 edition, we explore the impact of these forces and take a deep dive into the Entertainment sector - one of the hardest hit during the COVID-19 pandemic to help our financial institutions make informed, strategic decisions on the road ahead.

*Click <u>here</u> to subscribe to the PSCU Payments Index and receive updates* when we publish each month.

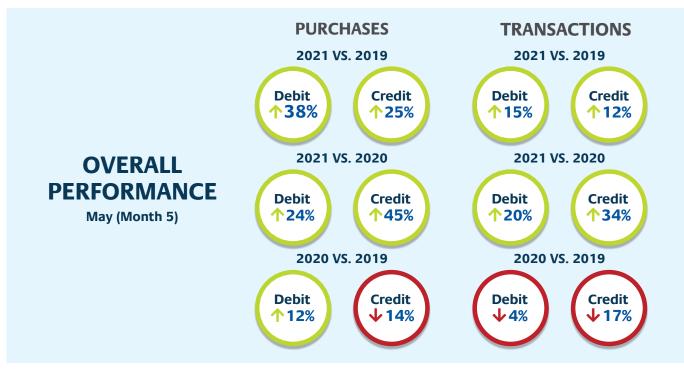
#### June 2021 • 1



As restrictions continue to lift across the U.S. and vaccination rates rise, signs of pent-up demand are evident as overall consumer spending remains strong. The Entertainment sector – one of the hardest hit in 2020 – is showing signs of improvement, returning close to pre-pandemic levels. We are also beginning to see a slight increase in credit card account balances, attributed partially to the increase in discretionary spending. Other influencing factors include depletion of tax refunds and stimulus funds, along with a sharp rise in inflation driven by supply-chain disruptions and increased consumer demand. The Consumer Price Index rose 5.0% year over year in May, marking its highest growth since September 2008.

On June 2, President Biden called for a national month of action to mobilize a sprint to get more Americans vaccinated by July 4. As of June 15, the <u>CDC reports</u> that 55% of the U.S. adult population is fully vaccinated against COVID-19, 65% have had at least one dose, and the seven-day average of <u>daily cases</u> in the U.S. has dropped to around 12,400 (from as high as over 250,000 in January 2021). There are reports that the White House's stated goal of reaching 70% of the adult population vaccinated by July 4 is at risk unless there is an acceleration in this trend.

Additionally, the **Bureau of Labor Statistics** reported on June 4 that job creation for May was 559,000, above the April number but still less than expected. The May unemployment rate decreased by 0.3 percentage points to 5.8%, and new claims for unemployment benefits remained just below 500,000. There is mixed sentiment from economists on the potential disincentive of the incremental \$300 in weekly unemployment benefits, with at least 25 states announcing early termination of the federal supplemental benefits. At the same time, challenges remain for employers searching for workers for many jobs in the economy, particularly in the retail sector. We will continue to monitor these ongoing trends and their impact on consumer behavior.



## **KEY TAKEAWAYS**

- While May CPI-U jumped to an annual rate of 5.0%, its largest increase since 2008, the Federal Reserve is now expecting to raise interest rates during 2023 (versus after 2023). The Fed's 2021 inflation forecast has also increased by a whole percentage point to 3.4%.
- Growth in card payments remains strong, with the Entertainment sector (this month's Deep Dive) returning close to 2019 levels
- With COVID-related restrictions easing, in-person attendance at major sporting events, amusement parks and other events is on the rise, signaling efforts to return to prepandemic levels
- As consumer comfort levels with in-store purchases increase, Card Present volume continues to improve – but still significantly trails Card Not Present growth
- Credit card account balances posted a modest improvement in May
- Gasoline purchases are up, compared to 2019 levels, fueled by both higher prices at the pump and increased demand as crude oil hit \$70 per barrel for the first time in three years.

#### June 2021 2



In this month's Payments Index, consumer spending continues to show signs of quickly rebounding, with strong growth rates in May for both

debit and credit. Fueled with extra money in savings and lower household debt balances, consumers are poised to emerge from the economic downturn far better than economists originally anticipated. Yet with this fast recovery from the pandemic-induced recession, demand is bouncing back faster than supply can keep up - causing shortages and inflationary risk. At the same time, signs of pent-up 'revenge' spending continue as consumers increase discretionary spending on larger purchases. In this month's Deep Dive, we explore the Entertainment sector, where debit and credit purchases exceeded 2019 levels for the first time

- Brian Scott. SVP. Chief Growth Officer at PSCU

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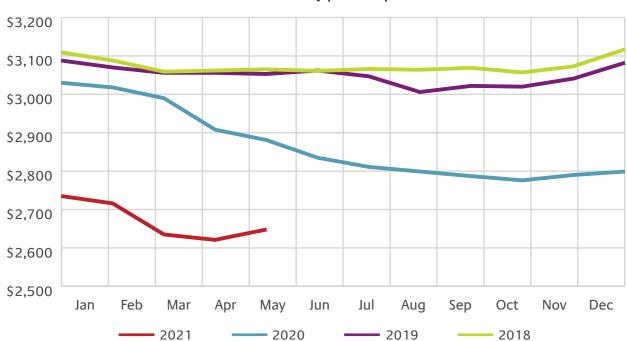
## **CREDIT CARD ACCOUNT BALANCES**

As credit card portfolio balances (for our same-store population) have been declining since July 2019, we did see a small uptick in May 2021. This is a good indication of shifting consumer behavior as a result of pent-up demand. In a recent creditcards.com poll, 44% of U.S. adults stated they are willing to take on debt to "treat themselves" with discretionary purchases in the second half of 2021.

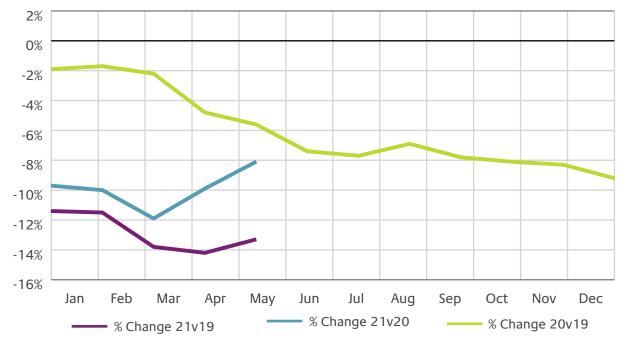
#### **OTHER NOTABLE OBSERVATIONS ON CREDIT CARD ACTIVITY INCLUDE:**

- The average credit card balance per gross active account is \$2,648, up \$27 from April 2021.
- Year-over-year average May balances (2021 vs. 2020) have dropped 8%, or \$233.
- Compared to 2019, credit card account balances have dropped 13%, or \$405.











#### **AVERAGE CREDIT CARD BALANCES** May (Month 5)

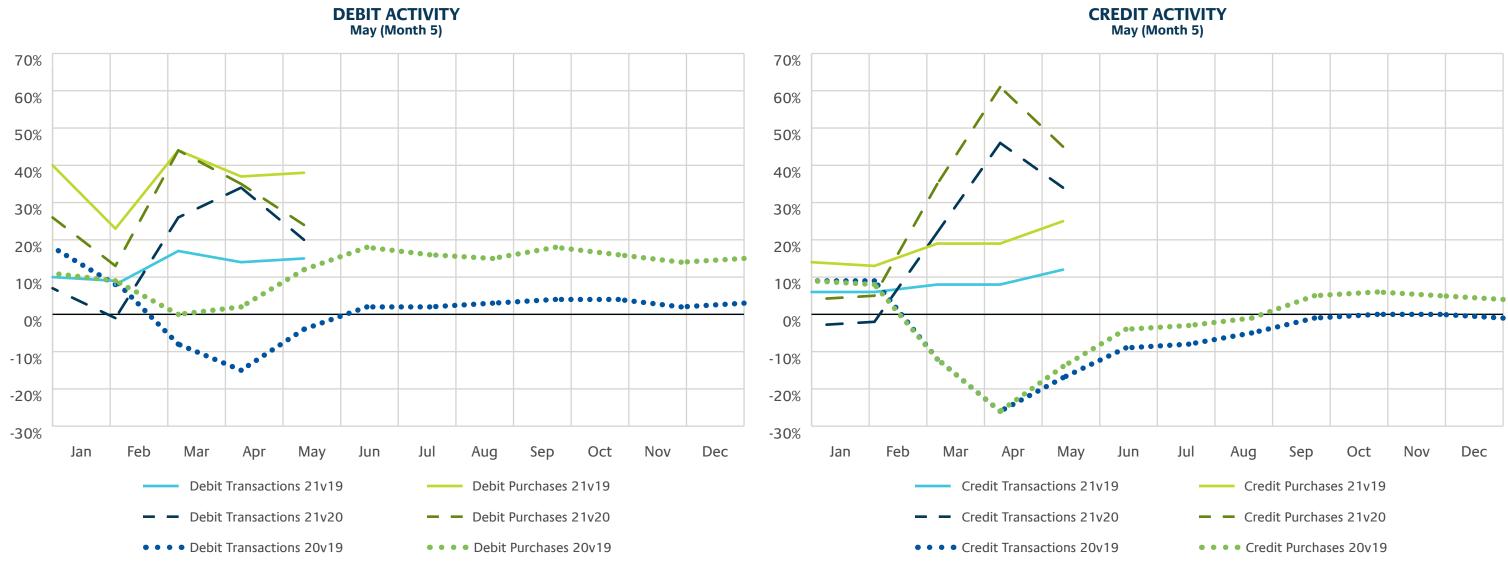
#### PERCENTAGE CHANGE IN CREDIT CARD BALANCES May (Month 5)





### **CREDIT AND DEBIT**

For both credit and debit card payments, May 2021 showed continued strong performance for overall consumer spending. As PSCU has reported over the past 15 months, the rebound to pre-pandemic spending patterns continues to vary by card product and sector, with some improving to historic levels and others still elevated from pre-pandemic levels. One of the sectors that has struggled to experience a return to normal is Entertainment, which we'll explore in this month's Deep Dive. With consumers seemingly more comfortable in getting out and using more disposable income, purchasing in the Entertainment sector is coming back in line with 2019 levels.



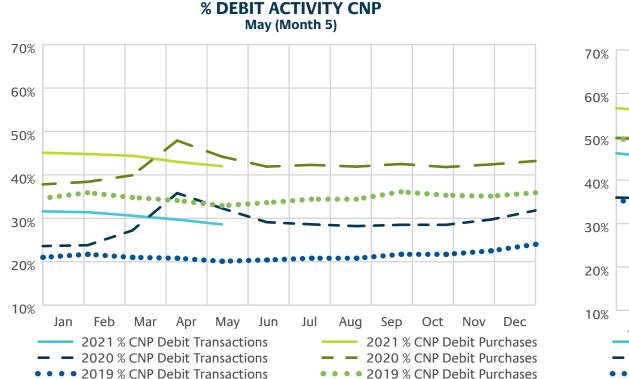
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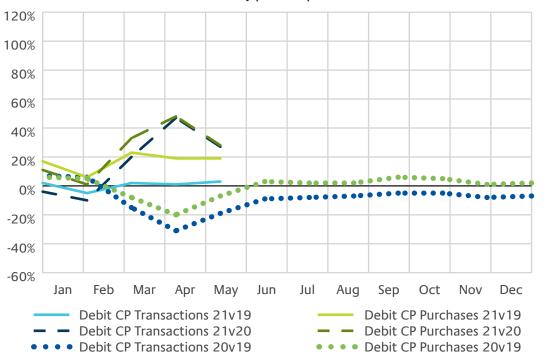


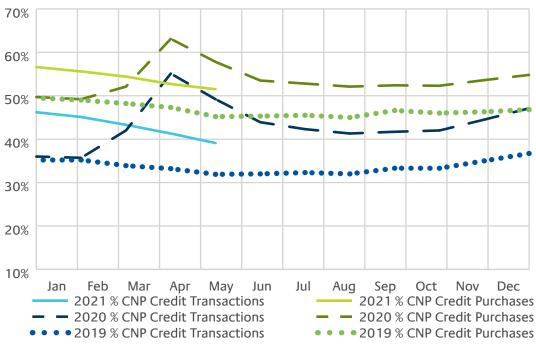
# **CARD NOT PRESENT (CNP) & CARD PRESENT (CP) ACTIVITY**

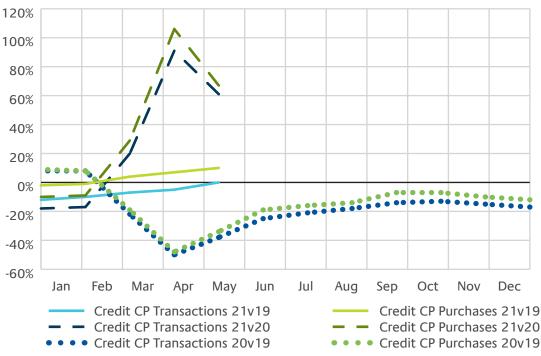
May 2021 CNP debit purchases represent 42% of all purchases, up nine percentage points from May 2019. For CNP credit purchases, May 2021 is 52% of overall credit purchases, up six percentage points from May 2019. As the number of fully-vaccinated Americans continues to rise, state restrictions are lifted and mask mandates are rescinded, we see increases in CP activity, with CP debit transactions up for May by 27% compared to 2020 and up 3% compared to 2019. For CP credit transactions, May is up 61% compared to 2020 and has returned to 2019 levels (0% change).











Payments - Risk Management - Digital Banking - Data Science and Analytics - Loyalty - Mobile and Online Card Management Contact Center Services and Solutions - Strategic Consulting - Cross-Channel Marketing Solutions - Delinguency Management

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#### % CREDIT ACTIVITY CNP May (Month 5)

2021 % CNP Credit Purchases

#### % CHANGE IN CP CREDIT ACTIVITY May (Month 5)

Credit CP Purchases 21v19 Credit CP Purchases 21v20

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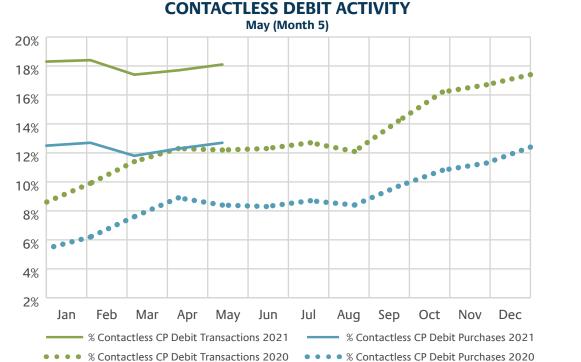


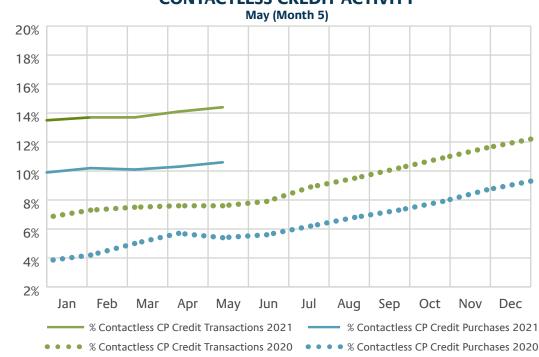
### **CONTACTLESS TRANSACTIONS**

Usage of contactless cards is at an all-time high, with contactless transaction volume for both debit and credit more than doubling since January 2020. In May 2021, contactless tap-andgo transactions were 18% of total Card Present volume compared to 8% in January 2020. For credit, contactless tap-and-go transactions also more than doubled at 14% in May 2021 compared to 6% in January 2020.

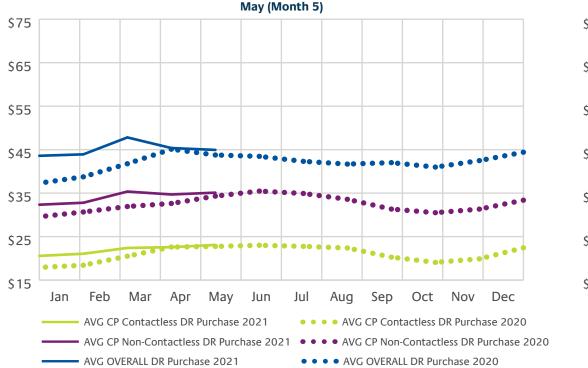
As contactless transactions have continued to replace cash for smaller purchases, the average contactless purchase remains well below the non-contactless card purchase by 30-35%. For May 2021, the average debit contactless purchase was \$23 and the average credit contactless purchase was \$44.

6.21

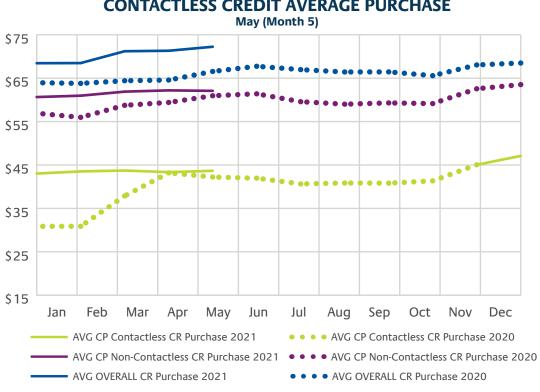




**CONTACTLESS DEBIT AVERAGE PURCHASE** 







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# **CONTACTLESS CREDIT ACTIVITY**

## CONTACTLESS CREDIT AVERAGE PURCHASE

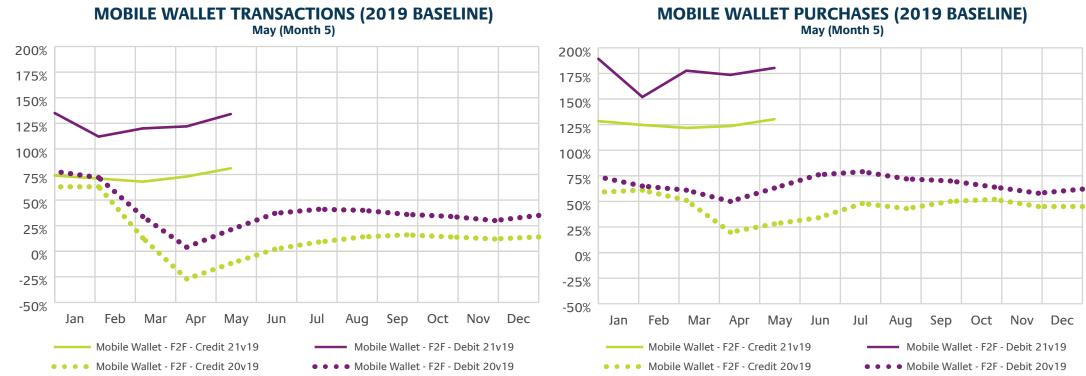
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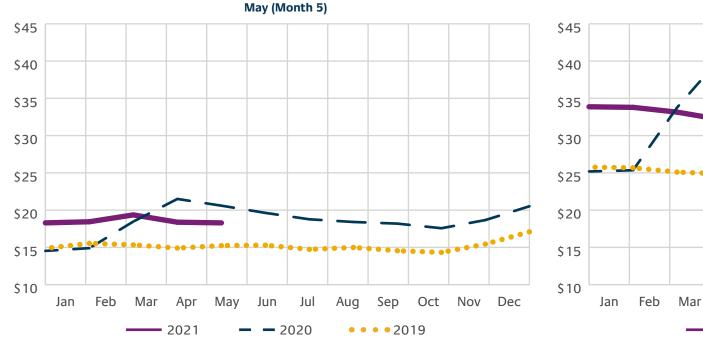
### **MOBILE WALLETS**

Mobile Wallets continue to see an increase in usage since the start of 2021, especially for debit. Debit Mobile Wallet transactions finished May up 134% compared to 2019 and up 93% compared to 2020. Purchases are up a bit higher than transaction volumes, as the trend on average purchase size has increased from \$15.24 in May 2019 to \$18.29 in May 2021, an increase of 20%.

For Mobile Wallet credit activity, year-over-year growth in transaction volumes has stayed in line with the results of 2020 (compared to the 2019 baseline), up 81% for May 2021. Similar to debit Mobile Wallets, credit purchases are up 130% for May compared to 2019. The average Mobile Wallet credit purchase increased by \$0.43 in May to \$32.58, up compared to 2019 by 27%.



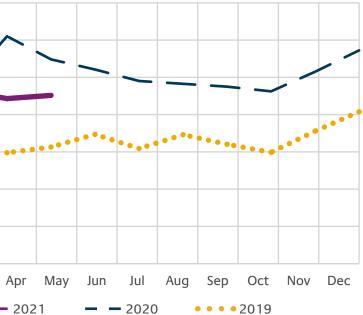
#### **MOBILE WALLET DEBIT AVERAGE PURCHASE**



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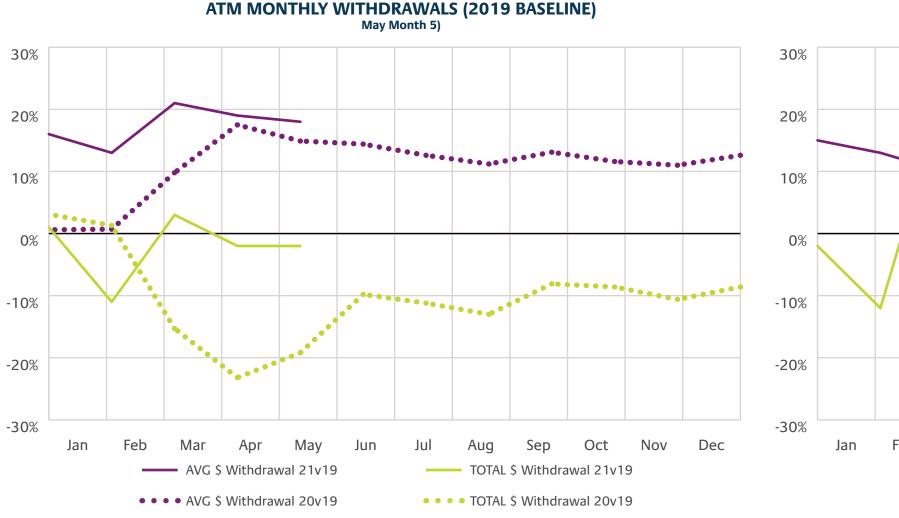


MS Payments Index



### ATM

There still appears to be to be a lower overall demand for cash. While the volume of transactions remains low, we continue to see an increase in the average amount withdrawn per transaction. For May 2021, the total cash withdrawn remains below the baseline levels of May 2019 by 2%, and is still above the May 2020 levels by 21%. The average monthly cash withdrawn is close to May 2020 levels, finishing up by 3% at \$143, which is still 18% higher than average ATM cash withdrawn in May 2019. Overall ATM transactions for May were down by 11% compared to the pre-pandemic 2019 baseline and up 16% compared to May 2020.



#### **ATM MONTHLY WITHDRAWALS (2020 BASELINE)** May (Month 5)



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TOTAL \$ Withdrawal 21v20

### **SECTORS/MERCHANT CATEGORIES**

For debit purchases, every sector remained above its respective 2019 baseline for May 2021 results. There is a slight drop in Goods debit purchase growth rates for May as compared to April, while every other sector showed gains.

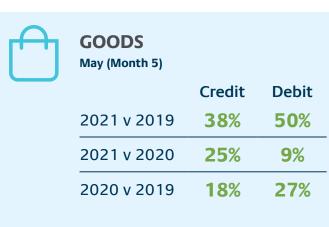
For credit purchases, Travel remains the only sector below 2019 levels for May at -14% for a year-over-year growth rate. The Entertainment sector reached a positive growth rate for the first time in over a year. The Goods and Service sectors saw the highest improvements for May.



DRUG STORE	S	
May (Month 5)		
	Credit	

2021 v 2019	11%	7%
2021 v 2020	16%	<b>4%</b>
2020 v 2019	4%	3%

Debit





]	SERVICE May (Month 5)		
		Credit	Debit
	2021 v 2019	35%	44%
	2021 v 2020	55%	38%
	2020 v 2019	12%	18%

ENTERTAINMENT May (Month 5)		
	Credit	Debit
2021 v 2019	2%	22%
2021 v 2020	197%	174%
2020 v 2019	- <b>49</b> %	-31%

B	<b>GROCERIES</b> May (Month 5)		
		Credit	Debit
	2021 v 2019	23%	13%
	2021 v 2020	<b>6%</b>	-5%
	2020 v 2019	14%	10%

<b>TRAVEL</b> May (Month 5)		
	Credit	Debit
2021 v 2019	-14%	16%
2021 v 2020	244%	127%
2020 v 2019	-52%	-25%

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<u> </u>	GASOLINE May (Month 5)		
		Credit	Debit
	2021 v 2019	12%	15%
	2021 v 2020	110%	60%
	2020 v 2019	-18%	-8%



#### **RESTAURANTS** May (Month 5)

	Credit	Debit
2021 v 2019	17%	28%
2021 v 2020	118%	<b>58%</b>
2020 v 2019	-24%	-3%



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# **DEEPER DIVE: ENTERTAINMENT**

One of the hardest hit sectors in 2020, the Entertainment sector has started to rebound in 2021. While Entertainment represents only a small portion of the overall debit and credit spending, at 2% for each, it is notable in understanding consumer confidence in returning to large scale in-person events and activities. This sector's largest category is Destination events (including sporting events and concerts), followed by Recreation, Movies and (Private) Clubs.

Across the sports landscape, attendance numbers continue to grow as venues return to capacity. While capacity restrictions continue to vary by sport, by city and even by team, May saw several major sporting events that attracted very large crowds. The Kentucky Derby drew a jubilant, albeit reduced, crowd of more than 51,000 spectators to Churchill Downs on May 1. The NBA and NHL playoffs began as teams relaxed capacity restrictions. On May 23, throngs of fans flooded the 18th fairway at Kiawah Island's Ocean Course for Phil Mickelson's historic PGA Championship victory. And on May 30, the Indianapolis 500 was attended by 135,000 fans, roughly 40% of the venue's total capacity.

Sports aren't the only activity drawing crowds in the Entertainment sector. As capacity restrictions are lifted, popular musicians and bands are fueling public excitement – and ticket purchases – with the announcements of upcoming concert dates. Additionally, national parks across the U.S. are experiencing overcrowding with a surge in visitors expected to continue throughout the summer.

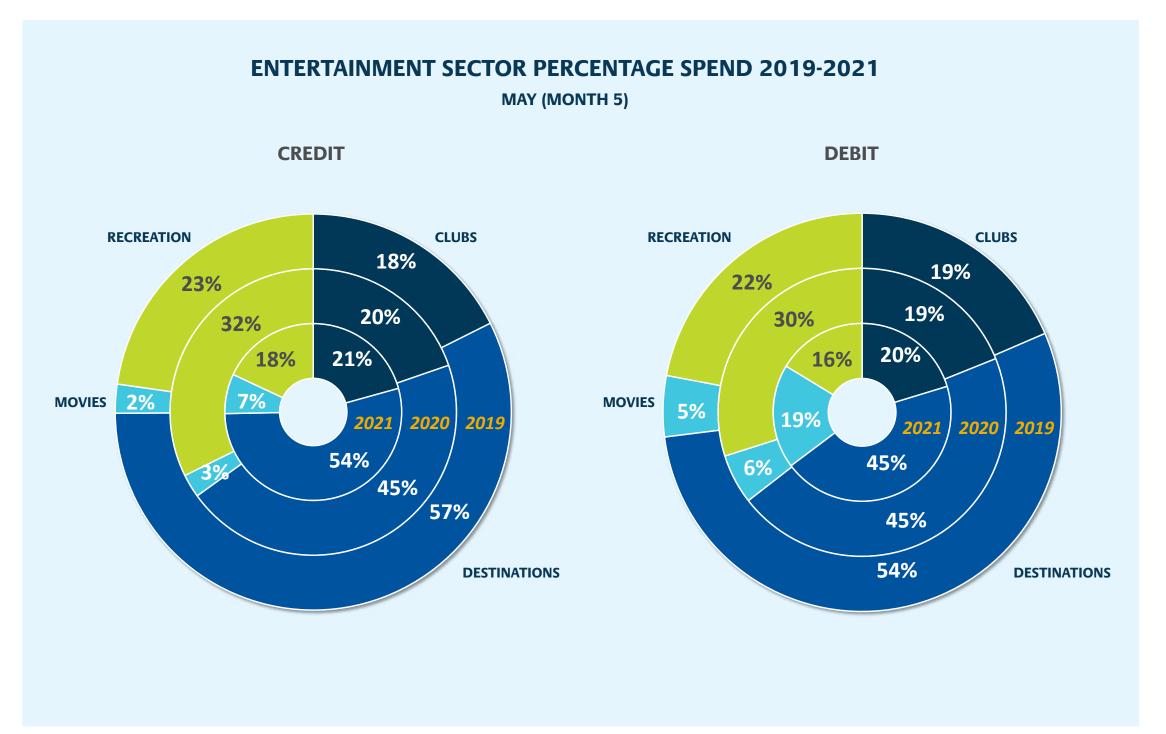
In May, Entertainment sector purchases were up 22% for debit and up 2% for credit as compared to May 2019.

	ENTERTAIN May (Month 5)	IMENT	
7		Credit	Debit
	2021 v 2019	2%	22%
	2021 v 2020	197%	174%
	2020 v 2019	<b>-49</b> %	-31%



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With the loosening of COVID-related restrictions, some subcategories within the Entertainment sector are showing progressive improvement each month, including Destinations and Recreation.

### DESTINATIONS

This subcategory, which is the largest in the Entertainment sector, includes ticket agencies such as Ticketmaster and StubHub, commercial/pro sports, theatrical productions, tourist attractions, amusement parks, aquariums, orchestras and bowling alleys. In May 2021, purchases were up 23% for debit and up 3% for credit compared to a 2019 baseline.



#### **DESTINATIONS** May (Month 5)

	Credit	Debit
2021 v 2019	3%	23%
2021 v 2020	280%	228%
2020 v 2019	- <b>73</b> %	-62%

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#### RECREATION

This second-largest subcategory within Entertainment includes public golf courses, sporting and recreational camps and dance halls/ studios. In May 2021, purchases were up 36% for debit and up 22% for credit compared to a 2019 baseline.

#### **CLUBS**

The Clubs subcategory includes membership clubs (Sports, Recreation, Athletic), Country Clubs and Private Golf Clubs. In May 2021, purchases were down 8% for debit and down 18% for credit compared to a 2019 baseline.

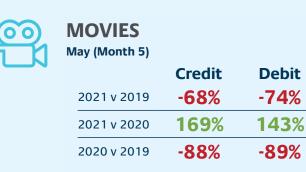
#### **MOVIES**

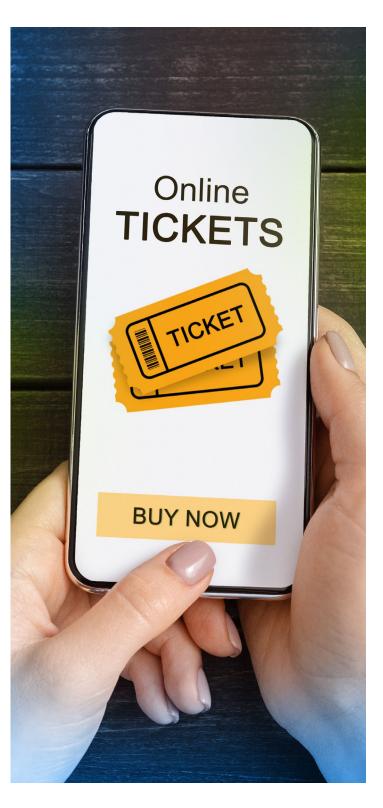
The now smallest subcategory of Entertainment, Movies includes motion picture theaters and movie rentals. In May 2021, purchases were down 74% for debit and down 68% for credit compared to a 2019 baseline.

RECREATIC May (Month 5)	ON	
	Credit	Debit
2021 v 2019	22%	<b>36%</b>
2021 v 2020	112%	102%
2020 v 2019	<b>-42%</b>	-33%

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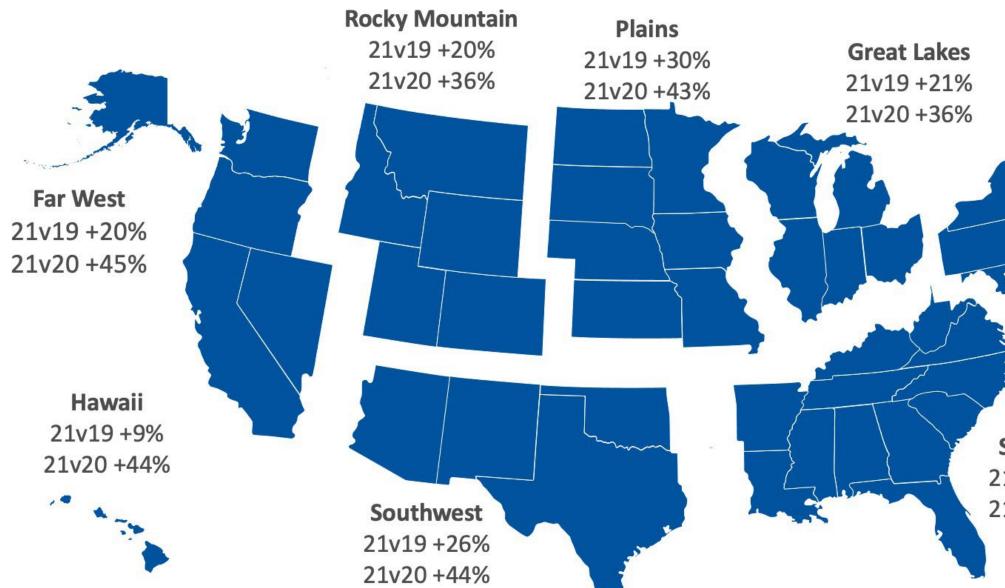




# **REGIONAL STATE LEVEL PURCHASE DOLLARS – CREDIT**

#### MAY (MONTH 5)

Our regional analysis of spend utilizes the segmentation used by the U.S. Bureau of Economic Analysis (BEA) for economic analysis.



### June 2021 • 13

**U.S. Overall** 21v19 +24% 21v20 +44% **New England** 21v19 +15% 21v20 +39% Mideast 21v19 +23% 21v20 +49%

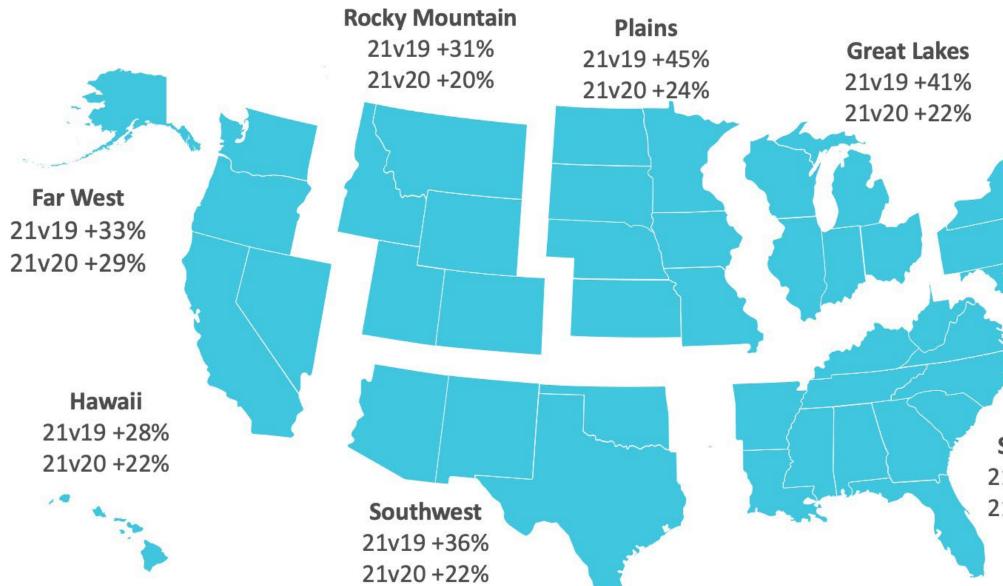
**Southeast** 21v19+26% 21v20+43%

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# **REGIONAL STATE LEVEL PURCHASE DOLLARS – DEBIT**

#### MAY (MONTH 5)

Our regional analysis of spend utilizes the segmentation used by the U.S. Bureau of Economic Analysis (BEA) for economic analysis.



### June 2021 • 14

**U.S. Overall** 21v19 +38% 21v20 +23%

**New England** 21v19 +24% 21v20 +20%

Mideast 21v19 +29% 21v20 +20%

Southeast 21v19+42% 21v20 +25%

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# MONTHLY U.S. STATE/TERRITORY USAGE FOR MONTH 5, MAY 2021 VS 2019

The following list of U.S. states, districts and territories highlight the year-over-year changes on credit card purchases, debit card purchases and ATM transactions for PSCU Owner credit unions. This month highlights the changes for Month 5, comparing the results of 2021 to 2019. The location results refer to the home address of the member conducting the transaction, and not the location of the transaction. The output represents 'same store' transactions, so the same credit unions are in both sets of data, for both 2019 and 2020. Each month, the percentage changes are sorted from highest to lowest in their respective categories and ranked with the highest being number 1, and the lowest as number 54.

Location	Credit Purchases	Credit Rank	Debit Purchases	Debit Rank	ATM Transactions	ATM Rank
Alabama	21.0%	31	49.7%	7	-1.5%	10
Alaska	14.1%	49	20.5%	45	-14.8%	31
Arizona	35.9%	6	36.3%	29	-5.9%	14
Arkansas	19.7%	36	17.9%	47	-24.3%	46
California	16.4%	43	32.7%	36	-15.2%	32
Colorado	14.3%	46	20.8%	44	-18.9%	39
Connecticut	14.2%	48	38.0%	23	-8.6%	21
Delaware	19.0%	37	35.2%	33	-19.2%	40
District of Columbia	3.7%	54	40.8%	20	-4.6%	12
Florida	32.9%	8	36.6%	28	-12.0%	28
Georgia	23.1%	25	41.8%	17	-14.6%	30
Guam	23.1%	26	44.9%	11	53.3%	1
Hawaii	8.6%	53	28.3%	38	-25.3%	47
Idaho	23.4%	23	35.5%	30	-18.2%	38
Illinois	18.7%	39	37.0%	27	-5.1%	13
Indiana	19.7%	35	41.5%	18	4.5%	7
lowa	26.2%	17	73.5%	2	-20.7%	41
Kansas	26.4%	16	43.5%	14	10.2%	5
Kentucky	25.6%	18	46.8%	9	-11.0%	26
Louisiana	40.1%	5	42.0%	16	-8.7%	22
Maine	41.9%	4	17.7%	48	-42.3%	54
Maryland	10.0%	51	37.6%	25	-16.4%	34
Massachusetts	9.8%	52	18.2%	46	-22.7%	45
Michigan	22.8%	27	50.1%	6	-21.9%	44
Minnesota	33.4%	7	46.8%	10	-8.0%	19
Mississippi	46.4%	3	58.0%	4	-8.4%	20
Missouri	15.8%	45	37.8%	24	-6.7%	16

Location	Credit Purchases	Credit Rank	Debit Purchases	Debit Rank	ATM Transactions	ATM Rank
Montana	22.1%	29	44.3%	13	-3.7%	11
Nebraska	30.4%	12	0.7%	54	-30.1%	50
Nevada	11.1%	50	22.4%	42	-10.1%	24
New Hampshire	18.9%	38	24.4%	40	-16.1%	33
New Jersey	17.7%	41	21.7%	43	-27.5%	49
New Mexico	19.8%	34	39.2%	22	29.1%	3
New York	23.4%	24	5.6%	53	-40.4%	53
North Carolina	31.0%	11	30.9%	37	-21.3%	42
North Dakota	24.6%	22	37.2%	26	-6.6%	15
Ohio	24.6%	21	41.2%	19	-9.9%	23
Oklahoma	18.6%	40	28.0%	39	-16.6%	35
Oregon	27.6%	14	44.9%	12	0.4%	9
Pennsylvania	31.0%	10	40.0%	21	-16.9%	36
Puerto Rico	76.0%	1	74.4%	1	5.2%	6
Rhode Island	20.2%	33	23.4%	41	-27.4%	48
South Carolina	31.4%	9	50.4%	5	-16.9%	37
South Dakota	26.9%	15	13.6%	52	-21.5%	43
Tennessee	17.4%	42	48.0%	8	-8.0%	18
Texas	25.4%	20	35.5%	31	-10.4%	25
Utah	25.5%	19	15.4%	51	-38.2%	52
Vermont	16.1%	44	15.9%	49	-32.6%	51
Virgin Islands	28.9%	13	15.5%	50	20.0%	4
Virginia	14.2%	47	42.3%	15	2.0%	8
Washington	21.9%	30	35.4%	32	-11.3%	27
West Virginia	20.3%	32	33.6%	35	-13.3%	29
Wisconsin	22.3%	28	33.8%	34	-7.6%	17
Wyoming	57.9%	2	64.4%	3	52.4%	2

Model Payments Index



þ	TOTAL GASOLINE May (Month 5)					
		Credit	Debit			
	2021 v 2019	12%	15%			
	2021 v 2020	110%	60%			
	2020 v 2019	- <b>18</b> %	<b>-8</b> %			



## **FOLLOWING UP**

On Thursday, May 6, 2021, the malware cyberattack on the Colonial Pipeline led to a shutdown of the flow of refined oil in the largest gasoline delivery system in the United States. Six days later, operations were restored, along with a communication on the timing of fuel shipments. "Panic buying" occurred from the Gulf Coast region to the mid-Atlantic states (Alabama, Delaware, the District of Columbia, Georgia, parts of Florida, Louisiana, Maryland, Mississippi, North Carolina, Pennsylvania, South Carolina, Tennessee and Virginia) leading to fuel shortages and a spike in the price of a gallon of gasoline.

For May 2021, gasoline purchases and the estimated quantity of regional gasoline purchases were both up compared to 2019.

- Purchases at Automated Fuel Dispensers (AFD) were up 15% for debit and up 11% for credit.
- Estimated gallons of gasoline purchased at AFDs were up 20% for debit and up 16% for credit.
- The average U.S. price per gallon is up 4%, at \$3.08 per gallon.
- The Gulf Coast and Lower Atlantic regions, traversed by the Colonial Pipeline, saw the largest increases in purchases, AFD gallons purchased and increases in price per gallon.

AFD Activity - Month 5 May							
EIA Region	AFD Purchases		AFD Gallons Purchased		Price per Gallon		
	Credit	Debit	Credit	Debit	\$	21v19 Change	
New England	-5%	1%	-3%	3%	\$2.97	2%	
Central Atlantic	8%	2%	13%	6%	\$3.08	4%	
Lower Atlantic	15%	18%	24%	26%	\$2.89	7%	
Midwest	10%	19%	16%	26%	\$2.94	5%	
Gulf Coast	22%	20%	31%	28%	\$2.77	7%	
Rocky Mountain	3%	13%	9%	19%	\$3.21	5%	
Far West ex CA	10%	10%	9%	9%	\$3.38	-1%	
California	0%	4%	1%	5%	\$4.07	1%	
Overall US	11%	15%	16%	20%	\$3.08	4%	

### LOOKING AHEAD

Returning to the summer, Amazon announced that the 2021 Prime Days event will take place June 21-22. In 2020, the event was pushed to October 13-14 and in 2019, it was held July 15-16. We will monitor the impact on purchases from Amazon, as well as Walmart (Deals for Days) and Target (Deal Days), who have both announced similar sales for June 20-22, and report on these trends in the July 2021 edition of the PSCU Payments Index.

Additionally, with 25 states announcing an early end to the pandemic-related federal unemployment benefits, we will continue to monitor the impact on labor shortages, rising wages and the slower-than-expected hiring rates.





# **ABOUT THE PSCU PAYMENTS INDEX**

All credit unions included in the PSCU Payments Index dataset have been processing with PSCU from the start of 2019 through the most current week of 2021, enabling an accurate and relevant three-year same-store comparison (2019 vs. 2020 vs. 2021) for purchasing behaviors and data. In our previous weekly Transaction Insights reporting, the year-over-year comparisons were extracted from our data warehouse using the same population of credit unions, comparing each week year over year. Please note that as the Payments Index uses the same-store population across the entire three-year period, there may be slight differences in results if the Payments Index outputs are compared to past Transaction Insights reports.

For the "same-store" population of credit unions over the past rolling 12-month period, the May edition of the Payments Index represents a total of 2.3 billion transactions valued at \$114 billion of credit and debit card activity from June 2020 to May 2021.

Financial institutions that process with PSCU can access comparable reports to benchmark their own cardholder data with the PSCU Payments Index for debit, credit and ATM transactions via Member Insight, our comprehensive data analytics and reporting tool. Additionally, a library of past PSCU Payments Index reports and historical weekly Transactional Insights infographics and state/ territory analyses are available on the PSCU Payments Index site.

To subscribe to the PSCU Payments Index and receive alerts when the Index is published each month, please visit the PSCU Payments Index site.

## **ABOUT PSCU**

PSCU, the nation's premier payments CUSO, supports the success of 1,500 credit unions representing more than 5.4 billion transactions annually. Committed to service excellence and focused on innovation, PSCU's payment processing, risk management, data and analytics, loyalty programs, digital banking, marketing, strategic consulting and mobile platforms help deliver possibilities and seamless member experiences. Comprehensive, 24/7/365 member support is provided by contact centers located throughout the United States. The origin of PSCU's model is collaboration and scale, and the company has leveraged its influence on behalf of credit unions and their members for more than 40 years. Today, PSCU provides an end-to-end, competitive advantage that enables credit unions to securely grow and meet evolving consumer demands. For more information, visit <u>pscu.com</u>.

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