

A man with dark, curly hair is smiling broadly while looking at a smartphone. He is wearing a dark grey t-shirt. The background is a blurred outdoor setting with greenery and a building.

Making sense of saving habits.

What today's consumers are saving for & how banks can adapt their customer experience.

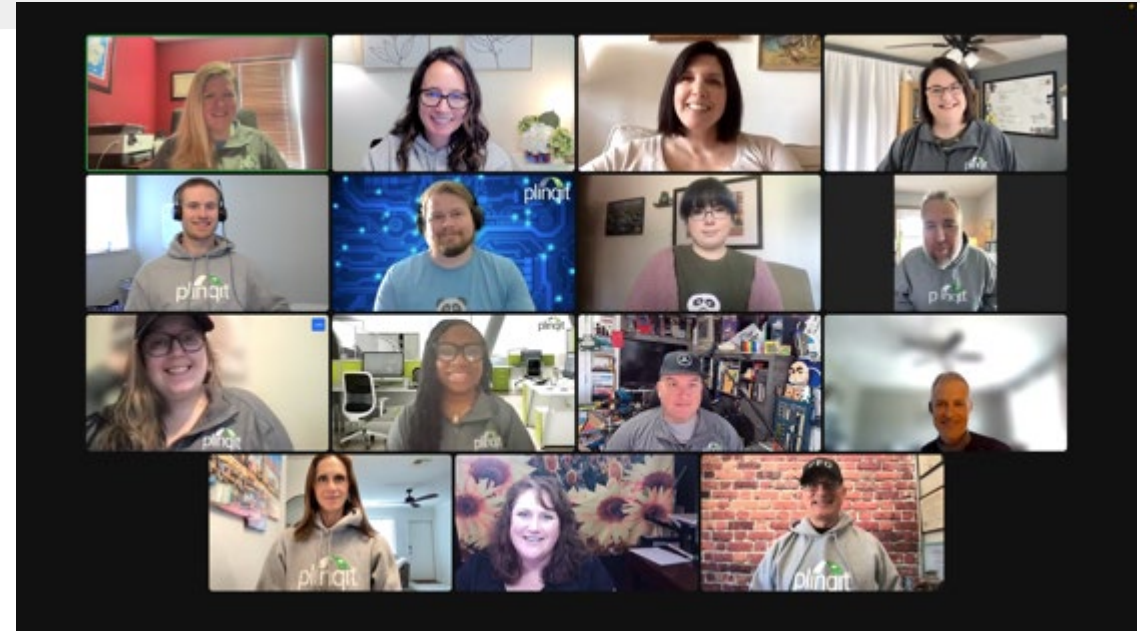
A little bit about me...

- **Former Community Banker**
- **Mom of 2 (H&T)**
- **Wife of 20 years**
- **Founder & CEO**



A little bit about our team...

- A team of bankers with the goal to be the vendor we wish we had
- VC backed FinTech based in Ann Arbor, Michigan
- 50+ FI customers and partners



Mission

Building technology that changes people's financial future.

State of Savings Report 2022

Conducted by The Harris Poll on behalf of Plinqit between July 21-25, 2022



Confidential

Current State

Cause

- **Inflation is at a 40 year high**
- **75% of families say their income is falling behind the inflated cost of living**

Effect

- **Contributes to record-high credit card usage (\$841 billion)**
 - **1 in 3 consumers say they have had to use credit cards to make basic purchases in 2022**
- **61% of consumers are living paycheck to paycheck**
 - **9% increase over 2021**
- **Leaves little left for saving**

Good News

- **Consumers recognize the importance of saving**
 - **91% of consumers are putting at least something aside**

Top 3 Categories



Emergency Fund



Travel



Debt Payoff

By Age

Top Savings Categories By Age Group

18-34	35-44	45-54	55-64	65+
Pay down/off debt - 48% Travel - 46% Emergency fund - 43%	Pay down/off debt - 55% Emergency fund - 48% Travel - 45%	Pay down/off debt - 44% Emergency fund - 44% Travel - 40% Retirement - 40%	Retirement - 49% Emergency fund - 45% Pay down/off debt - 39%	Travel - 44% Emergency fund - 39% Retirement - 27%

By Household Income

Top Savings Categories By HHI			
Less than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+
Pay down/off debt - 41%	Pay down/off debt - 48%	Emergency fund - 52%	Travel - 52%
Emergency fund - 40%	Emergency fund - 42%	Pay down/off debt - 49%	Retirement - 51%
Purchasing a vehicle- 34%	Travel - 40%	Travel - 44%	Emergency fund -44%

With or Without Kids Under 18

Top Savings Categories By Parental Status	
Parents of Kids Under 18	Not Parents of Kids Under 18
Pay down/off debt - 55%	Travel - 42%
Emergency fund - 49%	Emergency fund -42%
Travel- 46%	Pay down/off debt - 37%

Saving for a Home

- **Less than 20% of adults are saving to purchase a home**
 - This correlates to the lower mortgage application level
 - The lowest level in 22 years
- **It is a priority for Millennial and Gen Z but they cannot afford it**
 - 74% view homeownership as a top mark of achievement



Saving for Retirement

- **Consumers are saving less for retirement than they have in years**
- **Only 1 in 3 Americans are saving for retirement**
- **Millennials are more likely to use their savings to pursue their ideal lifestyle and their passions**



Key Takeaways

- Despite economic challenges stemming from inflation, majority of consumers are still saving for something
- 43% of consumers are saving for an emergency
- 42% of consumers are focused on paying off debt
- Only one-third of Americans are saving for retirement

Why is this important?

Brandon Dewitt - MX

“The industry must take an active role in meeting customers when they’re at the point of most need. And that time is now. We must provide accurate information and helpful guidance to enact a philosophical re-treading of why we chose this profession and what makes it noble. Each consumer interaction gives us the choice to defend that nobility or acquiesce to the default mode of apathy. The foundations of ethical living demand that we act in ways that alleviate pain and embrace the nobility of our profession. To do anything less than that is to cheat life of its beauty.”

Financial Health = Overall Health



There is overwhelming evidence that links financial stress to mental illness, and overall physical, mental, and emotional health.

What can we do?

Not just more education

“One-size-fits-all financial education has little to no effect on changing real-world financial behaviors. A meta-analysis of more than 200 studies found that educational interventions explained only 0.1% of the financial behaviors studied.”



A different perspective

“Competing on Financial Health and Safety”

- The bottom line on this discussion is that there are opportunities in the financial services industry for financial institutions and fintechs to differentiate themselves from the competition by providing financial health and safety-oriented services.
- The first step is a new mindset regarding financial health.



How do you compete?

- **Think differently**
- **Remember people do not want a “Buy Now Pay Later” solution or a checking account bundle or a pay day loan they want to....**



We can win.

- **Step 1 – Know your bank**
 - Who are you?
 - Who are your current customers?
 - What markets do you serve?
 - What is your budget
 - Build, Buy or Partner
- **Step 2 – Where can you win?**
 - Identify the opportunities
 - Is it deepening current relationships?
 - Is it expanding into new demographics?
 - Is it small businesses?

We can win.

- **Step 3 Create your roadmap**
 - Create an innovation work group
 - Focus on the area you identified with the largest opportunity
 - Know what you are looking for and what to expect

******Be careful to not get blinded by the bright and shiny******

Full Service

FIS **CSI** **fiserv.**
jack henry & ASSOCIATES INC. **BACKBASE**

Payments

extend **Currencycloud**
BILLGO **AptusSolutions**
XUP **payrailz** **Finscend**

Account Opening & On-boarding

WalletFi **docfox**
KASASA **Terafina**
GO DIGITAL ONBOARDING **MANTL**

Financial Insights & Wellness

plinqit **CHANGED** **pocketnest**
zogo **INVESTOR KEEP** **Carefull** **springfour**
personetics **Marstone** **POLARIS PORTFOLIOS**

Digital Channel Solutions

Alogent **strategycorps** **Q2ebanking**
BACKBASE **lemonadeLXP** **VELOCITY SOLUTIONS**
exagens **Revation** **narmi** **tyfone**
Alkami **Bankjoy** **Shastic** **API TURE**

B2B 2022

Credit Monitoring

savvymoney **curu**

Marketing Automation

AUTO LINK **WORLD COM** **Social Assurance**
onovative **TotalExpert** **Prisma CAMPAIGNS**
DeepTarget **pulsate** **Denim**

P2P

zelle **PayMoli**
popmoney **NEURAL PAYMENTS**

Business Banking Platforms

smartbiz **BankLabs** **CAPSTONE BANKTECH**
Bottomline **autobooks**
FINSYNC **FIFTH THIRD BANK**

Crypto Enablement

NYDIG **unifimoney**

Data Aggregation

ENVESTNET Yodlee **FinGoal**
MX **RAILZ**

Lending & Mortgage

QCASH Financial **senso** **CuneXus** **COMPLIANCE SYSTEMS**
Flōify **agora lending** **ZEST AI** **INTEGRA**
Wolters Kluwer **anovaa** **LoanNEX**
momnt **Turnkey Lender** **LOANstar**
forevercar **ACES** **LENDINGFRONT**
NUMERATED **TESLAR SOFTWARE** **NestReady**
blend **Lendsmart** **FINLOCKER**

Open Banking Core Solutions

technisys **MAMBU**
finzly **Agora** **checkalt**
ncino **URBAN FT**
ZAFIN **neocova** **FINASTRA**
MODUSBOX
corelation **NYMBUS**

Enterprise Data & Security

SAYLENT **2020 ANALYTICS**
KlariVis **DATA SEERS** **FINOSEC**
Continuity **airis** **UFS**
abrigo **BankBI** **Bancsec, Inc.**
DEFENSESTORM **Lodestar technologies**

AI / Chatbots

TRACKSTAR **glia**
boost-ai **BOND.AI**
AGENT IQ **interFace**
ACTIVE.AI **directlink**
Finn AI **Abe.ai** **posh technologies**

* Criteria, has sold to at least 1 CU or Bank in the US

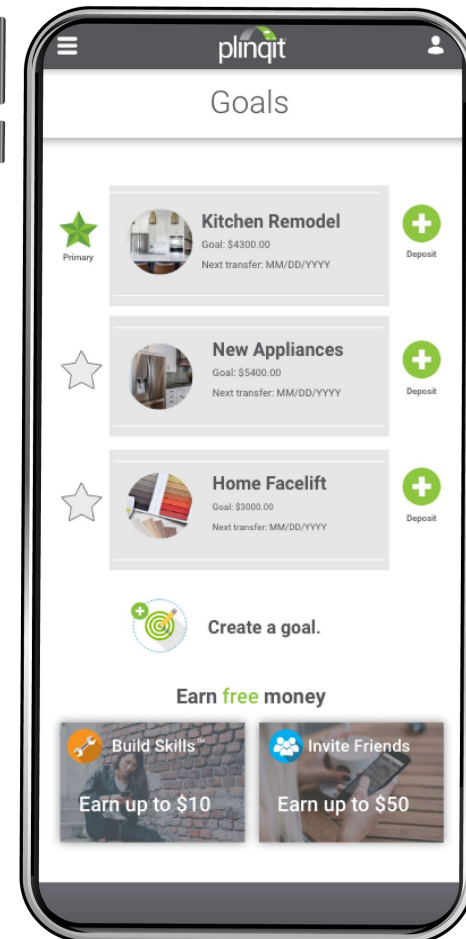
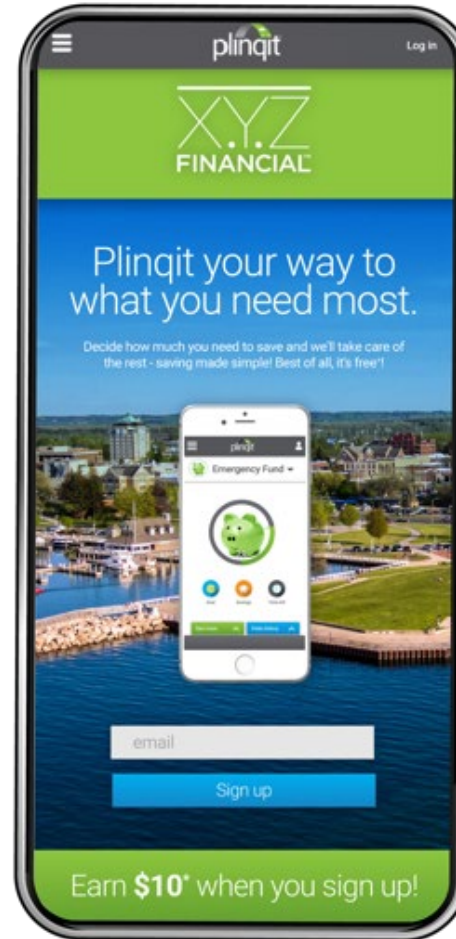
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Plinqit – Automated Savings & Intelligent Content



For You

- 30%+ Lower operating cost than Club or Traditional On-Core Savings Accounts
- Targeted Cross-sell Opportunities
- Patented Learn to Earn technology (CRA)
- Banker's Dashboard
- Co-branded



Why Plinqit?



59%

of users are 18 – 44



80%

of users reach
their savings goal.



55%

of users engage
with financial education
content.

Q&A

How can we help?

- **Resources**
- **Report**
- **FinTech connections**

Contact us anytime!

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Articles and Resources Cited

- **Plinqit 2022 State of Savings Report**
- **Ron Shevlin “The Financial Health Crisis Banks Are Overlooking”**
 - <https://www.forbes.com/sites/ronshevlin/2022/07/20/fbi-crypto-crime-alert-fraudsters-posing-as-banks-took-43-million-from-investors/?sh=db9007962323>