

Partnership Presentation 4: How a Digital Brand Brought New Life and Deposits to a Historic Bank

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#FXT24



Bank Director

Finding the Key to Deposit Growth



Bank Director Experience FinXTech 2024

Regent Bank Overview



Founded 1898



Asset Size \$1.7B



4 Branches in Oklahoma and 1 in Missouri



2 other locations coming soon

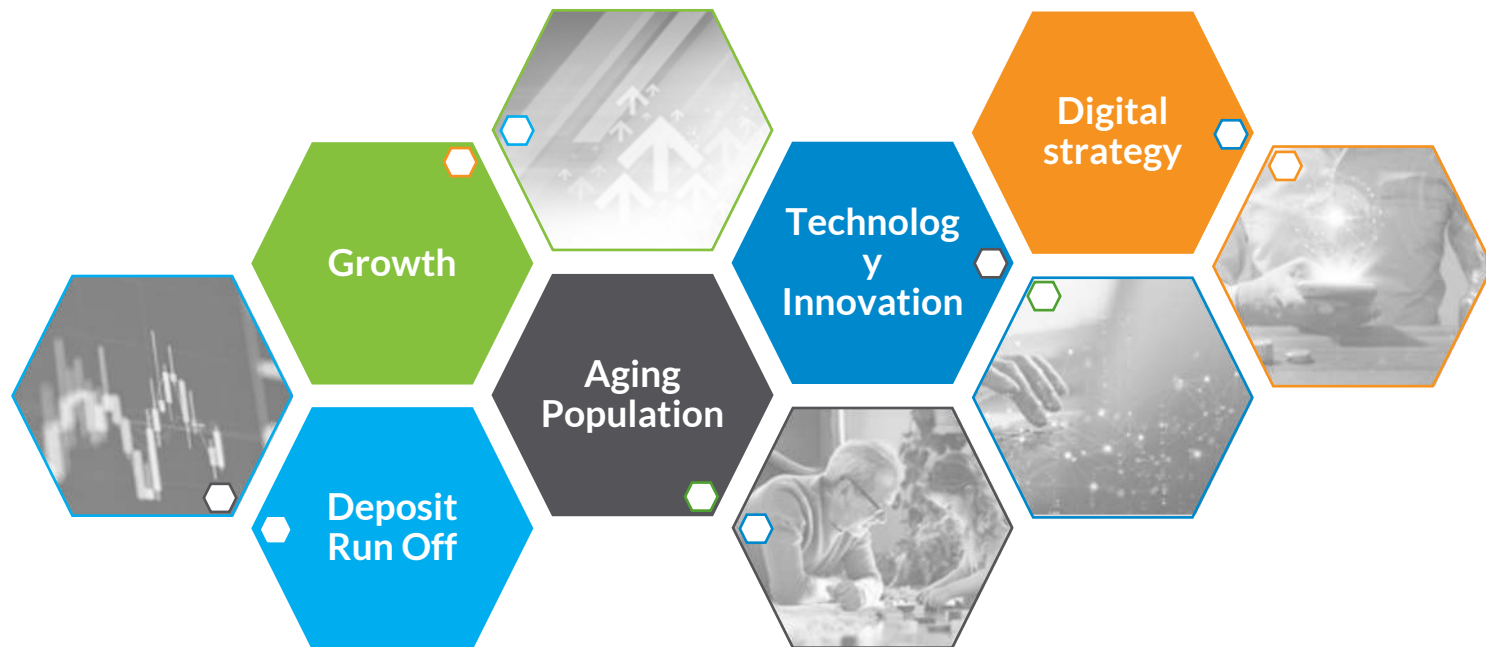
New owners bought Regent on April 1, 2008. \$70m bank at the time, in Oklahoma, one stop light county.



Confidential



Challenges



Deposit Strategies

Callable
CD
strategy

Cannabis
banking

Banking as
a Service

6 for 6 CD
promotion

New client
receptions

Faith-
based
initiatives

Internal
cross-sell
strategies

Believe Bank origin story

Talking about this idea for 4 years or so.

Regent is faith based and wanted to do more for non-profits than they are already doing. Non-profit banking is free at Regent. Free account for non-profits.

2020

2022

2024

Research into Building



Looked at a lot of options all were too expensive

- Side cores / full digital bank
- Too much risk to spend \$1m or \$2m to test or try this

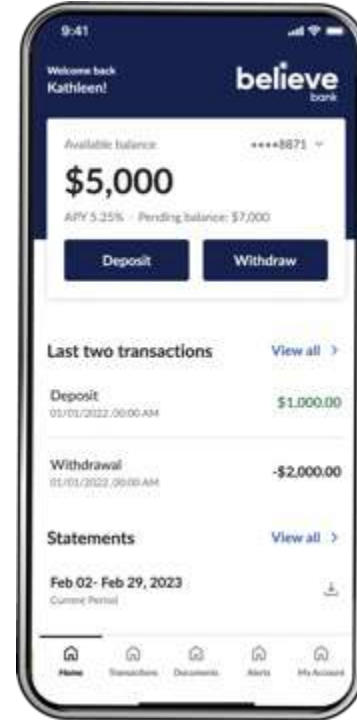
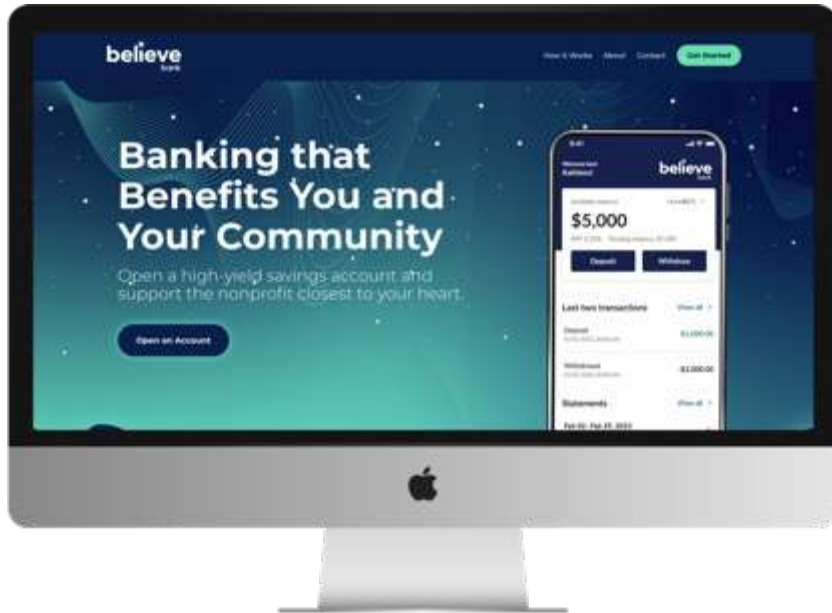


Pandemic demo on Plinqit's goal-based saving

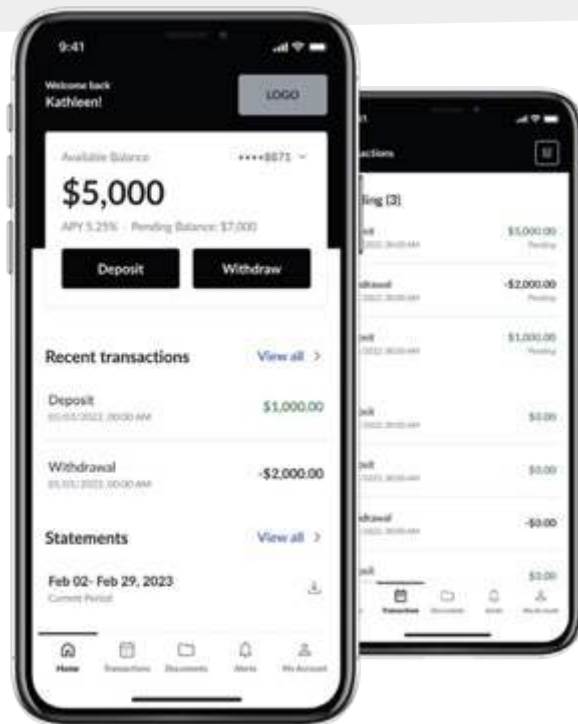


Then in 2023 FinTech Meetup met and talked about HYS by Plinqit

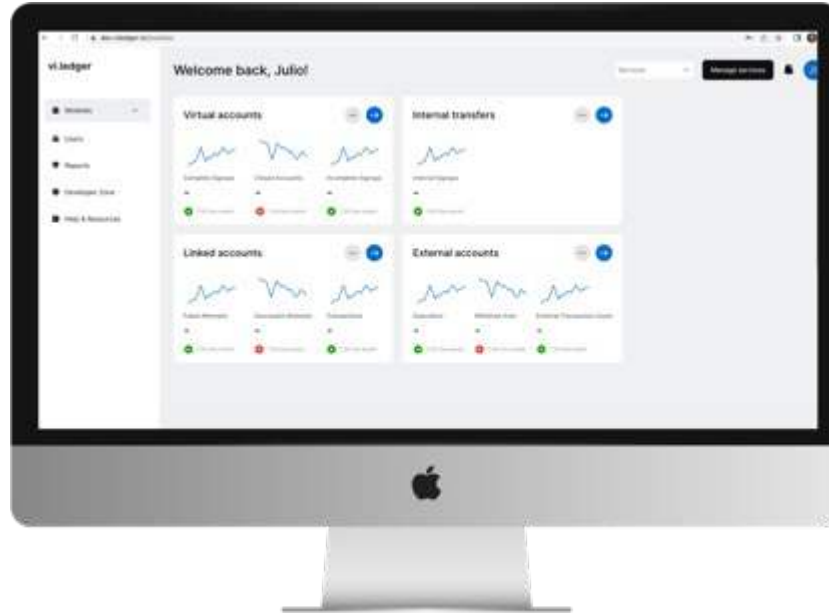
Believe Bank a division of Regent Bank



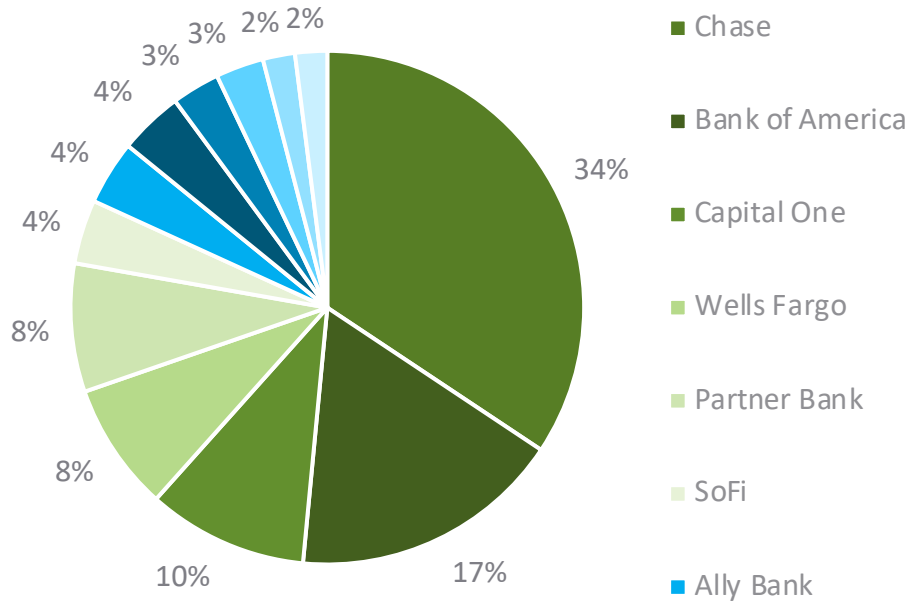
High Yield Savings by Plinqit



Plinqit's Virtual Account Ledger (Vi.Ledger)



HYS Deposits by Institution

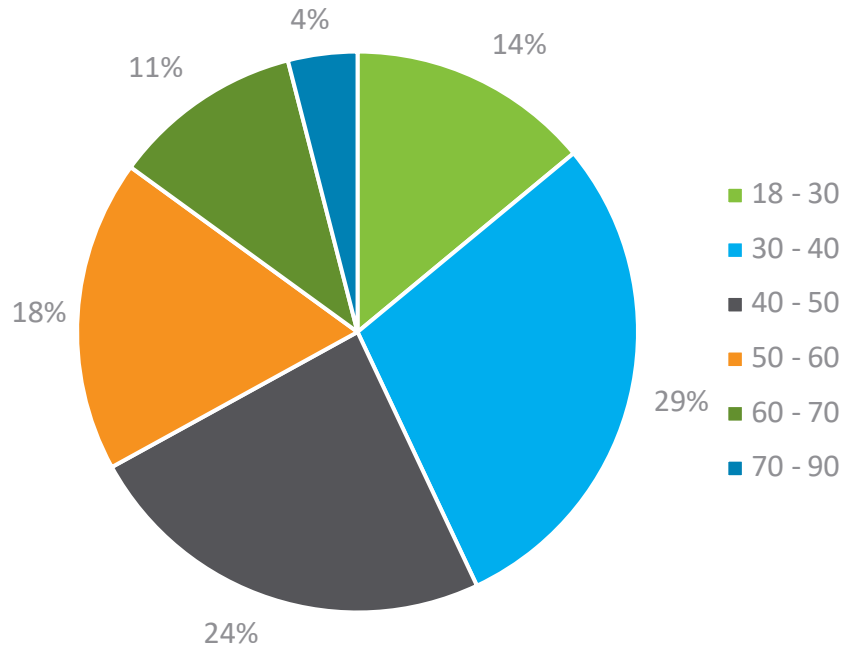


69% of HYS deposits are transferred from Chase, Bank of America, Capital One and Wells Fargo

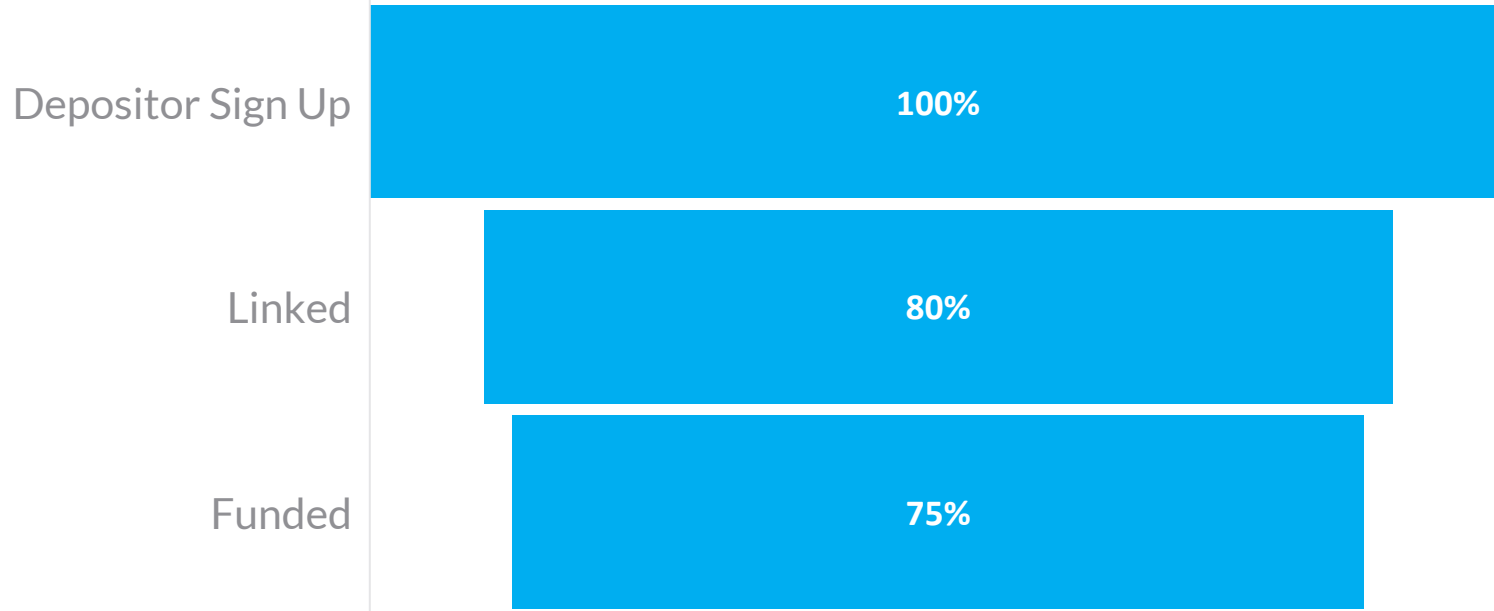
Only 8% of deposits are from current bank customers

Age of HYS Depositors

43% of depositors are under 40



HYS Account Opening Funnel



Next Steps & Vision for Believe Bank



Send checks to non-profits

Bank the non-profits

Joint Accounts

CD's

Believe -> Checking Accounts
-> Debits card -> Full Bank

A night cityscape, likely Hong Kong, with numerous skyscrapers illuminated. Overlaid on the city are many vertical lines of varying heights and colors (blue, purple, red) that end in small dots, resembling a digital data visualization or network map. The text 'Q&A' is centered in the middle of the image.

Q&A



To learn more visit
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