



Please complete the following questionnaire by answering in bold or another color and return as an electronic document to: Wanda Stevens, Vice President at wanda@texasbankers.com. Provide requested accompanying documentation via scanned or other PDF files.

PRODUCT ENDORSEMENT QUESTIONNAIRE

- 1) Please provide history, description and financial disclosure of your company, including, but not limited to:
 - a) Corporate structure name of parent organization, subsidiaries and affiliates
 - b) Corporate officers
 - c) Majority shareholders
 - d) Current balance sheet and income statement
 - e) Most recent fiscal year-end financials
 - i) If you require a signed non-disclosure agreement before releasing your financial information please email the NDA to wanda@texasbankers.com.
- 2) Provide location of corporate headquarters and Texas-based offices as well as number of employees at each location.
- 3) Provide a complete description of the product or service you provide to banks.
- 4) Describe how your product or service benefits a bank.
- 5) Describe how your product or service is implemented within a bank.
- 6) Are your services available to all banks, regardless of size?
- 7) How are your services priced? Provide any proposed cost savings to TBA member banks. Will you offer special pricing or an introductory offer to TBA member banks?
- 8) Is the service or product competitive with others in the industry in quality and price? Why is your service or product better than that of your competitors?
- 9) How many Texas bank clients do you currently service? Please provide up to six Texas bank references, including name of bank, city in which located, contact names, phone numbers and email addresses.

- 10) How many banks outside of Texas utilize your services? Please provide the same reference information requested in number 9 above.
- 11) Please list all state banking associations which have endorsed your services. Has endorsement or sponsorship of your services by a state banking association ever been denied or withdrawn? If so, provide details.
- 12) What market share do you enjoy in Texas? Nationally? What is your annual sales volume in Texas? Nationally?
- 13) What are your marketing expectations of TBASCO? Detail the assistance you expect to receive from TBASCO as part of your endorsement.
- 14) What is the marketing structure of your company for promoting your services to Texas banks, including the number of representatives and offices available to market your services in Texas?
- 15) Provide projections and business plans you have developed regarding your expected growth in the Texas market. Provide sales projections you would anticipate as a result of a TBASCO endorsement.
- 16) What royalty compensation would TBASCO receive for its marketing efforts as a result of your company's endorsement? What financial remuneration would your company share with TBASCO? Describe your proposed calculations that would be used to determine royalties in excess of the annual minimum guarantee. Endorsement requires a guaranteed financial commitment from provider of the services. This commitment will include a guaranteed revenue stream to TBASCO, annual convention exhibiting, TBA Associate membership and advertising in Texas Banking magazine.
- 17) Provide any statistical data available regarding the risks and rewards involved in your line of business. What risks are there for TBA member banks, their directors or employees? What indemnification or recourse is there?
- 18) What legal or ethical questions need to be addressed? Do your services meet the approval of all state and federal regulatory agencies including industry appropriate technical and security certification requirements?
- 19) What independent audits/reviews applicable to your services have been completed on your company (i.e., SAS70 Type II, FFIEC, Penetration testing, ITIL, etc.)?
- 20) Provide a list of competitive companies who offer any similar services addressed in your response.