

# Message from the CEO

Conexus has a tremendous legacy in Saskatchewan. In 2018 this story continued with transformational change in the ways we are delivering our promise to improve the financial well-being of our members and our communities in Saskatchewan. We are building the credit union of the future through financial literacy education, cultivating entrepreneurship, community investment, and evolving the member experience.

2018 was a turning point for Conexus. Our advocacy efforts were realized when the Province of Saskatchewan announced it will be introducing financial literacy into school curriculums in September 2019. We believe financial literacy is a pillar of healthy communities and strong, sustainable economies. We are incredibly proud of this outcome that reaches beyond our membership and into communities across Saskatchewan to help more youth and families adopt healthy behaviours and relationships with money early in their life.

Conexus employee trainers reached over 800 families in Saskatchewan communities through our Each One, Teach One financial literacy workshops. We tripled our accredited trainers last year, and we will continue to reach out to schools and families to help them learn about money. This really is a testament to the passion Conexus employees have for using financial literacy to help improve financial well-being in our communities.

Another part of our story is Conexus Building Communities. Conexus broke ground, beginning construction of our new head office. The driving

concept of the building is “the pavilion in the park, and a park in the pavilion” Twenty per cent of the head office building will be shared, public space. This building will house a space dedicated to the first credit-union led business incubator in Canada, where we will help founders launch, grow, and scale innovative startup companies right here in Saskatchewan. Through our business incubator and our programming, we’ll grow and enable successful startups right here at home, helping to build a stronger Saskatchewan. No longer will local entrepreneurs have to take their ideas elsewhere. We believe this is a critical component to building more local, sustainable economies in Saskatchewan.

Delivering service the way members want to be served is paramount to evolving the member experience. Last year we launched new banking tools like the online budget calculator, and introduced a new suite of Conexus MasterCard credit card solutions. This conversion was a significant undertaking in changing our business model to give us greater influence over the features, benefits, and functionality you have access to. We now have more control over the experience you have every time you use your card, allowing us to align your credit card solutions with what financial well-being means to you.

We’ve done our job when our members are financially better off by banking with us. It’s that simple. Our members’ financial well-being is how we measure our performance and what we hold ourselves accountable to at Conexus.

In 2018 we achieved a significant milestone in the journey to helping our members. Internally, we have introduced a new way to understand our members financial health. It allows us to focus on how best to help them achieve their hopes, goals, and dreams. Everyone in our credit union is invested in ensuring that our members are winning. No longer are we only using traditional bank metrics to measure our performance. Aligning our performance and our compensation to our purpose ensures we connect everything we do to serving our members and supporting their financial well-being. Your success is our success.



Eric Dillon  
Chief Executive Officer  
Conexus Credit Union