

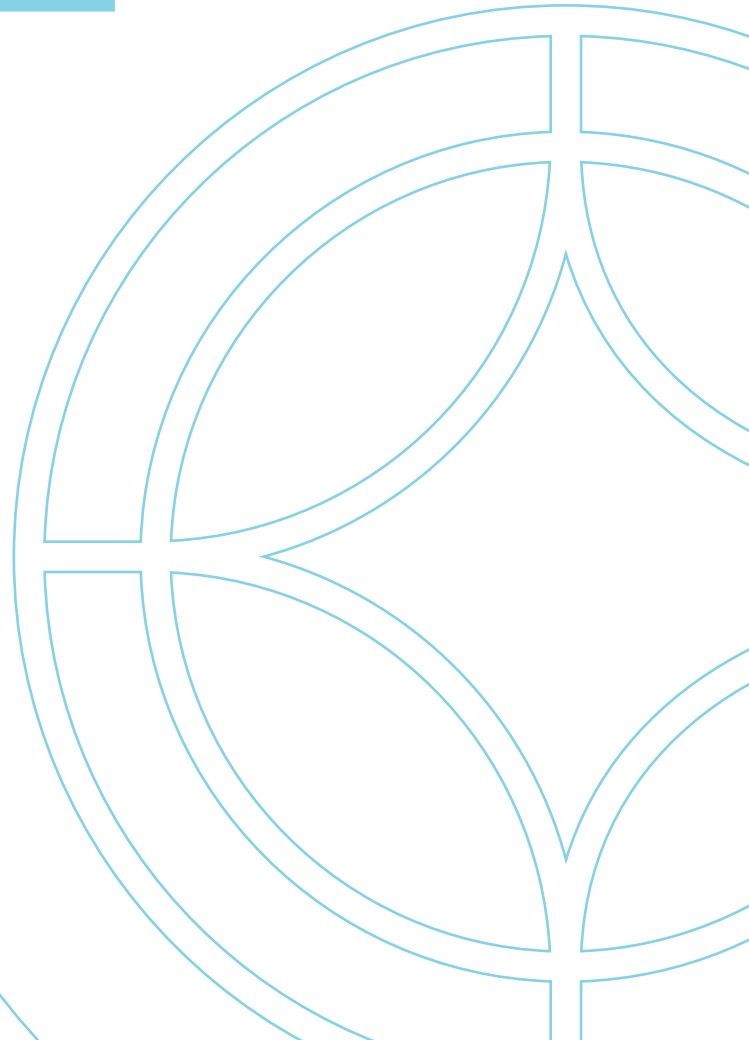


catalyst



WHEN YOUR MEMBERS
WANT MORE, GIVE THEM

Catalyst BaZing



Catalyst BaZing

A REWARDS CHECKING PROGRAM WITH BENEFITS

More savings.
More rewards.
And more protection
for your members...

More income for your
credit union's bottom line.



MORE SAVINGS.

Give your members more savings. BaZing offers discounts from more than 400,000 name brand and local merchants, delivered directly to your member's mobile devices – making it easier than ever for them to browse, shop, save.

With BaZing, your members can enjoy savings on dining, shopping, health and travel. BaZing representatives will solicit merchants in the credit union's area to increase the number of discounts available to members. The service is free to merchants. BaZing mobile app users can also refer merchants to be added to the network.

DINING

Save a little money
while eating out,
whether at home or
on the road

SHOPPING

Get local deals
and online
discounts from
name brand
retailers

HEALTH

Pay less for
prescriptions, eye
exams, eyewear and
hearing services

TRAVEL

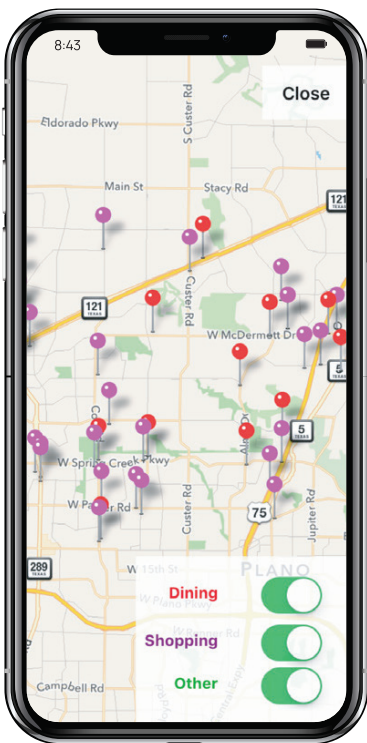
Save money on
hotels, car rentals,
recreation and more



MORE REWARDS.

Give your members more rewards. Protect the relationships you have with members by delivering a service that is more relevant, more valuable and overall better than the competition.

Unleash the power of the Catalyst BaZing rewards checking program, created with modern benefits that impact members' everyday lives, delivered right on their phone. Member loyalty can grow when you add value to your checking accounts with on-demand benefits. You can choose to give them away for free or charge a fee.



THE APP WILL
DIRECT YOUR
MEMBERS TO
SAVINGS

MORE PROTECTION.

BaZing provides a wide array of coverage, some of which your members may already be paying for at a higher cost.

- ROADSIDE ASSISTANCE
- IDENTITY THEFT PROTECTION
- CELL PHONE PROTECTION
- TRAVEL ACCIDENT INSURANCE

MORE INCOME.

Give your credit union more income. The payoff of the Catalyst BaZing rewards checking platform is an immediate impact on your bottom line, all from a source of member-friendly fee income. You'll improve member loyalty and retention, deepen relationships and make overall better lifestyle connections.

BaZing credit unions average:

- 15% increase in total deposits
- 31% increase in debit interchange fee income
- 300% increase in service charge income
- 42% increase in average balances



LEARN MORE.

Catalyst Corporate can provide expert assistance in evaluating your credit union's existing checking account structures, segmenting and ranking your member account relationships. Armed with this information, the credit union and Catalyst Corporate can structure checking accounts with appropriate levels of benefits. Catalyst Corporate also helps the credit union develop a new accounts launch plan and marketing plan.

For more information on how your credit union can reward members and generate fee income through the Catalyst BaZing rewards checking program, contact your Catalyst Corporate account executive at contactus@catalystcorp.org or 800.442.5763.

BaZing is offered in partnership with Nashville, TN-based StrategyCorps.

CONTACT US.

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