

Conexus' 2017 success driven by member's financial well-being

CONEXUS' 2017 ANNUAL REPORT NOW AVAILABLE

How do you define success? For Conexus Credit Union, it's offering an exceptional member experience and focusing on the well-being of our members, their families and our wider community. When our members are financially better off because of banking with us, we know we've done our job.

In 2017, we saw just that. It was a successful year of growth, change and doing things differently, all centred around improving the financial well-being of our members.

"As a member-owned co-operative, the sole reason we exist is for our members," said Bradyn Parisian, Board Chair, at the April 18 Conexus Annual General Meeting. "Welcoming over 2,900 members to our Conexus family this past year, and with \$7.8 billion in total funds managed, we continued to grow and do well financially by focusing on our member' and communities' well-being."

We invest in the community who invests in us – it's a part of our fabric, the success of being local and staying local. Last year, we invested over \$1.05 million through our Community Investment Program, benefiting over 100 initiatives across the province. With financial literacy being a large component of financial well-being, \$400,000 of our investments went towards financial literacy education programs, helping contribute to communities in a way that creates a lifelong impact on a critical life skill. ,

Another success we saw in 2017 was the establishment of our Financial Health Indicator (FHI), which allows us to better understand how our members interact with their money and how we can help. It looks at nine specific drivers that lead to improving financial well-being.

"For us, it's not about the money you have in your account', said Conexus CEO Eric Dillon. "It's about working towards your financial goals, planning for unexpected challenges and boosting your confidence in how you manage your money. This can reduce financial related stress and lead to positive relationships personally, professionally and in the community."

AT A GLANCE:

- Welcomed over 2,900 new members and managed \$7.8 billion in total funds.
- Invested over \$1.05 million back to the community, \$400,000 going specifically towards financial literacy education programs.
- Established our Financial Health Indicator.

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Moving into 2018, we'll be introducing our FHI to our members and linking our employee's performance to this FHI with our organizational purpose of improving the financial well-being of our members. Our goal is to help you gain control and change the way you think about money, with advice and support.

Also in 2018, we'll be welcoming two new board members to our Board of Directors as well as welcoming one board member back. Leah Clement, District 1 (Regina) and Karin Ferris, District 4 (Prince Albert, La Ronge and Wakaw) are the newest members elected to our Board. Joel Mowchenko, District 2 (Moose Jaw, Assiniboia, Central Butte) was re-elected and will serve his second term on the Board.

With new members joining the Board, we also say good-bye and thank you to our outgoing Board members.

- Wayne Kabatoff, District 4 (Prince Albert) served as a Conexus Board member for 19 years and has helped shape Conexus into what it is today.
- Bradyn Parisian, District 1 (Regina) demonstrated his passion for Conexus, serving in the leadership roles of Vice-Chair in 2016-17 and Board Chair for the past year.

Thank you Wayne and Bradyn for sharing your knowledge, experience and leadership with Conexus and helping to make a meaningful difference at Conexus, for our members, within our communities and in the co-operative sector.

For more information on Conexus' 2017 Annual Report, please visit www.conexus.ca/AboutConexus/WhoWeAre/AnnualReport/.

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ABOUT CONEXUS CREDIT UNION

Conexus is a forward-thinking credit union committed to our members and their financial well-being. Providing ease, access and value is key to our technological advances and services we bring to market for our members. We know banking is no longer a place you go, but a thing you do. Located across Saskatchewan, we are Saskatchewan's largest and Canada's sixth largest credit union. As a credit union, our profits are returned to our members through our rates, no-fee accounts and more. Visit www.conexus.ca for more information.

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