

Banking is no longer a place to go, but a thing we do. Changes to Conexus' Service Delivery

Banking is changing rapidly. Our members are more mobile than ever, they're accessing our services much differently than they have in the past, they're using more digital services and using much less cash. To keep pace with our members' ever-changing needs, we're continually working hard to invest in our people and our digital channels to align with those changing expectations for our credit union.

While recognizing our members' changing needs, and following an ongoing review of our service delivery channels, we have made the decision to close nine of our branches. On May 31, we began advising members located in Chamberlain, Cupar, Drake, Middle Lake, Mossbank, Spy Hill, Young and Regina (Fifth Avenue Branch and Wallace Branch) that the branches in these locations will close at the end of business day on October 2, 2019.

"Decisions on branch closures are among the most difficult for us as a cooperative." said Eric Dillon, Conexus' Chief Executive Officer. "While respecting our past, we must build a future that allows us to best serve our members by offering flexibility in our delivery of service and that aligns with our members' ever-changing needs and expectations."

No longer is banking a place to go, but something we do, regardless of location. Today, we're more focused than ever on our purpose of improving the financial well-being of our members, and we know that it's the financial advice we provide that makes the most meaningful impact for our members. We'll continue to proactively provide the advice and solutions that our members' need and we'll do that where and when they need us to, not just in our branches.

"We recognize this is a big change for our members and our communities and change can be hard," said Dillon. "Our goal is make this change as seamless as possible for our members, and our teams are ready to walk alongside each of our members through this transition."

AT A GLANCE:

- Effective end of day October 2, 2019, nine Conexus branches will close permanently.
- Banking is changing rapidly. No longer is banking a place to go, but something to do.
- Conexus will be working one-on-one with members to identify solutions that best meet their banking needs and helping to make this transition as seamless as possible.

Connect with us!



Over the next four months, we'll be working with our members one-on-one to understand their individual needs and identify solutions to best meet these needs. If our members have questions on this service delivery change, we encourage them to attend one of our upcoming member information sessions or book a meeting with their financial advisor.

We will also continue to support the communities of our members, regardless of having a physical branch location. "Notwithstanding that our branch presence in communities is changing, we are committed to the cooperative principle of returning profits to our shared community. This is an important promise that we make to our members and communities and that's not changing just because our branch structure is," said Dillon. To learn more about our Community Investment Program visit

<https://www.conexus.ca/AboutConexus/Community/Sponsorship/>

- 30 -

For media inquiries, please contact:

Laura McKnight

Public Relations Specialist | **Conexus Credit Union**

Phone: 306-751-8201 | **Email:** publicrelations@conexus.ca

Connect with us!

