

Measuring Our Performance

Conexus is undergoing transformational change to build the credit union of the future. Last year marked the first year of our five-year strategic plan with new performance measures that fully align to members' financial well-being. We scored 74 per cent overall on our Balanced Scorecard (BSC) and saw growth in new members and total funds managed, compared to 2017.

We achieved our targets in eight out of 14 of our performance measures. Some of these include the financial health indicator, contribution to community, and quality of channels. Conexus met the minimum range for wallet share and wealth relationships. Volatility in market conditions around the world led to higher than normal redemptions and lower sales in wealth business, and made members hesitant to invest.

In 2018 we introduced nine financial health indicators and defined financial wellness to score members' financial well-being. This is the most significant transformation we experienced. No longer are we using only traditional bank metrics to measure our performance. Aligning our performance and our compensation to our purpose ensure we connect everything we do to serving our members and supporting their financial well-being.

The new performance measures introduced last year will help lead Conexus into the future to continue meeting members' financial needs. Designing for the digital banking experience, developing diversely skilled and expert teams, and building tools for members to be able to track their financial well-being is where Conexus is going.

Top credit union in Canada for online and mobile banking experiences.

- Surviscors 2018 Canadian Mobile Banking Review

Industries best and brightest across Saskatchewan based on size, employees, and impact.

- Top 100 Companies in Saskatchewan

Canadians chose credit unions among all financial institutions in Canada for Customer Service Excellence and Branch Service Excellence for the fourteenth year in a row; and ATM Banking Excellence for the first time ever.

- IPSOS – Financial Service Excellence Awards 2018

Fundraised private capital to introduce the first ever national social impact bond to provide essential skills training to unemployed Canadians, with an 88 per cent success rate for skills improvement in the pilot program – Colleges and Institutes Canada (CICan) Essential Skills Social Finance (ESSF) pilot.

Started piloting Canada's first-ever authenticated voice banking service using Amazon Alexa, allowing members to use their voice to command actions for their bank accounts. Conexus is piloting this technology with Innovation Credit Union.

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Conexus has a comprehensive, long-term strategy informed by the board of directors that guides where the credit union is going and how we are building the credit union of the future, today. 2019 marks the second year of the five-year strategic plan where we will continue to build upon the results we achieved in 2018, and deliver our promise to improve the financial well-being of our members and our communities.

Our Purpose

Improving the financial well-being of our members and our communities.

Our Values

Our values govern how we act, make decisions and communicate; they are the basis of our culture. Every day, every interaction we will...

Be Authentic

Be Responsible

Be Bold & Creative



- Result is at the mid-point of the target range or above.
- Result is between the mid-point and minimum of the range.
- Result is below the minimum of the range.

Members
We improve member's financial well-being...



People
by empowering our expert teams...



Process
through easy, seamless, well understood processes...



Financial
that result in the financial sustainability of Conexus.



Measure	2018 Target	2018 Results
• Wallet Share	\$63,000 - \$65,000 - \$67,000	\$62,008
• % of Wealth Relationships	12.5% - 13% - 13.5%	12.33%
• Member Growth	3,000 - 3,300 - 3,600	3,001
• Financial Health Indicator	Below - Achieving - Exceeding	Achieving
• Contribution to Community	Below - Achieving - Exceeding	Achieving
• Net Promoter Score	62.0 - 63.0 - 64.0	61.7
• Engagement Measure	Below - Achieving - Exceeding	Achieving
• Digital Index	Below - Achieving - Exceeding	Achieving
• Quality of Channels	Below - Achieving - Exceeding	Achieving
• Transformational Project Index	75% - 85% - 95%	89%
• Return on Assets	0.72% - 0.82% - 0.92%	0.87%
• Assets under Management	\$8.36B - \$8.50B - \$8.64B	\$8.42
• Non-Interest Revenue/Assets	0.55% - 0.57% - 0.59%	0.69%
• Operating Expense Ratio	2.28% - 2.21% - 2.18%	2.21%

Reported results are reflective of the calculation of the Balanced Scorecard measure as targeted. BSC measures are used for internal performance reporting and are not comparable to the ratios presented in the Management Discussion and Analysis. Ratios reported in the Management Discussion and Analysis are reflective of the Audited Consolidated Financial Statements.