



2024 ANNUAL REPORT

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MESSAGE FROM THE CEO

As I reflect on the past year, I am filled with immense pride and gratitude for the incredible journey we have embarked on together. 2024 has been a transformative year for Alliant, marked by significant growth, pioneering digital transformation and unwavering dedication to our communities and our members.

Alliant continues to provide unparalleled financial strength and exceptional value to our members. Through competitive rates and a commitment to ensuring your financial security and convenience, we provided financial value of over \$493 million to our members beyond what they would have received at an average bank.

Member experience has been a cornerstone of our achievements this year. We have expanded our product offerings to include seamless mobile account openings, which allows members to manage their investments and accounts right from the convenience of their mobile device. Additionally, we have implemented numerous strategies that increased our customer efficiency levels by over 20% to enhance overall member satisfaction and engagement. These improvements are a testament to your trust and confidence in Alliant; they fuel our commitment to delivering exceptional service.

Our digital transformation initiatives have redefined the way we interact with our members. We improved our digital platforms, making banking more accessible, secure and convenient. These innovations are designed to meet your

evolving financial needs and ensure you have the best possible experience with Alliant.

At the heart of everything we do, part of our newly launched mission statement is to do good for our communities and members. We have launched several impactful initiatives, such as our Million Dollar Challenge and Social Impact Day, promoting digital opportunity. Our commitment to social responsibility and community engagement remains unwavering and we are proud of the positive difference we are making in our communities.

In 2024, we reached an incredible milestone of bringing our total membership to over 900,000, entrusting us with over \$16 billion in deposits. This incredible accomplishment could not have been achieved without the dedication of our Alliant teammates. Their hard work, passion and commitment to excellence have been essential in reaching this goal.

Thank you for your unwavering trust and support. I am excited about what we can achieve together in the year ahead.



Ken Schaafsma

Interim President & Chief Executive Officer
Alliant Credit Union

MISSION + BREAKDOWN

1 Alliant is Unlike Any Other Financial Institution

Alliant offers a competitive financial advantage by providing lower fees, better interest rates and a personalized member experience compared to traditional banks. As a digital credit union, our goal is not to maximize profit but to maximize financial value to our members.

2 Wowing Our Members

Alliant prioritizes our members by delivering savvy financial solutions that simplify their lives. Our commitment to member-centric service ensures members are supported and feel confident at every touchpoint on their journey with Alliant.

3 Boldly Disrupting Banking Norms

We challenge traditional banking norms by introducing competitive products and fostering transparency in everything we do. Alliant is reshaping how our members interact with their money, proving that a credit union can redefine banking. Our commitment to innovation sets a new standard for the industry, ensuring we continuously exceed our members' expectations.

4 Doing Good for Our Members, Employees and Communities

Rooted in our mission to serve, Alliant prioritizes taking meaningful steps to support our communities and invest in our employees. We collaborate with digital opportunity partners, promote employee volunteerism and provide comprehensive employee development programs.



Alliant is **UNLIKE** any other financial institution -

a **DIGITAL** credit union that

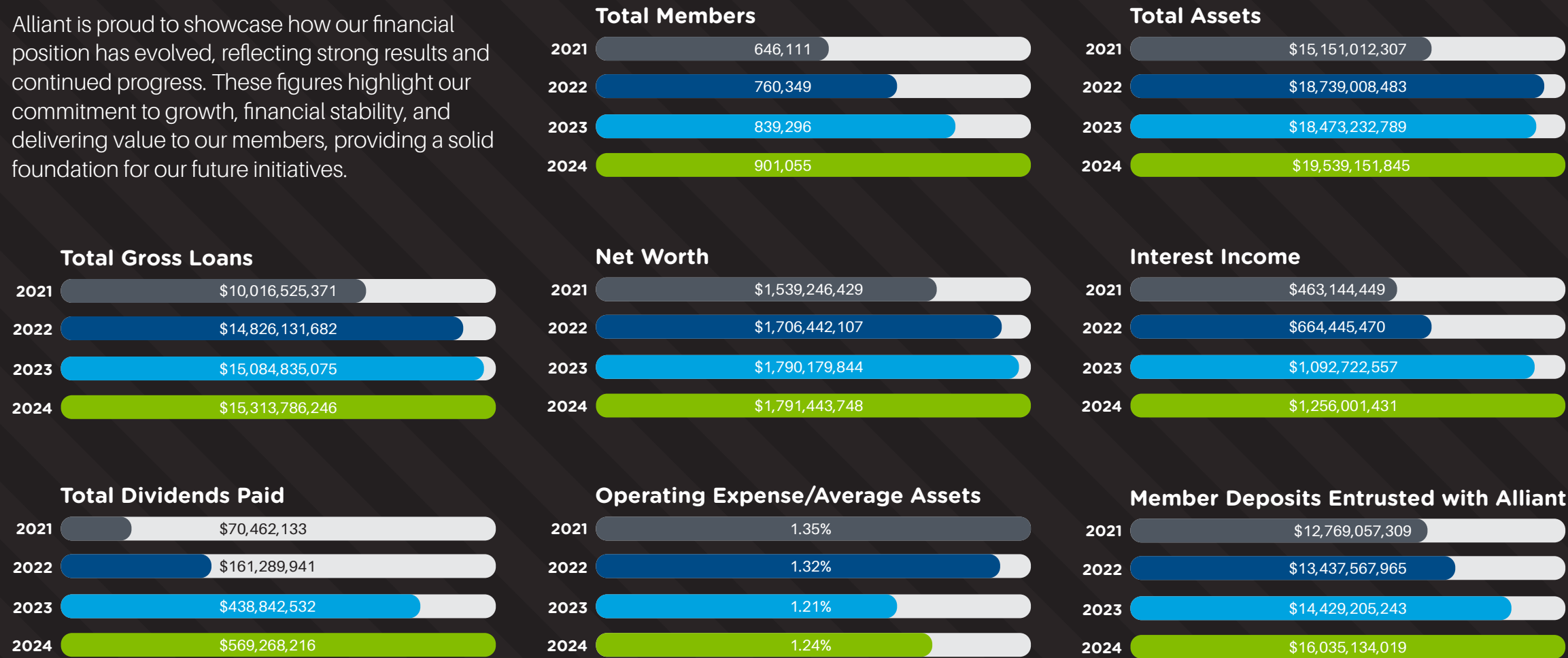
WOWS our members.

We're **BOLDLY** **DISRUPTING** banking norms to do

GOOD for our members, employees, and communities.

ALLIANT IS UNLIKE ANY OTHER FINANCIAL INSTITUTION

Alliant is proud to showcase how our financial position has evolved, reflecting strong results and continued progress. These figures highlight our commitment to growth, financial stability, and delivering value to our members, providing a solid foundation for our future initiatives.

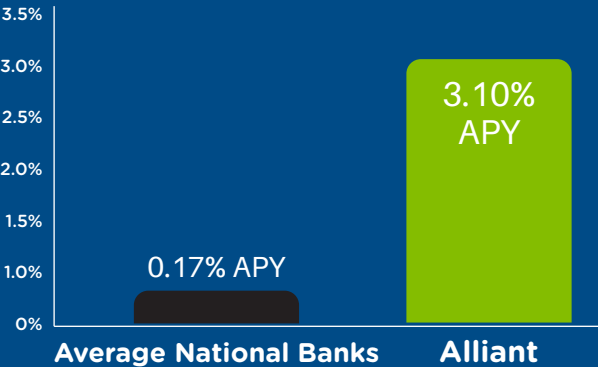


\$493M

in 2024, our members were provided with an outstanding annual value benefit for banking with Alliant.

That's over \$926 per core member!

Members earned 15x the banking industry average with Alliant savings accounts!*



*APY= Annual Percentage Yield. Comparison based on Alliant Credit Union 3.10% APY as of the 12/19/2024 dividend declaration date vs. the bank national average savings rate of .17% APY as of 2/5/2025 sourced from National Association of Federal Credit Unions in cooperation with SNL Financial and Datatrac Corp.

*The savings dividend provides an Annual Percentage Yield (APY) of 3.10%. The APY is accurate as of the 12/19/2024 dividend declaration date. Dividends are paid on the last day of the month to accountholders who have maintained an average daily balance of \$100 or more. Savings dividend may change after account is opened and is subject to change at any time. Dividend applies to Savings, Supplemental Savings, Emergency Savings, Kids Savings Accounts, UTMA Custodial Accounts, Trust Accounts and IRA. Fees may reduce earnings on the account.

As a 501(c) 14, and in accordance with 205 ILCS 305/23, Alliant Credit Union files a Form 990 annually.

WOWING OUR MEMBERS



Enhanced Member Support

In 2024, Alliant's Member Care Center significantly improved efficiency and service. We improved our call handling efficiency by 4.4%, resulting in 39,000 more successful member interactions. Additionally, our Member Care team dramatically reduced call times, giving 1.5 million minutes back to our members. These improvements have significantly increased our ability to provide efficient support and seamless member experience.



Banking Made Easy

Alliant has introduced several product improvements to make banking more convenient for our members. We simplified the process for funding new certificates by allowing external funding, so members no longer need to transfer funds into a shared account before opening a certificate. Additionally, our partnership with New York Times best-selling author Suze Orman has continued to provide our members with unique financial education and opportunities. From podcast episodes, blog posts and more, Suze and Alliant have what our members need to take their finances to the next level.



Investing in our Select Employer Group (SEG) Partnerships

Our various partnerships with our SEGs are rooted in financial wellness, consistent communications and the expansion of member services. In 2024, we introduced new content and resources to help members better manage their finances and achieve their financial goals, including workshops and webinars, online resources and a new SEG "Insider" Series to share information on our latest product offerings and services.

“

I have been with Alliant for almost a decade, and they have been an amazing partner along my financial journey. They are truly focused on doing the right thing for the members.

—Onassis, Alliant Member

BOLDLY

DISRUPTING BANKING NORMS



Improved Mobile Account Opening

In 2024, Alliant launched a new mobile app feature that allows members to open checking, certificate and credit card accounts. This upgrade simplifies the application process, letting members manage their accounts and investments directly from their mobile devices within the Alliant app.



Accelerated and Accurate Wire Transfers

Alliant worked to revolutionize our manual wire transfer process to an automated workflow. This transformation improved our member experience, delivering faster processing times and improved accuracy in wire transactions. Streamlining this workflow has boosted efficiency and ensures our members receive a more reliable service with Alliant.



Introducing Seamless Spending

One of Alliant's standout improvements this year is allowing members to add their Alliant debit and credit cards to their mobile wallets. By integrating our digital cards into mobile wallets, we are able to provide convenience and efficiency in our members' everyday lives.

“

Alliant is far beyond any other bank or credit union. Whether it's rates, investment services and advice, online transactions and even getting help on the phone, Alliant is the best.

—**Alejandro**, Alliant Member

DOING GOOD

FOR OUR MEMBERS, EMPLOYEES AND COMMUNITIES



Fostering Digital Opportunity

In collaboration with PCs for People, Alliant's annual electronic drives have made significant strides in having a positive impact on our local communities. With the help of our members and employee volunteers, we collected over 15,000 lbs. of laptops, tablets, smartphones, and other computer components in 2024. This partnership has a positive impact on underfunded communities by providing access to essential technology and supporting educational and professional opportunities for those in need.



Million Dollar Challenge in Action

As part of our commitment to promoting digital opportunity, Alliant distributed over \$1.6 million to 15 organizations nationwide through the Million Dollar Challenge. This funding supported events like the Compudopt Digital Life Celebration, where 173 laptops and 128 high-speed internet devices were given to families in need of digital access. Our partnership with EveryoneOn and Visa at Super Bowl LVIII also helped promote digital access in underserved communities through the opening of The Community Access Lab in Las Vegas.



Empowering Our Employees to Enhance Member Experiences

In 2024, Alliant launched the New Employee Experience (NEX), an enhanced onboarding program that supports new hires from day one through their first 90 days with a comprehensive orientation to immerse them in our vibrant culture. In its second year, the Alliant Leader Academy has successfully trained 80 leaders across our organization. This development program drives organizational success by providing training in strategic thinking, workshops led by industry experts and mentorship from senior leaders. These initiatives equip our employees to provide the best possible experiences for our members.

“

I have always had fantastic experiences with Alliant. I never thought that anything having to do with money and finance could be a force for good in the community, until I started banking with Alliant!

—Hallie, Alliant Member

AWARDS & RECOGNITION



*2024 Best
Credit Union*

NerdWallet



*Best Savings
Accounts for
Kids and Teens*

CNBC



*Best Cash Back
Rewards: Alliant
Cashback Visa®
Signature Card*

Wall Street Journal



*Best Credit
Union for Home
Loans*

CNN Underscored



*2024 Chicago's
Best Places
to Work*

Built In

STRATEGIC INITIATIVES

FOR 2025

Alliant is unlike any other financial institution—a digital credit union that wows our members. We’re boldly disrupting banking norms to do good for our members, employees and communities. This mission will guide the following 2025 initiatives and drive our success:

1

Elevating Alliant’s Digital Member Experience:

Alliant will introduce a new online banking platform and mobile banking app to enhance our delivery of industry-leading, digitally driven member experiences and increase our best-in-class service. Our goal is to provide you with top-notch service and ensure that every time you engage with us digitally, it’s simple and efficient. This upgrade will help strengthen your overall experience with Alliant, making it easier to take control of your financial future.

2

Enhancing Risk-Adjusted Returns & Diversifying Exposure:

Alliant will work to increase the number of loans we offer to ensure you have the options you need to achieve your goals. By strengthening our partnerships with trusted third-party lenders, we’re able to bring you a wider variety of loan options and more flexibility in how you manage your finances. Our focus is on making sure you have the best possible tools for your financial future.

3

Driving Business Value & Member Security:

Alliant aims to streamline how our teams work together and refine our internal processes to enhance your overall experience. We’re also focusing on creating stronger, long-lasting operational models so that our systems are more reliable and secure. This means you can feel even more confident in the safety and dependability of your financial transactions with us.

ALLIANT

LEADERSHIP & BOARD

Executive Leadership Team



Ken Schaafsma,
Interim President & Chief Executive Officer



Stephani Foss,
Executive Vice President, Member Care and Operations



Sumeet Grover,
Executive Vice President and Chief Digital & Marketing Officer



Diane Hughes,
Executive Vice President and Chief Human Resources Officer



Charles Krawitz,
Executive Vice President and Chief Capital Markets Officer



Mark Lau,
Executive Vice President and Chief Financial Officer



Meredith Ritchie,
Executive Vice President, General Counsel and Chief Ethics & Government Affairs Officer



Jamie Warder,
Executive Vice President and Chief Information Officer

Board of Directors

Ken Schaafsma,
Interim President & Chief Executive Officer

Earl (Lee) Achord, Vice Chairperson

Sue Bettman, Director

Kenton Chow, Director

Ajibola Johnson, Director

Deepak Khandelwal, Director

Sabrina King, Director

David Leib, Chairperson

Sarah Searls, Director

David Tentinger, Director

Woody Woodring, Director

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