



Dear <Name of Business or Organization>,

We are excited to officially welcome your business relationship to MSU Federal Credit Union (MSUFCU) following the May 1, 2026 acquisition of Gold Coast Bank. At Pillur, we are committed to supporting businesses and the communities they serve through strong relationships, responsive service, and long-term financial partnership. We are honored to continue serving your business and look forward to building on the trusted relationships established through Gold Coast Bank.

Pillur, powered by MSUFCU, is dedicated to supporting your business growth with the tools you need, including expanded business banking products, treasury services, lending solutions and powerful digital capabilities. As part of this transition, your business can continue working with the familiar team members you know today while gaining access to expanded business banking products, treasury services, lending solutions, and digital capabilities available through Pillur, our business banking brand.

Enclosed is a Welcome Brochure with additional information about MSUFCU and Pillur, answers to some frequently asked questions, and a general overview of what to expect in the coming months. We have also included a Credit Unions 101 resource to help introduce the credit union difference, explain what it means to be a member of a credit union, and provide additional information about MSUFCU. In addition, enclosed is an Annual Report Summary highlighting MSUFCU's continued growth, support for members, community impact, and other key organizational highlights and updates.

### What to Expect

**Communication** — You can continue using your existing accounts and services as you do today. The Gold Coast Office team members remain available to assist you, and we are committed to making this transition as smooth as possible.

**Account Access** — As part of the transition from a customer of a bank to a member of a credit union, membership opt-in is required. We encourage you to complete your membership opt-in as soon as possible. Completing your membership opt-in will help ensure continued access to the products, services, and benefits available through MSUFCU and Pillur. You may complete your membership opt-in online at [msufcu.org/GCBmembership](https://msufcu.org/GCBmembership) or by calling us at 1-312-270-0204 ext. 3133. Additional information is available at [msufcu.org/GoldCoast](https://msufcu.org/GoldCoast). If you have already completed your membership opt-in, no additional action is required at this time

**Enhanced Services** — Your business will have access to expanded business banking capabilities, treasury management services, lending solutions, digital banking tools, and additional relationship-based support.

**Future Conversion Communication** — We currently anticipate completing the future system conversion of accounts near the end of the third quarter of 2026. We will continue communicating with you throughout this process and will provide detailed information well in advance of any future changes.

**Dedicated Support** — If you have questions or concerns during this process, our team is here to assist you. Contact information and additional information is available in the enclosed Welcome Brochure and also online at [msufcu.org/GoldCoast](https://msufcu.org/GoldCoast).

Thank you for the opportunity to continue supporting your business. We are excited about the future ahead and look forward to serving your organization for years to come.

Sincerely,

**April M. Clobes**  
President/CEO | MSU Federal Credit Union

3777 West Road | PO Box 1208 | East Lansing, MI | 48826-1208 | 800-678-4968 | [msufcu.org](https://msufcu.org)

Our Mission: To provide superior service while assisting members and employees to achieve financial security, their goals, and ultimately, their dreams.

## About MSUFCU & Pillur

MSU Federal Credit Union (MSUFCU) is committed to supporting individuals, businesses, and communities through strong financial services, personalized support, and long-term relationships. Founded in 1937 by Michigan State University faculty and staff during the Great Depression, MSUFCU has a history of helping members achieve financial success through trusted service, innovative financial solutions, and community investment.

Today, MSUFCU serves over 400,000 members nationwide while maintaining a strong commitment to local relationships and community-focused service.

Pillur is MSUFCU's business banking brand focused on supporting businesses, commercial relationships, and organizations through responsive service, treasury management solutions, commercial lending, digital banking capabilities, and relationship-based support tailored to business needs.

The Pillur team is proud to continue supporting the businesses, individuals, families, and communities formerly served by Gold Coast Bank.

## Additional Information

### Questions?

Contact our Gold Coast Office at 312-587-3200 or our Call Center at 312-270-0204 ext. 3133. You may also visit the Gold Coast Office at 1165 N. Clark Street, Suite 200, Chicago, Illinois (Monday-Friday, 9 a.m.-5 p.m. CT) or any Credit Union branch location listed at [msufcu.org/locations](https://msufcu.org/locations).

Additional information is available at [msufcu.org/GoldCoast](https://msufcu.org/GoldCoast).



## Welcome to MSU Federal Credit Union & Pillur Business Banking

312-587-3200 | [msufcu.org/goldcoast](https://msufcu.org/goldcoast)

*Staying connected is easy!*

Follow [@msufcu](https://twitter.com/msufcu) to receive the latest updates.



 Equal Housing Opportunity  Insured by NCUA

## Membership Questions

### What makes a credit union different?

MSUFCU is a member-owned, not-for-profit financial cooperative focused on helping members achieve financial success. Credit unions are built on the philosophy of “people helping people,” combining competitive financial services with personalized support and strong community commitment.

### What is membership opt-in?

As part of the transition from Gold Coast Bank to MSUFCU, business account owners are asked to complete a simple membership opt-in process to ensure uninterrupted access to the full range of products and services available through the Credit Union and Pillur business banking.

### How do I complete membership opt-in?

You may complete your membership opt-in:

- Online at [msufcu.org/GCBmembership](https://msufcu.org/GCBmembership)
- By calling our Gold Coast Office at 312-587-3200
- By calling our Call Center at 312-270-0204 ext. 3133
- By visiting the Gold Coast Office at 1165 N. Clark Street, Suite 200, Chicago, Illinois (Monday-Friday, 9 a.m.-5 p.m. CT) or any Credit Union branch location listed at [msufcu.org/locations](https://msufcu.org/locations)

If you have already completed your membership opt-in, no additional action is required.

## Welcome Questions

### What does this mean for me today?

You can continue using your business accounts and services as you do today. Familiar team members will continue to assist you at the Gold Coast Office, and we are committed to making this a smooth transition for your business.

### What can I expect from Pillur?

As a member, you will have access to:

- Expanded business banking capabilities
- Access to Visa business debit and credit cards
- Treasury management services
- Commercial and agricultural lending solutions
- Enhanced digital banking tools
- Relationship-based business support
- Community events and seminars
- Financial education and business resources

Visit [msufcu.org/GoldCoast](https://msufcu.org/GoldCoast) and [pillur.org](https://pillur.org) for additional information.



## Account & Service Questions

### Will my accounts continue working?

Yes, your business accounts, ACH activity, treasury services, and existing account services will continue functioning as they do today and after the conversion. Anything requiring your action will be communicated with clear instructions ahead of the system conversion.

### Will I receive a new debit card or checks?

Yes, additional information regarding debit cards, checks, treasury services, and any future account-related updates will be communicated closer to the future system conversion date.

### When will the future conversion occur?

We currently anticipate completing the full system conversion near the end of the third quarter of 2026. A detailed conversion guide with important dates, instructions, and additional information will be mailed well in advance.

### When will I be able to perform transactions at Pillur locations?

Following the future system conversion currently expected near the end of the third quarter of 2026, you will be able to perform transactions at Pillur locations. A full list of branch locations is available at [pillur.org/location-hours/](https://pillur.org/location-hours/).



# CREDIT UNIONS 101

If you've been using a bank for your financial needs, you may not be familiar with credit unions. You might be surprised that credit unions like MSUFCU offer everything you'll find at a bank plus exclusive member benefits.

Built around the philosophy of "people helping people," credit unions are member- and community-focused, not-for-profit financial institutions. Credit unions offer a full range of personal and business checking and savings accounts, loans, mortgages, credit cards, robust digital services, and physical locations for in-person assistance.

## CREDIT UNIONS

### **Not-for-profit**

Credit unions are not-for-profit institutions, with profits returned to members through lower fees, better rates, and investment in the local community.

### **Serve members**

Credit unions have members and are governed by an unpaid board of directors made up of volunteer members.

### **Deposits insured up to \$250,000**

Insured through the National Credit Union Administration (NCUA), an independent federal entity.

### **Membership requirement**

There are many ways to become a credit union member. At MSUFCU, you can join as an immediate family member of another member, by donating to our Desk Drawer Fund charitable foundation, and through a variety of employers and other affiliations.

### **Shared branches and ATMs**

Credit unions share a network of branches and ATMs that outnumber most of the biggest banks. Members can use any shared branch or ATM in the CO-OP Network surcharge-free.



## BANKS

### **For profit**

Banks are for-profit institutions that are either privately owned or publicly traded.

### **Serve customers**

Banks have customers and are usually governed by a board of directors made up of shareholders.

### **Deposits insured up to \$250,000**

Insured through the Federal Deposit Insurance Corporation (FDIC), an independent federal entity.

### **No membership requirement**

All consumers are eligible to open accounts.

### **Bank-owned branches and ATMs**

Banks have their own network of branches and ATMs. If you use an ATM the bank doesn't own, you'll usually pay a surcharge to your bank and the bank that owns the ATM. You can conduct in-person transactions at your bank's branches.

# THE CREDIT UNION DIFFERENCE

A credit union is a not-for-profit cooperative financial institution, owned and controlled by the members who use its services. Credit unions serve members who share something in common, such as where they work or live.

Credit unions started more than 160 years ago, offering a way for workers to pool their resources and provide low-cost credit to one another. This access to collective funds led to an improved quality of life and opened doors for professional, middle-class, and lower-income individuals and families to build their dreams. As credit unions gained recognition as a safe and convenient way for people to borrow and save, they continued to grow and now offer the vast array of products and services found at other financial institutions, like banks.

Credit unions like MSUFCU are built on the basic principle of "people helping people," offering all the financial services you need with a member- and community-focused approach. Credit union members receive great rates, financial education, enhanced community well-being, superior service, and so much more. As a credit union member, your financial success is a top priority.

## Meet MSUFCU

MSU Federal Credit Union (MSUFCU) is committed to supporting the people who live and work in the communities we serve. MSUFCU was founded in 1937 by Michigan State University faculty and staff to provide a safe place where members and their families could borrow and save money during the Great Depression.

Over the years, we've built strong relationships with our members, helping them achieve financial success and, ultimately, their dreams. Our service-focused employees live our mission every day, empowering our members to find financial freedom and security as they purchase their first cars and homes, start their own businesses, and save for their children's futures.

**It's time to *dream* BIG!**  
**MSUFCU is here to help every step of the way.**

## MSUFCU BY THE NUMBERS<sup>1</sup>



**400,000+**  
members



**35**  
branches



**369**  
community organizations  
supported



**\$8.5 billion**  
in assets



**1,260+**  
employees




**30,000+**  
surcharge-free CO-OP  
Network ATMs nationwide

<sup>1</sup>As of April 30, 2026



Scan the QR code or visit  
[msufcu.org/about](https://msufcu.org/about) to learn  
more about MSUFCU

**msufcu**  
MSU FEDERAL CREDIT UNION  
msufcu.org | 800-678-4968

Federally insured by NCUA  
 Equal Housing Opportunity

2025

## BREAKDOWN

In 2025, we strengthened member relationships alongside our growth by enhancing products, services, and technologies to increase member satisfaction and engagement. We focused on providing each member with the right combination of tools, personalized support, and meaningful interactions to meet their financial goals.



**396,646**  
Members



**\$8,376,039,088**  
Assets



**36**  
Branches



**\$6,412,318,139**  
Loans



**\$6,910,147,165**  
Shares

### Helping Members Grow

**351** members financed their first home, adding to our portfolio of **\$2.47 billion** in home loans.

**25,237** members financed new vehicles, adding to our portfolio of **\$1.71 billion** in auto loans.

**396** businesses secured financing, adding to our portfolio of **\$946.78 million** in business loans.

**19,761** members started saving with Savings Builder,<sup>SM</sup> adding to **\$6.91 billion** in shares and deposits.

**37,905** members opened new accounts and new possibilities.

**2,569** youth members opened an account to begin their financial journey.

3777 West Rd • PO Box 1208  
East Lansing, MI 48826-1208



Equal Housing Opportunity // Federally insured by NCUA

To read our 2025 Annual Report in its entirety, scan the QR code below or visit [msufcu.org/reports](https://msufcu.org/reports).

You can also request a printed copy by calling **800-678-4968**.



Scan to view the full  
2025 Annual Report!



# **msufcu** ANNUAL REPORT SUMMARY

# 2025

Dear **MEMBER,**

For nearly 90 years, you have trusted MSUFCU to be your financial institution and an active partner in your community. We are proud to be recognized as a people-first, community-oriented credit union, working together to improve lives and help members achieve their dreams.

In 2025, MSUFCU remained strong and stable. Our assets reached \$8.38 billion, with a net worth of 8.43% and a risk-based net capital ratio of 11.16%. These important indicators of safety and soundness exceed National Credit Union Administration (NCUA) well-capitalized requirements and reflect the care with which we steward the Credit Union.

Although an economically challenging year, we focused on investing in our members and the communities we serve. By staying adaptable and future focused, we closed the year with a 0.31% return on assets. We ended 2025 with \$694.67 million in members' equity, \$6.41 billion in loans, and \$6.91 billion in deposits.

Our branch network is a vital part of how we serve members, complementing our self-service and digital channels. Across our entire branch network, we increased new share deposits 23.9% and loans grew 49.3% year-over-year. We served 12.7% more members in our branches.

Our commitment to education and community remained central to our work. We reached 31,248 attendees through free financial education engagements, supporting financial well-being for our members. We also supported hundreds of community organizations and events throughout our regions.

Our work in 2025 set a strong foundation that positions us to meet your needs today and well into the future. As we look ahead, we are optimistic and confident in our ability to continue serving members in meaningful and impactful ways. Thank you for choosing MSUFCU as your trusted financial partner. Your membership makes everything we do possible.

Sincerely,

**Janet Lillie, Ph.D.**  
Board Chair

**April M. Globes**  
President/CEO



## Our Brands Provide Specialized Experiences

As our membership grew, we expanded our brands to further personalize experiences and continue innovating for the future.

### Reseda Group Innovates Across the Industry

Reseda Group is a Credit Union Service Organization (CUSO) wholly owned by MSUFCU, serving 1,700 credit unions and more than 47 million members nationwide. Their research, development, investments, and products transform how people interact with personal finance.

### Affiliate Brand Experiences

MSUFCU affiliate brands are designed to provide specialized products and services for specific audiences with unique financial needs.

**Alumnifi** is a digital-first credit union supporting recent graduates and young professionals.

**Collegiate** is a digital-first credit union focused on providing accessible financial solutions tailored to the unique needs of students.

**Home Loans Powered by MSUFCU** is designed to provide a higher focus and visibility for all MSUFCU home loan offerings.

**Pillur** is our business banking brand, designed to empower businesses with innovative, reliable, and tailored financial tools that drive growth and success.

**TrulyU Wealth Management** financial advisors are available to assist members with retirement planning, tax-efficient investments, life and long-term care insurance, and more.

## The Importance of Branch Connections

Throughout 2025, members completed 1,363,305 transactions during visits to our branches. We've seen the positive impact our branches have on members, reflected by the 12.7% increase in members served at branches in 2025.

### New Share Deposits at Branches



### New Loans at Branches



## Building Financial Success

We help members achieve financial wellness and security through free seminars, easy-to-use digital tools, and community programs for children, students, and adults. We're committed to helping members build knowledge, confidence, and long-term financial success, strengthening the communities we serve. Some of our most valued programs include: Campus Explorer Experience, FUNtivity Zone, The Culture of Finances, and Lansing SAVE.

## Making a Difference

In 2025, our corporate impact and sponsorship initiatives totaled over \$2 million, supporting several hundred community partners, including Dr. Martin Luther King Jr. Commission of Mid-Michigan, Grand Rapids Public Museum, Lansing Pride, MiSide Community Impact Network, Potter Park Zoo, Ronald McDonald House of Mid-Michigan, Veterans Path to Hope, Women's Resource Center, and many more!

## MSUFCU Desk Drawer Foundation (DDF) Impact

In 2025, the Foundation granted \$678,000 to nonprofits, and over \$3.65 million to more than 60 nonprofit organizations since their founding in 2019. The quarterly DDF Raffle sold nearly 6,000 tickets generating \$59,030, which the DDF Board awarded to deserving nonprofits.