

# HOUSEHOLD

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#### **CREDIT CARD SERVICES**

#### Competitive Environment

#### Prime Market

- Highly competitive, continuing consolidation, pressure on direct mail channel
- Dominated by major issuers
- Success requires differentiated value proposition
- Table stakes required: analytics, customer care, operational excellence, internet channel

#### Competitive Environment

- Nonprime Market
  - Underserved consumers
  - Ability to differentiate on customer care and operational excellence
  - Reduced competition in segment
  - Diversification of channels (partnerships, turndown programs)

#### **Business Mix**

Portfolio	Percent of Portfolio	Kov Sogmonts	
Portiono	Portiono	Key Segments	
Prime			
GM Card	42	Super-Prime	
		Prime	
Union Plus	29	Prime	
Loans	6	1 111110	
Luaris	O	-	
<u>Nonprime</u>			
Household Bank	7	Near-Prime	
Orchard Bank	10	Subprime	
Non-strategic	6	<b>'</b>	
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#### 2001 Financial Performance

Managed Basis	VS.	2000
Net Income	Increased	71%
Receivables	Increased	7%
Risk Adjusted Revenue	Increased	32 bps
Return on Assets	Increased	78 bps
Delinquency Ratio	Increased	61 bps
Charge-off Ratio	Increased	104 bps
Efficiency Ratio	Improved	278 bps

#### Key Accomplishments

- Sustained profitable growth momentum
- Targeted retention and balance-building programs
- Business development
- Integrated Internet strategy
- Enhanced sales and service culture
- Adapted risk and underwriting strategies
- Innovative loss mitigation strategies

Strategy for Consistent Growth

- True partnership approach
- Full-spectrum lending
- Leveraging HI franchise
- Customer care orientation (sales and service)

#### The GM Card®

- Largest automobile rewards program
- Mature profitable program
  - Strong value proposition drives customer loyalty
  - New product driving increased sales
  - Booked 650,000 new accounts in 2001
  - More than 3.2 million redemptions to date
- Channels
  - GM Card/GM Internet sites
  - Expanded events
  - Dealer channel



#### United Privilege

- The largest affinity group in the U.S.
- Profitable growth
  - 8 percent increase in credit card receivables and 27 percent increase in loans
  - Booked 460,000 new accounts
  - Segmentation and analytics drive industry-leading response rates
- Strengthened partner relationships
  - AFL
  - UP
  - Top 10 Internationals

Nonprime Business

- Controlled growth of receivables and accounts
- Full-spectrum lending partnership with Best Buy nationwide
- Continue to optimize merchant partnership and turndown channels
- Pursue new relationships/acquisitions

Risk Management

- Risk-based pricing
- Optimization of line assignment/management around credit line utilization
- Champion/challenger testing
- Models continuously validated with experience
- Models complemented by experienced management
- Infrastructure (data, people)

#### Risk Management Actions

- Reduced credit lines
- Improved geographic segmentation
- Implemented more sophisticated scoring tools
- Improved credit risk modeling and tools, including bankruptcy models
- Reduced contingent liability
- Increased penetration of accounts in early delinquencies

Objectives for 2002

- Continue momentum in UP and GM
- Continue 'prudent' growth in nonprime
- Business development merchant programs, turndown programs
- Expand cross-sell opportunities
- Continued focus on enhancement services revenue
- Conservatively manage credit quality
- Continued focus on sale and service culture in customer care



# HOUSEHOLD

**CANADA** 

#### Business and Industry Overview

- HFC Canada serving middle-market consumers since 1922
  - Traditional consumer finance products are provided through
    109 branches and an indirect channel
  - Private label credit cards are issued through more than
    60 active merchants
- Canadian consumer finance market is over C\$7 billion receivables
- Overall Canadian economic performance will continue to be heavily influenced by U.S.
- Consumer finance market is competitive; three primary providers
  - HFC
  - Citifinancial
  - Trans Canada (division of Wells Fargo)

#### 2001 Financial Performance

Managed Basis	vs.	2000
Net Income	Increased	24%
Receivables	Increased	19%
Risk Adjusted Revenue	Increased	87 bps
Return on Assets	Increased	18 bps
Delinquency Ratio	Increased	5 bps
Charge-off Ratio	Improved	37 bps
Efficiency Ratio	Increased	3 bps

#### Growth Initiatives

- Prudently open new branches
- Target and sign new private label merchants
- Develop indirect business channel
- Increase product offerings to customers

#### Credit Management Objectives

- Enhance and augment existing credit quality tools
- Implement improved scoring models and analytics
- Improve collection capabilities through best practices integration

Objectives for 2002

- Double-digit receivable and income growth
- Continue to strengthen retail business
- Stable credit quality
- Maintain best-in-class efficiency ratio