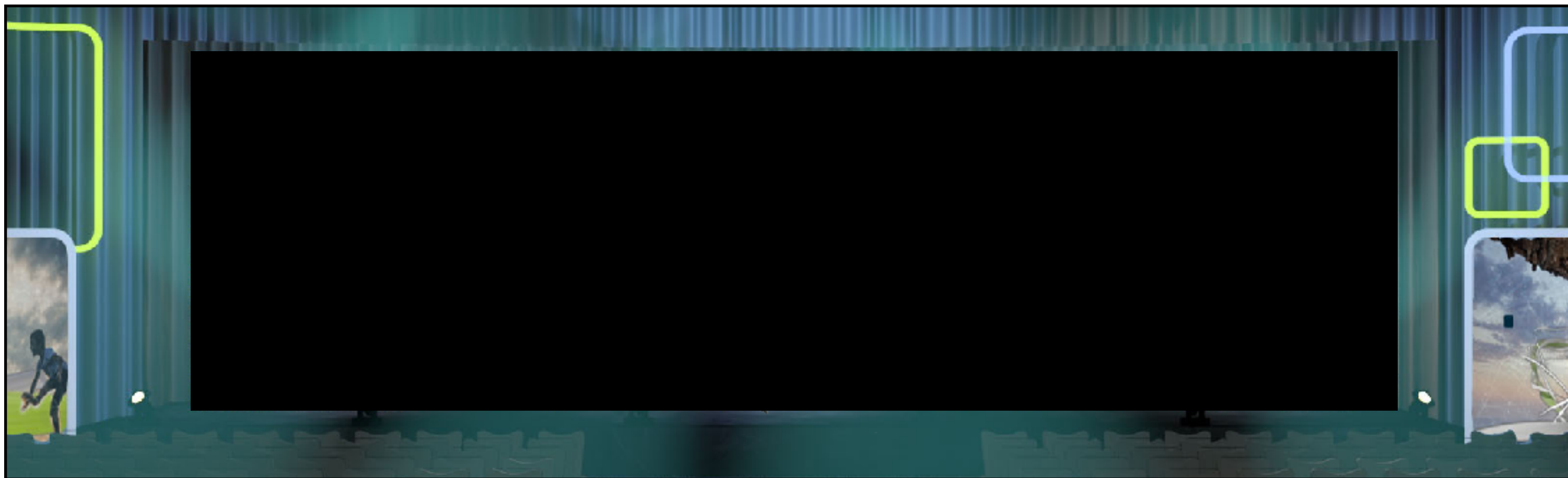


PSCU MEMBER FORUM

Revised Video Opening

February 18, 2019



CONFERENCE OPEN: Beyond Limits

(audio Lead in :20)

(The conference DME is still playing on the ultrawide screen as attendees are settling into their seats. The DME fades to black to alert the audience that we're starting. Suddenly, a wide range of sound effects can be heard over the blank screen. Designed to further gather the audience's attention to the screen, these sound effects represent various moments in life when people go beyond limits, sound effects include: a race car, fighter jets, football, boxing, a coach's encouragement, etc. The sound effects are stacked on top of one another and seem to be random as to why all these sounds are happening at the same time. On the screen, we slowly fade up from black to reveal a digital audio signal representing all of the sounds. Quickly, the many sound effects start to thin out until only one effect remains, that of a single heartbeat. A voice comes in and says...)

The heartbeat. It doesn't just happen on its own. In order to have a strong and healthy heartbeat, many parts of your body must work together. The same is true within any organization, it thrives when all the parts work together. The whole is so much better than the sum of its parts.

PSCU



WHAT MAKES A COMPANY GREAT?



CONFERENCE OPEN: Beyond Limits

The heartbeat audio signal transforms into the PSCU logo as the voice continues...

So, what makes a company great?

Their size?

Their reach?

Their balance sheet?

Or something bigger?

Something more?

Something that can't be justified on year-end reports?

Is it something inside them

That drives them...

...their focus.

...their passion.

...their heart? Yes, their heart.

At the core of any organization is its heart.

THE POWER TO PUSH PAST EXPECTATIONS



CONFERENCE OPEN: Beyond Limits

Always beating.
Always allowing you to be your best.

It gives you the power to grow, the power to push past expectations ...the power to go beyond limits.

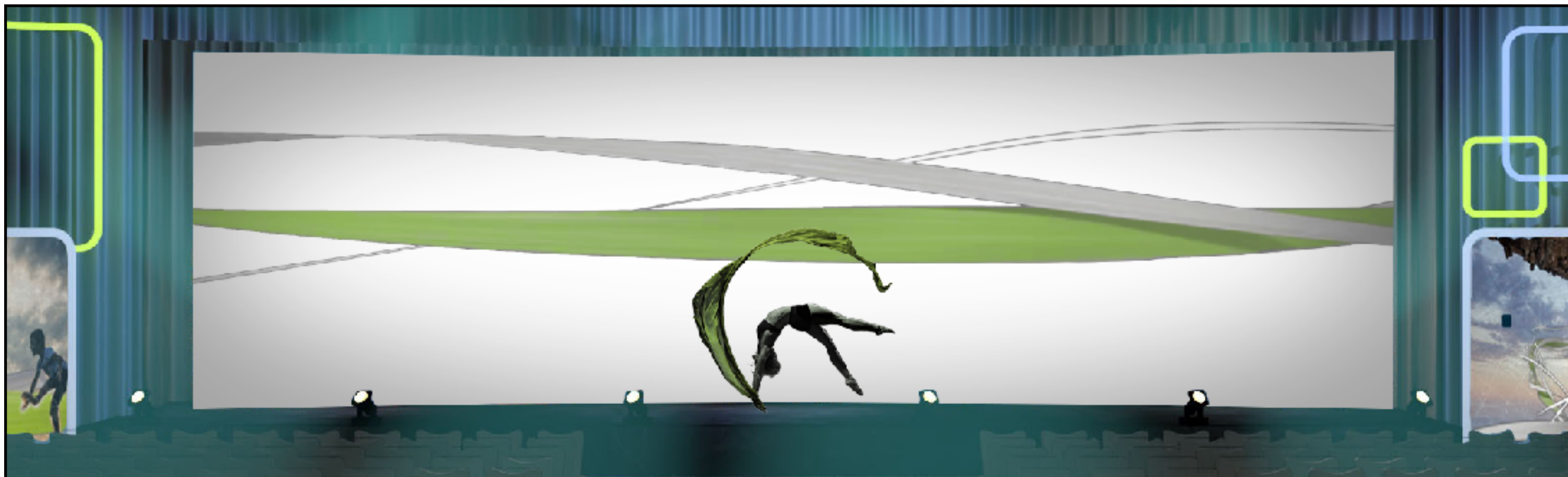
Because the best companies believe that you'll never know how great you can be until you push yourself to your limits...


And then push beyond them.

PSCU has been your trusted service provider for over 40 years...

Which is a big deal

It's a history to trust in and to stand on.





A BETTER WAY TO SERVE OUR INDIVIDUAL MEMBERS



BEING CONTENT IS **NOT** IN OUR NATURE



NOT JUST THIS TIME, BUT EVERY TIME.

CONFERENCE OPEN: Beyond Limits

Together we have a legacy of creating a better way to serve our individual members,

delivering financial wellbeing to those that depend on us, and helping turn dreams into realities.

All built on the blueprints that you've put in place.

Some would rest on that legacy,

Not us. Not you. Being content isn't in our nature.

It's not about a race to the finish, because there is no finish line.

Our goals are constantly evolving around your needs and the needs of your members.

We are with you, pushing beyond. We are there for you. Not just this time, but every time.



CONFERENCE OPEN: Beyond Limits

(actor 1)
I'm not PSCU,

(actor 2)
I'm not PSCU,

(actor 3)
I'm not PSCU,

(all three actors)
WE ARE! ALL OF US TOGETHER! WE ARE PSCU!

Your (actor 4) Possibilities (actor 5) Delivered. (actor 6)

(all six actors) **Your Possibilities Delivered**

And we'll continue to push each day
...to execute
...to provide
...to exceed the level of service that our members expect.



CONFERENCE OPEN: Beyond Limits

Let's look at the possibilities,
Let's dream, Let's reach, Let's grow.

Let's push beyond what is merely expected. We have to.

Because the heart of a great organization is always on.

It doesn't flip on and off like a light switch.

It's constant, and its power doesn't come from one
source, but from thousands of sources.

It's our combined passion

Our commitment to excellence

Our intelligent design that powers us.

We are fueled by our promise to always be vigilant,

our need to personalize experiences for our loyal
members that trust us with their money.



**CONTINUE TO
STRIVE**



CONFERENCE OPEN: Beyond Limits

We are committed to providing an unparalleled member experience.

And that's why we're here.

At this place.

On this day.

In this room...

To re-commit together.

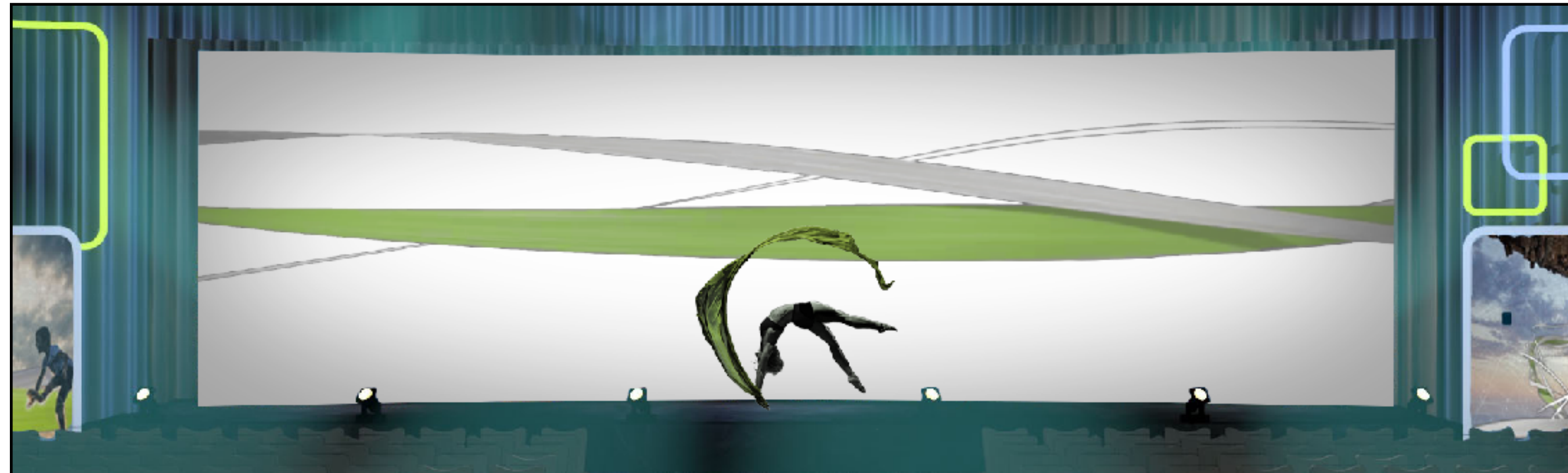
To continue to strive.

To continue to dream big.

To continue to grow.

Together.

**We've seen what's possible,
now let's challenge the impossible.**



CHALLENGE THE IMPOSSIBLE





CONFERENCE OPEN: Beyond Limits

Let's challenge our limits and push beyond them.

Let's continue to be all-in

...for the sake of the individual members we serve.

That's what PSCU is all about.

That's what we are all about.

We are PSCU

And together we will continue to push beyond limits to
see Your Possibilities Delivered

