

Looking Ahead to the **Future**

2021 Annual Report



M *MarketUSA*
Federal Credit Union

Financial Solutions For Life

Federally Insured by NCUA

Report to the Membership

Despite ongoing COVID-related challenges and prolonged uncertainty in the marketplace, last year turned out to be one of great growth and resilience for our Credit Union. We supported our members with a constant focus on their well-being and are truly grateful for our associates, whose hard work and commitment allowed us to continue this support. While we had to close our branches at times, we re-opened as quickly as possible while our Member Service Center remained open to serve our members. Additionally, we enhanced our self-service digital channels. We stayed focused, financially strong, and ready to serve through it all.



Technologically Driven

With technology increasingly shaping our members' day-to-day engagement with us, we continued to innovate to support their changing needs. As a result, we implemented the following upgrades and additions to existing platforms:

Online Banking/Mobile App Upgrade

- Debit card controls for added security and convenience (turn card off and on)
- Transfers to and from accounts at other financial institutions
- Customization options for the Accounts Overview Page
- Enhanced alerts
- And more!

New Member Identification Service

- Biometric Authentication Management (BAM) service saves members time when calling our Member Service Center by verifying identities, taking the place of "out of wallet" questions.



Member Focused

In 2021 we made strategic moves to improve our members' financial well-being by launching products and services that best meet their needs, helping them to achieve their financial goals.

- **Round-Up and Save Program** – an easy and convenient way to build savings while using a Market USA Checking Account. Debit card purchases are rounded up to the nearest dollar, and the difference is deposited daily into your Savings Account of your choice.
- **KOFE (Knowledge of Financial Education)** – free and unlimited financial education, coaching and resources regarding money, budgeting, credit repair, debt management, housing retirement and many other topics.
- **Young Adult Checking Account** – an account for members up to age 24 that includes no minimum to open, no minimum balance requirement, eight free monthly ATM transactions, mobile wallet functionality, remote check deposit and more.



Giving Back

We are supporters of our local communities and are committed to giving back to the places in which we live and work through:

- **Food Drives** – Our Laurel Branch sponsored a food drive for Elizabeth House, an all-volunteer food pantry and soup kitchen serving the greater Laurel area. While our Hyattsville Branch sponsored a food drive for the Capital Area Food Bank, serving DC, MD and VA.
- **Great Place to Work certification** – As a result of independent analysis and an in-depth employee survey, Market USA was certified for a 3rd consecutive year! A Great Place to Work recognizes leading organizations in the US and more than 60 countries.



Strong and Steady

Our financial strength reflects our members' trust in our ability to serve their financial needs. As a result, in 2021, we saw tremendous growth in several key areas. Another year of rapid deposit growth surged Market USA's member deposits from \$104.1 million to just over \$109 million at year-end 2021. Total assets continued to grow from \$129.4 to \$135.7 million. And loans also climbed from \$81.3 million to \$85.9 million as member demand for loans resurfaced-- all while growing membership to 18,717 members.



Onward and Upward

As we look to the road ahead, we are committed to adopting advanced technologies that will benefit our members, enhancing their banking experience and making it even more efficient. The following are a few of the initiatives we have planned:

- Instant issue debit cards (available at all three branches)
- Launching Zelle® (a great way to send and receive money to friends and family, even if they bank somewhere different than you do) within Online Banking and our Mobile App
- System upgrade (to override manual approval for Google Pay and Samsung Pay)
- Video chat through Online/Mobile Banking (for a more personalized experience)
- New and improved website (with increased functionality and navigation)

We hope you share our excitement for a brighter future and everything it will bring. Market USA has never been better positioned for continued growth. We are thrilled at the opportunities that await us and look forward to serving you now and for years to come.

Board of Directors & Management Team

Supervisory Committee Report

The Supervisory Committee, appointed by the Board of Directors, is charged with the responsibility of overseeing Market USA's management and financial records to ensure the institution's financial condition is fairly presented. The Supervisory Committee also works to strengthen the financial internal controls and to protect the assets of the Credit Union.

An integral part of ensuring the fair presentation of financial condition is the execution of the annual independent audit. In 2021, we appointed the firm of CliftonLarsonAllen LLP to fulfill that responsibility. We are pleased to report their audit resulted in an unmodified opinion.

In addition, an exam is conducted on a regular basis by the National Credit Union Administration (NCUA). This governmental body provides oversight for all US federally chartered credit unions. As a well-managed and well-capitalized credit union, our exam cycle occurs every 18 months. Our next exam will be in June 2022.

The Supervisory Committee attends all Credit Union Board meetings and regularly participates in the Credit Union Oversight Committee meetings. They report monthly on their activities, including reviewing and monitoring the Credit Union's internal controls and their effectiveness; ensuring that updated policies and procedures are presented and approved; and making recommendations to the Board for improvements to the internal controls, policies, and procedures.

Our goal, through these activities, is to provide the Credit Union membership with independent assurance that the Credit Union Board and staff are meeting their fiduciary responsibilities.

Jodie Sullivan
Supervisory Committee Chairperson

Statements of Financial Condition

Balances As Of December 31

ASSETS	2021	2020
Unsecured Loans	9,978,183	8,688,465
Mortgage/Home Equity Loans	12,758,405	13,998,509
New and Used Vehicle Loans	59,993,637	55,508,496
All Other Loans	3,172,661	3,141,733
TOTAL LOANS	\$85,902,886	\$81,337,203
Allowance for Loan Losses	(1,396,330)	(1,847,406)
NET LOANS TO MEMBERS	\$84,506,556	\$79,489,797
Cash & Investments	44,484,008	43,067,900
Accrued Interest Receivable	252,924	293,805
Land & Building	2,696,854	2,773,826
Other Fixed Assets	378,342	511,438
Other Assets	3,214,849	3,343,439
TOTAL ASSETS	\$135,533,533	\$129,480,205

LIABILITIES & EQUITY

Accounts Payable/Accrued Expenses	1,185,442	1,148,591
Members' Accounts	109,097,865	104,167,920
Reserves and Undivided Earnings	25,250,226	24,163,694
TOTAL LIABILITIES & EQUITY	\$135,533,533	\$129,480,205

STATEMENTS OF INCOME

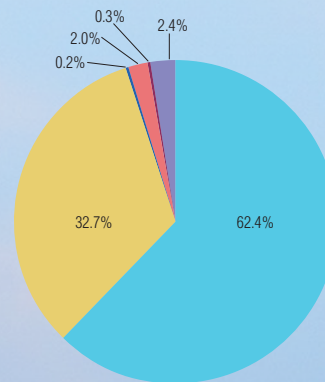
Balances As Of December 31

	2021	2020
Interest on Loans	4,873,907	5,161,569
Interest on Investments	143,414	198,104
Other Income	3,440,065	3,226,672
TOTAL REVENUE	\$8,457,386	\$8,586,345
Operating Expenses	6,672,742	6,379,871
Provision for Loan Losses	392,697	1,045,533
Gain/(Loss) on Disposition of Assets	0	0
Dividends Paid to Members	284,316	493,745

ADDITIONS TO RESERVES

& UNDIVIDED EARNINGS	\$1,107,631	\$667,196
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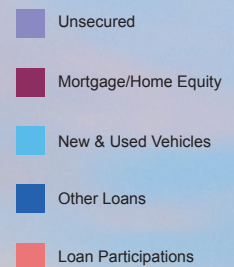
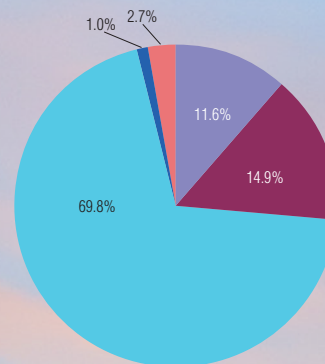
ASSET COMPOSITION



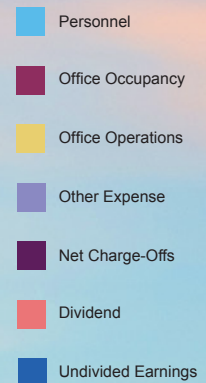
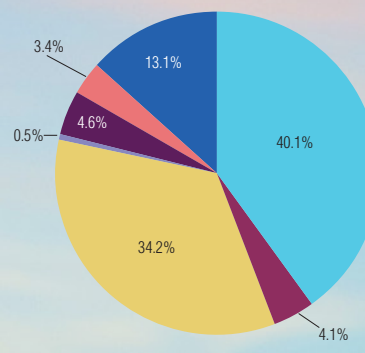
As of December 31, 2021



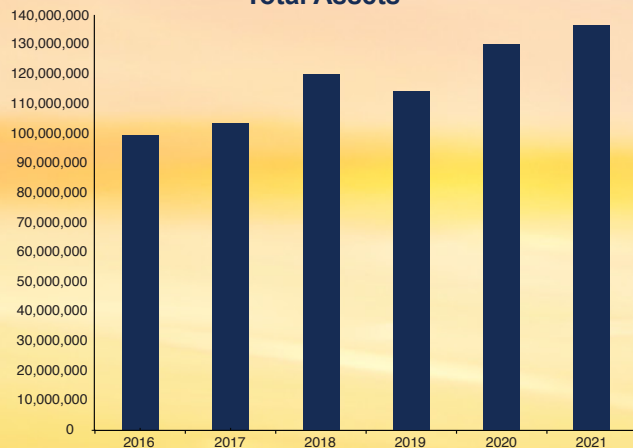
LOAN PORTFOLIO



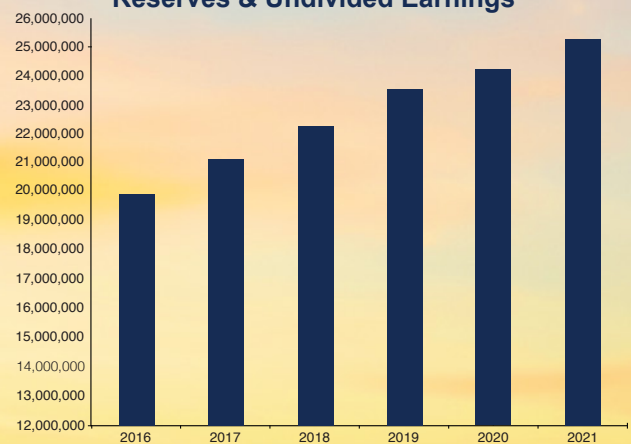
DISTRIBUTION OF 2021 REVENUES



Total Assets



Reserves & Undivided Earnings



Note: The financial statements presented in this annual report are for informational purposes only. Copies of the completed audited financial statements will be made available per member request.

Board of Directors



Robert Watts
Chair



Robin Anderson
Vice Chair



Chris Caldwell
Treasurer



Becki Havard
Secretary



Gary Boozer



Anthony
Childress



Laura Hassan



John Latham



Dianne Leonard



Bob Reichard



Bill Stubbs

Supervisory Committee



Jodie Sullivan
Chair



Gregory Bibbs



Millicent Rice



Bill Stubbs

Member Service Center

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Laurel

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Hyattsville

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Mauldin

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Greenville, SC 29607

marketusafcu.com



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By NCUA