

## CHASE LIQUID®

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**May 16, 2013**

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## Chase Liquid® Background

- Customer design target is a mass market and low to moderate income consumer looking for a cost effective, simple and secure alternative to a traditional checking account
- During consumer research conducted anonymously by Chase, many low and moderate income research participants discussed their use of alternative financial products and services, such as payday loans, check cashers, money orders and prepaid cards, as well as their desire for something better
- Key reasons consumers use prepaid cards:
  - Control spending
  - Avoid overdraft
  - Direct deposit funds, including tax refunds
  - Avoid carrying around cash
  - Make purchases online
  - Maintain account separate from primary account



## Chase Liquid Product Features

### **Chase Liquid is a general purpose reloadable prepaid card**

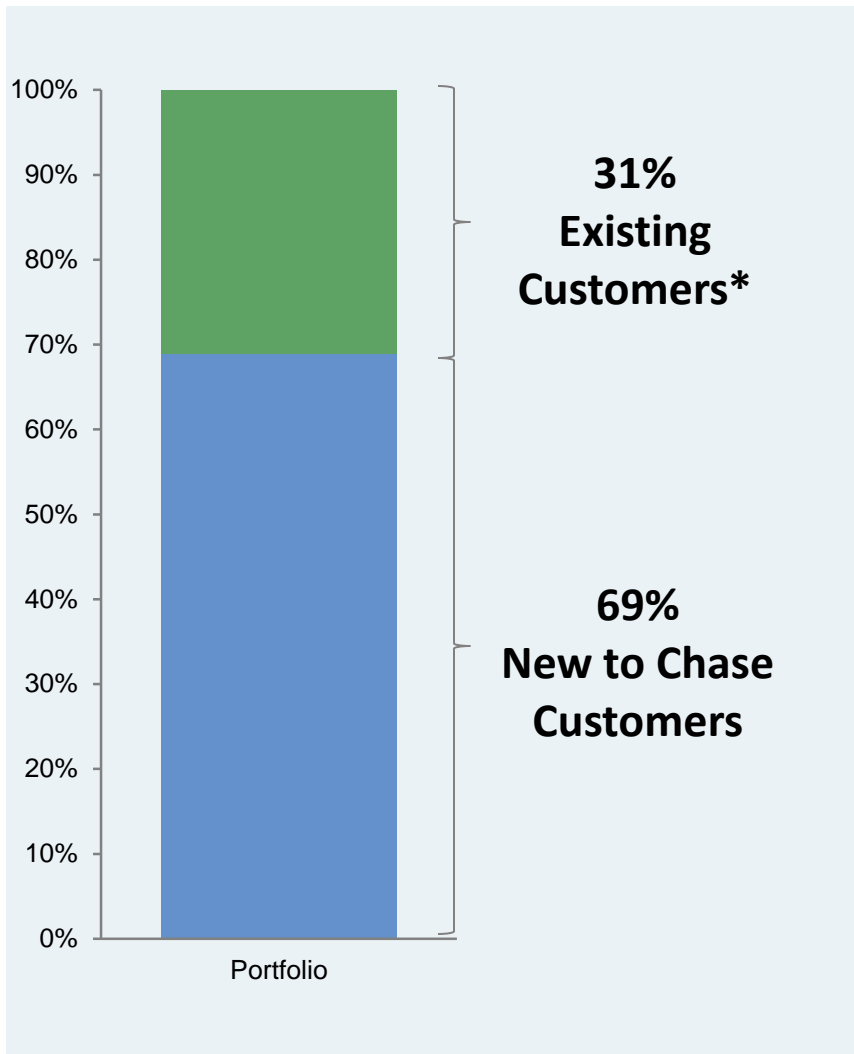
- One flat monthly fee of \$4.95
- No additional fees
  - To load funds (cash or checks) or get cash at Chase ATMs and branches nationwide
  - For direct deposit
  - For customer service (automated, live telephone service or in-branch support)
  - For electronic or paper statement
  - For card replacement
- Funds loaded are FDIC insured, subject to FDIC limits
- Features and services that help consumers manage their money such as online banking, mobile banking (including Chase QuickDeposit<sup>SM</sup>), alerts and the ability to get a real-time balance any time and anywhere via SMS text
- No overdraft features and no fees charged in the unlikely case of a negative balance
- Broad support in both English and Spanish
- Chase Liquid customers with past blemished banking histories are eligible to open a traditional Chase checking account after exhibiting responsible financial behavior on their Chase Liquid card for a period of time
- Existing Chase checking customers can add Chase Liquid as a complementary product to their checking account

## Chase Liquid Customer Experience

Feature/Service	Chase Liquid	Chase Total Checking
Standard account opening process with full KYC screening at Chase branches	✓	✓
“Instant Issue” cards available in select branches at account opening and for lost card replacement	✓	✓
Risk-based funds availability rules applied to deposited checks	✓	✓
Use of Chase branches, Chase ATMs, telephone banking and other Chase service channels	✓	✓
Availability of Chase Customer Claims for disputes	✓	✓
Zero Liability protection	✓	✓
Online bill pay, checks, outbound ACH, wire transfers	✗	✓

# Chase Liquid is Bringing New Customers to the Bank

## Chase Liquid portfolio composition



- 69% of Chase Liquid portfolio are new customers to Chase (as of March 2013)
- The rate of New to Chase customers as a percent of monthly acquisitions has increased from 52% at launch to 76% in March 2013

\* Existing customers include any Chase Liquid customers with a Chase deposit relationship

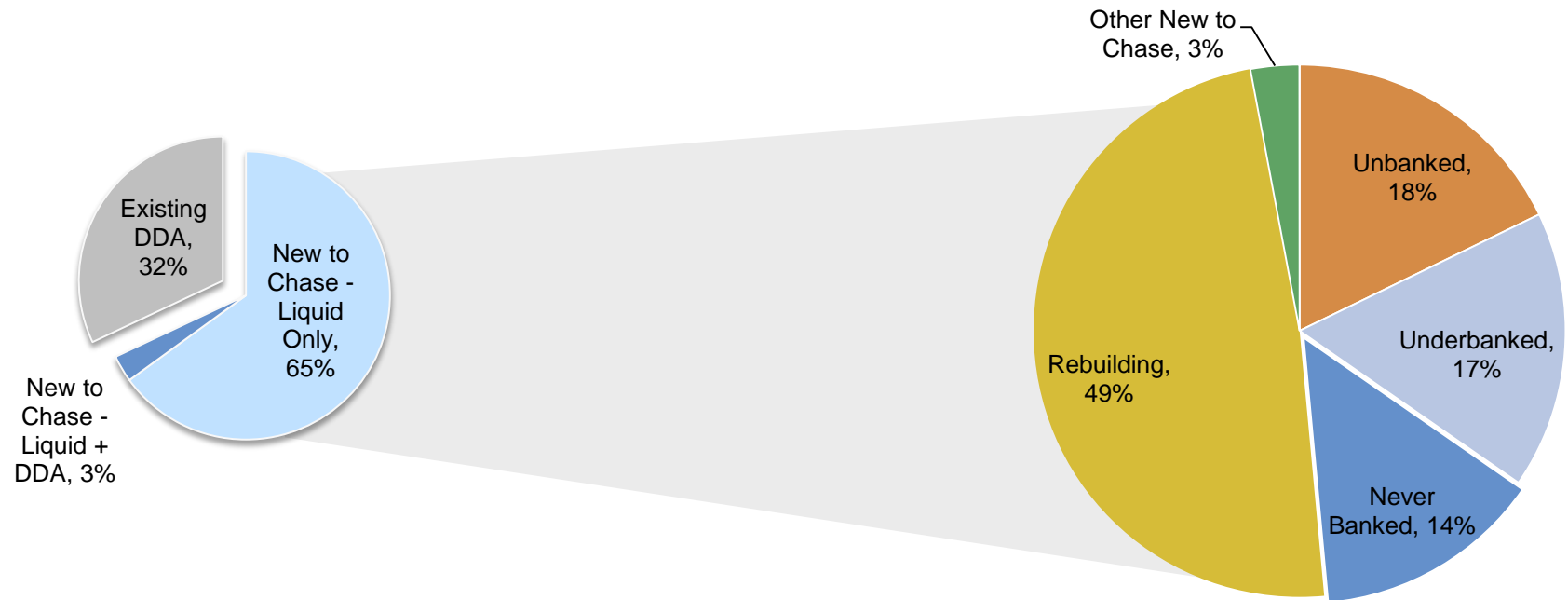
## New to Chase Customer Profiles

- Customers who are New to Chase and choose Chase Liquid fall into two groups:
  - Group 1: those with good banking histories who are eligible to open any deposit account with Chase
  - Group 2: those with blemished banking histories who are eligible to open only Chase Liquid or Chase Access Checking, our checking product designed for customers with blemished banking histories
- We are pleased with the mix of Group 1 and Group 2 customers
  - The increase in Group 1 share shows that Chase Liquid is an attractive alternative to a traditional checking account
  - At the same time, Group 2 customers are finding Chase Liquid to be a better product fit than Access Checking. The number of customers with blemished histories choosing to open an account has increased by 16 percentage points since Chase Liquid was launched



## New to Chase Customer Profiles

- Of the New to Chase customers, we estimate that 48% are within the Never Banked, Unbanked or Underbanked customer segments
- The vast majority of New to Chase Liquid customers had no bureau score or a score below 660 when they opened their Chase Liquid account



### Definitions

- **Never Banked:** Customers who have never had a bank account as evidenced by no bank account closures or check orders in the prior 5 and 2 year periods respectively
- **Unbanked:** Customers answering “No” to the question - “Do you or does anyone in your household currently have a checking or savings account?”
- **Underbanked:** Customers with a checking or savings account, but rely on alternative financial services, such as non-bank money orders, non-bank check-cashing services, money transfer services and payday loans
- **Rebuilding:** Customers who have had problems in the past including charge-offs or bankruptcies
- **Other - New to Chase:** Customers who don’t meet the above definitions and don’t have an existing deposit relationship with Chase

Source: FIS (eFunds), Chase Marketing Analytics

Building Awareness of Chase Liquid in the Communities We Serve



Irving Mall  
Carnival del Barrio  
Harlem Day  
LA County Fair  
Big Fresno Fair  
Festival Latino  
State Fair of Texas  
8th Avenue Festival  
Junta Hispana  
Festival de La Villita  
Fiesta de Independencia  
St. James Court Art Show  
Wings Over Homestead Air Show  
Dumbo Arts Festival  
Lexington Avenue Fair  
Battery Park Community Fair  
Guatemala Festival Old Spanish Days  
**Fiesta del Sol**  
African Festival of the Arts  
Antelope Valley Fair  
The Bowling Green Park Fair  
Orange County Fair  
Arizona State Fair  
116 Street Festival  
Wings Over Houston  
20th Annual Sabor de Mexico Lindo  
Waterford Lakes Mall Activation  
Central American Festival  
Winter Park Art Festival  
Mt. Dora Craft Fair  
Guardian Angels Fair  
Festival of Sail

