

# Roll-Rate to Primary

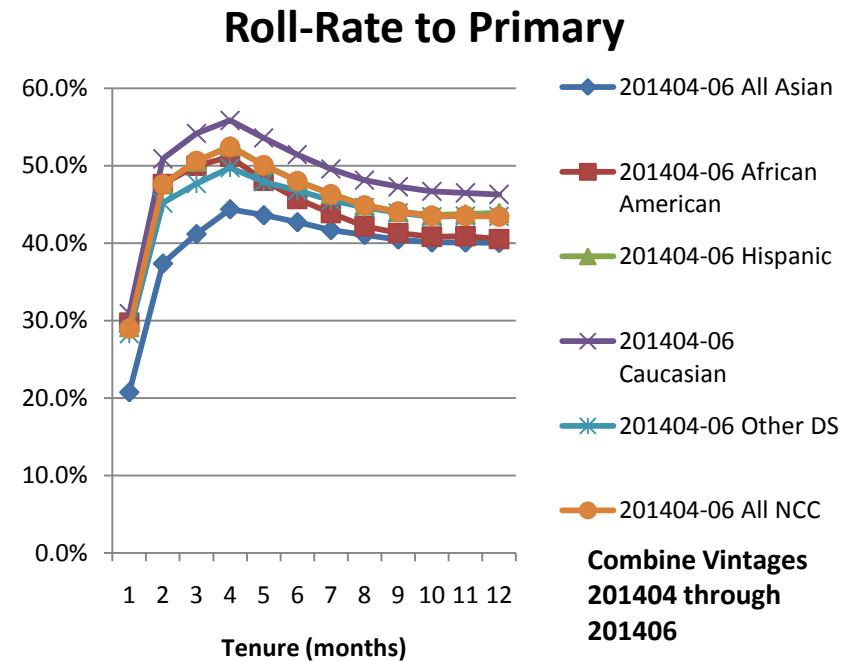
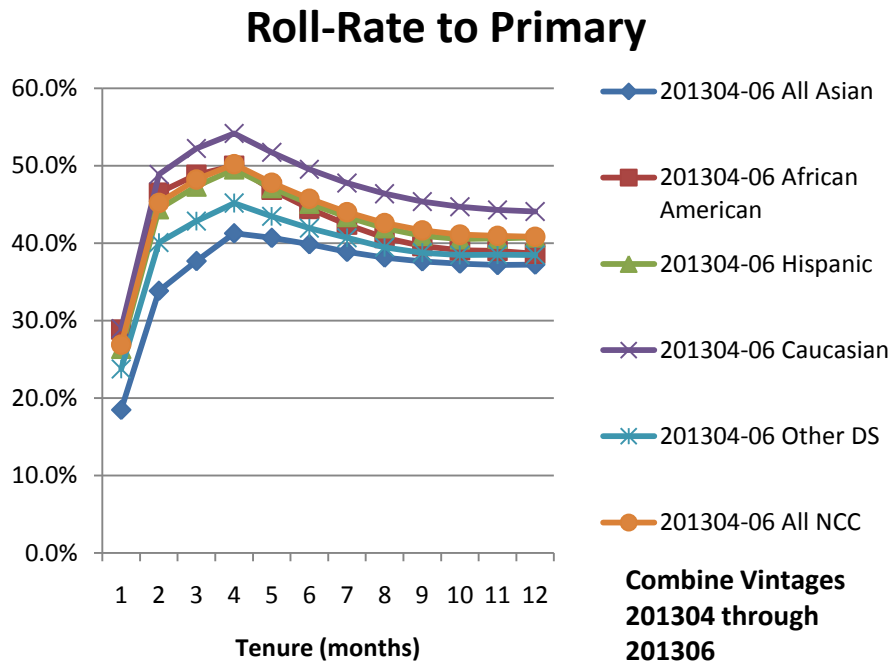
- Vintage month is the month of new customer sale.
- To eliminate outlier months that may skew data, 3 months combined for vintage.
  - e.g. all NCC for April, May, and June combined as month one.
- Vintages compared for 2013 and 2014 side-by-side.

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## All Ethnicities (Apr-Jun Vintages)

Below is a comparison of all ethnicities for combined vintages 201304 through 201306 and 201404 through 201406 (Q2):

- Asians have the worst Roll-Rate to Primary of all ethnicities for both years.
- Slight improvement of all Roll-Rates in Q2 of 2014.

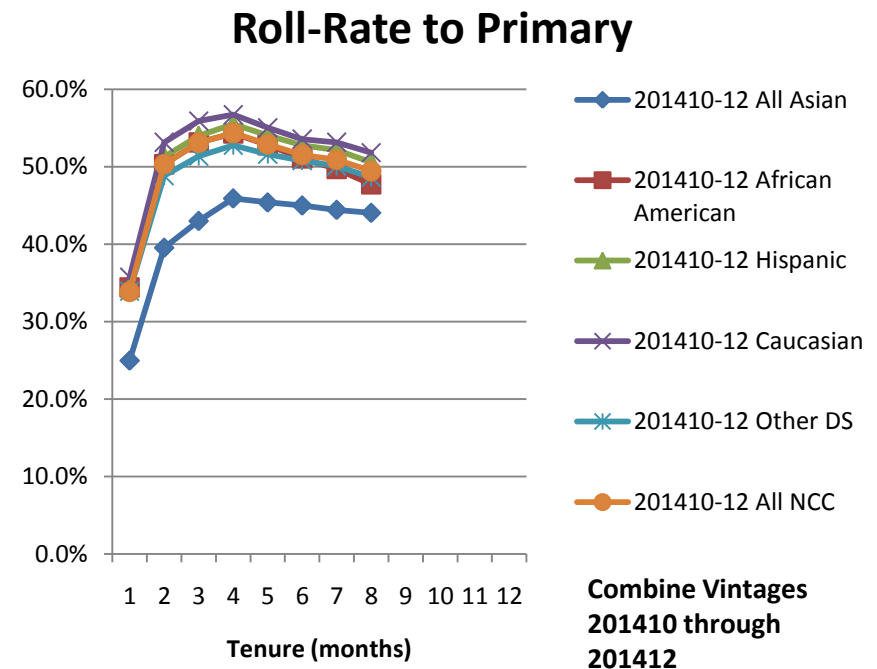
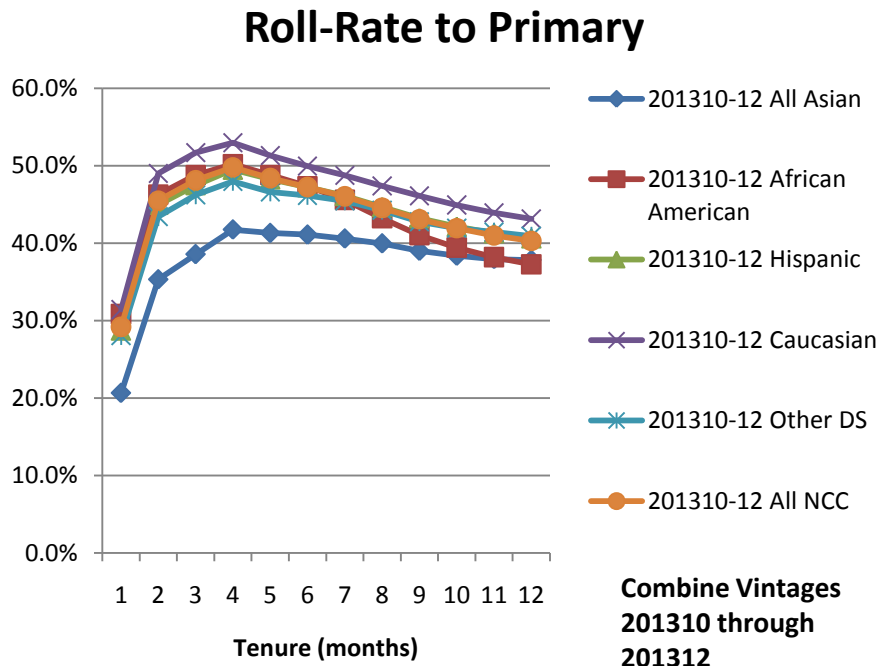


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## All Ethnicities (Oct-Dec Vintages)

Below is a comparison of all ethnicities for combined vintages 201310 through 201312 and 201410 through 201412 (Q4):

- Again, Asians have the worst Roll-Rate.
- Again, all Roll-Rates higher in Q4 of 2014.

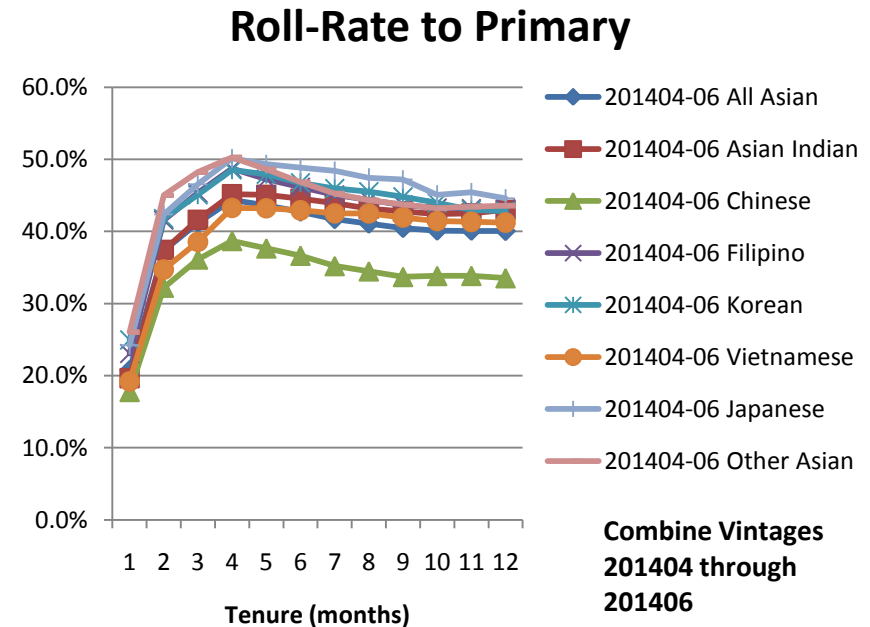
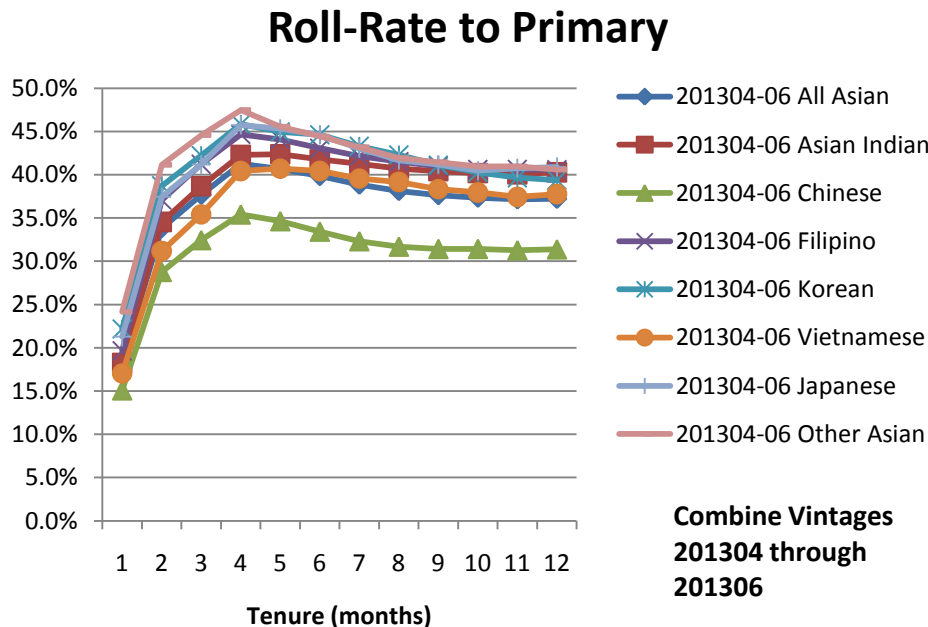


# Roll-Rate to Primary

## Asian Sub-Segments (Apr-Jun Vintages)

Below is a comparison of all Asian Sub-Segments for combined vintages 201304 through 201306 and 201404 through 201406 (Q2):

- The Chinese sub-segment has the worst roll-rate.
- Better Roll-Rates in Q2 of 2014 than 2013.



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## Asian Sub-Segments (Oct-Dec Vintages)

Below is a comparison of all Asian Sub-Sgements for combined vintages 201310 through 201312 and 201410 through 201412 (Q4):

- Again the Chinese sub-segment has the worst Roll-Rate.
- Roll-Rates higher in 2014 than 2013.

