



Contact:

Emily Leite
Chief Advocacy Officer
D: (614)923-9773 | C: (614)581-8460
eleite@ohiocul.org

FOR IMMEDIATE RELEASE

April 3, 2023

OCUL Services Corporation Rebranding as Navatros
Committed to steering businesses toward financial success

Columbus, OH (April 3, 2023) OCUL Services Corporation (OSC), the for-profit entity of the Ohio Credit Union League that provides products and solutions to credit unions in Ohio and surrounding states, announced today that it has changed its name to Navatros.

Proud to have exclusively served Ohio's thriving credit union community for the past 57 years, OSC recognized its services and the value evolved with the financial services marketplace and outgrew its original identity. The new Navatros brand reflects the company's desire to help credit unions and other financial services providers navigate a growth and service path set on success.

Providing services and solutions in compliance, risk management, lending, payments, digital experience, and human resources will help credit unions and others achieve new successful verticals set on helping consumers achieve greater financial well-being. With a solid foundation committed to service excellence and an expanded service area footprint, Navatros is setting its sights on serving new markets related to finance in highly regulated and consumer-focused industries.

"Since 1966, the OCUL Services Corporation has served Ohio credit unions and their members with products and services that put the needs of people, families, and businesses first," said Laura Auxter, Chief Revenue Officer. "Navatros will more clearly signal the continuous commitment to helping partners and clients navigate a better and brighter business course to further serve the financial needs of communities and consumers everywhere."

OCUL Services Corporation will do business as Navatros beginning April 3, 2023. In its rebranded capacity, Navatros will assist businesses in maximizing their full potential. Through a suite of business solutions, a dedicated team of experts, and a values-driven approach, Navatros will help navigate organizations toward new heights.

###

About Navatros

Navatros is an expert industry leader that advocates for credit unions, finance organizations, and more. Through a suite of personalized business solutions and trusted help, service, and advice, Navatros helps guide businesses toward success and works tirelessly to protect customer growth and well-being by solving challenges and achieving goals.