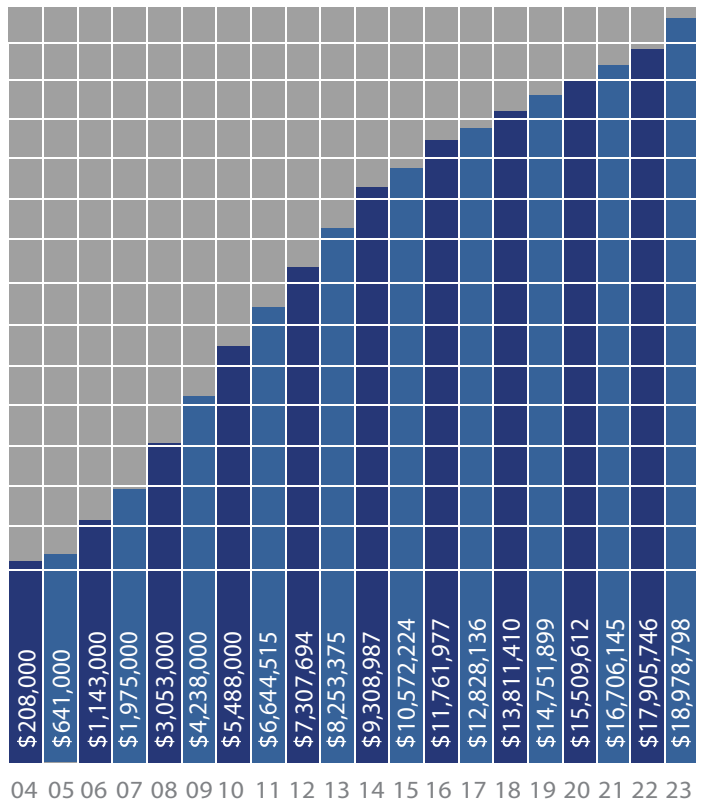




POPULUS
FINANCIAL GROUP

Giving Back
A♥C♥E
Community Fund

**ANNUAL
REPORT
2023**








20 YEARS
CUMULATIVE TOTALS

POPULUS
FINANCIAL GROUP

300 E. John Carpenter Fwy, Ste. 900 Irving, TX 75062
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Giving Back
A♥C♥E
Community Fund



This year, the ACE Community Fund donated over \$1 million to charities across the nation.



"I am thrilled to continue our partnership with Populus Financial Group. Their support through the years has helped MenzFit provide much needed services to disadvantaged men so they can have the resources they need to achieve success."

- Rhonda Willingham, MenzFit Founder & President



"The Humane Society of the United States is thankful for the continued support from the Chip in for Charity program, which is helping us continue our mission to fight for all Animals."

- Kristie Tanner, Director of Business Partnerships for the Humane Society of the United States



"We are grateful for the dedication of the customers and employees at ACE who continue to show their commitment to the cause each year. Their support allows us to continue our mission to fund critical research as well as provide support to families looking for a cure."

- Liz Scott, Alex's Mom and Co-Executive Director at Alex's Lemonade Stand Foundation

COMMUNITY PARTNERS

- AdoptAClassroom.org
- Alex's Lemonade Stand Foundation
- American Red Cross
- Autism Speaks
- Back on My Feet
- Christmas Providers
- Feed My Starving Children
- Feeding America's Local Food Banks
- Greater Cleveland Food Bank
- Homes For Our Troops
- Irving Cares
- Junior Achievement
- MenzFit
- National Breast Cancer Foundation
- Save the Children
- The Humane Society of the United States
- The Rise Center at UT Dallas



"The stories shared by ACE employees helps bring our mission to life. The success of our organization is measured in the individuals and families we serve, and partnerships with groups like ACE empower us to positively impact members of our Austin and San Antonio communities. Our collaboration over the years has been amazing and we are incredibly lucky to have a great company supporting our vision."

- Hunter Heidtke, Senior Field Development Coordinator at Autism Speaks



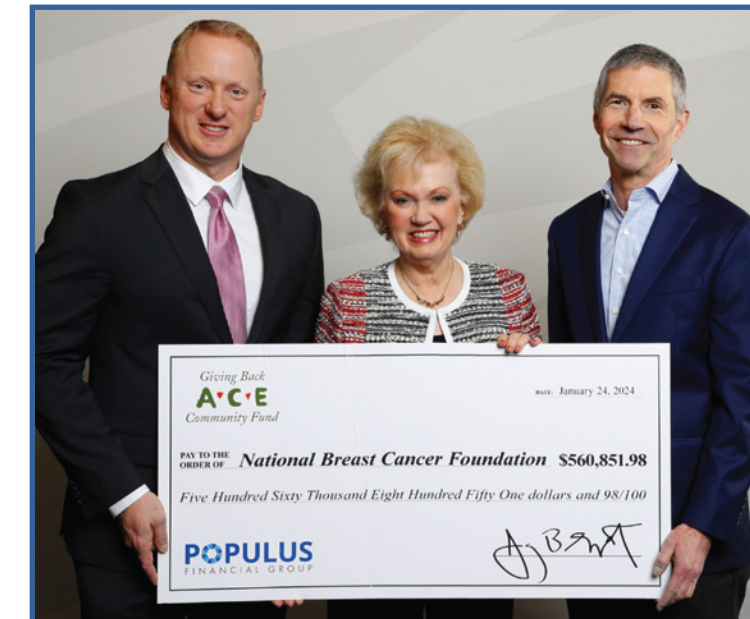
"At FMSC, we love partnering with a company like ACE who understands that hunger is a solvable issue. Over several years, we have enjoyed packing with ACE employees, and it is wonderful to see what an impact packing and funding meals can do to spread hope to those in the most need around the world."

- Hillary Coyle, Development Advisor at Feed My Starving Children



"The generosity of partners like Populus Financial Group enable us to build even more specially adapted custom homes for severely injured veterans like the one that will be donated to Marine Corporal Raymond Hennagir. Their commitment to our mission of Building Homes and Rebuilding Lives is exemplary and we are deeply grateful for their support."

- Tom Landwermeyer, HFOT President/CEO Brigadier General, USA (Ret)



"Populus's long-term partnership has made a significant impact to our mission of Helping Women Now®. In addition to the funds and awareness that they have raised over the years, their team has made an on-going commitment to volunteer their time and resources at our headquarters to pack HOPE Kits and write encouragement cards to women undergoing breast cancer treatment across the country"

- Janelle Hail, NBCF founder & CEO

COMMUNITY FUND ANNUAL REPORT

In 2023, the ACE Community Fund (the Populus Financial Group charitable-giving program) donated \$1,073,051 to 17 charities nationwide.

We are involved in and committed to service in the communities where we live and work, a corporate value that drives our thinking and culture. Every dollar raised for the ACE Community Fund goes back into our communities. We are proud of this accomplishment, and we must thank our Populus and ACE Cash Express (ACE) associates and customers. It is their dedication and support that makes a difference in our communities.

During the last 20 years, the ACE Community Fund has raised and donated over \$18 million to charities across the country. We are proud to support organizations that help children, support education, and promote financial literacy. The charities we support have missions that are meaningful to our customers and employees, and this report illustrates our shared dedication to improving the quality of life in the communities we serve.

Launched in August 2020, our "Chip In For Charity" program raised \$283,405. The program allows customers to support an ACE charity partner of their choice simply by using their co-branded charity Flare Account® debit card wherever they shop. ACE donates an amount equal to a portion of every purchase made to the associated charity up to preset limits. Our ACE "Chip In For Charity" partners in 2023 were AdoptAClassroom.org, Homes For Our Troops, National Breast Cancer Foundation, Save the Children, and The Humane Society of the United States.

Since launching our Porte® charitable giving program, #DoortoChange, we have raised \$49,061 in connection with this program. Our Porte #DoortoChange partners in 2023 were AdoptAClassroom.org, American Red Cross, Homes For Our Troops, National Breast Cancer Foundation, and The Humane Society of the United States. With Porte, our customers can use everyday purchases to support featured charities. When they spend, we will make a donation at no cost to them, so they can support their selected cause every day.

In 2023, ACE donated \$560,851 to the National Breast Cancer Foundation (NBCF) in partnership with Netspend. Each October, ACE hosts Pink Month in observance of National Breast Cancer Awareness Month to support NBCF's mission to save lives and educate women about the importance of mammograms. The generous customer and employee donations during Pink Month and purchases made using the Pink Flare Account® and Pink ACE Elite® Visa® Prepaid Debit Card, and by certain Porte members have allowed ACE and Netspend to support NBCF for the past 17 years. Together, we have donated over \$9 million, providing over 432,000 free breast screening and diagnostic services and patient navigation services to women in need.