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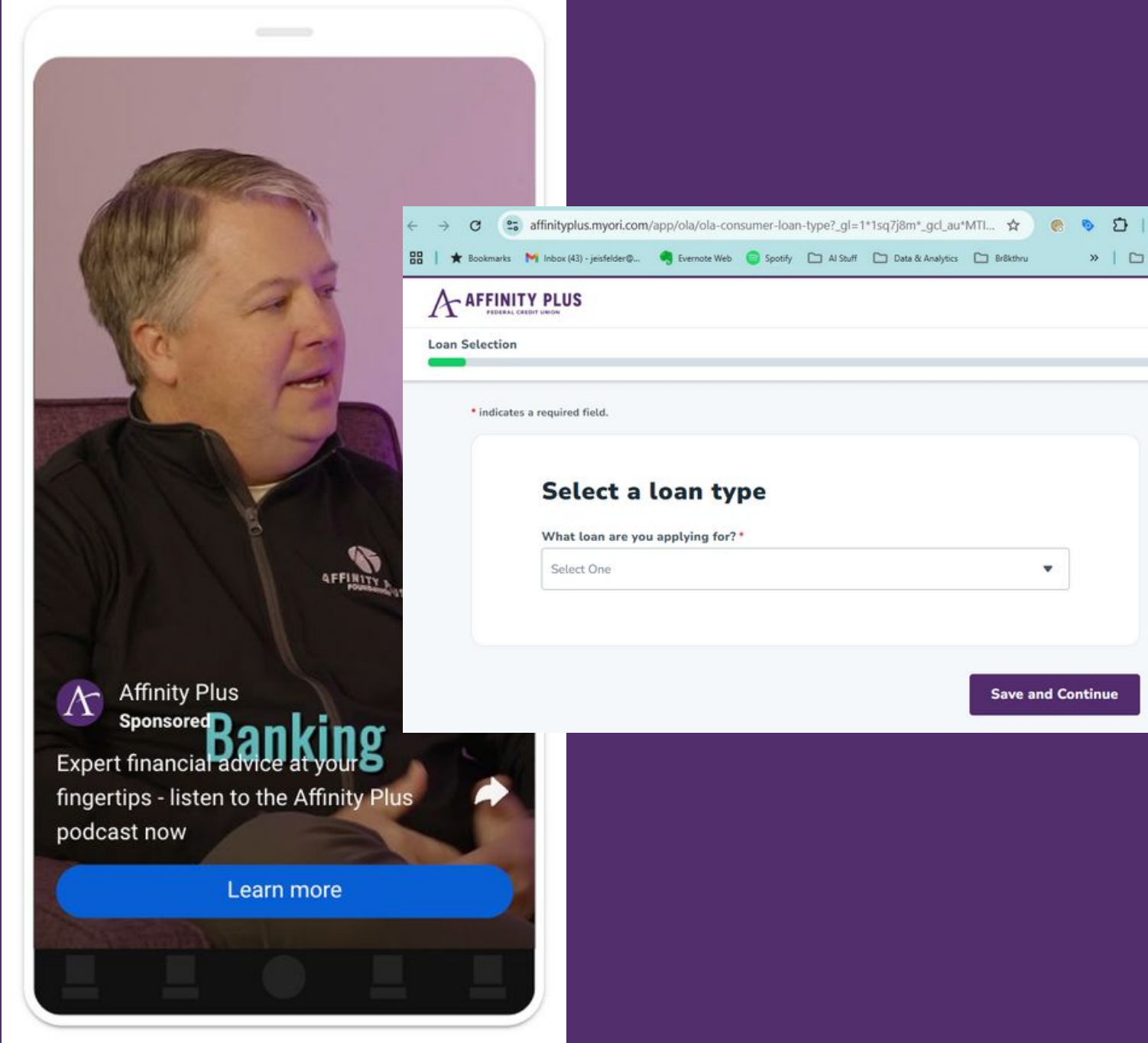
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2025 Priority Product Categories
Credit Cards
Checking, Spending and Debit Cards
Savings Accounts
High Yield Savings
Mortgages and Home Lending
Personal Loans
Student Loans
All other products

Credit Cards
Checking, Spending and Debit Cards
Savings Accounts
High Yield Savings
Mortgages and Home Lending
Personal Loans
Student Loans
All other products

2025 Priority Markets
Duluth
Rochester
Mankato
Shakopee
Hopkins (Branch Opening)

Duluth
Rochester
Mankato
Shakopee
Hopkins (Branch Opening)

Image Here

2025 Priority Products	Campaign Locations
Credit Cards	Duluth
	Rochester
	Mankato
	Everything excluding PM
Checking	Duluth
	Rochester
	Mankato
	Everything excluding PM
Home Equity	Duluth
	Rochester
	Mankato
	Everything excluding PM
Student Loans	Duluth
	Rochester
	Mankato
	Everything excluding PM
All other products	Everything excluding Mankato
	All of MN

BUDGET DIFFERENCES *BY* *PRODUCT & MARKET*

Budget and Spend Allocation

ROCHESTER

+15% → 10%

DULUTH

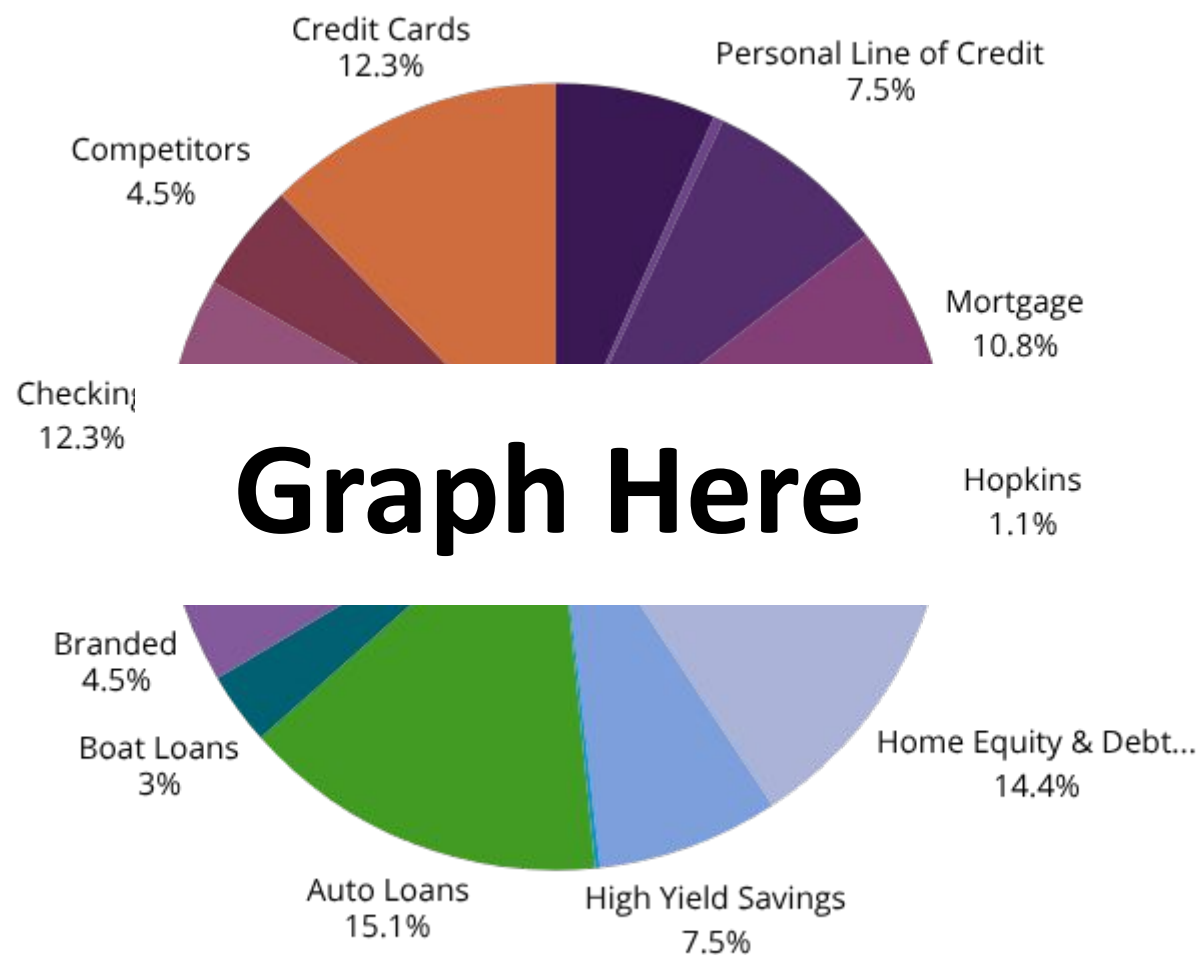
+12% → 6.67%

MANKATO

+20% → 5%

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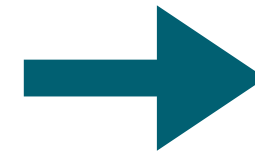
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Date

YOUR HEADING *HERE*



Subheading

"Hey Neighbor, Local Banking,
Local Focus, Local People Helping
Local People, Your Life is Local"



Subheading

What is on each member's
"Fewer Fees, Your Life is Mobile,
Banking That Fits My Style"



Subheading

"General Auto Loans, Purchasing
Pit Crew, Easy Street"



Subheading

"Everyone Deserves Amazing
Credit Card Rewards, Fewer Fees,
Cash Back For Spending"



Subheading

"Home Improvement Season,
Need More Cash Flow, Your
Projects Are Calling"



Subheading

"Consolidate & Save, Financial
Freedom Awaits, When Home
Pays You Back"



Subheading

"General Auto Ads, Easy Street,
Hey Neighbor (by city), Local
Banking, Local Focus (by city)"



Subheading

"Fewer Fees, Banking That Fits My
Style, Hey Neighbor (by city), Local
Banking, Local Focus (by city)"



Subheading

"Fewer Fees, Banking That Fits My
Style, Hey Neighbor (by city), Local
Banking, Local Focus (by city)"



Subheading

"Classroom To Careers, College
Life Meets Membership Perks"

Date

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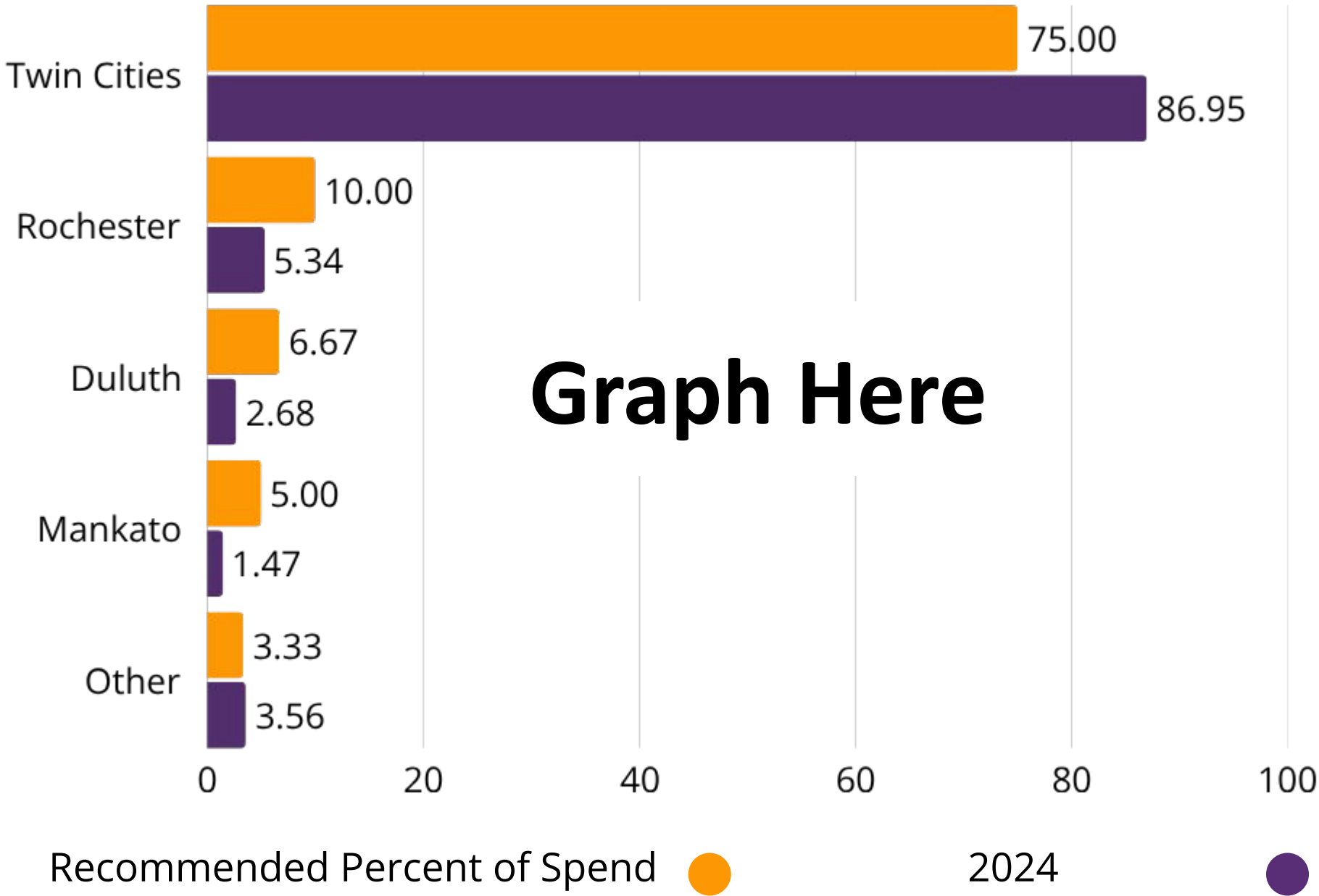


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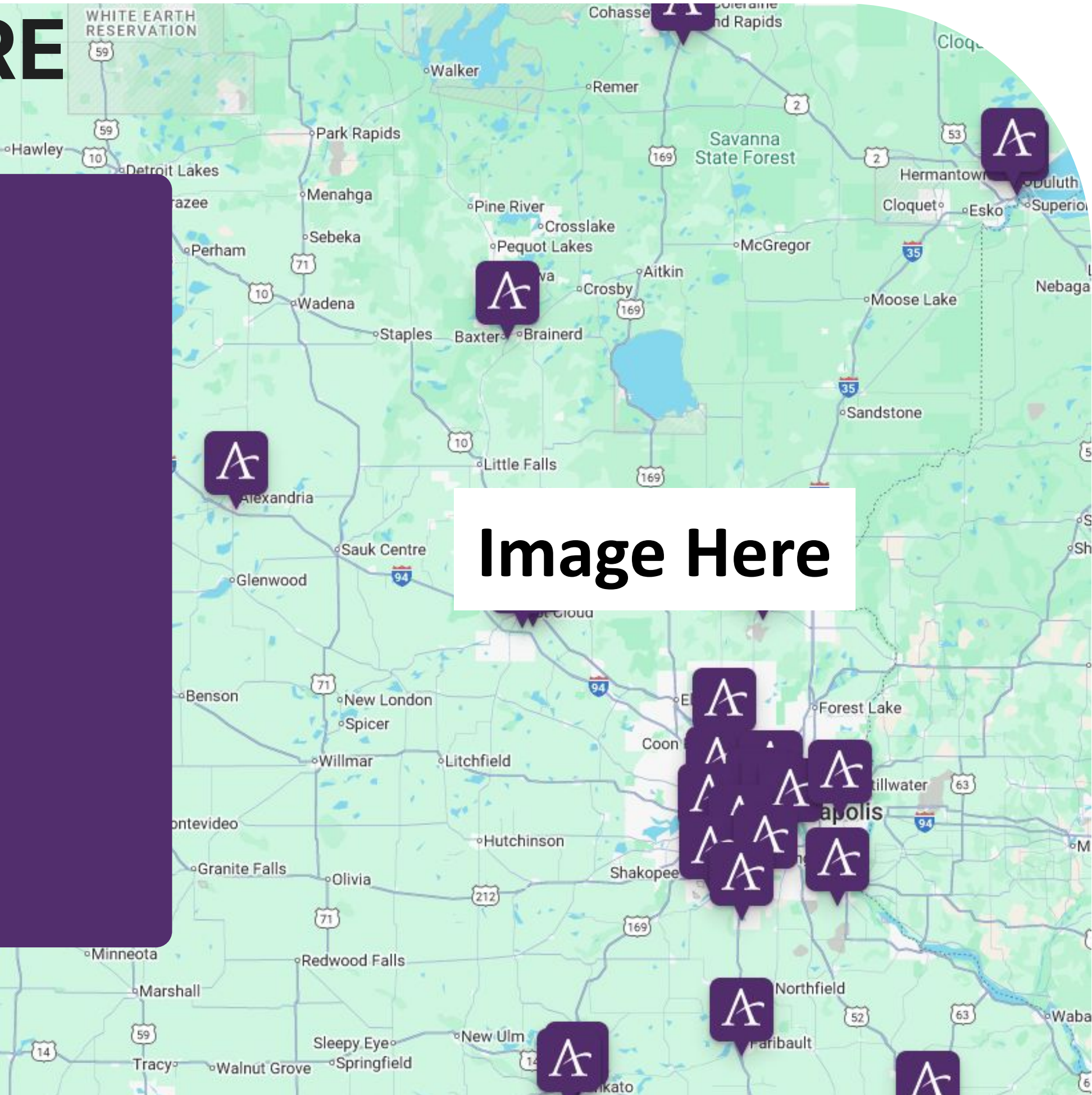
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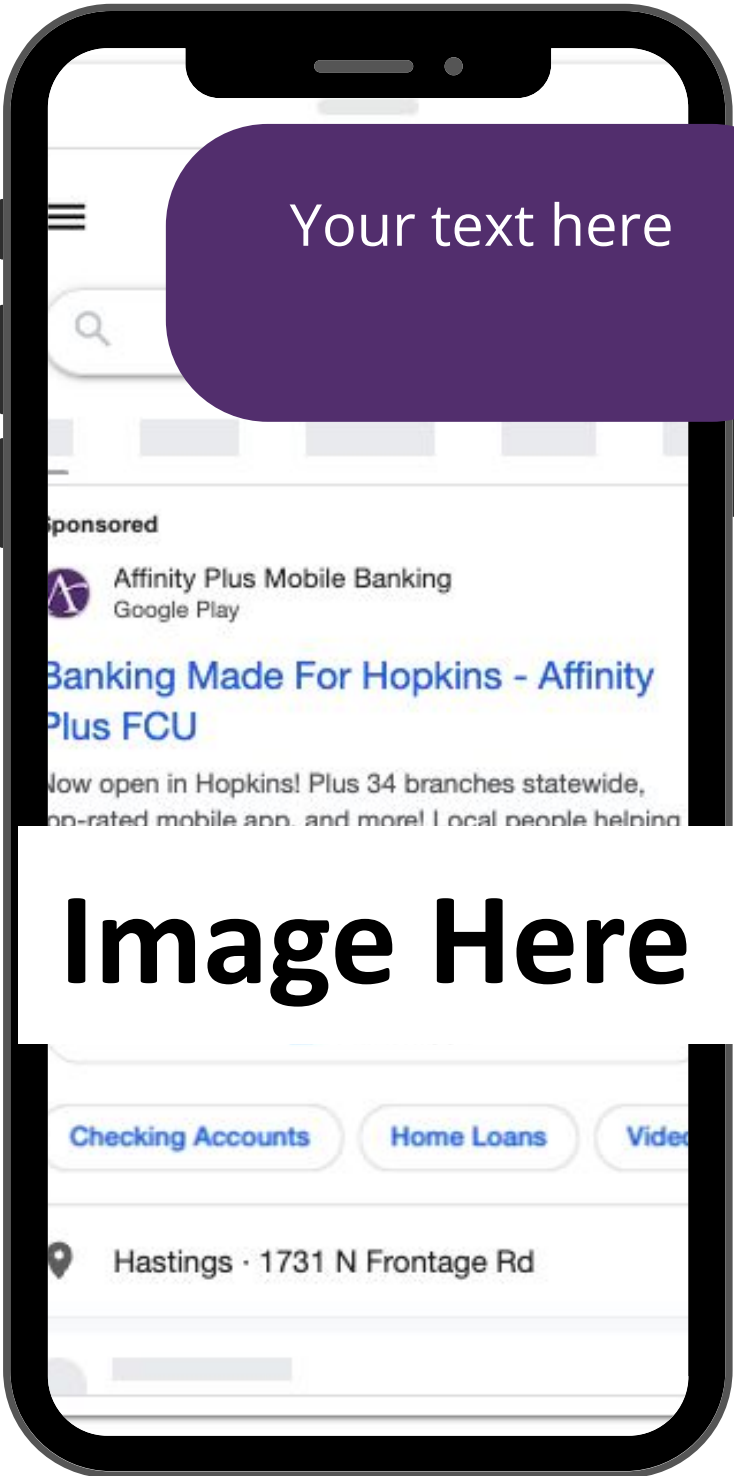
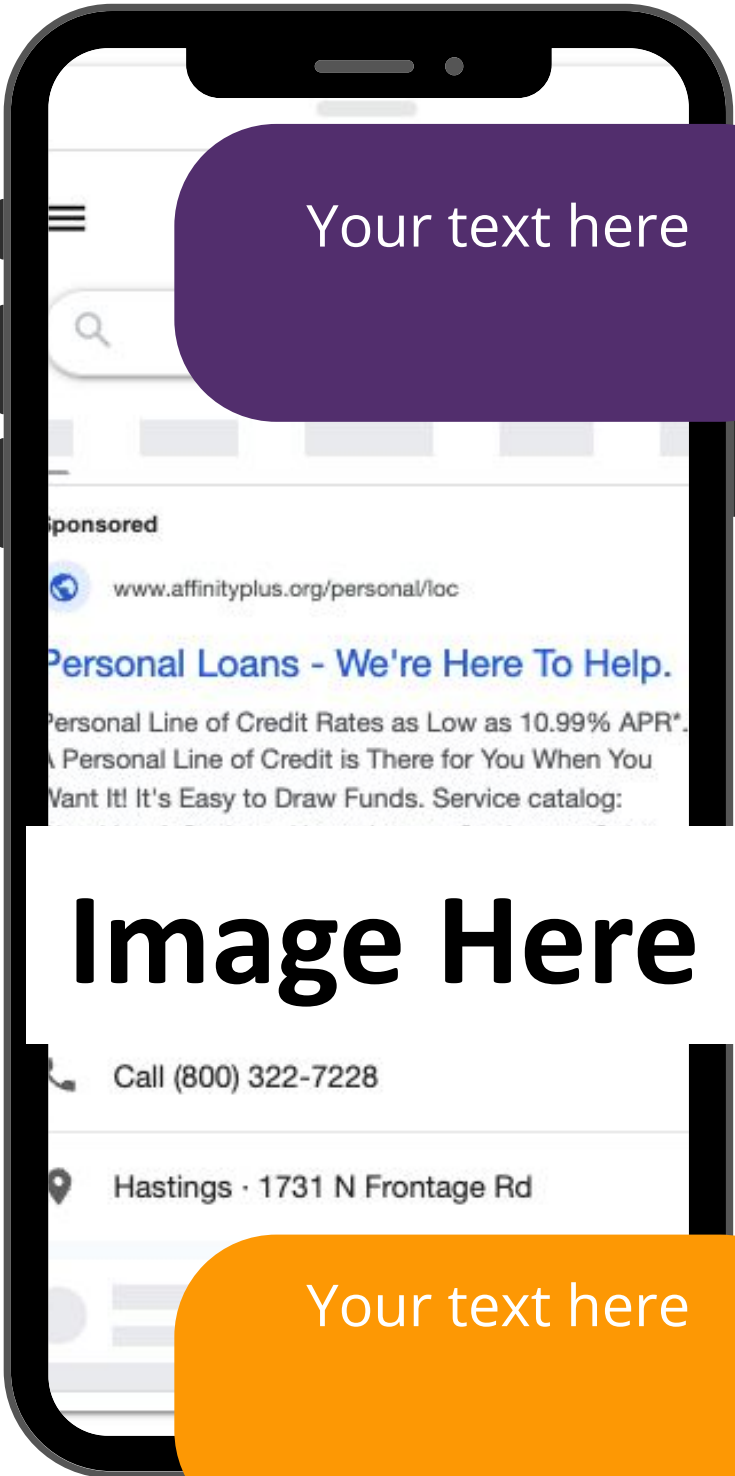
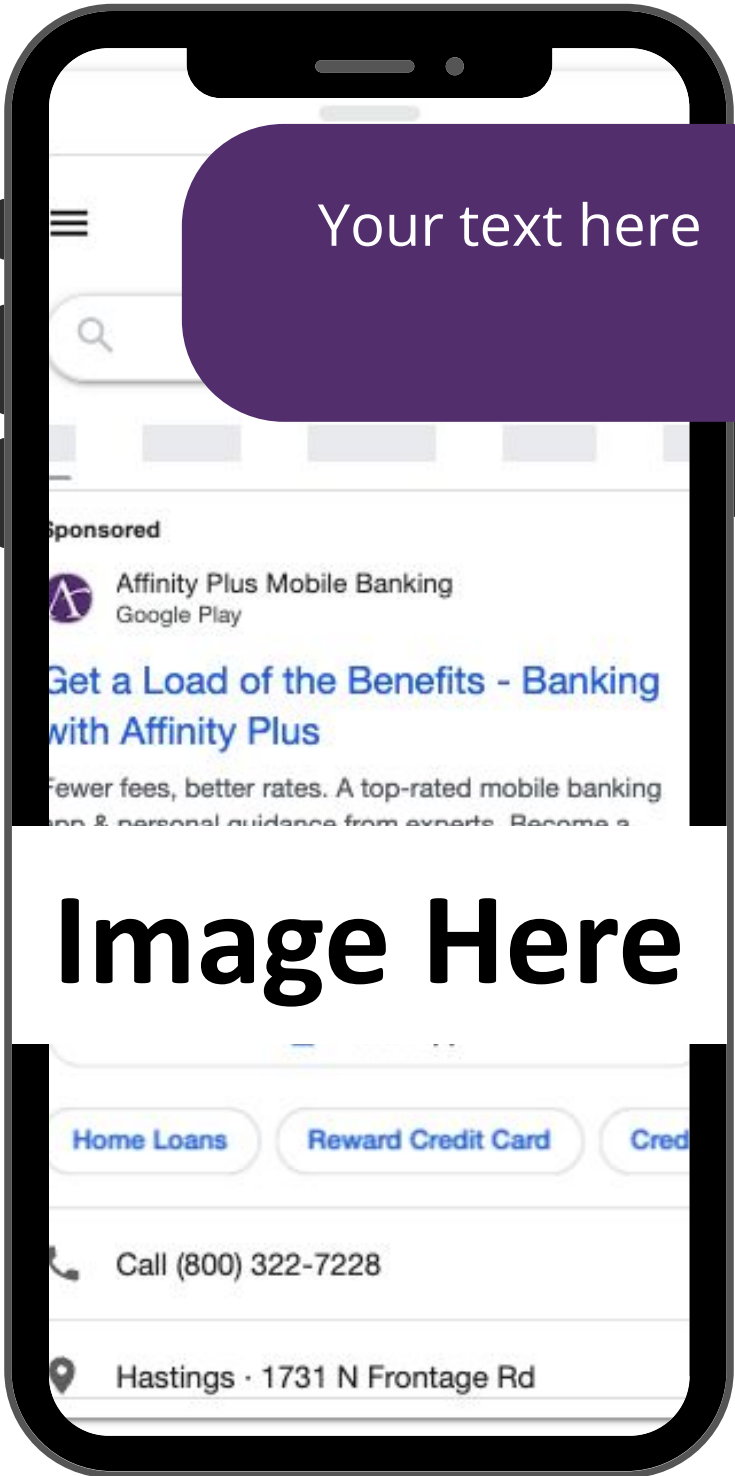
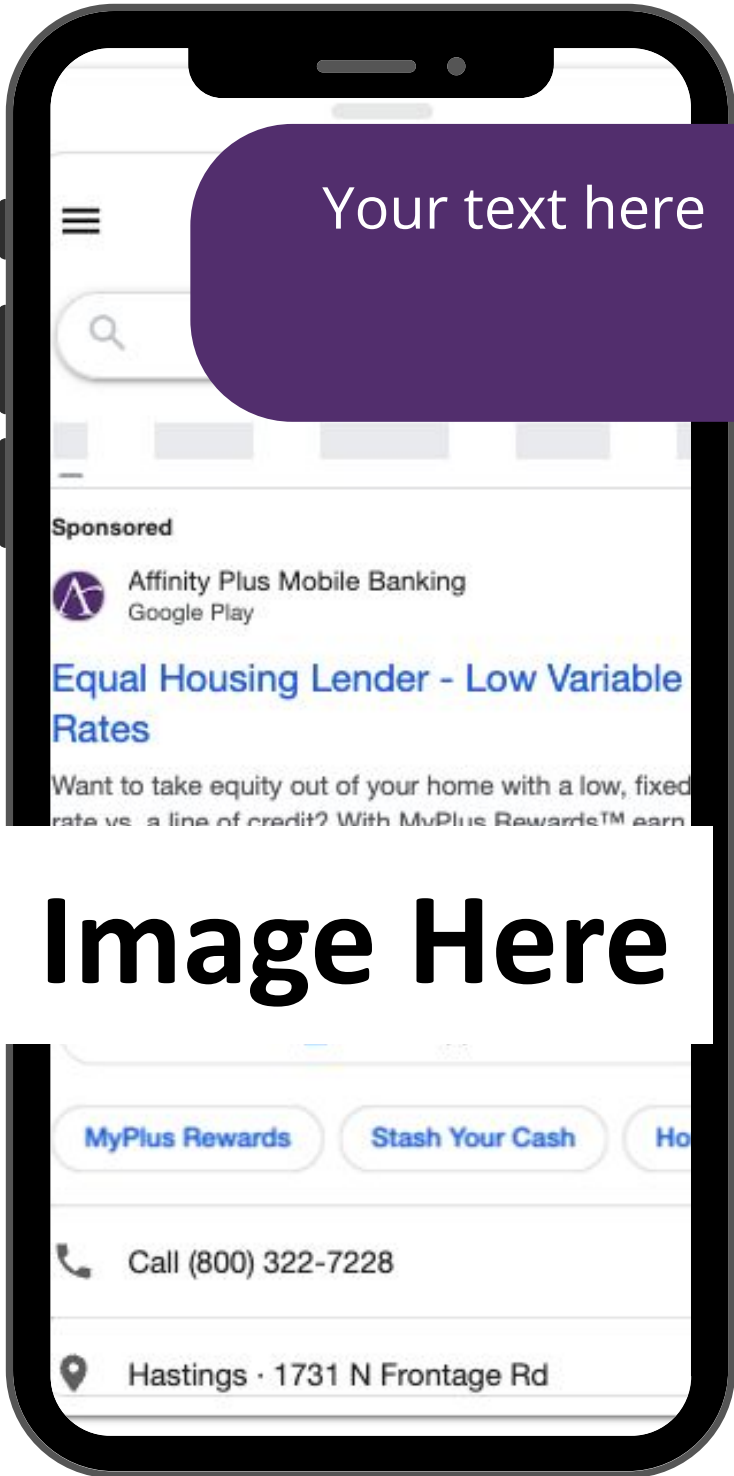


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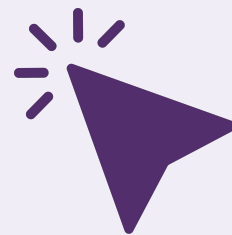
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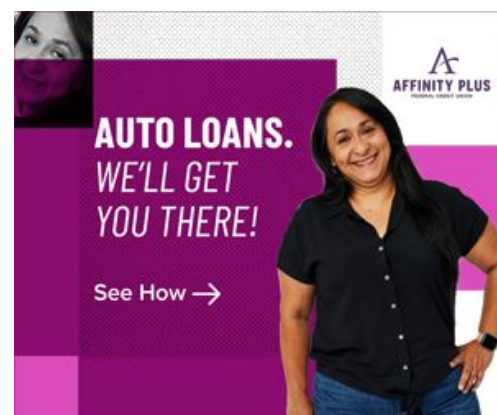
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1 Subheading



2 Subheading



3 Subheading



4 Subheading

Date

YOUR HEADING - *HERE*

**NEED MORE CASH FLOW?
TRY A HELOC!**

Apply Now →

Equal Housing Lender

AFFINITY PLUS
FEDERAL CREDIT UNION

1 Subheading

**IT'S HOME IMPROVEMENT
SEASON! START WITH A HELOC.**

Learn More →

Equal Housing Lender

AFFINITY PLUS
FEDERAL CREDIT UNION

2 Subheading

**AUTO LOANS.
WE'LL GET
YOU THERE!**

See How →

AFFINITY PLUS
FEDERAL CREDIT UNION

3 Subheading

**YOUR PROJECTS
ARE CALLING.
ANSWER WITH A HELOC.**

Learn More →

Equal Housing Lender

AFFINITY PLUS
FEDERAL CREDIT UNION

4 Subheading

**YOUR
HEADING
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1

STEP TITLE 1 HERE

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THANK YOU.
QUESTIONS?