

Family Wallet



Digital Wallet | Account Growth | COPPA-Certified Security

Don't Miss the Next Wave of Banking Consumers

The next generation of banking consumers has arrived, but most financial institutions aren't ready. As family digital wallets surge in popularity, parents are actively seeking tools that help build money habits and financial confidence. Institutions that act now have an opportunity to win these accounts.

With CSI's Family Wallet you can lead the way: a secure, COPPA-compliant solution, embedded into your digital banking platform, empowering families to grow financial literacy together. Unlike third-party apps, Family Wallet ensures a true bank-owned relationship, giving your institution complete ownership and control of customer deposit connections, powered by our strategic partnership with REGO.

\$388B

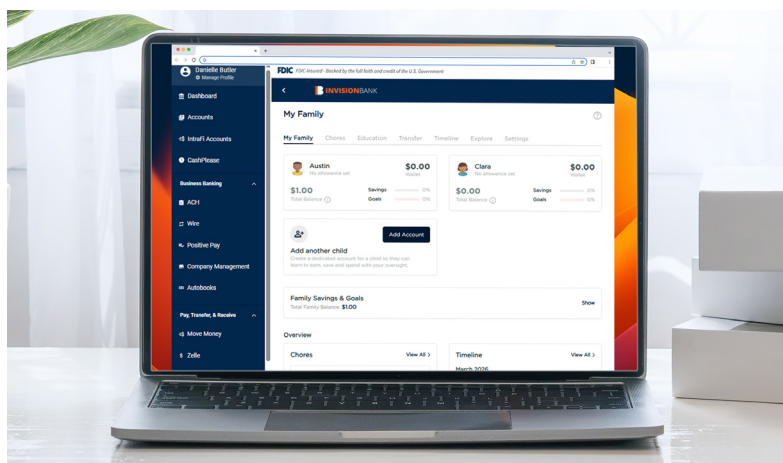
combined annual spending power among Gen Z and Gen Alpha in the U.S.¹

80%

of children ages 7-17 spend up to \$50 a week, and 10% of those children spend \$100 or more each week².

50%

of teens already have a bank account³.



Build Loyalty That Lasts Generations

From the first allowance to their first job, your bank can be part of every milestone. CSI's Family Wallet positions your institution as a trusted resource in every family's financial journey. With built-in parental controls, chore-based allowances, and real-time alerts, parents can guide their children's financial journey, all within a safe and secure banking experience.

A Comprehensive Financial Tool for Families



COPPA-Compliant: Deliver a secure, trusted experience while reinforcing your institution's commitment to protecting young users.



Build Financial Confidence: Instill essential money skills and empower the next generation of consumers.



Grow Tomorrow's Accountholders: Engage young consumers early and foster lifelong banking relationships.



Lead the Future of Banking: Equip young consumers with modern financial tools and future-proof your institution.

Turn First Accounts into Lifelong Relationships

Family Wallet helps your institution nurture smart money management for the next generation of banking consumers. By embedding age-appropriate financial experiences directly into your digital banking platform, families stay connected to your institution at every stage of their journey.

Offering Family Wallet isn't just about meeting current demand; it's about building long-term loyalty. Support early financial education and become a trusted partner in the family's financial journey. Keep young users engaged, strengthen household loyalty, and establish a clear path to future growth before competitors get there first.

SOURCES

¹ Alba, A. (2025, February). *Gen Alpha shoppers are developing buying habits early — and it's not what you'd expect*. Business Insider. <https://www.businessinsider.com/gen-alpha-shoppers-buying-habits-samyang-ramen-owala-bottles-2025-2>

² GlobeNewswire. (2024, March 28). *New report reveals demand for youth banking is high among families with Generation Z and Alpha children*. GlobeNewswire. <https://www.globenewswire.com/news-release/2024/03/28/2854041/0/en/New-Report-Reveals-Demand-for-Youth-Banking-is-High-Among-Families-with-Generation-Z-and-Alpha-Children.html>

³ Ipsos (2022). *Gen Z Financial Knowledge and Credit Awareness*. Retrieved from <https://www.ipsos.com/en-us/news-polls/Gen-Z-Financial-Knowledge-And-Credit-Awareness>

Secure the Next Generation of Banking. Equip families to build strong financial foundations and prepare kids for lifelong financial success. Request a demo today to see how CSI's Family Wallet can help your institution reach, engage, and retain the next generation.

