



# KeyBank Plus Program

Mike Griffin, Senior Vice President  
Community Development Banking  
October 2007

# Key's Underbanked Strategy

## Objective

Grow a profitable, scalable and sustainable business through the acquisition and retention of underbanked clients over a 5 year time horizon.

## Approach

- Assess market opportunity
- Client engagement
- Identify the targeted client(s) and their needs
- Endorsement and advocacy (internal and external)
- Employee engagement
- Test and learn modeling

# What are the core products offered via the KeyBank Plus Program?

- **Check Cashing**
- **Financial Education** – courses offered to build and improve financial awareness and financial responsibility.

# KeyBank Plus

## Serve all Market Segments

- Offer products and services appropriate to the marketplace.
  - Savings, Small Credit Line, Free Checking,

## Bridge the Financial Gap

- Provide tools that promote asset and wealth building in underserved markets.
  - Earned Income Tax Credit, Individual Development Accounts, Financial Education

# “Learn and Earn” Approach

Key has invested in providing financial education as an integral solution to improving the lives of those in our community while growing our customer base.



- Creation of financial education facility-inside urban branch
- Creation of comprehensive curriculum
- Web-based financial management courses (English and Spanish)
- Financial management classes for small business owners. 

# KeyBank Plus Check Cashing Results

## Checking Cashing Volume as of Sept. 25, 2007

- 121 Branches
  - Cleveland, OH
  - Albany, NY
  - Denver, Colorado
  - Portland, OR
- 10,000 clients enrolled
- 35,000 transactions
- \$24 Million in checks cashed

