
Expand Your User Base

How do you reach 24.6 million additional households

2/15/24

State of ATMs

Your User Base is happy, frequent, and steady.

ATM traffic continues to be solid.

The average ATM is used 300 times per month. That's a steady 75 people per week using one ATM. (National Cash Systems, 2021)

Those who are using ATMs are using them frequently.

In a National Cash Systems survey, 40% of ATM users said they use an ATM 8-10 times a month. Those who are using ATMs are using them frequently. These repeat visits add up and mean that those who use ATMs are also continuing to use cash. (National Cash Systems, 2021)

Yet, ATM Transactions are down overall

ATM cash withdrawals dropped by volume from 2018 to 2021. ATM cash withdrawals declined by 10.1 percent annually, falling to 3.7 billion in 2021. By value, ATM cash withdrawals also declined, but at a slower rate. (Federal Reserve Payments Study, 2022)

**It's also limited to those who are
banked—
Although that pool is certainly
not small.**

81.5% of US Households are fully banked

This proportion translates to approximately 107 million households where at least one member of the household has a checking account at a bank or credit union.

(2021 FDIC National Survey of Unbanked and Underbanked Households)

ATM Outsiders

Unbanked or Underbanked.

18.5% of US Households are Unbanked or Underbanked

This translates to **24.6 million households** that do not have a checking or savings account at a bank or credit union and therefore do not have a card usable at an ATM.

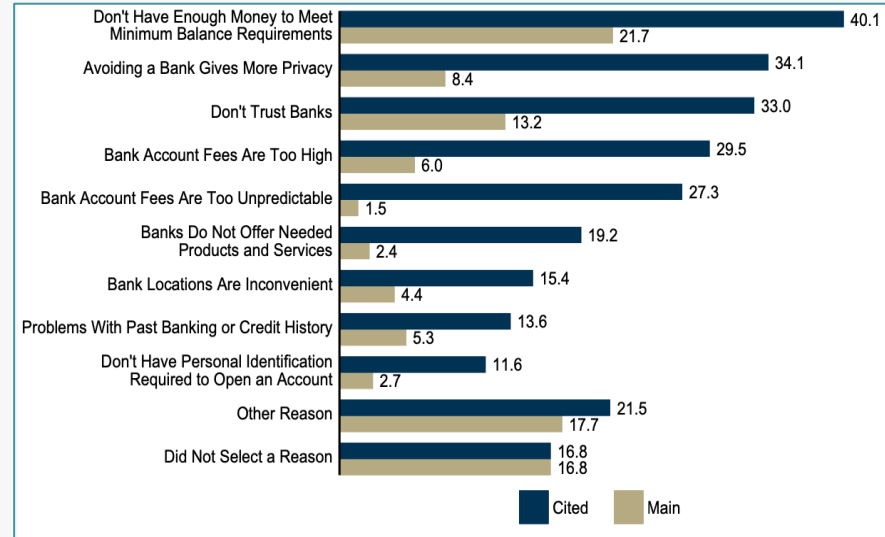
They use nonbank transaction products or services such as money orders, prepaid cards, or check cashers to meet their transaction and payment needs.

Most of their spending comes from cash.

(2021 FDIC National Survey of Unbanked and Underbanked Households)

Reasons for Not Having a Bank Account

- “Don’t have enough money to meet minimum balance requirements”
 - Most cited reason and *main* reason by unbanked households for not having an account in 2021.
- “Avoiding a bank gives more privacy”
 - Second-most cited main reason.
- “Don’t trust banks”
 - Third-most cited main reason for not having an account in 2021.
- Another nearly 30% cited a reason related to fees being too high.



(2021 FDIC National Survey of Unbanked and Underbanked Households)

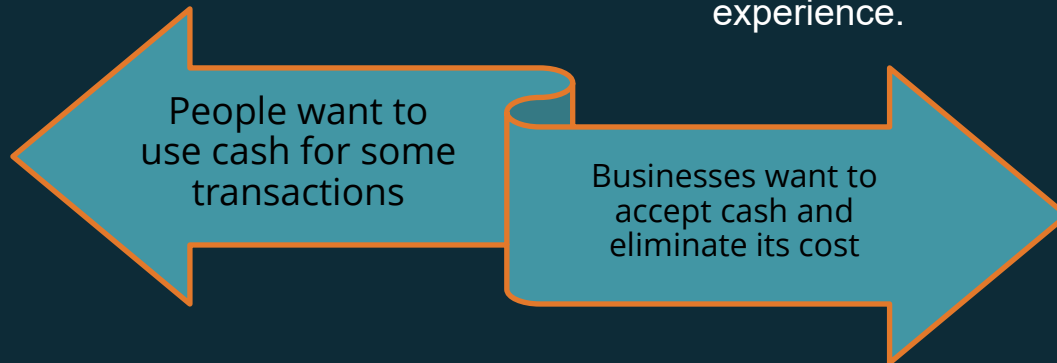
The Cash Conundrum

Consumer

- A significant portion of the population depends on cash for everyday payments
- These consumers want to be able to use their cash for necessary transactions

Business

- Businesses do not want to push away paying consumers
- Businesses are looking for ways to cut costs to increase profitability and focus on the guest experience.



Why Would A Business Eliminate Cash?

- **Faster transactions** – Higher customer satisfaction, and ability to service more guests.
- **Increase revenues** – Higher average spending.
- **Reduction in labor costs** – Save money with reduced labor costs.
- **Reassign labor** – Be more guest-facing, and enhance the customer experience.
- **Eliminate hard costs** - Armored carriers, cash management hardware(POS tills, safes, etc.)
- **Eliminate fraud/loss** – No more cash mistakes and it creates a safer operation for employees.

Why Would A Consumer Want To Use A Card?

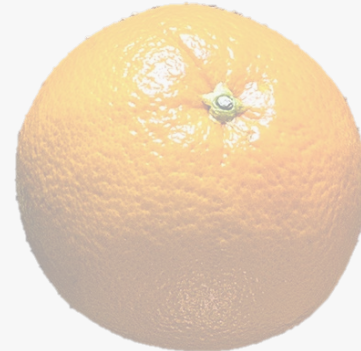
- **Safer than carrying cash** – Easy to replace if lost or stolen.
- **Efficiency** - Ability to make online or in-app purchases.
- **Quicker transactions** – Less time in lines, and no dealing with change.
- **Financial Management** - Detailed record of spending and a better ability to manage one's finances.
- **Portable use of funds** – Spend anywhere even internationally with the best exchange rate.
- **Rewarding** – Earn rewards when using websites and mobile applications

Solving The Cash Conundrum

So...



How do you capture the cash from 24.6 million “ATM Outsiders” if they can’t or won’t get banked?



How do you serve your clients that want to accept cash and eliminate the cost?



Make The Smart Choice - Explore Cashless Services



ReadySTATION®
patented kiosk

For More Information



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