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Welcome to the latest edition of Innovations, our internal newsletter keeping you advised of technology and other initiatives. In this issue, you will learn of subtle but important improvements making the customer and employee experience more enjoyable, such as Plaid, DocuSign, and the rollout of digital signage in our branches. As we wrap up the Core Conversion project later this year, our branch modernization initiatives will be nearly complete. But, that is not the end of our efforts.

Later this year and into 2023, you'll begin to learn more about other technology initiatives being scheduled, many of which will focus on improving and upgrading our online and mobile services, such as enhanced money-transfer capabilities and the expansion of products that can be opened online. We are well on our way to truly creating a banking environment in which our customers can bank when, where, and how they choose. The commitment and enthusiastic involvement in these projects that you have all demonstrated ensures that Apple Bank will continue to prosper.

Jim Matera

Executive Vice President
Chief Retail Banking Officer

Meet Plaid: Our Latest Digital Banking Tool

New technology platform makes it faster for customers to link external accounts.

Key Points:

- External account linking (offered by Plaid) offers a quick, simple and secure way to move money.
- With Plaid, we are able to cut the turnaround time for linking external accounts to just a few minutes.
- From March 29 to May 4, **633 customers** chose to instantly link their external account.

In today's digital world, our customers demand immediacy. This holds true for everything from the latest news to food delivery, so why would they settle when it comes to moving their money?

At the end of March, the Digital Banking team implemented external account linking, offered by Plaid, a user-friendly technology allowing customers to securely link their Apple Bank accounts to their external accounts, so they can instantly transfer money as needed.

Continued on next page

Meet Plaid: Our Latest Digital Banking Tool *(cont'd)*

“Customers want to be able to move their money quickly and easily. Our overall money movement strategy is dependent on adopting digital tools to help our customers facilitate that,” said **Jason Wiesler, VP, Digital Product Experience Design Manager**. “Implementing instant external account linking is one of the many important steps toward improving our user experience.”

Until recently, the Bank’s sole external account linking process was a manual effort, requiring a user’s account number, routing number and confirmation of multiple micro-deposits. From start to finish, the process usually took 2-4 business days to complete.

With the launch of Plaid, Apple Bank joins 11,000 other financial companies who use the technology, including Venmo®, Robinhood® and Acorns®.

Step 1: Select or search for the financial institution of your external account.

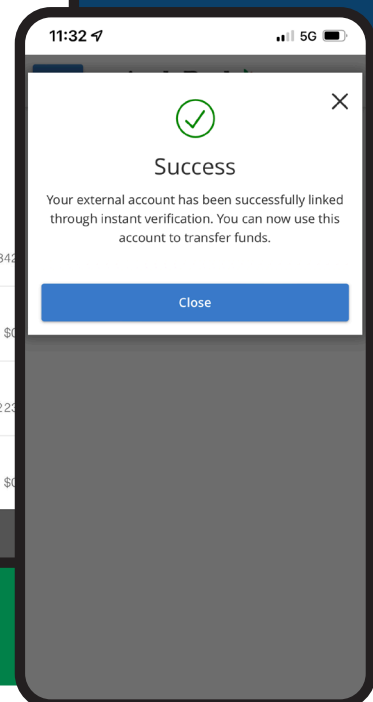
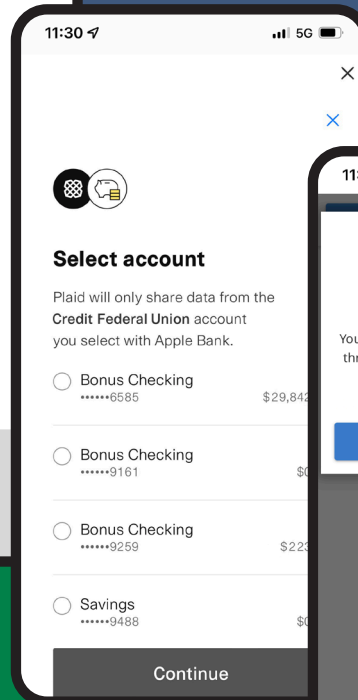
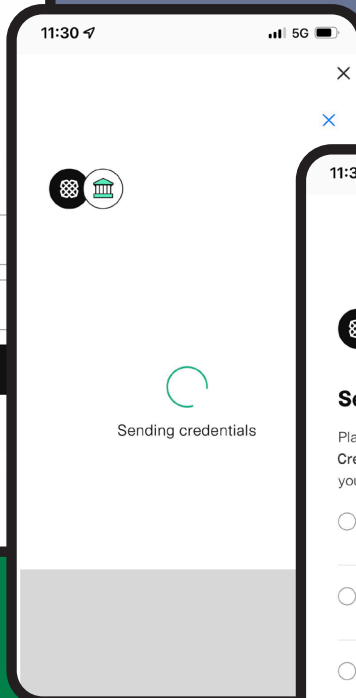
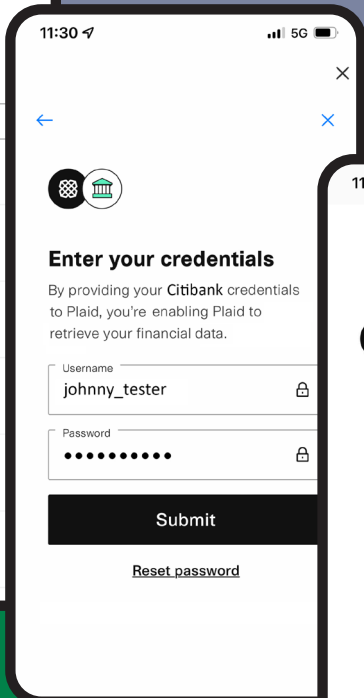
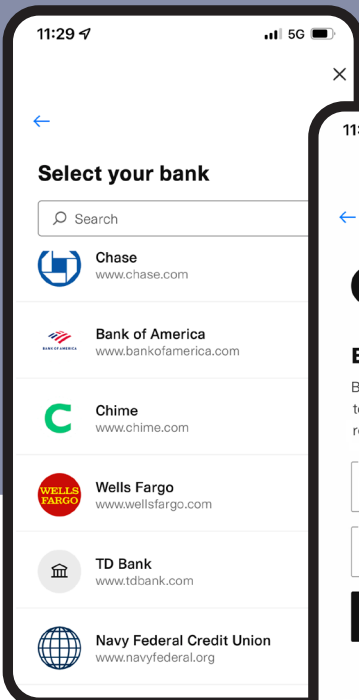
Step 2: Enter your credentials of the other financial institution.

Step 3: Sing the chorus to Rockstar by Nickelback while Plaid verifies the account.

Once a user logs in to Digital Banking, set-up is simple. Here’s how Plaid works.

Step 4: Select the account to link...

Step 5: Start transferring money between the accounts!



Plaid not only saves our customers

time, it also provides safety features, like:

- Account owner verification on the external account
- Advanced encryption
- Transport layer security
- Multi-factor authentication

If you have an Apple Bank account, be sure to test out this new feature today. Simply log in and click “External Accounts” in the “Transfer” menu, and “Instant Verification” to see how it works!

Astoria Branch Makes a Splash on Steinway St.

See what's new and unique in our 82nd branch!

Key Points:

- Astoria branch welcomed its first customers last month.
- The branch includes Apple Bank's first-ever Wealth Management Center.
- The 10' x 6' video wall is a show-stopping feature that can be seen from the streets.

Our Astoria branch opened on April 11 on a bustling corner of Steinway Street. Customers can find the same hallmarks of all Apple Bank branches inside the two-story space: Competitive products and friendly, local bankers. But there are a few innovative touches that make the Astoria location special. Neal Appleman, First Vice President, Corporate Real Estate and Kyle Kalibat, Assistant Vice President, Lead Corporate Real Estate Project Manager, walk us through what makes this branch unique.

“It’s like a jewel box that always glows.”

Neal Appleman
First Vice President
Corporate Real Estate

The Video Wall

Seen from blocks away, the 10' x 6' video wall is the most noticeable feature in the branch. Displaying both eye-catching graphics and product promotions, the wall will help engage people even from outside of the branch. “It’s a high-traffic corner,” said Neal. “The video wall gives it a Times Square sort of feel.” [Read more about our digital signage on page 5.](#)



Wealth Management Center

Astoria also includes Apple Bank's largest dedicated space for wealth management. Located on the second floor, the Wealth Management Center has plenty of meeting rooms for ABS representatives to speak with customers about investment products. Coming off the great year ABS Associates had in 2021, we're looking to put more resources behind the group's investment and insurance business.

Outfitted with glass walls and a sleek black and white color palette, the space has a high-end look and feel. While the glass walls add a touch of class during the day, they sparkle at night.

“It’s like a jewel box that always glows,” said Neal.

Next up: New Jersey

Now that Astoria is up and running, the Bank plans to continue to expand. For the first time since opening in 1863, we're crossing state lines and headed to Englewood, New Jersey. Will our first branch outside of New York have an even bigger video wall? We'll keep you posted in the next issue.



Digital Signage Pilot Kicks Off in Branches

Are digital screens the new posters? Our Marketing Director gives us the scoop.

Key Points:

- The Bank launched its first in-branch digital signage in our Astoria, Larchmont, Sea Cliff and Neptune Ave. branches.
- Introducing animation into our marketing will better engage our customers and highlight our products and services.

Ten feet wide and six feet high, the video wall in our Astoria branch launched the Marketing team's digital signage pilot with a bang. Featuring dynamic animations that bring new life to marketing messages, these digital signs represent a new, exciting way to highlight our key products and services to customers who visit our branches.

The pilot also includes the Larchmont, Sea Cliff and Neptune Avenue branches. After the team evaluates the success of the pilot, Marketing Director Bobby Tobin said Marketing will look into bringing digital signage to more locations.

"This moves us another step closer toward digital transformation in our marketing efforts," said Bobby. "It also allows us to be more creative. We're no longer limited to static images."

When creating each ad, Graphic Designer Matt Dolingo used the design of each poster as a starting point, then added movement.



Personal Loans Borrow \$3,000 to \$50,000 with repayment terms of 3 or 5 years.*

*Subject to credit approval. New York state residents only. No origination or application fee. Personal Loans by Apple Bank feature rates no greater than 24.99% Annual Percentage Rate (APR), with available terms of 3 years (36 months) or 5 years (60 months). Rate and terms are based on creditworthiness, income, and information provided in your loan application. For example, if you are approved for a \$10,000 loan at 10% APR for a term of 36 months, you will pay \$223.57 monthly, and a total of \$11,654.52 over the 36-month life of the loan. Your rate and loan amount may differ from the provided example. Longer repayment terms may have higher rates. **If you accept your loan by 5:00 pm ET and including weekends or holidays, you will generally receive your funds the next business day. If accepted after 5:00 pm ET Monday-Friday or during the weekend or holidays, you will generally receive your funds two business days later.

"It's hard to get peoples' attention nowadays. We're all so busy on our phones," said Matt. "The dynamic messaging that animation delivers can really bring attention to our products." For branches with updated technology, Marketing will be able to control the digital content from anywhere. The software also makes it easy to upload, edit or change animations in real-time. Until we can roll out this software solution across the branch network, branches with TVs not on the platform yet can still leverage Marketing's digital signs – they will just need to use a flash drive instead. Aside from simply looking (very) cool, digital signage offers some real benefits:



Youth Savings
3.00% APY*
On balances from \$5 - \$10,000

The Youth Savings account is available to children and teenagers ages 6 through 17. Account holders must be able to write their name and provide one form of identification, such as a birth certificate or school photo ID. There is a \$5.00 minimum deposit to open and maintain the Youth Savings account. Annual Percentage Yield (APY) is effective as of April 5, 2022 at the following rates: \$5,000-\$10,000: 2.00% interest rate and 3.00% APY; \$10,001-\$20,000: 0.75% interest rate and 3.00% APY; \$20,001-\$50,000: 0.50% interest rate and 3.00% APY. (There is no limit on account balances.) The APY may be changed by the Bank at any time, including after account opening. A limit of one Youth Savings account applies per child. Offer may be withdrawn at any time without prior notice. Account holders ages 14-17 are eligible to request an Apple Bank Youth Debit Card for this account if the account is joint with a parent or guardian. Seventeen-year-old account holders may request a debit card without a parent or guardian's consent.

1. Speed
While physical promotional materials, like posters and flyers, often require a 1-week lead time to print, it takes minutes for Marketing to upload new digital files.

2. Targeted Messaging
Using the software, Marketing can easily tailor which pieces go to each branch. This is great for products like Choice Checking, which is only available in Larchmont, New City and Astoria.



It's simple to do on our mobile app.* 
Ask an Apple Banker to show you how.

*Data fees from your mobile carrier may apply.

3. Cost Savings
Printing posters is expensive. Keeping each printed piece up-to-date with the latest effective dates and rates costs the Bank thousands of dollars. Aside from the initial installation, posting a new digital ad costs exactly 0 cents. So does this mean posters are on the way out? Definitely not. Digital screens allow us to get marketing messages out faster but are only one arm of the multimedia marketing efforts that showcase our dynamic products.

“This moves us another step closer toward digital transformation in our marketing efforts. It also allows us to be more creative. We're no longer limited to static images.”

Bobby Tobin
First Vice President
Marketing Director

CLICK HERE to preview our digital signage!

Have You Tried DocuSign?

Securely share documents with customers and vendors with this new digital tool.



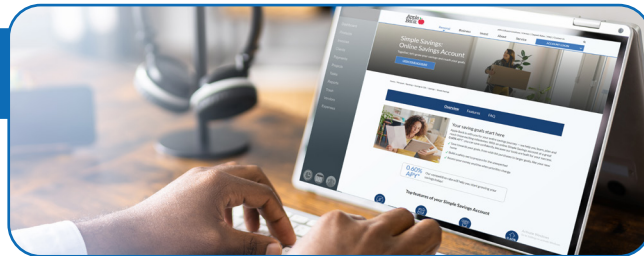
What is it? DocuSign is an approved vendor of the Bank that is available to any department who needs to securely share documents with customers and outside parties for eSignature purposes. It is available for Bank-wide use, subject to senior management approval.

Want to try it out? Contact Julia Sara at JSara@applebank.com

Projects on the Move!

Online Checking

The success of our digital products, Simple Savings and Personal Loans, is a strong indication that our customers are not only comfortable, but also inclined, to open products online. To remain competitive in today's digital world, the Bank is in the beginning stages of creating our first online checking account, Simple Checking. Offering this



new digital product will make banking with us more convenient and will translate into increased customer acquisition, satisfaction and retention. Look for more details in future Innovations!

Customer Satisfaction Platform

On April 29, the Bank launched our new customer satisfaction platform in partnership with Medallia. The platform will send approximately 100 emails a day to customers who have logged into Online Banking via desktop or mobile and allow them to rate their experience.

Here's How it Will Work:

- The email will contain a feedback survey that asks the customer to rate their overall experience on a scale of 1-5 (Customer Satisfaction [CSAT]), capture a Net Promoter Score (NPS) on a scale of 1-10, and a short answer section to provide context on their ratings.
- The customer will also have the opportunity to provide additional feedback on the type of activity performed during their OLB sessions, such as money transfers or bill pay.

How Will This Help the Bank?

Previously, all feedback came through calls, emails, and in-person exchanges that had to be logged into Continuity. Our new CSAT platform provides our customers with a convenient channel to communicate their honest opinions, and gives the Bank the opportunity to apply their feedback and make servicing improvements. Customer feedback will also help us get a better understanding of the things we already do well.

Verafin Anti-Financial Crime Platform

It's been a year since Apple Bank launched Verafin's advanced fraud detection technology. In this time, the Bank has used Verafin to:

- Streamline many manual regulatory and operational processes
- Detect unusual transaction activity more easily
- Monitor high-risk customers more closely

More recently, in December, we introduced Verafin's Account Opening Questionnaires (AOQ), replacing Abrigo's Due Diligence Manager (DDM). These AOQs have given the Bank a much more holistic view of our customers. The questions are now established at the customer level and are tailored to specific customer types: Consumers, business customers, sole proprietorships, and, most recently, trusts/estates. AOQ also has fewer free-form fields, allowing for more efficient account opening and refresh processes, a change that benefits both branch representatives and customers.

