

# Message from the CEO

2020 was a year that will not soon be forgotten. It'll forever be a year shadowed by COVID-19, but it also showed the tenacity and powerful determination of people and communities who came together during a difficult time.

Financial institutions were designated a critical service to keeping society and the economy running. We didn't take this designation lightly but moved forward with the thoughtfulness and understanding needed by our members. We found creative solutions to make sure we continued to focus on what sets us apart, finding ways to support our communities and improve the financial well-being of our members.

New protocols were introduced at all Conexus locations with a digital first approach, focused on keeping our members and employees healthy and well. I'm humbled and proud by the swift action of the Conexus team to provide additional in-person support at branches, necessary cleaning and protective gear, rolling out new processes for deposits, electronic signatures and so much more.

While we ensured our physical locations were safe to visit, we helped personal, business and agriculture members access assistance programs through Conexus and those made available by the Federal Government. Many businesses had to change direction overnight, reinventing in real time, and we were there to support them.

One of the new Federal Government assistance programs included the Canada Emergency

Business Account (CEBA). Conexus received administration revenue for helping our members access the program and we used that revenue to create the Conexus Kindness Capital Fund. In a time when so many felt uncertainty, Saskatchewan's residents' first instinct was to help others. Through this initiative, we awarded \$5,000 to 42 deserving recipients across Saskatchewan, to recognize their acts of kindness and to help them continue their good deeds, re-investing \$210,000 back into Saskatchewan communities.

Over the past year we continued our commitments to help grow Saskatchewan startups through both Cultivator, a business incubator powered by Conexus and our venture capital fund. Small and medium sized businesses are the backbone of a strong economy. We believe that investing into new and emerging businesses is the path to grow a more local, sustainable economy for the future of Saskatchewan and is so important to the economic recovery from the pandemic.

Through Cultivator and the Conexus Venture Capital (CVC) Inc. we've witnessed significant growth in Saskatchewan's tech ecosystem, and experienced an exciting first for Conexus. ServiceBox, a Regina-based startup, and one of the first startups to go

through Cultivator programming, announced the close of a \$600K seed round investment, led by our CVC Inc. This is the first Cultivator startup to receive a CVC Inc. investment. You can read more great highlights from Cultivator on page 19 and Conexus Venture Capital Inc. on page 20.

Another milestone in 2020 was the opening of our new head office, which includes several new community features and amenities such as Slice Café, locally owned by Aimee Schulhauser. A revitalized College Avenue Campus was always the goal of our partnership with the University of Regina and we are very close to seeing that vision come to life with the opening of Darke Hall in the near future. Soon after the pandemic subsides, College Avenue will return to the cultural and educational hub of our community that it was always meant to be.

Through all the challenges and highlights in 2020, at Conexus we will always stay committed to you, our members, and our communities. In 2021, we will move onward and upward together.



A handwritten signature in black ink, appearing to read 'Eric Dillon', written over a white background.

Eric Dillon  
Chief Executive Officer  
Conexus Credit Union