

A large, light blue cross graphic is centered on the page, extending from the bottom left towards the center right.

WHO WE ARE



To the Staff of Securityplus FCU,

During my short time at Securityplus, I've learned a lot about the organization, and I continue to be impressed and inspired by all of you. The one common denominator we share that rises above all others is a passion to serve. You demonstrate that passion each day in the service you provide to members, the care you take in doing your job, the teamwork you practice, and your community spirit.

I was delighted to see that passion, the desire to help people and change lives, shine so brightly in all the research conducted among Staff, Members, and Volunteers, as we worked to build a brand that truly represented our Credit Union. In the beginning of this brand building process, everyone had trouble defining our brand, but the answer was always there. Our brand is you. It's your passion to serve. It's your desire to make a positive difference.

Today we unveil our brand, and it's easier to understand than you might expect. We exist to make a positive difference in the lives of our members, our staff, and our community. We want to change lives for the better. We want to grow, create new opportunities, and have a positive impact. We'll accomplish this by exceeding our members' expectations, finding ways to say yes, providing financial solutions, unveiling new technologies, and pulling together to support the needs of our community.

Today is the starting point of something all of you began long ago. It's the day we put our passion on paper and commit to make a positive difference.

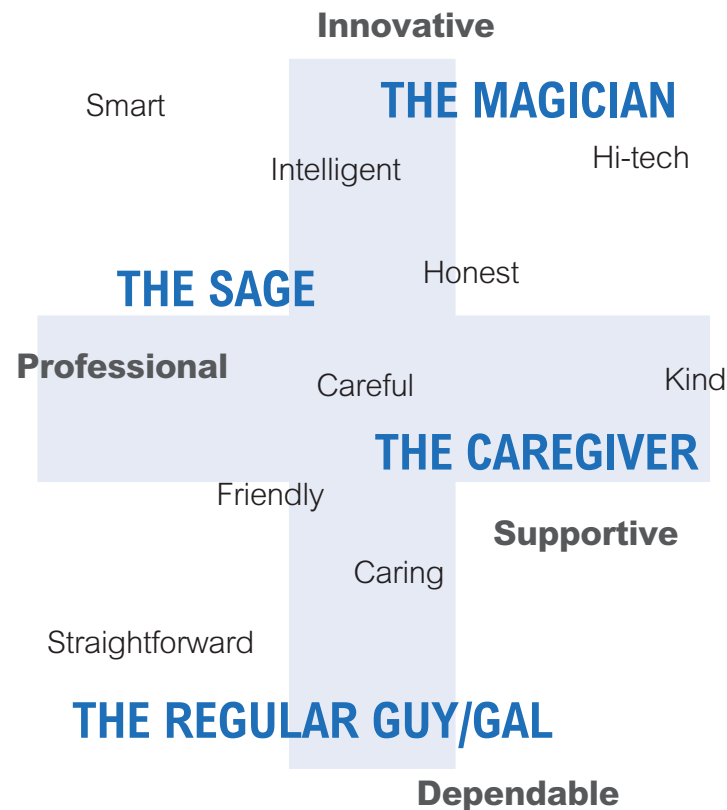
A brand is about much more than a tagline, and I hope this publication provides clarity on who we are and how we will achieve success in the future. In our lives, we've all heard the following three great words of advice - 'Just be yourself'. I am very proud to say that our new brand allows us to do just that. We will be ourselves and, as a result, we will most certainly climb to new heights.

Thank you for your service to Securityplus and I look forward to joining you in living our brand in the days ahead.

Sincerely,

Brett T. Noll, CEO

Like a person, a company or organization has a personality. Expressing these personality traits or characteristics is what defines us and makes us different. It causes us to act the way we do, say the things we say, and think the way we think. It is hard-wired into our psyches and makes the organization human.



PERSONALITY

Key messages are the main points you want people to know about you. We'd like everyone to know all of our good traits, but that just isn't practical, so we've distilled the great things about our organization and our people into these four subjects. Use these messages to guide your day-to-day behavior and interactions with members and staff. Messages are nothing without action.

MEMBER-FOCUSED

- **Our members are far more than just a number** at Securityplus. We take pride in getting to know their names and making them feel at home each and every time they visit.
- At Securityplus **we believe each individual has a unique story to tell** with his or her own set of hopes, dreams and financial goals. We offer our members an ear to listen and a sincere desire to help them succeed.

FINANCIAL SOLUTIONS

- We offer **old school banking in a new world market.**
- **We're always looking out for the best interests of our members.** Our goal is to combine outstanding member care with customized financial solutions designed to help members succeed.

TECHNOLOGICALLY ADVANCED

- Whether it's in-person or online, **our goal is to support our members** when and how they need our assistance.
- We've set our sights on becoming **one of the best technologically advanced financial institutions** in the market.

COMMUNITY PROUD

- We have a genuine **desire to make a positive impact on our members**, our employees and our community in all that we do.
- **We're proud of our heritage** and in being locally based.
- **Our flexible size** enables us to support our members and community quickly and effectively.

WHY IS SECURITYPLUS REBRANDING?

In the past, it was difficult to define who we were. By refining our brand and setting forth these guidelines, we are able to be unified in our goals and actions.

HOW DOES THE NEW BRANDING AFFECT OUR MEMBERS?

Outwardly, our members will see our singular position on a more personal level. By following our new brand positioning and key messaging, our members will see a more consistent vision for what Securityplus Federal Credit Union represents and what we strive to achieve: that we are member-focused and we will always look out for their best interests.

WHAT DIFFERENTIATES SECURITYPLUS FROM ANOTHER BANK OR CREDIT UNION?

Securityplus is unique in that we combine member-focused care with a sincere desire to help our members succeed financially. By helping our members both in-person and with the latest and greatest technology available, Securityplus will become our members' go to financial institution.

WHY DO WE EXIST?

Securityplus exists to serve its members by offering financial solutions that make sense. Members are more than just a number at Securityplus. Because we are local and tied to our community, we have the sincere desire to help others succeed.

The Core Values at Securityplus Federal Credit Union are the essential and enduring tenets to which the Management Team subscribes. We use the acronym “**HOPES**” to easily remember our five core values.

Honesty guides members to use the financial service organizations they trust. Trustworthy organizations create trustworthy employees.

Oneness means we all work together—as one—to serve our member-owners. To our members the person serving them embodies the credit union.

People Helping People motto reminds us to help other people: members, volunteers and employees.

Excellence means meeting the standards of every one who receives our work.

Solutions in these challenging times demand creative solutions.

OUR BRAND POSITION

Securityplus is far more than a respected financial institution serving the needs of its members. The Securityplus team combines member-focused care with a sincere desire to help our members succeed financially.

VISION STATEMENT

Our members' first choice.

MISSION STATEMENT

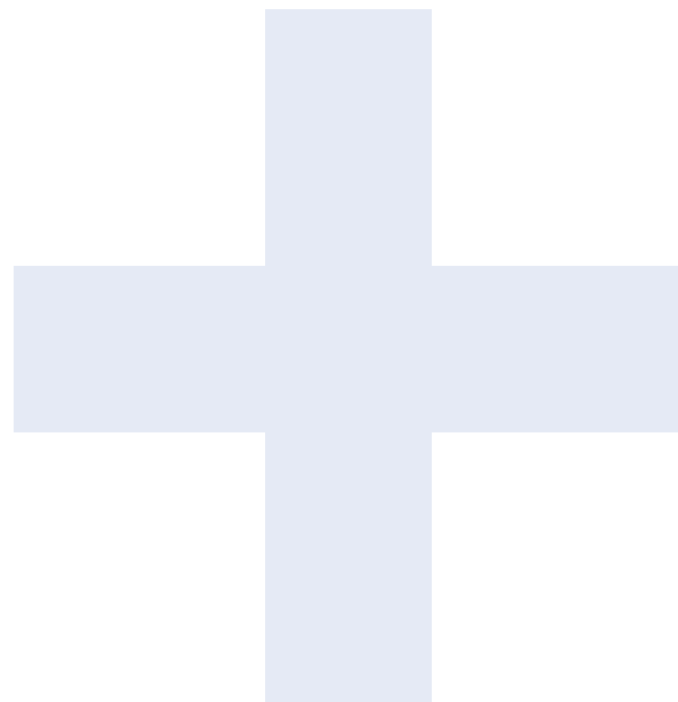
Building lasting relationships with members.

OUR PROMISE

To create a positive difference for our members, our communities, and our employees.

Let's join together and make...

A positive difference!



A positive difference!

Securityplus Federal Credit Union

PO Box 7560 · Baltimore, MD 21207-0560

410-965-8908 · 1-866-4SECPLUS (473-2758)

securityplusfcu.org