

# The Evolution of a Community Bank

How Fintech fits our history and leverages our competitive advantage to position the bank for the future



Community bank

*Sunrise Banks has a long history of serving the Twin Cities' urban core as a innovative community bank.*



Prepaid industry leader

*In response to industry pressures, Sunrise Banks made the strategic decision to enter the Prepaid market, in which it has now established itself as an industry leader in compliance.*

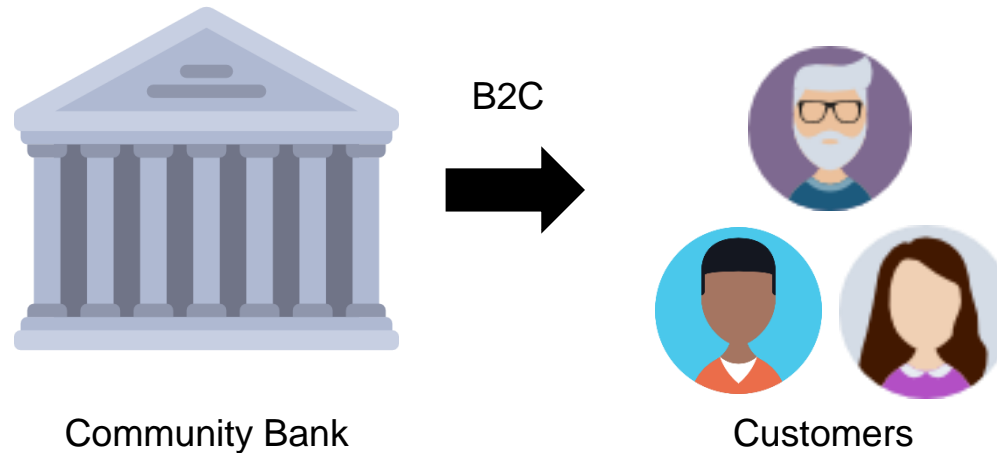


Fintech innovator

*As the industry is in transition yet again, Sunrise Banks is leveraging its established compliance resources and technology platforms to position itself as a leading innovator in the emerging Fintech universe.*

# The Evolution of the Customer Relationship

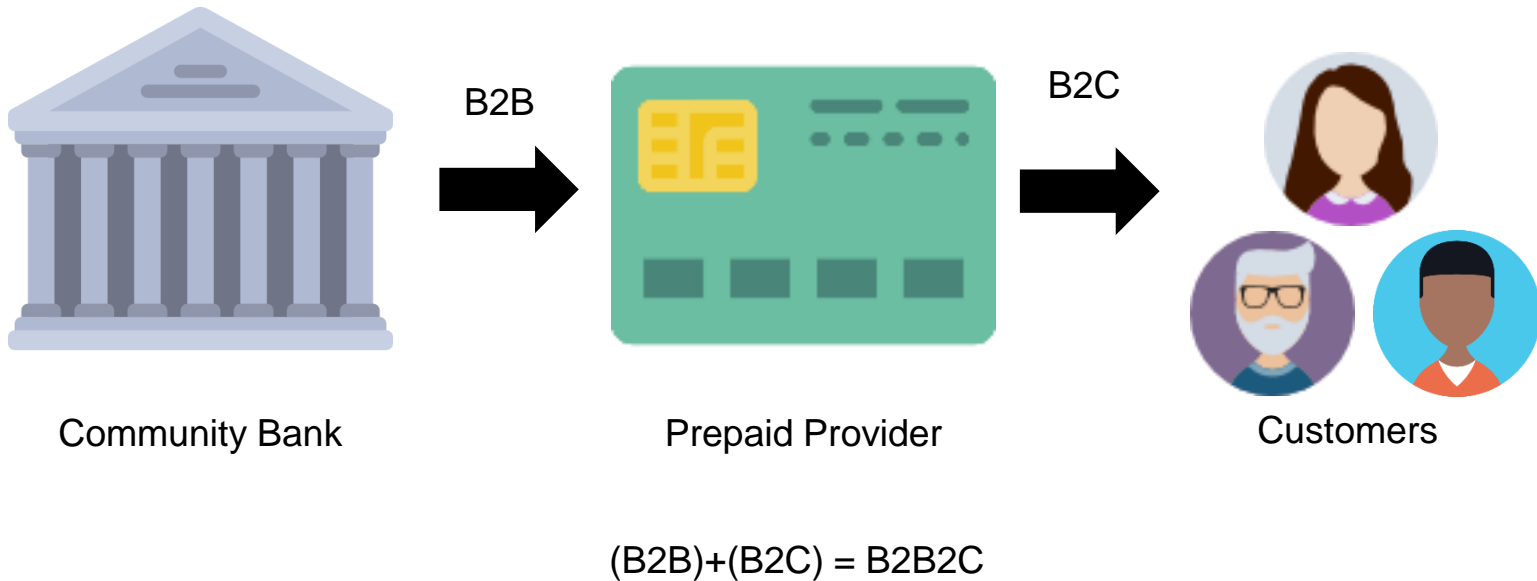
Banking has always been about serving the customer



*As a Community Bank, we typically serve our customers directly through a Business to Customer, or B2C relationship. Within a B2C relationship, banks typically design the products and the user experience. We then deliver them directly to our Customers.*

# The Evolving Relationship

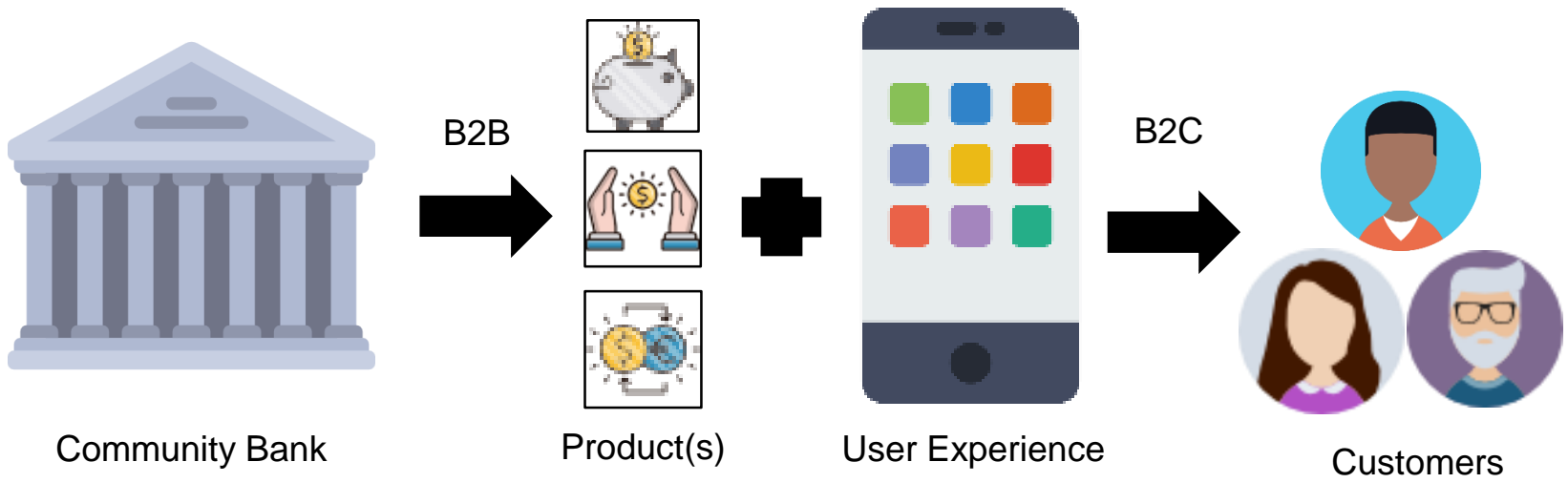
Prepaid has allowed us to understand ways we can work with others to serve our customers needs.



*As a Prepaid Sponsoring Bank, we work in cooperation with Program Managers (B2B) who in turn help us deliver products and services to our customers (B2C). Within this framework, which we call B2B2C, we provide access to the product and then work with Program Managers to design and deliver the user experience. The Bank is further away from the Customer but we offer more products to more customers and thus deliver greater impact than if we had acted alone.*

# The Evolving Relationship

Working with Fintechs has taught us how to listen and provide our Customers with products and experiences that they desire.



$$(B2B)+(X)+(B2C) = B2B2X$$

*As a Fintech Sponsoring Bank, we cooperate with Fintech providers (B2B) to more fully understand the needs of our customers. The Fintechs, in turn, help us design both the products and user experience (X). The Fintechs also provide a conduit to deliver the products and customer experience directly to our customers (B2C). Within this framework, which we call B2B2X, we deliver a tailored customer experience to fit a specific customer need.*

# Tale of the Tape

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Below are some statistics that highlight the transformative power of our most recent relationship with a Fintech

140 Days to MVP

50 v. 1 States w/ product

2 v. 365 Days to reach same volume

15 v. 1,920 Minutes to complete application

1,000s v. 100s Customers Served