

The background features a dark blue gradient with numerous bright, multi-colored light streaks in shades of cyan, magenta, and purple, radiating from the left side. In the lower right, there is a 3D geometric logo composed of several overlapping triangular planes in green, blue, and purple. The text 'ANNUAL REPORT' and '2023' is positioned below the logo.

ANNUAL REPORT
2023

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Letter from the **CEO**

Every year, you see new competitors, fintech companies, and financial service providers enter the market. And while a lot will change in terms of technology, the economy, rates and yields, my steadfast focus will always be first and foremost on people. GTE Financial's slogan is Going Beyond Money, but it's more than just a mantra, it's a way of life. Founded in 1935, we now have the great privilege of serving nearly a quarter million families and businesses. But, it's not about growing for growth's sake or hitting a major financial milestone...it's truly about providing value to the people we serve and the employees that help make this credit union great.

In 2023, we were thrilled to re-enter a market that is near-and-dear to GTE—Clearwater. We have thousands of members that will now benefit from face-to-face service, with a caring team that is enthusiastic and focused on helping members save more, earn more and achieve their goals and dreams.

We also raised yields on our time deposits and introduced new products like our Jumbo Share Certificates for consumers and business and began offering a Bump-Up option, so members can increase their yield, even after they've opened the account. We also raised the yield on our Go Premium Checking account as well as our savings accounts, plus restarted our free Investment Service webinars. GTE also continues to focus on providing affordable and attainable lending, with one of the lowest rate credit cards in the country, a fixed rate card to protect from market increases, as well as a new, specialized mortgage product built to assist members living in or moving out of distressed areas. For our youth, we introduced our award-winning Level-Up program that combines family financial education plus a bonus deposit match to help fund that first account.

I often speak directly with our membership to learn more about their aspirations and needs. We have a lot of small business owners and philanthropists that choose GTE Financial. In 2023, we invested heavily into building a highly responsive, local business banking experience. From merchant services to cash-flow solutions and fraud protection, commercial insurance to fast-decision lending...and even created a nonprofit business checking account—we have developed a team and a program that helps our entrepreneurial community grow, protect what they have, and thrive.

GTE Financial also became the Official Credit Union of the Tampa Bay Lightning! Why do this? Well, as a financial institution that has always been thoroughly engrained in our local culture and vibrant Tampa Bay spirit, this partnership opens the doors to enhanced awareness and exposure for our unique products and services, including a co-branded Bolts Debit Card—an exclusive offering from GTE.

Your credit union, named one of the nation's best credit unions by Newsweek in 2023, is extremely grateful for your continued confidence! It's through purposeful growth and engaged member-owners that we will continue to give back and return value. With over \$578,000 in charitable contributions, \$78,000 in student scholarships and nearly 2,800 volunteer hours, our cooperative will continue to do incredible work together. Thank you for a fantastic and meaningful 2023!

Sincerely,

Brian Best,
President & CEO



Letter from the **Chairman**

Over the years, it has been amazing to see the continued ingenuity and innovation of GTE Financial. We are one of the most progressive credit unions in the nation, focused on providing outstanding convenience, simple and seamless solutions and unparalleled value to nearly 240,000 members.

What can often be overlooked, or perhaps unseen, is what we term continuous improvement, ensuring that our virtual experiences never go stale or fall behind. Unlike many credit unions, GTE has invested in building proprietary and efficient in-house services, so we can better control our desired member experience. In 2023, the credit union launched several virtual banking updates, focused on addressing member feedback and enabling new benefits and functionality. We upgraded our remote deposit experience, making it even easier to deposit checks with your phone and improved one-time ACH payments. We rolled out a new banner space with highly targeted content, so members don't miss out on special offers and ways to earn or save. Our 1-Click Lending Program continues to be one of our members' favorite features—instead of having to take the time to apply for a loan option, we will send you pre-approved financing solutions that you can review and accept, all online, in seconds. Friends and family transfers, as well as ACH Loan Payments and External Credit Card Payments, now all have alerts that go out automatically, which was a direct suggestion from membership, to help confirm transactional activity. You can also now submit files within message center, and when using Zelle, you can select from your contact list versus typing in a new phone number or email. All of these updates add up in big ways, and again, show our commitment to acting on member insights and suggestions.

Additionally, more than ever, consumers are faced with external vulnerabilities like fraud and identity theft. GTE is hyper-focused on ensuring that our virtual services are both secure and easy-to-use. We introduced one-time passcodes and new education around keeping your accounts and money safe, updated login history views so you know when attempts are made, and continue to offer our best-in-class fraud-fighting checking account. Moreover, our home-grown Claims Center provides a self-serve 24/7 option for easily reporting suspicious activity for both your credit card and debit card; you can track progress on a claim and can also receive upfront, provisional credit.

So how do we know we are delivering for our membership? We were extremely proud to have another year where our member survey ratings exceeded 4.7 out of 5.0, which is above-and-beyond industry standard. Moreover, our GTE Mobile App is rated 4.9 with thousands of reviews, and every Community Financial Center is rated 4.4 or higher on Google.

Thank you to our over 27,000 new members that joined in 2023 as well as our tenured membership that refer friends and family to our special credit union. What we do, we do for you.

Sincerely,

Rick Hagan,
Chairman

Philanthropy

Our Commitment

At GTE Financial, our commitment to “people helping people” guides our philanthropic efforts. We are committed to enriching our community, and steadfastly supporting local charities and initiatives that amplify the vibrancy and well-being of the communities we’re privileged to serve.



Monthly Charities

January	Southeastern Guide Dogs
February	Crisis Center of Tampa Bay
March	Tighten The Drag Foundation
April	YMCA
May	Fighter Foundation
June	Metro Inclusive Health
July	Boys & Girls Club
August	Junior Achievement
September	Best Buddies
October	American Heart Association
November	Police Athletic League
December	Feeding Tampa Bay



Over **\$138k** was donated to our Charity of the Month Program by our generous employees and members (+5% YoY).

GTE employees dedicated over **2,800** volunteer hours to serving the community.

\$78,000 awarded to 26 high school graduates, college and trade school students.

Our 10th Annual Scholarship Scramble was a tremendous success, raising over **\$65,000** to support our scholarship fund.

Proudly contributed over **\$578,000** to our community through donations, grants, and additional support.

Awards

A Year of Distinction

GTE Financial takes pride in being a recognized leader, made up of a diverse team united by a common goal: collaborating to create meaningful change in Tampa Bay.

- > **TBBW Philanthropist of the Year Awards:** GTE Financial, Winner in the Corporate Philanthropy Category
- > **TBBJ One Tampa Bay:** GTE Financial
- > **TBBJ Best Places to Work 2023**
- > **Tampa Bay Times Top Workplaces 2023**
- > **Newsweek's America's Most Loved Workplaces**
- > **Aetna Gold Workplace Well-Being Award**
- > **2023 American Heart Association Gold Workforce Well-being Scorecard™**
- > **Tampa Bay Business Journal's Healthiest Employer Award**
- > **Stevie Silver Award:** GTE Corporate Philanthropy in the Corporate Social Philanthropy Category
- > **3 MAC Awards:** Silver for Social Media, Bronze for Instant Cash Brochure, Bronze for Virtual Product Tutorials
- > **Gramercy Institute Strategy Awards:** Social Media Strategy
- > **Gramercy Institute Financial Content Marketing Awards:** GTE Level Up Program in the Financial Literacy and Education Category
- > **Chad Burney, Bronze Stevie** for Technology Executive of the Year
- > **Dona Svehla, TBBJ Business Woman of the Year**
- > **Jasiel Legon, TBBW Apogee Awards** 2023 Winner in the Chief Human Resource Officer Category



Innovation and Enhancements

Money Market Revamp
Introduced 6 tiers

Private Bank Checking
Successfully launched

Merchant Services Relaunch
Enhanced offerings

GTE Investments Website Upgrade
Improved user experience

Jumbo Certificates
Launched for Consumer, Business, and Traditional IRA

DNA Upgrades
Completed two significant updates
SharePoint disclosure overhauls, streamlining disclosures

Product Marketing
Product Library Audit:
Updated and refined
Credit 101 Webpage:
Launched for member education

Business Banking Web and Collateral Updates

Revamped Business Banking Savings webpage
Launched Business Banking newsletter
Created a new marketing account folder
Released brochures on fraud, Credit 101, and Nonprofit Checking

Credit and Debit Card Updates
Added HSA inserts

HSA Web and Brochure Revamp
Enhanced information and design

Insurance Marketing
Implemented Franklin Madison and Back9 direct mail & email campaigns

Mastercard Loyalty Emails
Launched multiple targeted emails to increase utilization

Executive Management Team



Brian Best
President &
Chief Executive Officer



Manny Aguilar
Senior Vice President,
Commercial & Advisory Services



Jasiel Legon
Senior Vice President,
Chief Talent Officer



Brad Baker
Executive Vice President,
Chief Financial Officer



Chad Burney
Executive Vice President,
Chief Operating Officer



Jennifer Maxfield
Senior Vice President,
Chief Marketing & Impact Officer



Dona Svehla
Senior Vice President,
Chief Lending Officer

Board of Directors



Rick Hagan
Chairman



Art Fuente
1st Vice Chairman



Vickie Thompson
2nd Vice Chairman



Matt White
Secretary/Treasurer



Jimmy DuBose
Director



Andrew Fussner
Director



Paula Jurgenson
Director



Shaine Mobley
Director



Jeff Pinkstaff
Director

Supervisory Committee

The Supervisory Committee, an impartial committee appointed by the Board, is responsible for ensuring that the credit union's accounts and records are accurate and current, and that adequate controls are in place to protect its assets. To fulfill this obligation, the Supervisory Committee engaged the accounting firm Doeren Mayhew to perform an independent audit of GTE Financial's financial statements as of December 31, 2023. We are pleased to report that we received an unmodified opinion. This outside audit represents the culmination of the committee's year-long efforts to monitor the processes and controls of GTE Financial. They review reports used to support the annual audit, oversee the activities of the internal audit function, verify member share accounts and loan balances, and ensure compliance with applicable laws and regulations. In summary, the Supervisory Committee believes that the financial condition of GTE Financial is strong.



Tonya Rivera
Chairman



Crystal Beauchamp-Denison
Committee Member



Tina Fischer
Committee Member



Eunice Hutto
Committee Member



Jorge Sanchez
Committee Member

Financials

GTE Financial and Subsidiaries

Summary consolidated statements of financial condition as of December 31 (unaudited)	(in thousands)	
	2023	2022
ASSETS		
Cash and Cash Equivalents	\$ 155,175	\$ 147,573
Loans Receivable, Net	2,412,214	2,313,440
Prepaid and Other Assets	71,072	64,216
Investments	205,019	245,318
Interest Receivable	9,773	7,141
Property and Equipment	43,248	44,444
NCUSIF Deposit	24,257	23,061
Other Assets	44,503	40,390
TOTAL	\$2,965,261	\$2,885,583
LIABILITIES AND MEMBERS' EQUITY		
Liabilities		
Certificates	\$ 801,951	\$ 590,232
Money Market Accounts	238,920	267,717
Member Savings Deposits	763,149	911,977
Share Checking Accounts	543,570	584,672
Individual Retirement Accounts	144,135	116,044
	2,491,725	2,470,642
Borrowed Funds	150,000	100,000
Uninsured Secondary Capital	44,000	44,000
Other Liabilities	40,472	40,522
	234,472	184,522
Members' Equity		
Regular Reserve	53,796	53,796
Undivided Earnings	214,989	208,849
Accumulated Other Comprehensive Loss	(27,421)	(29,926)
Miscellaneous Equity	(2,300)	(2,300)
Total Members' Equity	239,064	230,419
TOTAL	\$2,965,261	\$2,885,583

GTE Financial and Subsidiaries

Summary consolidated statements of operations for the years ended December 31 (unaudited)	(in thousands)	
	2023	2022
Interest Income	\$ 131,361	\$ 96,552
Dividend and Interest Expense	37,841	17,784
Net Interest Income	93,520	78,768
Provision for Loan Losses	10,200	3,600
Net Interest Income after Provision for Loan Losses	83,320	75,168
Service Fees and Non-Interest Income	58,298	68,698
Non-Interest Expense		
Compensation and Benefits	60,596	56,182
Product Servicing	16,417	16,430
Occupancy and Equipment	17,517	16,557
Administrative and Other Operating Expense	21,248	18,884
Total Non-Interest Expense	115,778	108,053
NET INCOME	\$ 25,840	\$ 35,813

GTE Financial and Subsidiaries

Summary consolidated statements of members' equity (unaudited)	(in thousands)	
	Members' Equity	
Balance at January 1, 2022	\$ 221,837	
Net Income for 2022	35,813	
Other Comprehensive Loss	(27,231)	
Total Equity at December 31, 2022	230,419	
Adoption of CECL	(19,700)	
Net Income for 2023	25,840	
Other Comprehensive Income	2,505	
TOTAL EQUITY AT DECEMBER 31, 2023	\$ 239,064	