

2025 Annual Report



Firstmark
Credit Union®

LEADERSHIP

Board of Directors¹

Donald Pinson, Chair (2027)
Matthew Ralph, Vice Chair (2028)
Kyle Friesenhahn, Secretary (2027)
Rudy Peña, Treasurer (2027)
Ignacio Orozco Jr., Director (2028)
Clare Coleman, Director (2026)
Donald Jones Jr., Director (2026)
Ericka Olivarez, Advisory Director (2026)
Lloyd Verstuyft, Advisory Director (2026)
Ronald Kyle, Director Emeritus
Redell Ervin, Director Emeritus

Executive Officers

Wendy Cleveland, President/CEO ²
Cynthia Crouch, Chief Experience Officer ³
Danny Smith, Chief Lending Officer
Laura Ward, Chief Risk Officer
Michael Grundon, Chief Financial Officer
Robin Tooms, Chief Marketing Officer ³
Matthew Stiefer, SVP/Information Technology ⁴
Rick Nelson, SVP/Business Banking ⁵
Gregg Thorne, Chief Experience Officer ^{6,7,8}
Steve Mott, Chief Operations Officer ⁹

Firstmark Foundation

Marisa Pérez-Díaz, VP/Community &
Public Relations ¹⁰

Vice Presidents

Angela Guerra-Devora, Member Care &
Deposit Operations ¹¹
Dazery Loredó, Digital Experience & Payments ¹²
Felipe Mayoral, Retail ¹³
Matthew Rojas, Treasury ¹²
Michelle Akers, Governance
Veronica Teran, Accounting/Controller
Andrew Denoncour, Innovation ¹⁴
Ashlie Buck, Deposit Operations & Payments ¹⁵
Lisa Baty, Chief of Staff ¹⁶
Mark Leita, Compliance & Legislation ¹⁴
Shannon Grenet, Human Resources ¹⁴

Committee Service

Board ALCO & Credit Committee

Matthew Ralph, Chair
Donald Pinson, Vice Chair
Alex Flores, Member
Cynthia Crouch, Member
Danny Smith, Member
Michael Grundon, Member
Rick Nelson, Member
Robin Tooms, Member
Wendy Cleveland, Member

Credit Committee

Danny Smith, Chair
Michael Grundon, Vice Chair
Cynthia Crouch, Member
Mark Teter, Member
Rick Nelson, Member
Robin Tooms, Member
Wendy Cleveland, Member

Management ALCO

Michael Grundon, Chair
Danny Smith, Vice Chair
Cynthia Crouch, Member
Laura Ward, Member
Matthew Rojas, Member
Robin Tooms, Member
Veronica Teran, Member
Wendy Cleveland, Member

Risk & Cyber Committee

Donald Jones Jr., Chair
Kyle Friesenhahn, Vice Chair
Laura Ward, Member
Lloyd Verstuyft, Member
Michael Hicks, Member

1. All current terms expire in April of the year noted
2. Appointed as President/CEO in 3/25
3. Hired in 9/25
4. Promoted to SVP in 1/26
5. Promoted to SVP in 9/25
6. Served as Interim President/CEO until 3/25
7. Renamed EVP/Chief Experience Officer in 3/25

8. Retired in 10/25
9. Employment ended 1/26
10. Title change effective 5/25
11. Title change effective 1/26
12. Promoted to VP in 1/26
13. Hired in 1/26
14. Employment ended 1/26
15. Employment ended 11/25
16. Employment ended 5/25

A MESSAGE FROM THE CHAIRMAN & CEO

This past year brought thoughtful change, meaningful progress, and intentional investment at Firstmark Credit Union. Guided by our cooperative values and a commitment to long-term sustainability, we focused on strengthening the ways we make it easier and more rewarding for you to manage your financial life today and into the future.

We were pleased to welcome Wendy Cleveland as our new President and Chief Executive Officer. Her arrival marked an exciting new chapter for the Credit Union, bringing a fresh perspective and strong leadership, along with a renewed commitment to strengthening how we serve our members and communities. Under her leadership, we are sharpening our focus on innovation and operational excellence while continuing to make practical, meaningful improvements that deliver real value to members.

One of the improvements we are most proud of in 2025 was the launch of our new online application platform. Designed with convenience in mind, it gives members the flexibility to explore products, receive real-time offers, and complete applications anytime, anywhere – saving time and reducing steps. At the same time, the platform enables our employees to focus more on personalized service and deeper member connections, ultimately enhancing the overall member experience.

During the year, we also expanded our field of membership statewide through an approved associational model, opening the door for more Texans to join Firstmark regardless of where they live or work. By growing our cooperative, we are able to serve more families while strengthening the Credit Union through greater scale and continued investment in services and technology.

We also want to extend our heartfelt gratitude to Gregg Thorne, who retired in October 2025 after 17 years of dedicated service and leadership. In 2024, Gregg stepped into the role of Interim President and CEO, providing steady guidance that enabled the Board to

complete a thoughtful search for a permanent successor. His leadership was instrumental in maintaining stability during a pivotal transition in the Credit Union's history. We are deeply grateful for his many contributions over the years and wish him every happiness in his well-deserved retirement.

In December, the Board approved strategic actions to further strengthen the Credit Union's long-term financial health and ensure member funds work harder for you. This included shifting lower-yield investments into higher-earning opportunities. While this resulted in a financial loss for the year, the decision was intentional and made with the future in mind. These changes are expected to support stronger earnings over time and reinforce the Credit Union's financial stability. They reflect careful planning and our ongoing commitment to making decisions that serve our members well, both now and in the years ahead.

Throughout the year, we delivered additional value through enhanced card rewards, smarter financial tools, and continued stewardship of member resources. Together, these efforts reflect a credit union that continues to evolve while staying true to the cooperative principles that have guided Firstmark for generations.

As always, we thank you for your continued trust and membership. We are honored to serve you and remain committed to supporting your financial well-being now and in the years ahead.



Donald Pinson
Board Chairman



Wendy Cleveland
President/CEO

BYLAW AMENDMENT

BYLAW AMENDMENT: In February 2025, the Firstmark Credit Union Board of Directors approved an amendment to the Credit Union’s bylaws that included:

§3.01 Field of Membership - Adding a new provision to expand eligibility to include employees and members of the Texas Consumer Council statewide, supporting continued membership growth across Texas.

This amendment was approved by the Texas Credit Union Department in June 2025. Members who wish to review the amended bylaws in their entirety may contact the Credit Union’s Executive Office at 2023 Gold Canyon Drive, San Antonio, Texas 78232.

ASSET/LIABILITY COMMITTEE

The Asset/Liability Committee (ALCO) provides oversight of key balance sheet risks, including liquidity, interest rate, credit, and concentration risk, while guiding prudent loan and deposit pricing.

In 2025, Firstmark Credit Union focused on improving convenience for members while strengthening the organization for the future. We invested in digital services, including a new online application platform, along with enhancements to card rewards and financial tools.

At the same time, the Board made long-term investment decisions to better manage member funds by shifting some investments into higher-earning opportunities. While this resulted in a financial loss for the year, the decision was intentional and made with long-term stability in mind. These actions are expected to support stronger earnings over time.

Together, these decisions reflect Firstmark’s commitment to responsible stewardship and lasting value for our members.

Despite the loss in December, the Credit Union ended 2025 in a strong financial position, with a regulatory capital ratio of 9.66 percent, exceeding the NCUA’s well-capitalized threshold by 2.66 percentage points. Total assets approximated \$1.2 billion, member deposits reached \$1.1 billion, member loans totaled \$782 million, and the net interest margin remained healthy at 3.40 percent.

In closing, our committee would like to thank the



Board and management for their ongoing support. As we enter 2026, Firstmark Credit Union remains poised to provide our members with products and solutions to benefit their financial wellness.

Matthew Ralph, Committee Chair

RISK & CYBER COMMITTEE

The Risk & Cyber Committee, appointed by the Board of Directors, provides oversight to ensure management's compliance with Board-approved policies and regulatory requirements. The Committee supports the Credit Union's risk management, internal audit, cybersecurity, and compliance programs, with a continued focus on safeguarding operations amid an evolving risk and regulatory environment.

During 2025, the Committee continued its engagement of CliftonLarsonAllen (CLA) for internal audit services using a risk-based approach, and Doeren Mayhew as the Credit Union's external audit firm. All audits and regulatory examinations completed during the year resulted in no material findings, reflecting the strength of Firstmark's risk management and control environment.

As cyber threats, fraud activity, and financial crime risks continue to evolve, the Committee provided oversight of strong cybersecurity controls,

zero-trust architecture, and an enhanced anti-money laundering program aligned with the Bank Secrecy Act and the Anti-Money Laundering Act of 2020. Ongoing coordination with law enforcement and partners, including the Department of Homeland Security, supported training, awareness, and prevention efforts. Members also continued to have access to fraud prevention resources through the Credit Union's website.

The Committee thanks the Board of Directors and management for their continued support as Firstmark Credit Union enters 2026



committed to protecting the safety, soundness, and integrity of the institution for the benefit of its members.

Donald Jones Jr., Committee Chair

FINANCIAL CONDITION

Results as of December 31

2025

2024

ASSETS

| | | |
|--|------------------------|------------------------|
| Loans to Members (Net of Allowance) | \$ 770,945,412 | \$ 701,406,253 |
| Accounts Receivable | 19,150,404 | 15,216,173 |
| Cash on Hand in Financial Institutions | 13,791,354 | 12,434,219 |
| Investments | 355,592,090 | 371,183,197 |
| Prepays/Deferreds | 2,735,290 | 2,430,411 |
| Fixed Assets | 35,855,563 | 38,249,975 |
| Accrued Income | 4,147,849 | 3,902,591 |
| NCUA Deposit Insurance | 10,499,033 | 10,072,005 |
| Other Assets | 25,421,041 | 25,481,588 |
| TOTAL ASSETS | \$1,238,138,036 | \$1,180,376,412 |

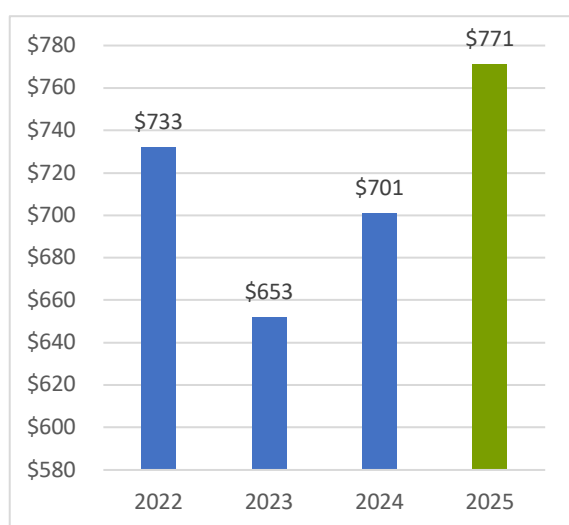
LIABILITIES AND CAPITAL

| | | |
|--|------------------------|------------------------|
| Notes Payable | \$ 11,030,352 | \$ 34,348,609 |
| Other Liabilities | 16,922,058 | 16,643,116 |
| Member Deposits | 1,110,247,698 | 1,038,521,887 |
| Undivided Earnings | 119,628,400 | 124,856,660 |
| Accumulated Comprehensive Income–AFS | (19,690,473) | (33,993,860) |
| TOTAL LIABILITIES & CAPITAL | \$1,238,138,036 | \$1,180,376,412 |

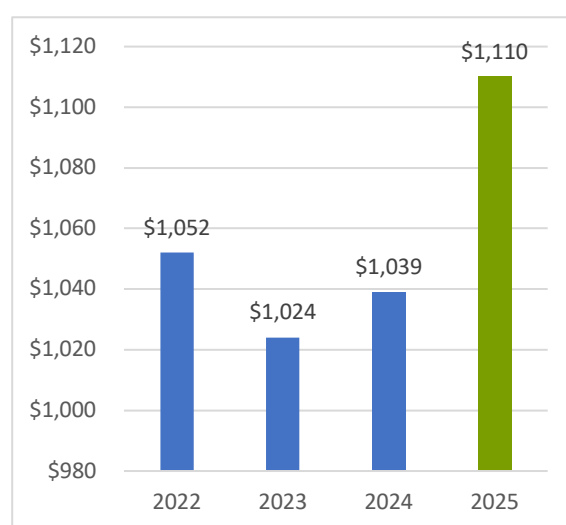
MEMBERSHIP

89,054

92,160



Net Loans (in Millions)



Deposits (in Millions)

INCOME & EXPENSE

Results as of December 31

2025

2024

INCOME

| | | |
|------------------------------|---------------------|---------------------|
| Interest on Loans to Members | \$ 48,481,003 | \$ 40,774,254 |
| Interest on Investments | 10,054,685 | 12,505,645 |
| Other Operating Income | 17,753,877 | 16,915,602 |
| TOTAL INCOME | \$76,289,565 | \$70,195,501 |

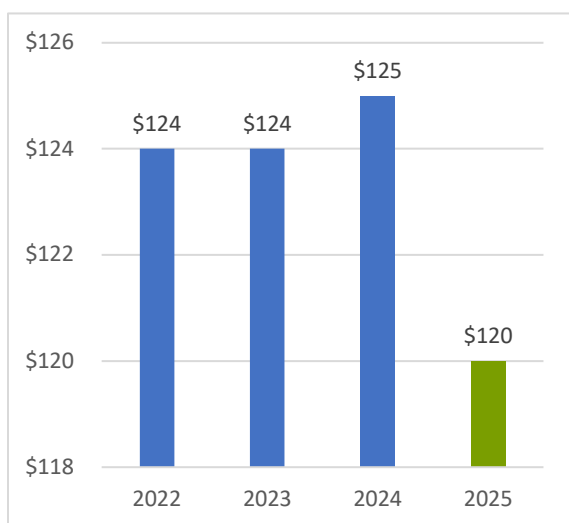
EXPENSES

| | | |
|------------------------------------|---------------------|---------------------|
| Employee Compensation and Benefits | \$ 22,807,004 | \$ 22,874,096 |
| Travel and Conference | 232,325 | 218,577 |
| Office Occupancy | 3,851,665 | 4,026,208 |
| Office Operations | 8,043,506 | 8,578,997 |
| Educational and Promotional | 2,136,354 | 2,365,007 |
| Loan Servicing Expense | 3,877,479 | 3,866,840 |
| Professional and Outside Services | 7,286,413 | 6,588,012 |
| Member Insurance | 41,435 | 32,119 |
| Provision for Credit Losses | 10,859,874 | 5,569,119 |
| Operating Fees | 99,682 | 94,868 |
| Miscellaneous Operating Expenses | 645,018 | 399,184 |
| TOTAL OPERATING EXPENSES | \$59,880,755 | \$54,613,027 |

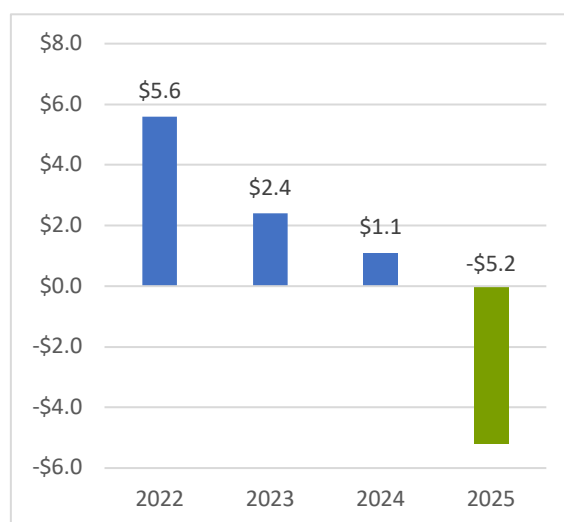
| | | |
|--|---------------------|---------------------|
| Non-Operating (Gain)/Loss* | 4,269,790 | (1,110,766) |
| Dividends and Interest Paid to Members | 16,918,502 | 14,495,536 |
| Interest on Borrowed Funds | 448,778 | 1,097,724 |
| TOTAL EXPENSES | \$81,517,825 | \$69,095,521 |

* The 2025 loss reflects a deliberate, one-time investment action to transition out of lower-yield securities in order to strengthen long-term financial performance and resiliency.

| | | |
|-------------------|-----------------------|--------------------|
| NET INCOME | (\$5,228,260)* | \$1,099,980 |
|-------------------|-----------------------|--------------------|



Net Worth (in Millions)



Net Income (in Millions)

