



**FOR IMMEDIATE RELEASE**

December 3, 2024

Madison, WI

**CUNA Strategic Services Selects Eko as Their Preferred Digital Investment Provider**

MADISON, WI – December 3, 2024 – CUNA Strategic Services is pleased to announce their new alliance with Eko Investments. Eko enables credit unions to offer digital investing to their members, starting from \$10, directly on their existing banking platform via their natively integrated white-label solution.

"We're thrilled to welcome Eko to the CSS portfolio," said Barb Lowman, President, CUNA Strategic Services. "We're particularly excited about the fact that Eko solves two challenges for credit unions. The first is to help attract younger members through their impressive digital investment solution; and the second is the ability to generate non-interest income through their revenue share model. Mart has been amazing to work with and we're excited to officially launch this new relationship!"

Eko's white-label platform integrates natively with a credit union's existing digital banking system, creating a seamless experience for members. By allowing members to start investing at a place they already know and trust, credit unions can enhance member engagement, attract younger generations, increase deposits, and offer a more robust range of financial services. With a minimum investment of just \$10, every member has the opportunity to build their financial future.

"We are honored to be selected by CUNA Strategic Services (CSS) as the preferred digital investment solution for credit unions," said Mart Vos, CEO of Eko Investments. "At Eko, we believe in democratizing access to investments, empowering credit unions to offer comprehensive financial services not just to high-net-worth individuals, but to all their members."

This alliance underscores Eko's ongoing mission to empower credit unions with the tools to expand financial inclusion through accessible digital investments.

For more information, visit [Eko's provider page](#).

###



**About CUNA Strategic Services:**

CUNA Strategic Services develops strategic alliance relationships to offer quality products and services to your credit union that contribute to your bottom line, add to your peace of mind, and enhance your relationships. The company is jointly owned by [America's Credit Unions](#) and the state leagues. For more information, visit [www.cunastrategicservices.com](http://www.cunastrategicservices.com).

**About Eko Investments:**

Eko Investments offers a fully integrated, white-label digital investment platform tailored for credit unions. Members can choose from guided, hybrid, or self-directed investing, with commission-free trading on thousands of fractionable stocks and ETFs.

**CONTACT:**

CUNA Strategic Services: Barb Lowman, [blowman@americascreditunions.org](mailto:blowman@americascreditunions.org)

Eko Investments: Mart Vos, [mart@eko.investments](mailto:mart@eko.investments)