

2009 ACCU forum

How to Maintain Safe and Sound Credit Unions during the Financial Crisis

“What does financial crisis mean to credit unions? A case study”

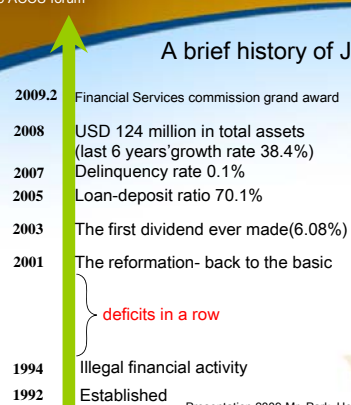
Boaz Park
International Program Officer

National Credit Union Federation of Korea


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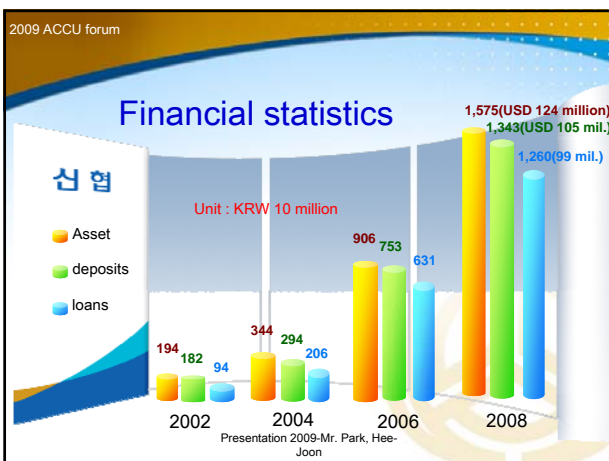
A brief history of Jang-an CU



- 2009.2 Financial Services commission grand award
- 2008 USD 124 million in total assets (last 6 years' growth rate 38.4%)
- 2007 Delinquency rate 0.1%
- 2005 Loan-deposit ratio 70.1%
- 2003 The first dividend ever made(6.08%)
- 2001 The reformation- back to the basic
- 1994 Illegal financial activity
- 1992 Established



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Present status

(May 31, 2009)

branch	staff	Total asset	capital	deposits	loans	members		
1/2	19	151 US million	18 US million	128 US million	111 US million	18,138		
	2002	2003	2004	2005	2006	2007	2008	2009.5
Dividend rate	-	6.08%	6.01	5.02	5.21	5.51	6.02	?
Net profit	USD 159,616	319,233	399,042	558,659	877,893	1,276 mil	1,436 mil	2,154 mil
Delinquency rate	15.7%	13.7	3.97	2.48	0.17	0.1	2.75	0.52
ROA	0.92%	1.81	1.83	1.56	1.62	1.52	1.3	2.02
Loan-to-deposit ratio	48.6%	61.4	60.0	70.1	69.6	80.1	80.0	73.5
capital	USD 638,467	1,675 mil	3,431 mil	5,506 mil	10,694 mil	13,328 mil	14,604 mil	18,675 mil
members	6,197	6,846	6,846	6,846	12,576	12,576	16,253	18,138

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What are we working for?

The prime concern is to maximize members' satisfaction and profits with transparent and effective operation so that we could offer sustainable & serviceable benefits to members.

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What are we working for?

- The Basic strategy -

Fun, Trust & Values

- To give pleasure and trust to members, and to make the cooperative ethics happen -

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1. Credit union democratic principle-AGM

SMS
poster
celebration
voucher



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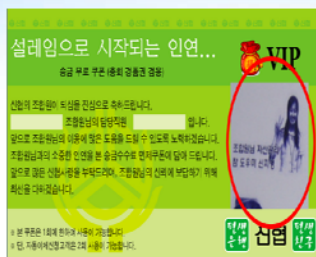
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1. Credit union democratic principle-AGM

SMS
poster
celebration
vouchers



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1. Credit union democratic principle-AGM

To offer more chances to
visit credit union



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2. Customer care for members

Office remodeling

Office as a resting place

Small kindnesses



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2. Customer care for members

Office remodeling

Office as a resting place

Small kindnesses

Massage chair



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2. Customer care for members

Office remodeling

Office as a resting place

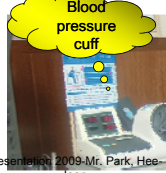
Small kindnesses

Magnifying glass

Pelvis correction



Blood pressure cuff



Body fat measure



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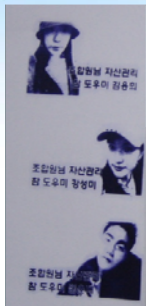
2. Customer care for members

Inner garden



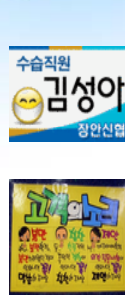
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2. Customer care for members



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2. Customer care for members



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3. Building public trust with social responsibility

Educating members
Cooperation with regional enterprise
Volunteer activities
WOCCU conference

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3. Building public trust with social responsibility

Educating members



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3. Building public trust with social responsibility

Educating members



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3. Building public trust with social responsibility

Cooperation with regional enterprise



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3. Building public trust with social responsibility

Volunteer activities



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4. Educating credit union staff

- activities in the asylum for the aged
- Olimpiad for multi-tasking
- evaluation by other service organization
- Sharing the social issues in the morning
- obligative duty – proposal once a month
- travel for benchmark[for every single employee]
- Getting the red-carpet treatment for staff
 - twice a month day offs
 - once a year overseas training
 - bonus depends on performance

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■ activities in the asylum for the aged



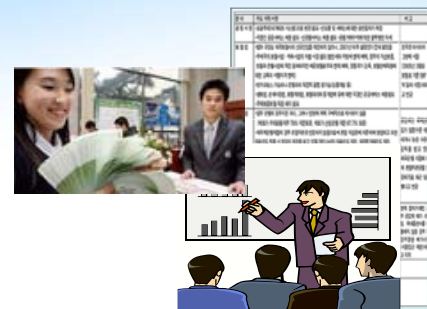
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■ Olimpiad for multitasking



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■ evaluation by other service organization



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■ Sharing the social issues in the morning



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■ obligative duty – proposal once a month



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■ travel for benchmark[for every single employee]



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■ Getting the red-carpet treatment



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장안신협

인정받는 은행
믿음가는 신협...



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Thank you for listening /
Kocun cap



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