

MEMBERSHIP
HAS ITS
REWARDS

CREDIT UNION DIFFERENCE

UW Credit Union is a full-service, federally insured and financially strong institution. Here are a few features that set us apart:

MEMBER OWNED

NOT FOR PROFIT

BETTER RATES, FEWER FEES

COMMUNITY SUPPORT

VOLUNTEER BOARD



Scan here to learn more.



<https://www.uwcu.org/about-us/history/credit-union-difference>

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 **Paul Kundert**
President & CEO

Letter from the CEO

Dear Fellow Members:

In 2025, we made banking simpler, fairer and more rewarding — because that’s what everyone deserves.

At the heart of it all is our streamlined Rewards Checking account, with ...

- ▶ No monthly fees or minimum balances.
- ▶ Cash back bonuses on all credit cards – up to 2%.
- ▶ Early access to your direct deposit paycheck.

Simply put, you’re automatically rewarded for your everyday banking. No complicated requirements. No hidden limitations. Just plain honest value.

These changes reflect our core belief that banking should work for everyone, no matter where you are in life.

For some members, this past year brought real challenges — from sudden, severe flooding in Milwaukee to the financial strain caused by the government shutdown. In both situations, we stepped in with special low-interest loans to help those hit the hardest. Because being there for you during life’s toughest moments matters just as much as the products and services we offer.

We work hard to maintain your trust and never take it for granted. That’s why we were especially pleased to achieve exceptional ratings for both member satisfaction and your willingness to recommend us. Thank you for your loyalty and partnership. We’re excited for what’s next.

At UW Credit Union, membership truly has its rewards — today and for years to come.

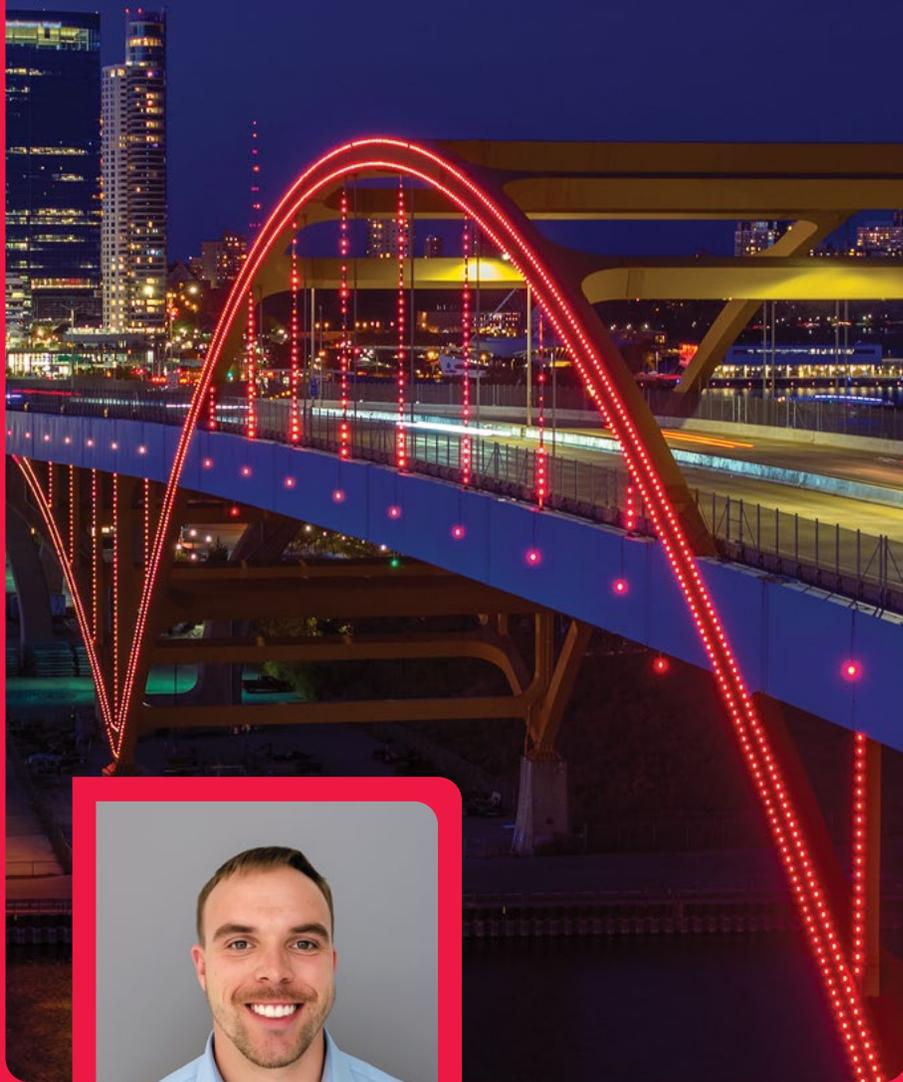
Sincerely,

Paul Kundert
president@uwcu.org

OUR MEMBERS

Rewards at Every Age and Every Stage

First account, first “wow, I’m adulting” moment, first job, first car, first home — we’re here for all of it.



Read more about our members and why they love UWCU.



Convenience. “I was always able to accomplish everything I needed in the digital space.”

- Nate Vomhof, member

Photographer Nate Vomhof is a proud member who carries the Hoan Bridge debit card, which features his photography as the design.



Why did Wisconsin football legend Mark Tauscher switch to UWCU? Fantastic banking experience, membership perks, our partnership with Wisconsin Athletics™ and involvement in the community, just for starters.

Community. “I’ve always appreciated UW Credit Union’s support of Wisconsin Athletics™ but more recently I’ve been noticing just how supportive they are of the communities they serve, especially students and student-athletes.”

- Mark Tauscher, member

Mark Tauscher stops by his local branch to do some banking with his favorite mascot card. Photo by Hedi LaMarr at LaMarr Photography.

Teamwork.

19 student athletes on our roster, sharing why UW Credit Union is the play.

We’re cheering them on as they balance sports, school and finances. Find more stories about our students on pages [10-11](#).

☆ NATHAN ENGEN



☆ DANNI LANGSETH



☆ DARRYL PETERSON



☆ SLOANE ROSEN



☆ JAMIE NICK



☆ JOHNNY LIVINGSTONE



By the Numbers



We've Got Your Back

Our commitment means showing up with real solutions during life's toughest moments, from emergencies to everyday worries.

\$5

BALANCE BACKUP*

Overspent by accident? It will **never cost you more than \$5**** to avoid a declined payment or transaction.

51

LOANS APPROVED \$201,250 FUNDED

Helping members impacted by the 2025 Government Shutdown.

321

LOANS APPROVED \$1.2M FUNDED

Helping Milwaukee residents **rebound from devastating floods in August.**

\$1M+

LOSSES PREVENTED IN FRAUD ATTEMPTS

Communication, vigilance and collaboration **helped prevent over \$1M in losses** to fraud attempts.

JDPOWER

WE COMMISSIONED JD POWER TO CONDUCT AN INDEPENDENT MEMBER SURVEY. THE RESULTS REINFORCE OUR ONGOING FOCUS ON LISTENING CLOSELY, IMPROVING THOUGHTFULLY AND ENSURING EVERY MEMBER FEELS SUPPORTED.

*Balance Backup Transfers may cover ACH, checks, debit card purchases, and ATM withdrawals. However, you cannot use the credit union's basic reserve (overdraw) for debit card purchases or ATM withdrawals, so those transactions would decline if a transfer option isn't available.

**A \$5 fee is charged to the receiving account for transfers or overdrafts, capped at \$5 per business day, regardless of the number of payments involved. No fees are charged if your balance is short by less than \$10. Negative balances must be repaid within 45 days. For more details, refer to our industry-leading overdraft business practices.

MEMBERSHIP HAS ITS REWARDS

Our new checking account rewards members for everyday banking.



Rewards Checking with no monthly fees or minimum balance



Access your direct deposits up to 2 days early¹



All credit cards earn a Cash Back Bonus² with Rewards Checking.



Secure banking from anywhere life takes you



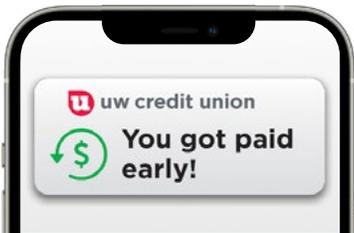
Free credit score and report



Local discounts



Artist-designed debit cards



Members' Best Interest.
 "Thrilled with Early Payday. OMG!!! My Social Security payment came early! I just checked my checking account to see if it was pending and it had actually been posted. So long plain rice and butter, Mama's havin' chicken tonight."
 - Barb S., member

Our Hoan Bridge debit card, which debuted in 2025, features a drone image captured from Milwaukee photographer Nate Vomhof.

© Keith Haring Foundation. Licensed by Artestar, New York. *Keith Haring debit cards subject to limited production runs annually. Available only while supplies last.

¹ UW Credit Union may make funds from a direct deposit into your consumer checking account available up to two days early. Early availability depends on notice from the payor and cannot be guaranteed by UW Credit Union. After funds are made available to you, you remain responsible if any deposit to your account is returned or otherwise uncollected. Early availability may be discontinued at any time. Transaction limits apply.

²For any UW Credit Union credit card, everyday banking is defined as having 10 credit or debit card purchases plus \$250 in combined ACH credits and debits in your Rewards Checking account.

BRANCHES



Stevens Point employees celebrate the grand opening of their brand-new, modern branch featuring a variety of energy-conserving features and a welcoming space.

In Your Pocket & Around the Corner

17 MADISON-AREA BRANCHES

13 MILWAUKEE-AREA BRANCHES

10 CAMPUS BRANCHES

Our new branch in **Stevens Point** opened in November to accommodate growing membership with sustainable features and improved access.

Pewaukee will get their own branch in April, expanding your access in the Milwaukee area.



24/7 DRIVE UPS

Many of our branches are upgrading drive up technology to give you 24/7 access to key banking services:

- ▶ English and Spanish available
- ▶ Choose your cash withdrawal denominations
- ▶ Make loan payments
- ▶ Deposit cash and checks
- ▶ Staff on-call to assist during lobby hours



Scan here to learn more.



AVAILABLE AT 12 BRANCHES AND GROWING

DIGITAL BANKING

Digital Wallet: Instantly add your debit and credit cards to make purchases with your mobile device.

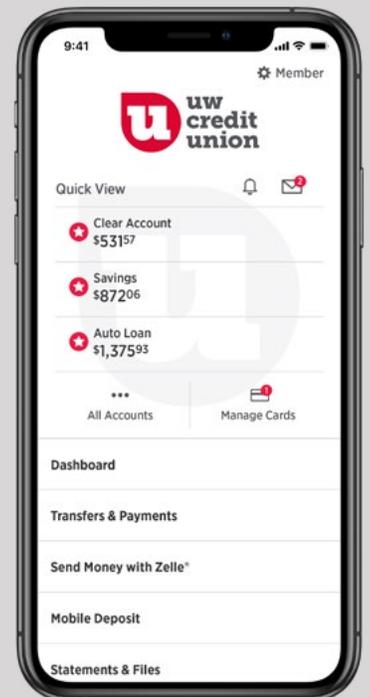
Zelle®: Send and receive money quickly and securely in the UW Credit Union app.

Rewards Snapshot: Keep track of all your benefits of membership — from cash back balances to money-saving perks.

Safe & Secure: Turn your cards on and off, set up alerts and updates and enjoy the latest technology to monitor account activity and balances.



Excellent App Ratings: Our mobile app averages 4.7 out of 5 stars on both the Apple App Store® and Google Play®.

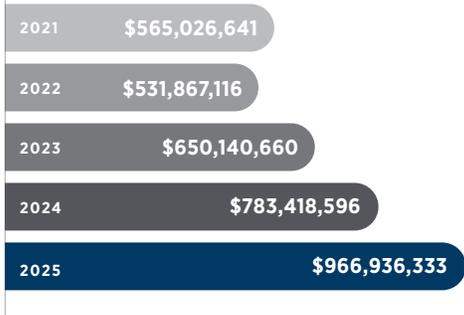




Offering wealth management services is just one more way we're promoting financial well-being for all.

- ▶ Portfolio Management
- ▶ Retirement Planning
- ▶ Inheritance & Wealth Building
- ▶ Estate Planning
- ▶ Life Insurance
- ▶ Education Funding
- ▶ Health & Long-term Care Planning

TOTAL ASSETS SERVED



Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker/dealer (member FINRA/SIPC). Insurance products are offered through LPL or its licensed affiliates. UW Credit Union and Wealth Management at UW Credit Union **are not** registered as a broker/dealer or investment advisor. Registered representatives of LPL offer products and services using Wealth Management at UW Credit Union, and may also be employees of UW Credit Union. These products and services are being offered through LPL or its affiliates, which are separate entities from and not affiliates of UW Credit Union or Wealth Management at UW Credit Union.

Securities and insurance offered through LPL or its affiliates are:

Not NCUA Insured by NCUA or Any Other Government Agency	Not Credit Union Guaranteed	Not Credit Union Deposits or Obligations	May Lose Value
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UW Credit Union provides referrals to financial professionals of LPL Financial LLC ("LPL") pursuant to an agreement that allows LPL to pay the Financial Institution for these referrals. This creates an incentive for the Financial Institution to make these referrals, resulting in a conflict of interest. The Financial Institution is not a current client of LPL for advisory services.

Please visit <https://www.lpl.com/disclosures/is-lpl-relationship-disclosure.html> for more detailed information.

OUR STUDENTS

Welcome,
Students!

Our products and services are designed to help students succeed. Whether they're learning how to budget, build credit or plan for loan payments, we're by their side to guide them on their financial journey.

433

EVENTS & SEMINARS
WE PARTICIPATED IN
ON CAMPUSES

23K+

STUDENT MEMBERS



SCHOLARSHIPS

Community Values Scholarship

People helping people is reflected in these member students and their actions in the community.

Each scholarship winner received \$3,000 directly deposited into their tuition accounts.



Karen Contreras,
Madison College



Jordyn Czyzewski,
UW-Madison



Kathleen Dahle,
UW-Madison



Lauren Elzy,
UW-La Crosse



Liam Ferraro,
UW-Green Bay



Kayla Hornat,
UW-Stevens Point



Madison Kremer,
UW-Madison



Carli Ourada,
UW Oshkosh



Elaina Raicu,
UW-Milwaukee



Scan to learn more about these students and their impact.



We knew Pounce when he was just a cub

Providing on-campus banking services since 1985.



We were honored to receive the 2025 University Partner Award from UWM in February.



Paying for College



We're here to support you in making the best plan for funding your college education.

975

STUDENT LOANS FUNDED FOR \$8.2 MILLION

182

STUDENT LOANS REFINANCED FOR \$5.7 MILLION

101

DIFFERENT SCHOOLS ATTENDED BY LOAN RECIPIENTS

OUR COMMUNITIES

We invest in our communities to help create space where everyone feels like they belong and has opportunities to thrive.



UW Credit Union presented Junior Achievement of Wisconsin with a \$12,000 donation as part of the "Here for a Cause" program celebrating Milwaukee Brewers™ wins.



BREWERS™ STUDENT ACHIEVERS

WE PARTNER WITH THE MILWAUKEE BREWERS™ TO RECOGNIZE STUDENTS IN GRADES 5-12 FOR ACADEMIC ACHIEVEMENT THROUGHOUT SOUTHEASTERN WISCONSIN WITH TWO COMPLIMENTARY GAME TICKETS.

9,000
BREWERS™ TICKETS

4,500
STUDENTS

150
SCHOOLS

Surprise visits by players Caleb Durbin (shown) and Isaac Collins plus the Famous Racing Sausages® were part of the recognition ceremonies in local schools.

Community Partners

We invest in housing and education solutions that help improve the financial well-being of people.

Access to affordable, stable housing should be a reality for everybody. We're partnering with organizations to achieve this shared goal.



UWCU employees visit Pathfinders Milwaukee to learn about the programs and resources they offer to youth in crisis.



Acts Housing - Empowerment through homeownership. We've teamed up with this Milwaukee nonprofit to offer mortgages to those overlooked by traditional options.



Pathfinders Milwaukee - Ensuring all youth are safe, healthy, independent and valued. When area food pantries faced shortages, we funded this longstanding partner so they could continue to offer needed services.



Own It - Racial justice in real estate. We gifted billboard space throughout Madison in support of their mission to build generational wealth in Black and brown communities through homeownership.

With Junior Achievement, the Governor's Council on Literacy and Wisconsin financial regulators, we unite shared missions to create more effective financial literacy solutions.



Mary Breunig (Governor's Council on Financial Literacy), Lori Astell (Junior Achievement of WI), Secretary Wendy Baumann (WI Department of Financial Institutions), Erin Bykowski (UWCU), Anne Norman (UWCU), David Mancl (WI Department of Financial Institutions) and Richard Entenmann (Asset Builders) hold a WI Jumpstart Coalition meeting at our Equity Building.



FINANCIAL SMARTS FOR STUDENTS WISCONSIN COALITION

Convening financial education leaders throughout the state to advance and advocate for financial education as well as provide resources to educators.



Strengthening our diverse communities by providing linguistically and culturally competent adult education programming so individuals and families can thrive socially, economically and civically.

FINANCIAL EDUCATION



376

HOURS PRESENTED TO

19,093

PEOPLE

Whether by providing resources, hosting seminars or supporting partners who promote financial literacy, we're invested in giving everyone a foundation to make informed financial decisions.



Our Financial Mentors, pictured here, are a group of UWCU employees who provide workshops and support around financial well-being to our communities.



Everyone has access to the Financial Wellness hub on our website, an enhanced suite of resources which includes an article library and tools available through our partnerships with GreenPath and Banzai.

SUSTAINABILITY



A healthy environment supports healthy communities.

We take active steps to be good stewards of our lands.

IN 2025, OUR GREEN TEAM FILLED 145 SHIFTS AT 15 EVENTS FOR

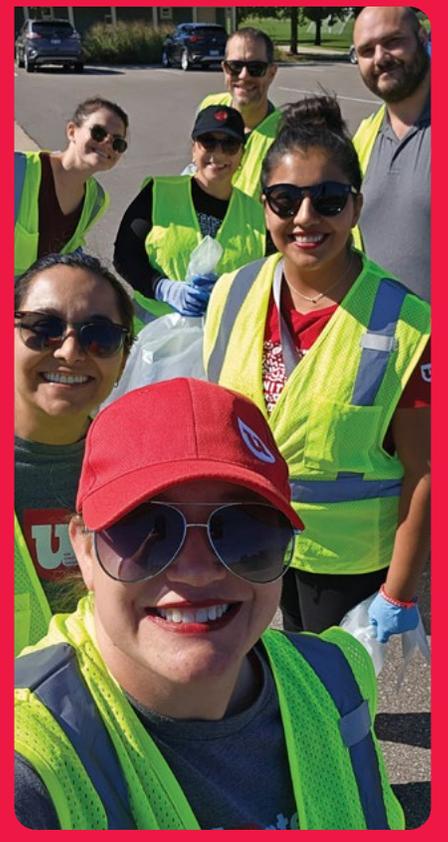
400+

VOLUNTEER HOURS IN SERVICE.

- ▶ **ADOPT-A-HIGHWAY**
- ▶ **BOERNER BOTANICAL GARDENS**
- ▶ **CLEAN LAKES ALLIANCE**
- ▶ **HEARTLAND FARM SANCTUARY**
- ▶ **HENRY VILAS ZOO**
- ▶ **HUNGER TASK FORCE**
- ▶ **UW-MADISON MOVE-IN (NEW!)**



2025 was UWCU's 8th year as a Green Master!



The Green Team also:

Continued partnership with Green Box led to employees saving **2,186 lbs** of waste from landfills to become compost

Sponsored two sustainability learning tours at local businesses — Vitruvian Farms in McFarland and Lakefront Brewery in Milwaukee

Partnered with Operation Fresh Start to continue developing a pollinator garden near our Northport branch in Madison

Successfully **shredded 18,000 lbs of paper** at Shred-It! events in Madison and Milwaukee



\$404,889
TOTAL PLEDGES



2025 Community Giving Campaign

**Three weeks. Three umbrella organizations.
Impact like none other.**





59%
EMPLOYEE
PARTICIPATION
IN THE CAMPAIGN



OUR EMPLOYEES



891

TOTAL EMPLOYEES AT
UW CREDIT UNION
(AS OF 12/31/2025)

Working for You

This is people helping people.

Financial well-being is nurtured by the financial specialist who helps you open your first checking account. The lending specialist who sets you up with wheels for the first time. The mortgage loan officer who helps you become a homeowner. The friendly voice over the phone who answers your questions about your accounts.

577

MEMBER SERVICE STAFF
SUPPORTING IN BRANCHES,
OVER THE PHONE OR ONLINE

176

TOTAL EMPLOYEES AVAILABLE
TO SUPPORT SPANISH-
SPEAKING MEMBERS

+ Award-Winning Workplace

Top Workplaces



2025 Corporate Equality Index Award



THIRD CONSECUTIVE YEAR

MEASURES CORPORATE POLICIES AND PRACTICES RELATED TO LGBTQ+ WORKPLACE EQUITY

AMONG 765 BUSINESSES IN THE U.S. ACHIEVING THIS RANKING

EXTERNAL BENCHMARKS LIKE THIS HELP US KEEP A PULSE ON HOW WE'RE SUPPORTING EMPLOYEES - HELPING THEM KNOW THEY MATTER AND THAT THEY ARE SEEN.

Best Wisconsin Credit Union



VOLUNTEERING

Every employee starts the year with 16 hours of paid volunteer time off (VTO) to use in service to local nonprofits, charities and community organizations.



4,040

HOURS OF VTO
30% INCREASE
OVER 2024!

520

EMPLOYEES
USED VTO

836+

HOURS
CONTRIBUTED TO
FOOD PANTRIES AND
MEAL PROGRAMS

475

POUNDS OF FOOD
DONATED TO ADDRESS
FOOD INSECURITY



2025 Company Volunteer Group of the Year – East Madison Community Center



Employee [•] [✦] ⁺ ^o Resource Groups

Open to any employee, our Employee Resource Groups provide additional opportunities to network, learn and grow.



BeU - Black Excellence



Green Team

45%

**EMPLOYEE
PARTICIPATION**

New in 2025

- ▶ Asian Pacific Islander Resource Empowerment (ASPIRE)



HVPE - Helping Young Professionals Engage



WIN - Women's Initiative Network



SAGA - Sexuality and Gender Alliance



Raíces Latinx

OUR LEADERS & BOARD

Leadership
with You
in Mind

Working on a cooperative business model, the credit union makes every decision acting in the members' best interest. Our leadership team and board of directors ensure we operate in a way that is fair, equitable and sustainable.



Executive & Senior Management Team



Paul Kundert
President
& Chief Executive Officer



Ralph Buelling
Executive Vice President
& Chief Information Officer



Jon Bundy
Executive Vice President
& Chief Legal Officer



Brad McClain
Executive Vice President
& Chief Financial Officer



Anne Norman
Executive Vice President
& Chief Marketing
& Product Strategy Officer



Pam Peterson
Executive Vice President
& Chief People Officer



Rob Van Nevel
Executive Vice President
& Chief Operating Officer



Amy Kriebs
Senior Vice President of
Member Sales & Solutions



Julio Rios
Senior Vice President of Mortgage
& Investment Property Lending



Glen Spaeth
Senior Vice President
& Controller



Carma Atkinson
Vice President of Card Programs
& Loss Prevention



Nick Emlet
Vice President of
Member Service Operations
& Membership Services



Laura Gottfredsen Suminski
Vice President of
Talent



Tony Konkol
Vice President of
Information Technology



Chad LaFlash
Vice President of
Product Strategy



Sarah Menihan
Vice President of
Consumer Lending



Sheila Milton
Vice President of
DEI & Community Engagement



Dave Poeschl
Vice President of
Member Solutions Center



Jen Torbeck
Vice President of
Enterprise Risk
Management & Compliance



Teo Trandafir
Vice President of
Wealth Management



Nishant Upadhyay
Vice President of
AI & Analytics

Letter from the Chair, Board of Directors

Dear Fellow Members:

At UW Credit Union, our cooperative model guides every decision we make — ensuring that the value we create flows back to you. In 2025, that commitment was clearer than ever.

Our checking accounts now have no minimum balances and no monthly fees. Complemented with our industry-low \$5 overdraft fee, we are offering fair, affordable banking services for all, with the opportunity for all to earn rewards.

Our board is steadfast in its responsibility to safeguard the financial strength of the credit union while expanding opportunities for members to grow and thrive. The results speak for themselves. This year, we surpassed \$6 billion in assets, welcomed 20,000 new members, and heard from countless individuals about how UW Credit Union has helped them move forward with confidence.

People are looking for financial partners they can trust — institutions that put their needs first. When they come to UW Credit Union, they find an organization focused on fairness, transparency and long-term member success.

Our volunteer board is made up of members just like you, and we take pride in upholding the core value that anchors every decision: Act in the Members' Best Interest. It's a responsibility we carry with purpose, and an honor we do not take lightly.

Here's to another year of progress, partnership and shared achievements that strengthen our cooperative.

Respectfully,

Kelly Wilson

Chair, UW Credit Union Board of Directors

Board of Directors



Chair

Kelly Wilson

Senior Vice President,
Chief Legal Officer,
General Counsel & Secretary,
UW Health



Vice Chair

Steven Rick^{2,4}

Chief Economist,
TruStage
Senior Lecturer,
Economics Department,
UW-Madison



Treasurer

Terry Warfield^{1,2}

Emeritus PwC
Professor in Accounting,
Wisconsin School of Business,
UW-Madison



Secretary

Phyllis King^{3,4}

Chief Innovation Strategist,
Waukesha County
Technical College



Vicki Bernards²

Chief Financial &
People Officer,
WPS Health Solutions



J. Michael Collins^{2,3}

Fetzer Family Chair for
Consumer Finance,
Professor of Public Affairs
UW-Madison



Kimila Daniels^{3,4}

Founder & Chief Consultant,
Infinite Uhora Consulting, LLC



Roberta Oldenburg²

Director of Business
Development-Science &
Technology,
Findorff



Jeffrey Russell³

Vice Provost for
Lifelong Learning & Dean,
Division of Continuing Studies
Faculty Member,
Civil & Environmental
Engineering Department,
UW-Madison

Member Volunteers

Robert Dye

Audit Committee
Associate Dean Emeritus —
Administration,
College of Engineering,
UW-Madison

Annette Fox

Audit Committee
Chief Information Officer,
Group Health Cooperative of
South Central Wisconsin

Scott Houtakker

Audit Committee
System Director of Internal Audit,
UW Health

Erik Mayer

Funds Management Committee
Assistant Professor of Finance,
UW-Madison

Amanda Nehmer

Audit Committee
Director, Office of Internal Audit
University of Wisconsin

Board Director Emeritus

Marion Brown

- 1 Audit Committee Member
- 2 Funds Management Committee Member
- 3 Board Development Committee Member
- 4 Nominating Committee Member

2025 FINANCIALS



We continue to welcome new members organically, surpassing 386,000 total members in 2025 and delivering strong financial results that benefit everyone we serve. This steady growth reflects ongoing confidence in our cooperative model and values-driven approach.

With \$6.3 billion in assets and net income of \$57.1 million, we demonstrate our standing as a strong financial institution.

Additionally, we hold \$581.4 million in regulatory capital, more than 30% above the amount required for the top “well-capitalized” regulatory standard of financial strength. These results provide the financial resources needed to continue serving the diverse needs of our growing membership.

Through a \$4.54 billion loan portfolio, we supported members during important financial milestones, including purchasing new homes, improving existing homes, financing reliable vehicles and investing in education. We also provided \$158.1 million in loans to members who purchase and manage rental properties, helping expand access to local housing.

Our 20,716 new members in 2025 reflect an annualized growth of 5.66%. Members opened a record number of new checking accounts (now totaling 297,469 accounts), meaning more members are building strong financial futures with our new Rewards Checking product.

For a complete view of UW Credit Union’s 2025 audited financial statements, visit uwcu.org/financials.

TOTAL ASSETS

2021	\$4,833,920,000
2022	\$5,145,209,000
2023	\$5,303,716,000
2024	\$5,653,144,000
2025	\$6,295,868,000

MEMBERS’ DEPOSITS

2021	\$4,112,642,000
2022	\$4,421,042,000
2023	\$4,577,290,000
2024	\$4,861,832,000
2025	\$5,485,704,000

SAVINGS ACCOUNT TYPES

Savings	\$1,173,716,000
Money Market	\$1,905,826,000
Checking	\$1,348,525,000
Certificate	\$969,699,000
IRA	\$87,938,000



CHECKING ACCOUNTS SERVED

2021	243,668
2022	261,348
2023	278,078
2024	292,931
2025	297,469

MORTGAGE LENDING BY TYPE

New Home Purch.	\$692,827,000
Refinance	\$243,522,000



LOANS OUTSTANDING

2021	\$2,907,599,000
2022	\$3,422,081,000
2023	\$3,743,095,000
2024	\$4,113,752,000
2025	\$4,540,239,000

MORTGAGE LENDING (annual new mortgage loan volume)

2021	\$2,071,273,000
2022	\$930,434,000
2023	\$659,152,000
2024	\$862,358,000
2025	\$936,349,000

HOME EQUITY LENDING (annual new HELOC loan volume)

2021	\$363,350,000
2022	\$599,920,000
2023	\$480,803,000
2024	\$540,338,000
2025	\$606,967,000

MORTGAGE LENDING BY REGION

Dane County Area	451,816,000
Milwaukee Area	234,478,000
Other WI Areas	232,807,000
IL & MN Areas	17,248,000



AUTO LENDING (annual auto loan originations)

2021	\$521,346,000
2022	\$642,181,000
2023	\$503,232,000
2024	\$593,808,000
2025	\$682,714,000

INVESTMENT PROPERTY LENDING (annual new investment property loan volume)

2025	\$158,194,000
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Here For Every You.®

