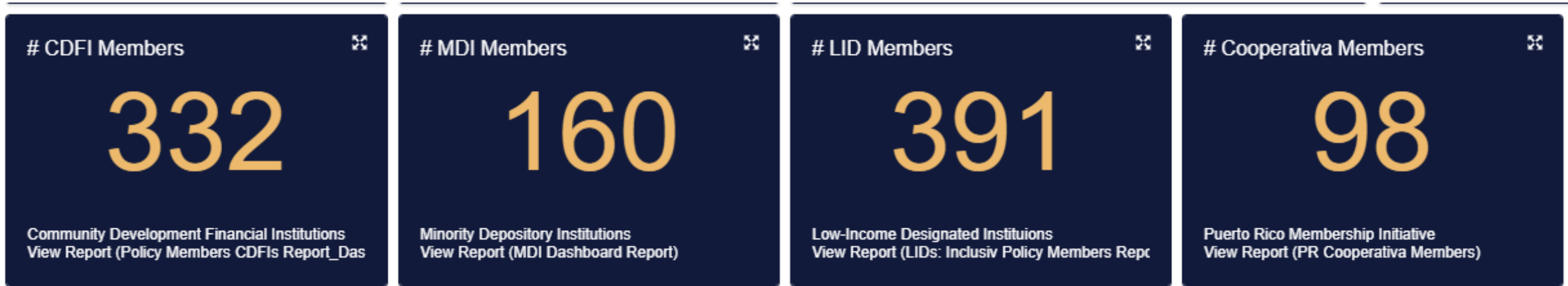
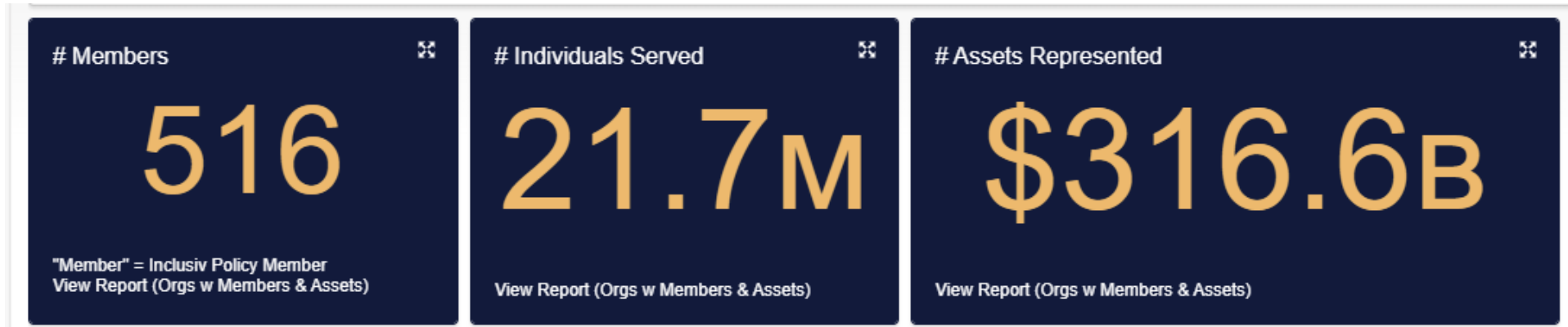




/ inclusiv / Juntos Avanzamos™

Financial Inclusion: Unleashing the potential of the Latino Market

/ inclusiv / network



VISION

Foster a cooperative ecosystem that creates inter-locking cooperatives dedicated to quality housing, better jobs, stronger businesses and wealth that remains and recycles in resilient, climate-prepared communities

Homeownership

Create Opportunities
for Wealth Creation
Through
Homeownership

Small Business

Generate economic
opportunity through
small business
investment,
stimulating
entrepreneurship and
creating quality jobs

Climate Resilience

Build Climate Resilience
and Solutions through
training and investment
in energy efficiency,
distributed solar
generation and
transportation

Financial Inclusion & well being

Strengthen financial
inclusion and well-being
through coaching, savings
and access to affordable
and responsible consumer
products and services in an
environment of strong
consumer protections.

Build the capacity of on-the-ground lenders to expand and grow to meet the needs in their communities

Increase the flow of capital to grow the credit unions and cooperative partners

Advocate for enlightened policy and regulatory frameworks that support the growth of mission-driven credit unions while combatting predatory, extractive practices and businesses

Strategies

The Market Opportunity

/ inclusiv /

/ Latinos in the USA / Seizing the Market!



340 Million

USA POPULATION (12/2022)

2023

67M 20% US POPULATION

/ Latinos in the USA / The Invisible Giant



67M

Hispanics will make up 18% of the total U.S. population in 2023



□3.2 TRI GDP

Growing 70% faster than non-Hispanic GDP



4.9M

Estimated Hispanic-owned companies in the U.S.



□3.4 TRI PURCHASING POWER

Driving highest income growth of any demographic



YOUNG

Median age is 29.5



ENTREPRENEURS

Hispanics drive small business growth

/ Latinos in the USA / A Huge but Complex Market



/ Latinos in the USA / A Huge but Complex Market

- **79%** are US citizens
- **4 in 5** Latinos have been in the US for more than 10 years
- **70%** speak English proficiently
- **20%** or **12** million are undocumented

/ Latinos in the USA / The Invisible Giant

- US Latino Economy grew by **13%** to **\$3.6** trillion in **2022**
- The GDP growth rate of the US Latino market is **2.6 times faster** than the rest of the US Economy
- Industries with largest Latino labor participation
 - Manufacturing; accommodation and food services, construction, and transportation
- Top 5 states by Latino GDP
 - CA (\$935B); TX (\$687B); FL (\$348B); NY (\$268B), IL (\$125B)
- Latino population is growing faster too: **1.65%** while the non-Latino population grew by just **0.08%**. A young Latino turns 18 every 30 seconds!

/ Latinos in the USA / A Country within a Country

Second largest Spanish speaking country in the world

Second fastest growing economy (4.6%)...just behind China's 5.3%

Third largest Latin American country (after Brazil and México)

Fifth largest economy (after the US, China, Germany and Japan). Already surpassed the UK, France and India and larger than Italy, Brazil and Canada. IMF expects it to soon surpass Japan and before the end of the decade, Germany

/ Latinos in the USA / Unstoppable Growth!

POPULATION	2000	2020	2024	2029
N-H White	194,514,140	191,697,647	188,428,129	184,156,981
Hispanic	35,238,481	62,080,044	67,042,928	74,380,480
N-H Black	33,707,230	39,940,338	40,848,633	42,524,685
N-H Asian & PI	10,410,556	20,240,737	20,492,854	22,004,542
All Others	7,551,499	17,490,515	19,344,575	21,143,304

/ Latinos in the USA / Unstoppable Growth!

2023



67M
Hispanics

20% US Population



2029

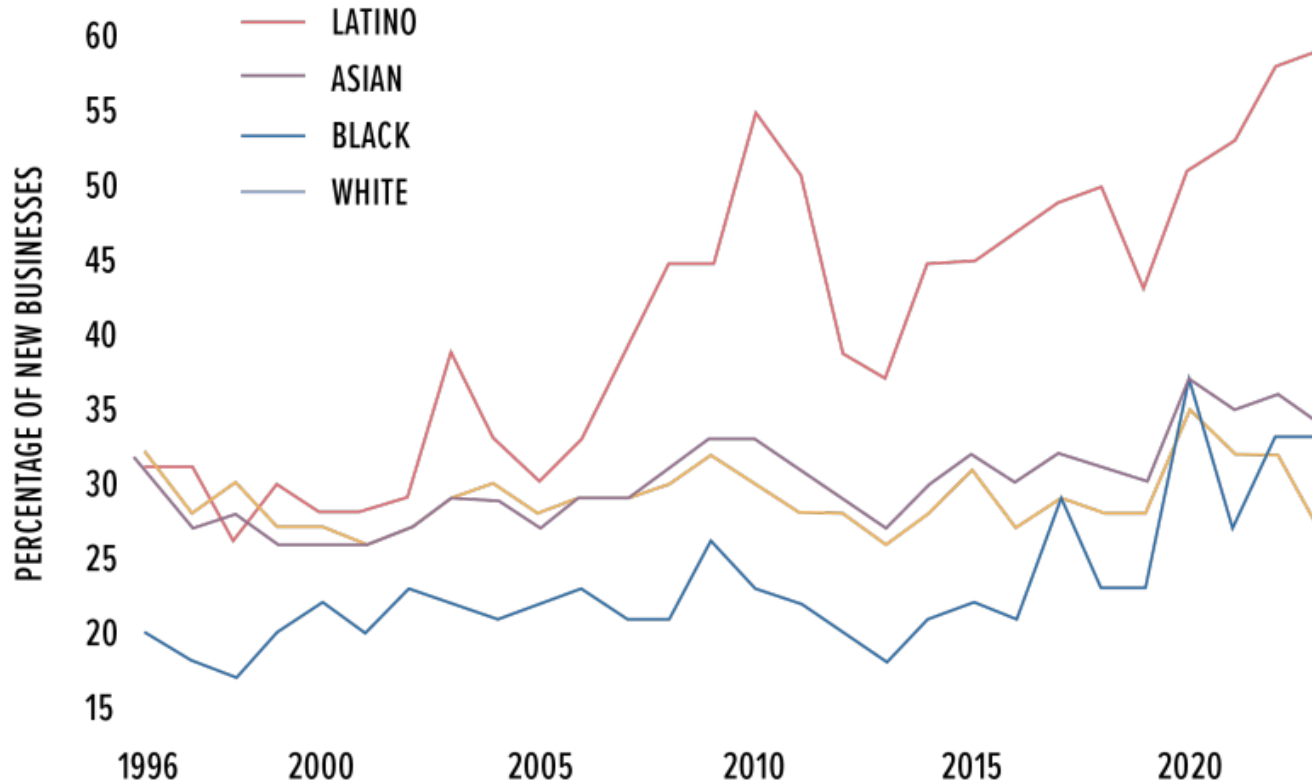


74M
Hispanics

25% US Population

/ Latinos in the USA / Undeniable Economic Contribution!

NEW BUSINESSES BY RACE/ETHNICITY 1996–2023



*PERCENTAGE OF THE ADULT, NONBUSINESS-OWNER POPULATION THAT STARTS A BUSINESS EACH YEAR
 SOURCE: COMPILED BY ROBERT FAIRLIE (UCLA) FROM CURRENT POPULATION SURVEY DATA

NALCAB - KEY ECONOMIC DATA ABOUT LATINOS

LATINOS EXHIBIT HIGH RATES OF ENTREPRENEURSHIP

- LATINO BUSINESSES CREATE NEARLY **3 MILLION US JOBS**
- LATINOS OWN **350,000 EMPLOYER BUSINESSES** IN THE US
- LATINO BUSINESSES DRIVE A GDP OF MORE THAN **\$2 TRILLION ANNUALLY**

Source: 2018 Latino Entrepreneurship Gap Report

OUTLAKE PODCAST U.S. NEWS POLITICS COVID-19 WORLD OPINION BUSINESS WATCH NOW

Latino-owned businesses are seeing record growth. Big banks are still not funding them.

Latino business revenue growth should be a key metric in helping them gain capital, "but they continue to fall short," says Stanford University research analyst Marlene Orozco.

/ Latinos in the USA / Undeniable Economic Contribution!

INVEST IN YOU: READY. SET. GROW.

The future of home ownership is Latino

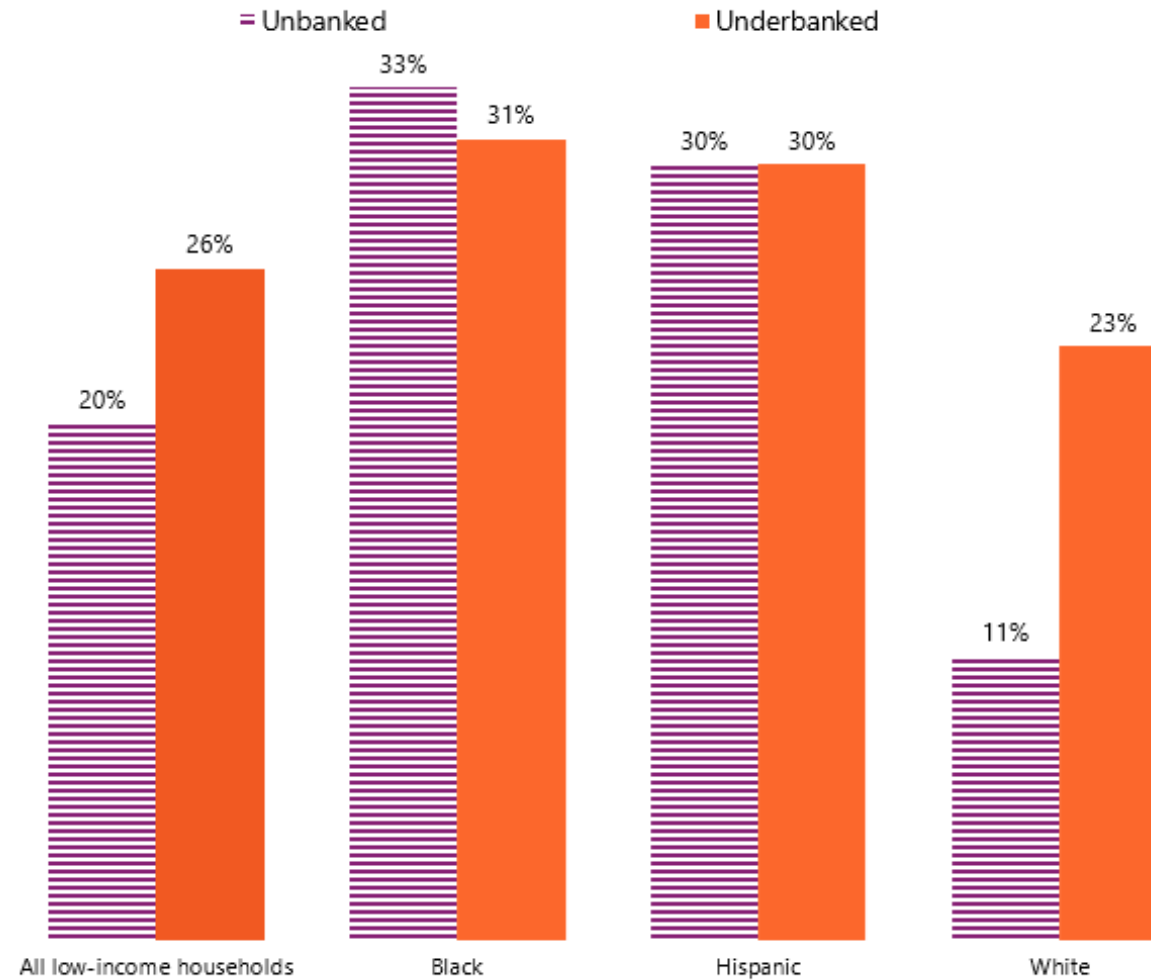


The Urban Institute forecasts Latin buyers will comprise 70% of home ownership growth from 2020 to 2040

/ Latinos in the USA / Growth but also disparity

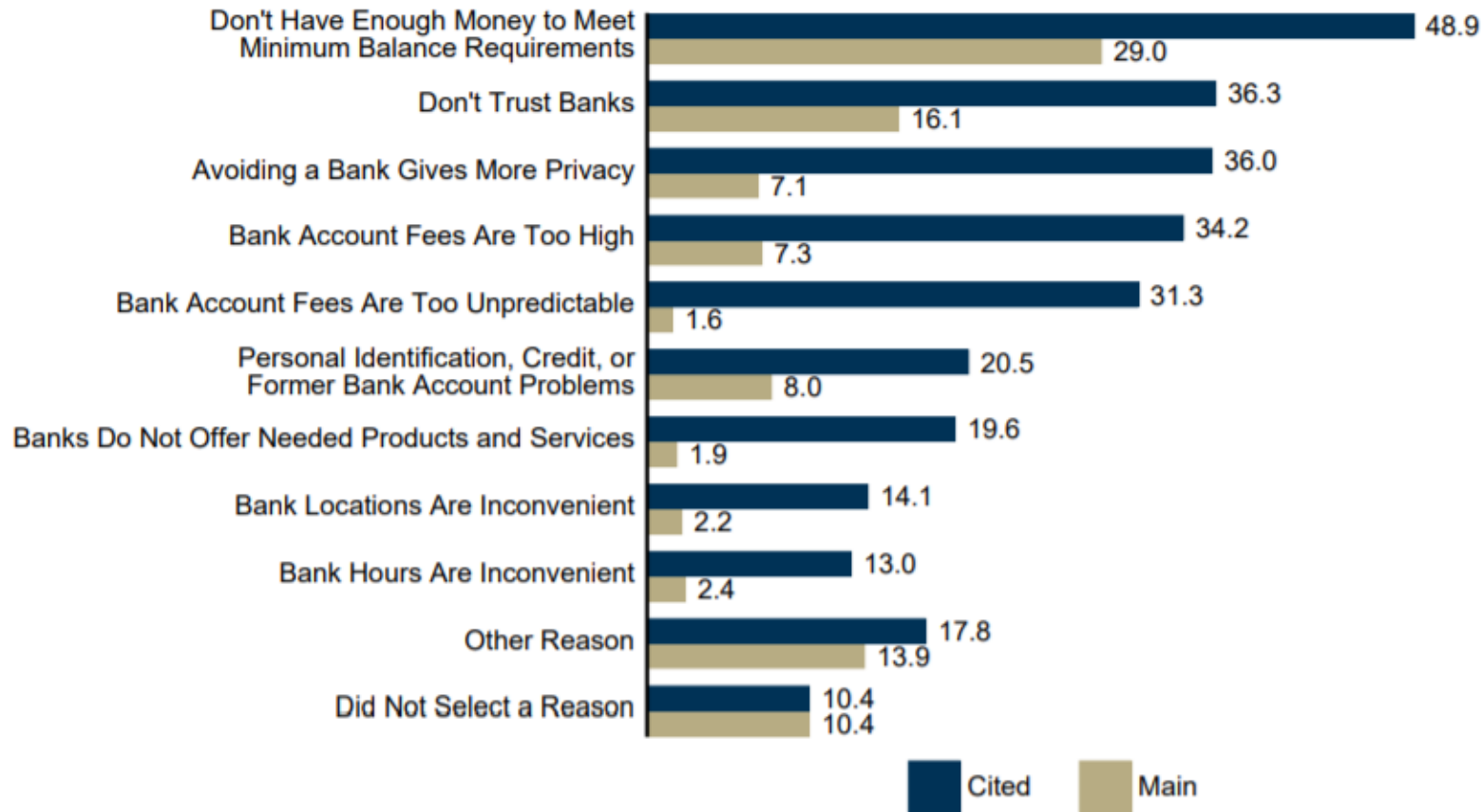
- Hispanic household wealth has **tripled** over the last decade. A rapid recovery from the two-thirds of median household income lost in the wake of the Great Recession.
 - Median net worth of Hispanic households reached **\$63,400** in 2022. More than 3 times higher than in 2013
- Still huge gap compared with **\$283,300** for non-Hispanic white households and **\$192,160** for the general population
- Latinos as a group are more underbanked than any other race/ethnic group. Only **75%** of Latino HHs have a checking account, compared to a US average of 89%. Far less have access to affordable credit and financing options

/ Yet Latinos are still financially underserved /



/ Why? /

Figure 3.5 Reasons for Not Having a Bank Account, Among Unbanked Households, 2019 (Percent)



Other Barriers:

- Language
- Culture
- Lack of familiarity
- Negative experiences
- Feeling unwelcome or intimidated

Source: <https://fdic.gov/householdsurvey/>

/ The cost of Financial (Ex) clusion /



- Correlation between race/ethnicity and lack of economic mobility = poverty
- **Expensive to be poor! So much so that people can't afford it**
- An unbanked person with average income of \$20k or less will spend:
 - \$1,200 a year on check cashing and money orders
 - Over \$40,000 in unnecessary fees in their lifetime
- Consumers with low or no credit scores may pay \$200,000 more over a lifetime for financial products and services than those with good scores