

Conexus has a comprehensive, long-term strategy overseen by the board of directors that guides where we are going and how we are evolving Conexus to meet the needs of our members. In 2020 we will build on the 2019 progress to transform how banking is done with a full focus on 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	2019 Target	2019 Results
• Wallet Share	\$62,000 - \$63,000 - \$64,000	\$62,386
• % of Wealth Relationships	12.4% - 12.9% - 13.4%	12.17%
• Member Growth	3,100 - 3,400 - 3,700	3,761
• Financial Health Indicator	1,405 - 1,445 - 1,485	1,438
• Contribution to Community	Below - Achieving - Exceeding	Achieving
• Net Promoter Score	61.0 - 62.0 - 63.0	55.9
• Employee Index	83% - 85% - 87%	91%
• Digital Index	80 - 100 - 120	83
• Survisor Average Peer Score	61% - 63% - 65%	68%
• Transformational Project Index	75% - 85% - 95%	93%
• Return on Assets	0.79% - 0.89% - 0.99%	0.87%
• Assets under Management	\$8.67B - \$8.85B - \$9.02B	\$8.66B
• Non-Interest Revenue/Assets	0.55% - 0.57% - 0.59%	0.63%
• Operating Expense Ratio	2.26% - 2.21% - 2.16%	2.22%

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.