

People Helping People



**Public Employees
Federal Credit Union**

Helping YOU Live Your Best Financial Life

ANNUAL REPORT **2023**



Table of Contents

About	3 - 4
Letter from the President.....	5 - 6
Message from the Chair.....	7 - 8
Board of Directors	9
Leadership Team	10
Supervisory Committee Report	11
Income and Expenses	12
Financial Condition	13 - 14
Community Impact	15 - 17
Annual Highlights	18



About Us

Headquartered in Lakeland, Fla., Publix Employees Federal Credit Union (PEFCU) is a member-owned co-operative that was founded in 1957 to meet the financial needs of Publix Super Markets, Inc. associates and their family members. PEFCU, with \$1.4 billion in assets, is ranked in the top five percent of credit unions nation-wide. PEFCU maintains a five-star rating by Bauer Financial and boasts an "A+" in financial health. PEFCU remains committed to improving the financial lives of its members and continues to expand its membership throughout the southeastern U.S.

Our History

Publix founder George Jenkins, John Turner, and other leaders of Publix Super Markets envisioned giving hardworking Publix associates access to better loans and savings options. They believed the "people helping people" principle of a credit union fit perfectly with Publix's philosophy of supporting each other. They applied for a credit union charter, put the plan in motion, and in good faith, became the first members of PEFCU in 1957.

Our Commitment

At Publix Employees Federal Credit Union (PEFCU), we owe our success to the people who share our trust, commitment, and values. Our members keep our not-for-profit co-op strong. We listen to their feedback and value their ideas. We will help them save money, earn money, and access their money with premier products, services, and technology.

“ To provide exceptional, convenient, and innovative financial solutions throughout all phases of each member’s life. ”

Letter from the President

What an honor it is to serve as the President/CEO of Publix Employees Federal Credit Union, a stable and thriving organization! I am so proud to lead a credit union founded to serve the people who work for a company as prestigious as Publix Super Markets. PEFCU’s team of dedicated associates remained rooted in our founding principles, giving our members the exceptional service that helps set PEFCU apart from other financial institutions.

In 2023, we achieved many milestones, including:

- Launching our new and improved online banking site, now hosted in-house, allowing our developers to respond more quickly to our members’ preferences
- Migrating to a new cloud-based phone system, giving callers more convenient automated options for faster self-service
- Rolling out our new financial education program, Financially Fresh, which includes in-person and online learning opportunities that help participants reach their financial goals and motivate them with rewards
- Creating a member legacy program, in which we take the time to thank and reward members for their loyal membership with gift cards
- Furthering our community outreach, giving our staff more opportunities to be involved and supporting local initiatives that serve our communities

We’re incredibly fortunate to have loyal members who are transparent about their needs and celebrate with us when we offer them new products and services relevant to their lives. We continue to grow because you believe in what your credit union is doing, and you share that enthusiasm with your coworkers and family members. We look forward to serving those new members you send our way. Thank you so much for using your voice to spread the word.

I look forward to helping push the credit union to be the best financial partner for Publix associates and their families in the new year.

Sincerely,



Jeremiah Kossen
President/CEO



Above: Jeremiah Kossen, President/CEO

Message from the Chair

The Board is proud to report that in 2023, PEFCU met the banking needs of its members by providing relevant products and services while remaining operationally sound and financially stable. Publix Employees Federal Credit Union was founded in 1957 and has met the needs of Publix associates and their families for over 65 years. As the needs of Publix associates evolve, PEFCU continues to offer innovative solutions that can help them live their best financial lives. Now serving over 112,700 members, PEFCU remains Publix-centered and always will be.

PEFCU continued to grow in 2023.

As evidenced by the charts and financial reports in this Annual Report, PEFCU added \$54 million in assets in 2023 and ended the year at \$1.4 billion. PEFCU's success is due to the members' continued loyalty and unwavering support, even during these times of inflation and possible recession. For this, we are truly grateful.

PEFCU remained financially sound in 2023.

Despite the many challenges the financial industry has faced since 2020, PEFCU remains financially sound. The public accounting firm of Doeren Mayhew audited PEFCU and rendered a clean opinion on its financial statements. Examiners from NCUA, our regulators, agreed that PEFCU remained financially sound. In addition, Bauer Financial gave PEFCU a rating of "5 stars," their highest rating, once again.

PEFCU remained secure in 2023.

PEFCU's top priority is securing our members' assets and personal data. As confirmed by third-party audits and governing bodies of the NCUA, PEFCU continued to enhance its Security Program to protect its members' assets and personal data. PEFCU has maintained a solid and dedicated effort to protect member assets and non-public personal information. As PEFCU rolled out a new and improved online banking environment, mitigating security risks and

ensuring the protection of its members' data were at the forefront of the more efficient platforms the credit union created.

PEFCU remained competitive in 2023.

PEFCU's fees and charges to members remain minimal, with lending rates among the most competitive in the industry. Though the housing market cooled, PEFCU's mortgage rates remained competitive. The credit union even began offering Land Loans, enabling members to buy a vacant lot to build their home on later, in the location that best fits their needs. The credit union also offered special rates on simple investment products, like share certificates and high-yield money market accounts, giving members the opportunity to get the most out of their savings.

PEFCU prioritized education in 2023.

In August, the credit union launched Financially Fresh, a premier financial education program, to provide members with free resources that help them reach their financial goals while incentivizing them with valuable rewards. The online learning platform offers personalized lesson plans based on each participant's unique needs, giving them a more interactive experience. The credit union not only invested resources in creating the platform, but also invested resources in teaching in-person workshops at certain Publix locations.

PEFCU continued to give back to our communities in 2023.

Giving back to the communities remained a priority for PEFCU in 2023. PEFCU refined its community outreach strategy by focusing on three initiatives: education, health and wellness, and the environment. The credit union developed new partnerships with several non-profit organizations to reach those who are in need, like the SPCA, Boots for Troops, local Title

elementary schools, and more.

Board of Directors

Adrian Bennett and Kindle Bowden were re-elected to the Board in 2023 for additional three-year terms as Directors. After 22 years of dedicated service, Terry Brigman retired from the board, and Christopher King, Director, IT Audit for Publix Super Markets, was named as a Director.

In closing, I would like to thank my fellow Board members for their leadership and dedication, the Supervisory Committee members for their commitment, the management and staff of the credit union for their hard work, and the members for their continued loyalty and support.

Respectfully submitted,



Linda Hall
Board Chairman



Above: Linda Hall, Board Chairman

“ Giving back to the communities remained a priority for PEFCU in 2023. ”

Board of Directors



Linda Hall
Chairman



Merriann Metz
Secretary



Adrian Bennett
Director



Kindle Bowden
Director



Kyle Davis
Director



Woody Rayburn
Vice-Chairman



Christopher King
Director

Leadership Team



Jeremiah Kossen
President/CEO



Kelley Martin
SVP, Chief Operations
Officer



Manish Kothari
SVP, Chief Information
Officer



Shannon Patten
SVP, Chief Marketing +
Communications Officer



Stephanie Straker
SVP, Chief Financial
Officer

Vice Presidents

Erika Hernden | VP, Digital Member Services

Kaylan Brugh | VP, Controller

Derrick Perry | VP, Information Technology

Susan Toadvine | VP, People and Culture

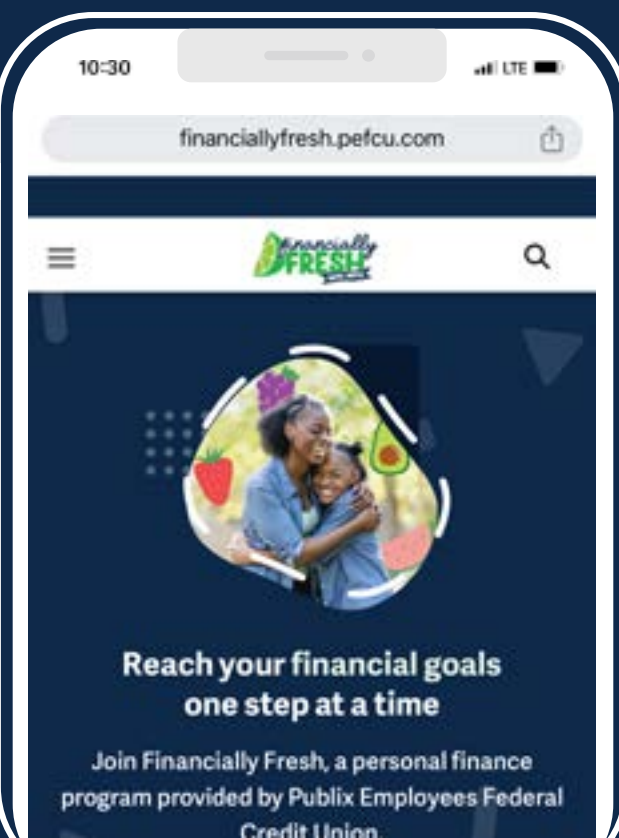
Steve Vandergriff | VP, Lending

Kim Williams | VP, Cards/Digital Payments

A Fresh Outlook on Finances

PEFCU's free Financially Fresh program helps you make the best decisions with your hard-earned money. Our personalized platform lets you create your own learning paths to reach financial goals that are most important to you.

Financially Fresh can help you stay fresh in every phase of your financial journey. Learn to save, improve your credit, pay off debt, buy a house, or whatever other goal you have right now. Register for free content on FinanciallyFresh.PEFCU.com.



Supervisory Committee Report

The Supervisory Committee is appointed by the Board of Directors and is responsible for ensuring the Credit Union's results and financial condition are accurately presented in the financial statements. To assist in this effort, the Supervisory Committee engaged the accounting firm of Doeren Mayhew to perform the annual financial audit.

The audit results for the year ended December 31, 2023, indicate the 2023 financial statements present fairly, in all material respects, the results of operations and the financial condition of the Credit Union in accordance with generally accepted accounting principles. Federal examiners representing the National Credit Union Administration (NCUA) also conducted their required annual examination and found the general condition of the Credit Union to be financially sound.

Respectfully submitted,

Meghan Vazquez
Chair, Supervisory Committee

Committee Members

Christie Graham
Lisa Merchant
Cindy White

STATEMENT OF FINANCIAL CONDITION AS OF DECEMBER 31, 2023

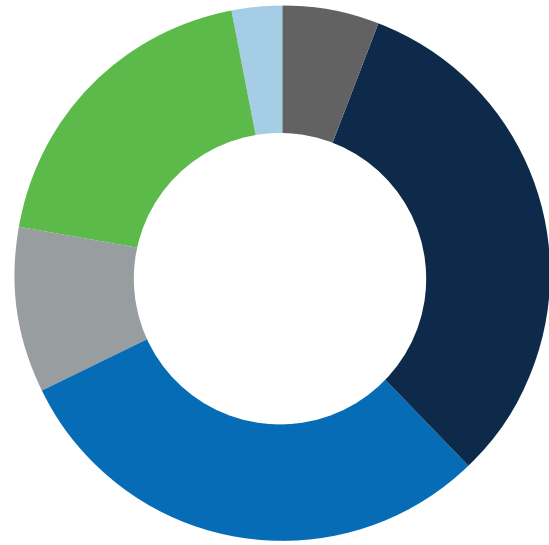
	2023	2022	% CHG	INC. (DEC.)
ASSETS:				
LOANS (NET)	\$721,546,191	\$687,270,236		\$34,275,954
CASH	\$9,328,746	\$15,551,164		(\$6,222,418)
INVESTMENTS (NET)	\$686,041,191	\$658,912,087		\$27,129,104
FIXED ASSETS (NET)	\$4,109,145	\$5,307,704		(\$1,198,559)
OTHER ASSETS	\$23,195,651	\$23,307,895		(\$112,244)
TOTAL ASSETS	\$1,444,220,924	\$1,390,349,087	3.87%	\$53,871,837
LIABILITIES:				
ACCOUNTS/Notes PAYABLE	\$72,992,163	\$6,384,315		\$66,607,848
OTHER LIABILITIES	\$18,769,720	\$14,397,090		\$4,372,631
TOTAL LIABILITIES	\$91,761,883	\$20,781,405	341.56%	\$70,980,478
MEMBER EQUITY:				
MEMBER SHARES	\$1,227,196,873	\$1,264,759,790		(\$37,562,917)
CAPITAL	\$125,262,168	\$104,807,893		\$20,454,275
TOTAL MEMBER EQUITY	\$1,352,459,041	\$1,369,567,683	-1.25%	(\$17,108,642)
TOT. LIABILITIES & CAP.	\$1,444,220,924	\$1,390,349,087	3.87%	\$53,871,837

RESULTS OF OPERATIONS AS OF DECEMBER 31, 2023

	2023	2022	% CHG	INC. (DEC.)
TOTAL ALL INCOME				
INTEREST ON LOANS/VISA	\$36,035,700	\$28,610,033		\$7,425,667
INVESTMENT INCOME	\$17,357,786	\$11,581,791		\$5,775,995
OTHER INCOME	\$19,824,310	\$18,466,306		\$1,358,004
GAIN/(LOSS) ON INVESTMENTS	(\$7,005,296)	\$11,274		(\$7,016,570)
GAIN/(LOSS) ON ASSETS	(\$53,910)	(\$30,797)		(\$23,112)
GROSS INCOME	\$66,158,591	\$58,638,607	12.82%	\$7,519,984
LOAN LOSS PROVISION	\$2,039,276	\$1,436,000		\$603,276
OPERATING EXPENSES:				
ADMINISTRATIVE	\$25,046,567	\$22,773,777		\$2,272,791
MARKETING & EDUCATION	\$1,185,311	\$1,072,456		\$112,855
OFFICE OPERATIONS	\$3,054,101	\$3,087,186		(\$33,085)
OFFICE OCCUPANCY	\$2,080,857	\$2,156,733		(\$75,876)
LOAN SERVICING	\$3,287,001	\$3,376,823		(\$89,822)
PROFESSIONAL SERVICES	\$1,959,583	\$1,902,410		\$57,173
EXAMINATION EXPENSES	\$230,934	\$224,839		\$6,096
DATA PROCESSING	\$7,131,307	\$7,261,962		(\$130,655)
INTEREST ON NOTES PAYABLE	\$629,324	\$0		\$629,324
MISCELLANEOUS EXPENSES	\$1,514,673	\$1,285,649		\$229,024
TOTAL EXPENSES	\$46,119,659	\$43,141,834	6.90%	\$2,977,824
NET OPERATING INCOME:	\$17,999,656	\$14,060,772	28.01%	\$3,938,884

DISTRIBUTION OF NET OPERATING INCOME AS OF DECEMBER 31, 2023

	2023	2022	% CHG	INC. (DEC.)
NET OPERATING INCOME:	\$17,999,656	\$14,060,772	28.01%	\$3,938,884
TO: DIVIDENDS	\$7,505,820	\$2,830,715	165.16%	\$4,675,105
TO: CAPITAL	\$10,493,836	\$11,230,057	-6.56%	(\$736,221)
TOTAL DISTRIBUTION:	\$17,999,656	\$14,060,772	28.01%	\$3,938,884



Loan Account Analysis

December 31, 2023

AUTO	32%
MORTGAGE	30%
OTHER	3%
PUBLIX STOCK	19%
VISA	10%
SIGNATURE	6%



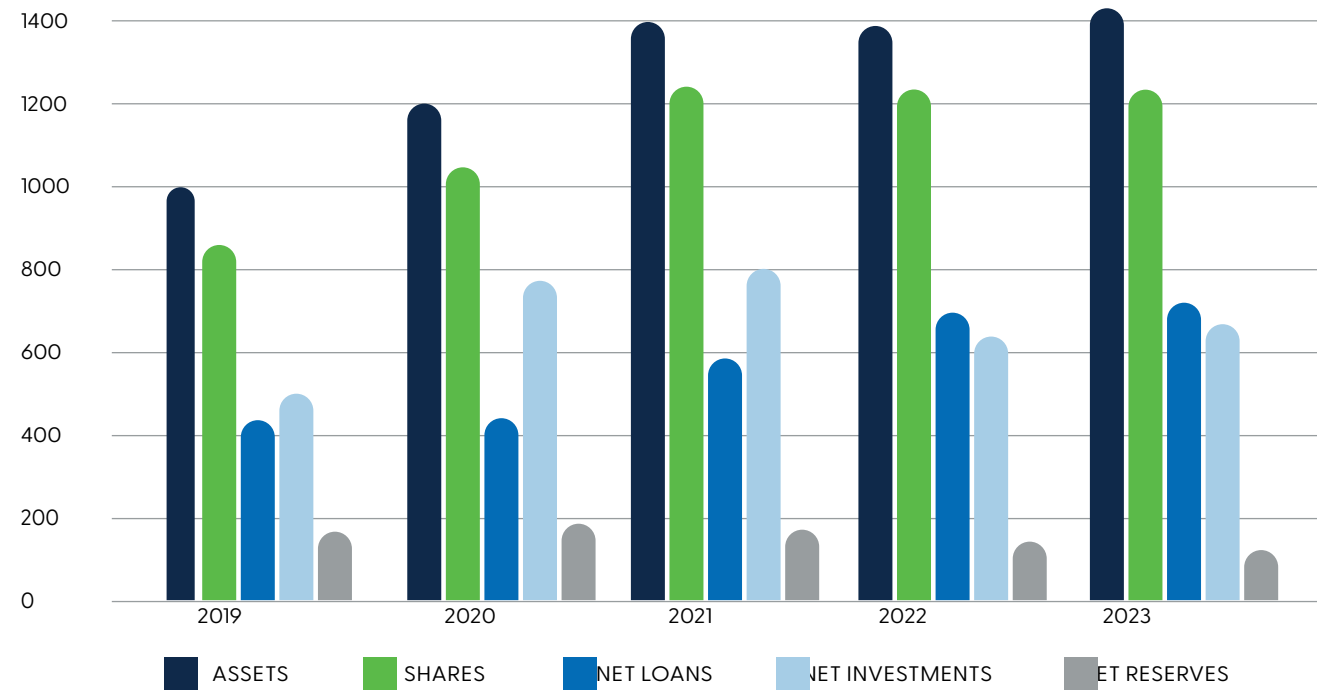
Share Account Analysis

December 31, 2023

SHARE	42%
CERTIFICATE	17%
DRAFT	16%
PDMA	17%
IRA CLUB	7%

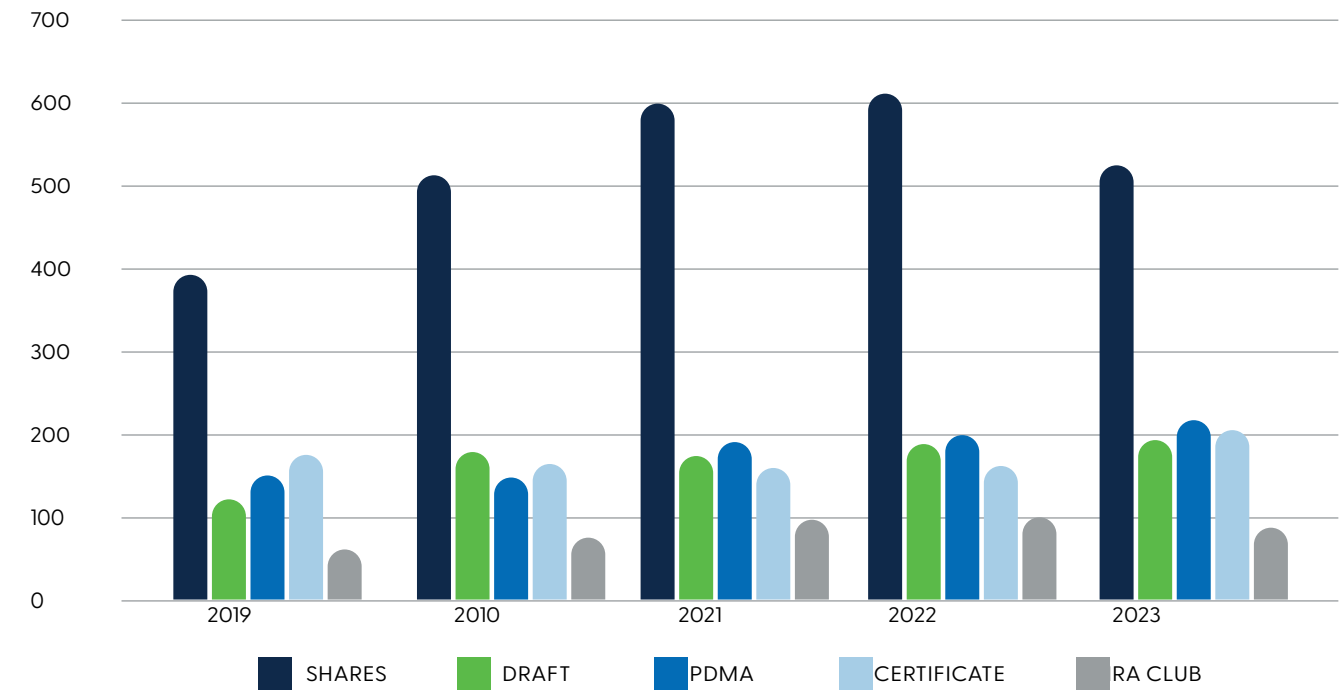
Historical Growth Analysis

(In Millions)



Share Account Growth

(In Millions)





COMMUNITY IMPACT

Publix Employees Federal Credit Union endeavors to offer more than just a stellar financial experience. We aim to be a responsible and caring neighbor and help those in our local communities live their best lives.





ANNUAL HIGHLIGHTS

2023 Overview

112,718+
Members

7,593
Hours of Associate Training

\$1.4 Billion
in Assets

12.03%
Net Worth Ratio

77
Net Promoter Score

213,812+
Members Served via
Our Contact Center

\$34 Million
Net Loan Growth

9.2 Million
Social Media Page
& Profile Reach



Publix Employees Federal Credit Union

Lakeland Main Branch

3005 New Tampa Highway | Lakeland, FL 33815
24/7 ATM Access

Mailing:

PO Box 1000 | Lakeland, FL 33802-1000

Altamonte Springs Branch

482 East Altamonte Drive, Suite 1010 | Altamonte Springs, FL 32701

Jacksonville Branch

101 Scholars Way | Jacksonville, FL 32216

Lawrenceville Branch

3340 Sugarloaf Parkway | Lawrenceville, GA 30044
24/7 ATM Access

Pembroke Pines

219 North University Drive | Pembroke Pines, FL 33024
24/7 ATM Access

Royal Palm Beach Branch

11957 Southern Boulevard | Royal Palm Beach, FL 33411
24/7 ATM Access

Sarasota Branch

3564 Clark Road | Sarasota, FL 34231
24/7 ATM Access

Toll Free: 800-226-6673 | @PublixCU | PEFCU.com