

Product Name & Logo Development

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That's Life!

That's Life was developed to compete with GE's Care Credit. This product is a tool for merchants, consumers, and credit unions that makes financing life's expected or unexpected events easier to afford. The product name came from this value proposition.

Promotional Flyer

Financing that Expands Your Customer Base

Expanding your customer base has never been easier. That's Life's merchant lending platform lets credit unions with businesses in their communities to provide a new financing option to consumers when they need it. This flexible lending platform connects local businesses to a reliable financing source to meet consumer demand for financing.

Merchant Benefits

- Offer a New Financing Alternative That Expands Your Customer Base
- Improve Chances of Finalizing the Sale & Create a More Reliable Form of Financing Payment
- Web-Based Platform for Quick Credit Decisioning
- Streamlined Finance Process that Allows You to Direct Current Resources to Growing Your Business
- Multiple Financing Options
- Support Your Community by Partnering with a Local Credit Union that Goes Back to Members & Our Clients

Consumer Benefits

- Convenient Financing for Situations Affecting Their Life from a Local Source

Credit unions bring a deep connection to the communities they serve and are able to establish new business relationships by providing access to financing. That's Life's merchant lending platform provides an efficient, effective set of tools to grow your business and better serve your customers.

For more information, contact us at 800.231.0545 or business@thatslife.org.




Sales Flyer

Merchant Lending Process

Meeting consumer needs at the point-of-sale is a great way to serve your existing members, as well as potential members. The LEVERAGE merchant lending platform makes financing a quick and easy process. The graphic below identifies each step in the process with That's Life web-based, on-site user guides by the green sign graphics on the right.

- Consumer Fills Out Application**
When looking to purchase a product or service, a merchant that offers That's Life financing needs to be notified.
- Merchant Enters Application**
Create a merchant profile with your business information, including your merchant ID. The merchant ID is a unique ID that is generated for each merchant.
- Point Screen Application**
That's Life offers a point-of-sale application that can be used on a tablet or smartphone. This allows the merchant to enter the application information directly at the point-of-sale.
- Loan Application Notification**
The merchant will receive a notification when a consumer has applied for a loan.
- Credit Union Review & Underwrite the Loan**
The credit union will review the application and underwrite the loan. The credit union will provide a decision on the loan within 24 hours.
- Loan Status Notification**
The merchant will receive a notification when the loan has been approved or denied.
- Finalize Approved Loan**
The merchant will provide the consumer with the loan details and the consumer will sign the loan agreement.
- Signed Document Review & Funding**
The merchant will receive a notification when the loan has been funded and the consumer can begin making payments.





Brochure

A Smart & Easy Way to Finance Your Purchase!

Expected or Unexpected

Fast! Easy! Secure! Completely Confidential!

Whether it's an expected expense or an unexpected one, that's Life To apply for a loan, fill out a loan application and turn it in to your provider.

Life presents change every day. Whether it's expected or unexpected, we are here to help you finance your life changes.

Paying for life changes out of pocket can make it difficult to maintain monthly budgets, whether it's an expected expense or an unexpected one. We understand that situations arise that require financing.

That's Life is here to make sure that getting the money you need doesn't complicate the situation and is available through an affordable payment option. Plus, by partnering with credit unions, you're not just another customer asking for a loan. You become a member and an owner in a cooperative financial institution. And that means you gain access to better rates, more personal service, and a way to help your financial institution do business.

Local businesses offering local and convenient financing for situations affecting your life.

Paying for life changes doesn't have to be complicated. Your provider offers the That's Life financing program that allows you to split your purchases into monthly payments for a smart and easy way to finance your purchase.


How It Works

Local businesses partner with local credit unions to offer personal financing for the services they provide to their customers. Because the company offers the That's Life financing program, you have access to funding services without obscuring your wallet. It's easy to find out if you qualify!

- Fill Out the Application & Turn in Your Application at a Business that Offers the That's Life Program
- Business Sends Your Application to a Partner Credit Union
- Credit Union Reviews Loan for Approval
- Approved, the Business Notifies You for Approval & Signature
- Your Loan is Funded

What Makes Credit Unions Unique?

Credit unions exist only to serve their member owners, who are the only decision-makers. The benefits of ownership are returned to the member in the form of lower loan rates, higher dividends on savings, and personal service.



ComplyTrac

ComplyTrac was a product we developed and named to provide compliance staff a tool for keeping up with the continually changing regulatory environment within the financial institution industry.

Sales Materials

