



Business & Industry Consulting

Market Analysis

Strategic Solutions

Financial Investments

Risk Management

Regulatory Eynert

### 29 February 2024

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	Classic	Unsec	New Veh	New Veh	New Veh	Used Veh	Used Veh	HE		FRM	FRM
	CCd	36mo	48mo	60mo	72mo	48mo	60mo	LOC	10yr	15yr	30yr
United States-											
National Average	13.23%	10.94%	6.38%	6.50%	6.78%	6.60%	6.72%	8.46%	7.61%	6.41%	6.83%
Mid-South-	12.49%	10.96%	6.31%	6.44%	6.76%	6.55%	6.67%	8.25%	7.92%	6.41%	6.83%
Texas	12.49%	10.71%	6.13%	6.25%	6.50%	6.32%	6.46%	8.53%	7.17%	6.41%	6.83%
Oklahoma	12.01%	10.95%	6.77%	6.83%	7.06%	6.95%	6.97%	8.21%	8.21%	6.41%	6.83%
Louisiana	12.66%	10.60%	6.12%	6.28%	6.62%	6.36%	6.55%	8.61%	7.98%	6.41%	6.83%
Arkansas	11.80%	11.65%	6.19%	6.32%	6.67%	6.53%	6.66%	7.54%	7.94%	6.41%	6.83%
Missouri	13.47%	10.87%	6.36%	6.54%	6.94%	6.57%	6.73%	8.34%	8.32%	6.41%	6.83%
Mountain West-	13.48%	11.35%	6.81%	6.89%	7.11%	6.93%	7.00%	8.50%	7.98%	6.41%	6.83%
Arizona	13.62%	11.35%	6.71%	6.79%	7.03%	6.84%	6.91%	8.78%	7.64%	6.41%	6.83%
New Mexico	12.35%	10.73%	6.52%	6.65%	6.89%	6.81%	6.93%	8.36%	7.66%	6.41%	6.83%
Utah	13.27%	11.47%	6.78%	6.82%	7.00%	6.81%	6.87%	8.46%	7.76%	6.41%	6.83%
Colorado	14.42%	11.17%	6.91%	6.97%	7.00%	6.99%	7.04%	8.62%	8.19%	6.41%	6.83%
Idaho	13.74%	12.01%	7.14%	7.24%	7.44%	7.21%	7.26%	8.29%	8.65%	6.41%	6.83%
	13.74/0	12.01/0	,.±¬/0	,. <u>८</u> ¬/0	,. <del>,,</del> ,0	,.21/0	,.20/0	5.25/0	5.05/0	J.71/0	0.037
West-	13.48%	10.86%	6.38%	6.49%	6.71%	6.62%	6.73%	8.50%	8.00%	6.41%	6.83%
California	13.85%	10.85%	6.35%	6.47%	6.72%	6.58%	6.70%	8.67%	7.96%	6.41%	6.83%
Oregon	13.56%	12.46%	6.72%	6.80%	6.93%	6.86%	6.94%	8.46%	8.11%	6.41%	6.83%
Washington	12.84%	10.99%	6.78%	6.88%	7.09%	6.90%	7.00%	8.78%	7.99%	6.41%	6.83%
Hawaii	13.01%	8.53%	5.81%	5.95%	6.26%	6.34%	6.48%	8.04%	7.97%	6.41%	6.83%
Nevada	14.14%	11.49%	6.22%	6.34%	6.56%	6.43%	6.55%	8.55%	7.95%	6.41%	6.83%
Midwost	13.45%	11.19%	6.45%	6.54%	6.80%	6.67%	6.75%	8.40%	7.68%	6.41%	6.83%
Midwest-											
Illinois	13.66%	11.15%	6.17%	6.22%	6.60%	6.59%	6.64%	8.38%	7.70%	6.41%	6.83%
Ohio	13.55%	11.18%	6.49%	6.57%	6.80%	6.71%	6.78%	8.36%	7.92%	6.41%	6.83%
Michigan	12.67%	10.93%	6.74%	6.84%	7.08%	6.83%	6.93%	8.44%	7.77%	6.41%	6.83%
Wisconsin Indiana	13.70% 13.67%	11.48% 11.19%	6.53% 6.33%	6.64% 6.42%	6.88% 6.62%	6.67% 6.54%	6.79% 6.61%	8.30% 8.50%	7.35% 7.65%	6.41% 6.41%	6.83% 6.83%
IIIuIaiia	15.07%	11.19%	0.55%	0.42%	0.0276	0.54%	0.01%	6.30%	7.05%	0.41%	0.037
South-	13.59%	10.87%	6.02%	6.18%	6.48%	6.29%	6.48%	8.56%	7.75%	6.41%	6.83%
Florida	13.96%	10.63%	5.99%	6.13%	6.32%	6.22%	6.36%	8.49%	7.36%	6.41%	6.83%
Georgia	14.83%	10.33%	6.10%	6.18%	6.45%	6.38%	6.52%	8.58%	8.42%	6.41%	6.83%
South Carolina	13.82%	11.20%	6.05%	6.14%	6.37%	6.43%	6.53%	8.64%	8.02%	6.41%	6.83%
Alabama	13.36%	10.62%	5.90%	6.10%	6.50%	6.04%	6.28%	8.42%	7.86%	6.41%	6.83%
North Carolina	12.95%	11.56%	6.16%	6.28%	6.57%	6.51%	6.64%	8.69%	7.70%	6.41%	6.83%
West Virginia	12.59%	10.90%	5.91%	6.26%	6.64%	6.18%	6.53%	8.55%	7.15%	6.41%	6.83%
Northeast-	13.03%	10.83%	6.33%	6.44%	6.84%	6.53%	6.66%	8.24%	7.13%	6.41%	6.83%
New York	13.02%	11.29%	6.66%	6.74%	7.18%	6.75%	6.85%	8.21%	7.11%	6.41%	6.83%
Massachusetts	13.02%	11.31%	6.68%	6.76%	7.10%	6.77%	6.87%	8.23%	7.11%	6.41%	6.83%
Pennsylvania	12.40%	10.46%	6.36%	6.47%	6.76%	6.60%	6.70%	8.19%	6.86%	6.41%	6.83%
. Cinibyivaina		10.40%	5.96%	6.09%	6.48%	6.37%	6.53%	8.36%	7.36%	6.41%	6.83%
New Jersey	13.43%	10.0170		0.09%	D.45%				/.3D%	p.41%	





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## 29 February 2024

	Share	Regular	\$10K	\$50K	3M0	6MO	1YR	2YR	3YR	4YR
	Draft	Savings	MMkt	MMkt	CD	CD	CD	CD	CD	CD
United States-										
National Average	0.22%	0.20%	0.90%	1.21%	1.99%	2.92%	3.41%	3.07%	2.94%	2.93%
Mid-South-	0.34%	0.24%	0.93%	1.18%	2.46%	3.09%	3.59%	3.21%	3.02%	3.03%
Texas	0.25%	0.27%	0.84%	1.04%	2.70%	3.42%	3.81%	3.42%	3.26%	3.26%
Oklahoma	0.40%	0.33%	0.70%	0.93%	2.92%	3.12%	3.36%	3.10%	2.96%	2.89%
Louisiana	0.35%	0.27%	0.90%	1.12%	2.61%	3.48%	4.12%	3.59%	3.33%	3.63%
Arkansas	0.27%	0.13%	1.18%	1.36%	1.72%	2.47%	3.07%	2.77%	2.49%	2.38%
Missouri	0.43%	0.22%	1.03%	1.47%	2.34%	2.95%	3.60%	3.15%	3.05%	2.98%
Mountain West-	0.21%	0.19%	1.10%	1.47%	2.63%	3.63%	3.96%	3.39%	3.24%	3.15%
Arizona	0.17%	0.27%	1.16%	1.52%	2.83%	3.75%	3.98%	3.37%	3.28%	3.00%
New Mexico	0.12%	0.22%	1.13%	1.39%	2.38%	3.34%	3.82%	3.27%	3.18%	2.98%
Utah	0.25%	0.12%	1.42%	2.05%	3.70%	4.62%	4.71%	4.10%	3.94%	3.90%
Colorado	0.39%	0.25%	0.94%	1.18%	2.93%	3.45%	3.73%	3.33%	3.14%	3.19%
Idaho	0.12%	0.10%	0.86%	1.22%	1.32%	2.99%	3.58%	2.86%	2.66%	2.69%
Vest-	0.22%	0.18%	0.72%	0.94%	1.85%	2.83%	3.36%	2.91%	2.81%	2.81%
California	0.21%	0.20%	0.65%	0.91%	2.08%	2.61%	3.04%	2.87%	2.89%	2.93%
Oregon	0.20%	0.09%	0.55%	0.80%	1.00%	2.54%	3.01%	2.63%	2.60%	2.57%
Washington	0.15%	0.22%	0.74%	0.91%	1.48%	3.05%	3.47%	2.74%	2.67%	2.62%
Hawaii	0.18%	0.15%	0.48%	0.67%	1.75%	2.66%	3.31%	2.83%	2.64%	2.80%
Nevada	0.38%	0.24%	1.16%	1.41%	2.94%	3.31%	3.99%	3.46%	3.23%	3.12%
Midwest-	0.29%	0.18%	0.90%	1.28%	1.69%	2.48%	2.93%	2.80%	2.80%	2.76%
Illinois	0.34%	0.27%	0.90%	1.21%	1.94%	2.26%	2.51%	2.52%	2.53%	2.44%
Ohio	0.42%	0.10%	1.16%	1.62%	2.13%	3.19%	3.48%	3.20%	3.10%	3.08%
Michigan	0.18%	0.13%	0.73%	1.09%	1.84%	2.66%	3.15%	2.73%	2.64%	2.70%
Wisconsin	0.23%	0.23%	0.82%	1.36%	1.37%	1.90%	2.75%	2.82%	2.98%	2.86%
Indiana	0.27%	0.19%	0.87%	1.12%	1.18%	2.37%	2.77%	2.73%	2.74%	2.74%
Couth	0.26%	0.220/	0.029/	1 100/	1 05%	2 070/	2 5/10/	2 159/	2 00%	2 079/
S <i>outh-</i> Florida	0.26%	0.23%	0.92%	0.03%	1.95%	2.87%	3.54%	3.15%	3.00%	3.07%
	0.43%	0.21%	0.72%	0.93%	1.99%	3.03% 3.25%	3.46% 3.95%	3.07%	2.88%	2.96%
Georgia South Carolina	0.18% 0.11%	0.34% 0.19%	0.98% 1.19%	1.31% 1.58%	2.37% 1.53%	2.20%	3.95%	3.40% 2.97%	3.29% 2.92%	3.27% 3.20%
Alabama	0.11%	0.15%	0.84%	1.06%	1.74%	2.20%	3.55%	2.99%	2.85%	2.96%
North Carolina	0.49%	0.20%	1.17%	1.35%	2.11%	2.94%	3.75%	3.42%	3.27%	3.31%
West Virginia	0.19%	0.17%	0.64%	0.84%	1.98%	2.88%	3.24%	3.02%	2.77%	2.73%
<u> </u>										
lortheast-	0.26%	0.24%	0.80%	1.09%	1.69%	2.59%	3.18%	2.83%	2.72%	2.70%
New York	0.26%	0.19%	0.68%	1.04%	1.28%	2.28%	2.75%	2.29%	2.09%	2.01%
Massachusetts	0.28%	0.21%	0.70%	1.06%	1.30%	2.30%	2.77%	2.31%	2.11%	2.03%
Pennsylvania	0.14%	0.20%	0.96%	1.27%	2.03%	2.82%	3.46%	3.12%	3.08%	3.09%
New Jersey	0.28%	0.36%	0.87%	1.12%	2.01%	2.52%	3.07%	2.85%	2.91%	2.98%
		0.24%	0.80%	0.97%	1.85%	3.02%	3.87%	3.56%	3.39%	3.40%



# MERIDIAN ECONOMICS

**Trusted Insight, Effective Solutions** 



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29 February 2024

#### 12 MONTH NATIONAL MARKET RATE HISTORY & PRICING SPREADS

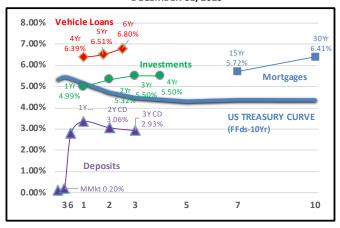
	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24
Fed Funds	4.57%	4.83%	4.83%	4.83%	5.07%	5.33%	5.33%	5.33%	5.33%	5.33%	5.33%	5.33%	5.33%
1yr UST	5.02%	4.64%	4.80%	5.18%	5.40%	5.37%	5.30%	5.46%	5.44%	5.16%	5.16%	4.68%	5.01%
2yr UST	4.81%	4.06%	4.04%	4.40%	4.87%	4.88%	4.85%	5.03%	5.07%	4.73%	4.73%	4.20%	4.64%
3yr UST	4.51%	3.81%	3.75%	4.04%	4.49%	4.51%	4.54%	4.80%	4.90%	4.48%	4.48%	3.96%	4.43%
5yr UST	4.18%	3.60%	3.51%	3.74%	4.13%	4.18%	4.23%	4.60%	4.82%	4.31%	4.31%	3.80%	4.26%
7yr UST	4.07%	3.55%	3.49%	3.69%	3.97%	4.08%	4.19%	4.61%	4.89%	4.38%	4.38%	3.83%	4.28%
10yr UST	3.92%	3.48%	3.44%	3.64%	3.81%	3.97%	4.09%	4.59%	4.88%	4.37%	4.37%	3.87%	4.25%
30yr UST	6.63%	6.07%	6.11%	6.77%	6.67%	6.77%	7.22%	7.37%	5.04%	4.54%	4.54%	4.10%	4.38%
5yr Vehicle	5.37%	5.49%	5.71%	5.79%	5.90%	6.06%	6.21%	6.31%	6.44%	6.49%	6.51%	6.52%	6.50%
15yr FLM	5.91%	5.41%	5.53%	6.16%	6.24%	6.28%	6.78%	6.71%	7.18%	6.21%	5.66%	6.39%	6.41%
30yr FLM	6.63%	6.07%	6.11%	6.77%	6.77%	6.89%	7.22%	7.37%	7.65%	6.74%	6.32%	6.76%	6.83%
Reg Savings	0.16%	0.25%	0.17%	0.18%	0.15%	0.19%	0.19%	0.19%	0.19%	0.19%	0.20%	0.20%	0.20%
MoneyMkt	0.85%	0.88%	0.93%	0.96%	1.28%	1.05%	1.10%	1.12%	1.16%	1.17%	1.18%	1.20%	1.21%
1yr CD	2.29%	2.66%	2.62%	2.69%	2.83%	2.93%	3.08%	3.17%	3.29%	3.34%	3.36%	3.40%	3.41%
2yr CD	2.46%	2.65%	2.68%	2.72%	2.82%	2.85%	2.93%	2.98%	3.04%	3.05%	3.06%	3.06%	3.07%

Pricing Sprea	ds-												
Veh Loan	0.86%	1.68%	1.96%	1.75%	1.41%	1.55%	1.67%	1.51%	1.54%	2.01%	2.03%	2.56%	2.07%
15yr FLM	1.84%	1.86%	2.04%	2.47%	2.27%	2.20%	2.59%	2.10%	2.29%	1.83%	1.28%	2.56%	2.13%
30yr FLM	2.71%	2.59%	2.67%	3.13%	2.96%	2.92%	3.13%	2.78%	2.77%	2.37%	1.95%	2.89%	2.58%
Reg Svgs	-4.41%	-4.58%	-4.66%	-4.65%	-4.92%	-5.14%	-5.14%	-5.14%	-5.14%	-5.14%	-5.13%	-5.13%	-5.13%
MMkt	-3.72%	-3.95%	-3.90%	-3.87%	-3.79%	-4.28%	-4.23%	-4.21%	-4.17%	-4.16%	-4.15%	-4.13%	-4.12%
1yrCD	-2.73%	-1.98%	-2.18%	-2.49%	-2.57%	-2.44%	-2.22%	-2.29%	-2.15%	-1.82%	-1.80%	-1.28%	-1.60%
2yrCD	-2.35%	-1.41%	-1.36%	-1.68%	-2.05%	-2.03%	-1.92%	-2.05%	-2.03%	-1.68%	-1.67%	-1.14%	-1.57%

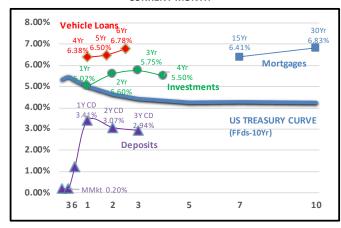
#### HISTORICAL NATIONAL MARKET RATES AND RELATIVE PRICING SPREADS

### Historical Yield Curve and Relative Value

#### **DECEMBER 31, 2023**



#### **CURRENT MONTH**







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29 February 2024

## CHANGE IN MARKET RATES

		YEAR-OVER-YEAR CHANGE								AGGI	AGGREGATE CHANGE						
		Dec18 to Dec19	Dec19 to Dec20	Dec20 to Dec21	Dec21 to Dec22	Dec 22 to Current	Dec 23 to Current		Dec19 to Current	Dec20 to Current	Dec21 to Current	Dec22 to Current	Dec23 to Current				
Fed Funds		-0.85%	-1.46%	-0.01%	4.25%	1.00%	0.00%		3.78%	5.24%	5.25%	1.00%	0.00%				
1yr UST		-1.04%	-1.49%	0.29%	4.34%	0.43%	-0.15%		3.42%	4.91%	4.62%	0.28%	-0.15%				
2yr UST		-0.90%	-1.45%	0.60%	3.68%	0.32%	-0.09%		3.06%	4.51%	3.91%	0.23%	-0.09%				
3yr UST		-0.84%	-1.45%	0.80%	3.25%	0.26%	-0.05%		2.81%	4.26%	3.46%	0.21%	-0.05%				
5yr UST		-0.82%	-1.33%	0.90%	2.73%	0.32%	-0.05%		2.57%	3.90%	3.00%	0.27%	-0.05%				
7yr UST		-0.76%	-1.18%	0.79%	2.52%	0.42%	-0.10%		2.45%	3.63%	2.84%	0.32%	-0.10%				
10yr UST		-0.77%	-0.99%	0.59%	2.36%	0.49%	-0.12%		2.33%	3.32%	2.73%	0.37%	-0.12%				
5yr Vehicle		-0.05%	-0.51%	-0.30%	2.14%	1.59%	-0.01%		2.91%	3.42%	3.72%	1.58%	-0.01%				
15yr FLM		-0.91%	-0.73%	-0.10%	2.82%	0.10%	0.75%		2.84%	3.57%	3.67%	0.85%	0.75%				
30yr FLM		-0.92%	-0.84%	0.10%	3.02%	0.03%	0.51%		2.82%	3.66%	3.56%	0.54%	0.51%				
Reg Savings		0.01%	-0.04%	-0.06%	0.06%	0.05%	0.00%		0.01%	0.05%	0.11%	0.05%	0.00%				
1yr CD		-0.01%	-0.96%	0.02%	1.45%	1.45%	0.05%		2.01%	2.97%	2.95%	1.50%	0.05%				
2yr CD		-0.11%	-1.07%	0.00%	1.57%	0.92%	0.01%		1.43%	2.50%	2.50%	0.93%	0.01%				
	Dec-12	Dec-13	Dec-14	Dec-15	Dec-16	Dec-17	Dec-18	Dec-19	Dec-20	Dec-21	Dec-22	Dec-23	Feb-24				
Benchmark an	nd Market	Rates-															
FedFunds	0.09%	0.07%	0.06%	0.20%	0.55%	1.33%	2.40%	1.55%	0.09%	0.08%	4.33%	5.33%	5.33%				
1yr UST	0.16%	0.13%	0.25%	0.65%	0.85%	1.76%	2.63%	1.59%	0.10%	0.39%	4.73%	5.16%	5.01%				
2yr UST	0.25%	0.38%	0.67%	1.06%	1.20%	1.89%	2.48%	1.58%	0.13%	0.73%	4.41%	4.73%	4.64%				
3yr UST	0.36%	0.78%	1.10%	1.31%	1.47%	1.98%	2.46%	1.62%	0.17%	0.97%	4.22%	4.48%	4.43%				
5yr UST	0.72%	1.75%	1.65%	1.76%	1.93%	2.20%	2.51%	1.69%	0.36%	1.26%	3.99%	4.31%	4.26%				
7yr UST	1.18%	2.45%	1.97%	2.09%	2.25%	2.33%	2.59%	1.83%	0.65%	1.44%	3.96%	4.38%	4.28%				
10yr UST	1.78%	3.04%	2.17%	2.27%	2.45%	2.40%	2.69%	1.92%	0.93%	1.52%	3.88%	4.37%	4.25%				
30yr UST	2.88%	3.89%	2.83%	2.97%	3.11%	2.77%	3.10%	2.30%	1.87%	1.93%	3.92%	4.03%	4.38%				
3yr Agy Call	0.69%	1.13%	1.53%	1.81%	2.00%	2.35%	2.67%	1.80%	0.21%	1.11%	5.25%	5.75%	5.75%				
3yr Agy MBS	1.26%	1.54%	1.83%	2.21%	2.34%	2.55%	3.00%	1.85%	0.68%	1.25%	4.55%	5.73%	5.65%				
5yr Vehicle	3.06%	2.68%	2.68%	2.66%	2.68%	2.94%	3.64%	3.59%	3.08%	2.78%	4.92%	6.51%	6.50%				
15yr FLM	2.65%	3.52%	3.31%	3.52%	3.68%	3.68%	4.48%	3.57%	2.84%	2.74%	5.56%	5.66%	6.41%				
30yr FLM	3.35%	4.48%	4.07%	4.17%	4.33%	4.17%	4.93%	4.01%	3.17%	3.27%	6.29%	6.32%	6.83%				
Reg Svgs	0.20%	0.20%	0.14%	0.14%	0.14%	0.15%	0.18%	0.19%	0.15%	0.09%	0.15%	0.20%	0.20%				
1yr CD	0.80%	0.80%	0.45%	0.50%	0.55%	0.75%	1.41%	1.40%	0.44%	0.46%	1.91%	3.36%	3.41%				
2yr CD	1.03%	1.03%	0.68%	0.75%	0.81%	1.02%	1.75%	1.64%	0.57%	0.57%	2.14%	3.06%	3.07%				
Pricing Spread	ls-																
,	0.33%	0.35%	0.43%	0.50%	0.53%	0.37%	0.21%	0.18%	0.04%	0.14%	1.03%	1.27%	1.32%				
3yr Agy Call			0.43%	0.50%			0.21%	0.18%	0.51%	0.14%	0.33%	1.25%	1.32%				
3yr Agy MBS	0.90%	0.76%	0.73%	0.50%	0.87%	0.57%	0.54%	0.23%	0.31%	0.28%	0.33%	1.25%	1.22%				
5yr Vehicle	2.70%	1.90%	1.58%	1.35%	1.21%	0.96%	1.18%	1.97%	2.91%	1.81%	0.70%	2.03%	2.07%				
15yr FLM	1.47%	1.07%	1.34%	1.43%	1.43%	1.35%	1.89%	1.74%	2.19%	1.30%	1.60%	1.28%	2.13%				
30yr FLM	1.57%	1.44%	1.90%	1.90%	1.88%	1.77%	2.24%	2.09%	2.24%	1.75%	2.41%	1.95%	2.58%				
	0.11%	0.13%	0.08%	-0.06%	-0.41%	-1.18%	-2.22%	-1.36%	0.06%	0.01%	-4.18%	-5.13%	-5.13%				
Reg Svgs	0.11/0	0.13/0															
Reg Svgs 1yr CD	0.64%	0.67%	0.20%	-0.15%	-0.30%	-1.01%	-1.22%	-0.19%	0.34%	0.07%	-2.82%	-1.80%	-1.60%				



## MERIDIAN ECONOMICS

**Trusted Insight, Effective Solutions** 



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Market Analysi:

Strategic Solution

Financial Investment

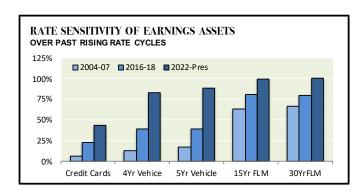
Risk Managemei

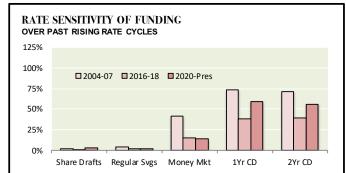
Regulatory Expert

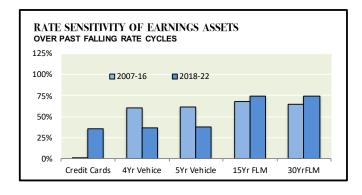
#### 29 February 2024

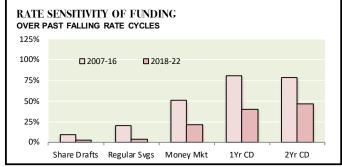
#### **CYCLICAL NATIONAL LOAN & SHARE RATE SENSITIVITY**

		EARNING	EARNING ASSETS						FUNDING OBLIGATIONS				
		Credit	4Yr	5Yr	15Yr	30Yr		Share	Regular	Money	1Yr	2Yr	
CYCLE		Cards	Vehicle	Vehicle	FLM	FLM		Drafts	Savings	Market	CD	CD	
Rising Rate	Environments:												
2004-07	Rising	6%	13%	17%	63%	66%		2%	5%	41%	73%	72%	
2016-18	Rising	23%	39%	39%	81%	80%		1%	2%	15%	38%	39%	
2020-Pres	Rising	44%	83%	89%	99%	101%		2%	2%	14%	60%	55%	
Falling Rate	Environments:												
2007-16	Falling	1%	60%	62%	68%	65%		9%	20%	51%	81%	78%	
2018-20	Falling	35%	36%	37%	75%	75%		2%	4%	22%	40%	47%	









Strategic Value is GREATER:

... when sensitivity is highest during rising rates

Strategic Value is LEAST:

... when sensitivity is lowest during rising rates

Strategic Value is GREATER:

... when sensitivity is highest during falling rates

Strategic Value is LEAST:

... when sensitivity is lowest during falling rates

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