

Measuring Our Performance

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.