

# Message from the Board Chair

Conexus' purpose and values are central to who we are, it permeates every aspect of the organization. From strategic transformation, to the relationships that employees build with members every single day, improving our members' financial well-being is our sole purpose.

Conexus is a member-owned co-operative that supports its members with personal, business, and agricultural financial services. We are committed to being here to serve and support our 131,000+ members across Saskatchewan wherever life takes them and well into the future.

2020 was a year of unpredictability, resilience and determination. As COVID-19 continues to impact our daily lives, I'm proud of how Conexus has continued to be focused on its purpose. Despite the pandemic, the Conexus Financial Health Indicator metric (a score used to measure financial health and well-being of our members) not only increased but exceeded expectations, a clear sign that the Conexus team didn't waiver in their commitment to our members. The ultimate goal is to empower our members' financial well-being through simple and personalized experiences.

While we want to recognize the holistic successes, we also know it has been a difficult year for some of our members, and the recovery process will be unique for each member. Conexus will continue to be here with the same unwavering support for our members as we were before, during and after COVID-19.

The co-operative values are alive and well at Conexus. A special thank you to the team at Conexus, who demonstrated creativity, courage and care throughout the year. Their response to COVID-19 and ability to come together and serve our members, while also dealing with the strain from a rapidly changing industry was inspiring.

Financial well-being isn't just about being there for our members' banking needs, but to be there for our communities as well. Though it was a challenging year, we were still able to reach out and support our Saskatchewan communities. In 2020, we invested over \$1.5 million to support non-profit and charitable organizations across Saskatchewan. This includes investing in financial literacy programs, and commitments that address the basic human needs of education, food, shelter, and health services. To read more about these partnerships and our investment in Saskatchewan, please head to pages 22 to 25 in the annual report.

You, our members, have entrusted the board to oversee the credit union and we will continue to do so to ensure that Conexus meets the needs of its members – both today and well into the future.

2021 is a year full of possibilities, and on behalf of the board, we thank you for your continued trust in us as the voice of our membership, to lead our credit union into the future. We truly wish you health and financial wellness in the coming year.



A handwritten signature in black ink, which appears to read 'Joel Mowchenko'. The signature is fluid and cursive.

Sincerely,  
Joel Mowchenko  
Chair, Conexus Board of Directors