



MAX CREDIT UNION 2023 ANNUAL REPORT

Federally insured by NCUA.



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Gary A. Tomlin

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Director
A. Kelli Wise

Secretary
K. Sue Jackson

Director
Lloyd Woodman Jr.

Treasurer
James W. Solze Jr.

Director
Carl L. Whatley Jr.

Director
James K. Littlejohn



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R. Jeff Baldwin

Member
Jerry W. Grant

Secretary
Richard M. Jones

Board Representative
James K. Littlejohn



EXECUTIVE MANAGEMENT COMMITTEE

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Martin Head

Chief Retail Officer
William T. Epperson

**Chief Operating Officer |
Executive Vice President**
Mike Hart

Chief Financial Officer
Tim Marquardt

Chief Lending Officer
Wendy Anderson

**Chief of Operational
Excellence**
Cheryl Payson

Chief Talent Officer
Sandra Stenger Branch

**Chief Information
Officer**
Dale Watkins

Chief Growth Officer
Lynette Cupps



FROM THE CHAIR AND PRESIDENT

We are pleased to present our Annual Report for 2023, reflecting the progress, achievements, and strategic direction of MAX Credit Union.

Throughout 2023, we remained dedicated to our mission of people helping people while always operating with a member-first mindset. Member satisfaction, innovation, technology, security, and community are critical to our success. We recognize that our mission could not be achieved without our dedicated team and your trust in us.

Part of this trust hinges on our overall financial strength. To be “well capitalized”, financial institutions must meet a regulatory ratio of 9%. In 2023, we surpassed this and proudly reported our year-end capital at over 13% of assets in addition to our liquidity, measured by short-term investments and cash, being over 16% of total assets, well above our credit union peers.

We are committed to excellence in service delivery ensuring reliable, efficient, and secure solutions are in place to meet your evolving money management needs. In the past year, we have strengthened our product offerings through expanded tools, capabilities, and support to coincide with cutting-edge technology. We have added solutions to easily transact business while preserving personal connections and assistance and will continue to enhance our customer support infrastructure to better serve member needs in the future.

Safeguarding your hard-earned assets and personal information is a top priority and we remain committed to staying ahead of the curve in the ever-changing landscape. We have stringent security measures in place to monitor and detect potential cyber threats along with strong authentication features and encryption technologies. We are committed to communicating safeguards and best practices to you so you can be vigilant in protecting your financial information.

Through our credit union philosophy, we remain deeply rooted in the communities we serve and take a serious approach to the term “give back”. We believe that a thriving community is the foundation of a successful business. We are committed to making a positive impact in our areas of service. Throughout 2023, we actively engaged with local organizations, supported charitable initiatives, and volunteered our time and resources to drive meaningful change. We donated over \$181,000 through our community giving program and the MAX4Kids Foundation, including ten \$5,000 scholarships to deserving high school seniors. In addition, team members volunteered over 1800 hours conducting financial education seminars, volunteering at charitable organizations, or participating in family-friendly events.

As we look ahead, we are excited about future opportunities. We will continue to invest in research and development to drive innovation and stay ahead of the curve. We remain committed to delivering exceptional service and security to our members through tailored product offerings and tools. We will continue to actively engage with and support the communities we serve by working together to create a brighter, more sustainable future for all.

Thank you for your trust and confidence in MAX Credit Union. It is because of your unwavering support, we remain firmly established in the areas we serve. Together, we will continue building on our financial foundation making a positive impact for all.



Barbara T. Starr
Chair



Martin Head
President/CEO



TREASURER'S REPORT

We are proud to report that MAX Credit Union continues to be a strong, stable, and secure financial institution. In 2023, MAX recorded record earnings while balancing growth initiatives with the maintenance of strong capital and liquidity reserves in a continuing rising-rate environment.

Our total assets grew by 5.9% to reach nearly \$2.1 billion, with our total number of members increasing by 3.4% during the year to more than 123,000. Our loan portfolio increased by 8.1% to \$1.1 billion, with 13,000 loans funded during the year. MAX also reported regulatory capital equal to 13.2% of total assets, significantly exceeding the well-capitalized threshold of 9.0% established by the National Credit Union Administration (NCUA). Our liquidity ratio, as measured by the NCUA, of 16.9% is also strong.

Net income for the year totaled \$26 million, driven by a combination of strong revenue growth, disciplined expense controls, and minimal credit losses. In addition to competitive interest rates for both our loan and deposit products, MAX continued to reward members through our Member Rewards and Referral programs.

MAX is poised for continued growth in 2024 and beyond, with investments in improved technology, products, and services. We remain focused on pursuing strategic initiatives aimed at sustaining our financial momentum and delivering long-term value to our shareholders. We value your trust in us and would like to say thank you for your partnership. We look forward to serving you in 2024.

James W. Solze Jr.

James W. Solze, Jr.
Treasurer





2023 FINANCIAL STATEMENTS

Balance Sheet (\$000's)

ASSETS	2023	2022
Loans to Members	1,099,015	1,016,809
Allowance for Credit Losses	(14,814)	(9,805)
Cash & Investments	883,596	850,454
Other Assets	112,456	101,441
Total	2,080,252	1,958,898
LIABILITIES & CAPITAL	2023	2022
Members' share deposits	1,855,639	1,796,905
Other liabilities	45,210	21,852
Equity	179,403	140,140
Total	2,080,252	1,958,898

Income Statement (\$000's)

REVENUE	2023	2022
Interest on Loans	55,487	43,210
Income from Investments	22,905	13,514
Fee Income	11,486	10,305
Other Income	20,462	14,239
Total	110,340	81,267
EXPENSES	2023	2022
Dividends Paid to Members	17,614	6,496
Employee Costs	29,476	28,254
Occupancy and Operations	21,811	19,387
Other Expenses	11,152	9,590
Total	80,052	63,727
Provision (Credit) for Loan Losses	4,250	(772)
Net Income	26,039	18,312



COMMUNITY MATTERS

MAX is dedicated to giving back and aims to provide members and the community with resources to succeed. As a token of gratitude, we continually give back to our members through our Rewards and Referrals programs. As an expansion to this, we began offering a youth bundle where children 0-12 years of age are rewarded for opening an account, making good grades, or reading financially savvy books. This is all done to teach healthy financial habits from a young age.

MAX team members regularly volunteer their time through our Volunteer Program where over 1800 hours were served. It is through service, we are able to make an impact through financial literacy in our schools, and by serving local businesses and organizations. Not only do we volunteer our time but we give through monetary donations to local organizations. In 2023, we donated to over 50 organizations that have a primary focus on children's services and the possibility of creating a better future for those involved through the MAX4Kids Foundation and Community Giving Program.

Through the MAX Community Achievement award, we recognize and honor a standout organization that is doing impactful work in the community. This year, we honored two organizations who are doing just that, The Boys and Girls Club of the River Region and East Alabama. Through a vested interest in the development of youth and financial responsibility, the Boys and Girls Clubs offer Money Matters courses to club members so they have the necessary skills to be financially independent as they advance into adulthood. Club kids are encouraged to serve in the communities in which they reside so they too can become future leaders while being guided towards a path of success.

MAX is committed to supporting the work of those creating a better future for our communities.



CONTACT

MAX Mobile Banking App

Available in the iTunes Store and
Google Play Store

MAX Online Branch

myMAX.com

MAX Telephone Service Center

334.260.2600 / 800.776.6776

MAX Telephone Banking

334.270.1111 / 800.366.7777

Mailing Address

P.O. Box 244040
Montgomery, Alabama 36124-4040



LOCATIONS

Auburn

Auburn Downtown 336 North Gay Street

Millbrook

Magnolia Ridge 3441 US Highway 14

Montgomery

Chantilly 11020 Chantilly Parkway

Downtown 401 Monroe Street

Eastdale 400 Eastdale Circle

Maxwell AFB 10 East Selfridge Street

Taylor Road 3401 Malcolm Drive

Vaughn Road 5245 Vaughn Road

West Montgomery 4705 Mobile Highway

Zelda Road 2785 Zelda Road

Opelika

Frederick Road 3021 Frederick Road

Prattville

Cobbs Ford Road 2309 Cobbs Ford Road

Main Street 725 East Main Street

Tallassee

Hwy 229 1415 Gilmer Avenue

Troy

Hwy 231 1207 US Hwy 231 South

Wetumpka

Hwy 231 94 Captain Crommelin Road