

H&R BLOCK
Helping America's Small Business Succeed

Motivate your Sales force: Human Resources Strategies for the Underbanked Market


H&R Block Emerald Prepaid MasterCard®

Amy Roberts, Director of Product Development
 H&R Block
 May 5, 2009

H&R BLOCK
Helping America's Small Business Succeed

Emerald Product Suite

One card, so many possibilities



Spend
 H&R Block Emerald Prepaid MasterCard®

Save
 H&R Block Emerald Savings™ Account

Borrow
 H&R Block Emerald Advance™ Line of Credit

H&R BLOCK
Helping America's Small Business Succeed

H&R Block Emerald Card

- What is it?
 - Reloadable prepaid MasterCard® card
 - Initially loaded with refund or loan proceeds
 - Use anywhere MasterCard debit cards are accepted
 - FDIC Insured up to \$250,000
 - Use to access H&R Block Emerald Advance™ and H&R Block Emerald Savings™ account
 - Offered through H&R Block Bank
- What are the benefits?
 - Save on check cashing fees
 - Discounts on other H&R Block products
 - Quick, easy, convenient and safer than carrying cash
 - One of the lowest fee cards in the prepaid card industry

H&R BLOCK
Helping America's Small Business Succeed

Program Background

- Received federal bank charter in spring 2006
- Launched H&R Block Emerald Card nationally to 12,500 retail in October 2006
- Exceeded goals
 - 2 Million cards issued in Tax Season 2007
 - 2.6 Million cards issued in Tax Season 2008
 - 3 Million cards issued in Tax Season 2009
- Cardholders continue to reload over \$4 Million per day

H&R BLOCK
Helping America's Small Business Succeed

Reaching the Underbanked

- Create a banking opportunity for underbanked clients
- Promote long-term use of the Emerald Card, encouraging clients to use their cards longer and more often
- Leverage trusted tax professional/client relationship
- Deliver an alternative to issuing paper checks and a solution to paying check cashing fees
- Provide a relevant financial tool that is both affordable and convenient
- Create an opportunity for a year-round relationship with the client

H&R BLOCK
Helping America's Small Business Succeed

People & Process


- Retail Tax Desk Distribution
 - CIP gathering
 - Instant issue card at desk
 - Personalized card issued upon request
- Trusted client/tax professional relationship
- Distribution Channel
 - 12,500 tax offices
 - 120,000 tax pros
- Tax Professional card offer



H&R BLOCK **Training**

Preparing America's Future Since 1926

- Conduct training through a variety of methods to accommodate different learning styles
 - Instructor-led training
 - Computer-Based training
 - Scenario-based training
- Content focused on product knowledge & soft skills
 - What is it?
 - Why are we doing it?
 - How do I do it?
 - Who can benefit?
 - How do you overcome objections?
 - Where do you go for help?



H&R BLOCK **Field Support**

Preparing America's Future Since 1926

- Information Resources
 - Workbooks
 - Job Aids /Quick Reference Tools
 - Online support tools
 - Desktop Calculators
- Product Support
 - Daily war room
 - Tax Professional & District Manager Hotline
 - News alerts
 - Daily emails to field management and associates



H&R BLOCK **Incentives & Field Promotions**

Preparing America's Future Since 1926

- Incentives
 - No product compensation or commission
 - Financial incentive for payroll direct deposit enrollment and retention
 - ✓ \$ paid monthly per cardholder when program criteria met
 - ✓ Once participation rate goal is met, bonus incentive paid out
 - ✓ Field reporting available to track progress
- Goal-based promotions
 - Client and tax pro prize for 1 Millionth & 2 Millionth cardholder
 - District-level promotion to incent field associates to reach season goal

Questions?