



Welcome to the 2024 Annual Meeting of the Members for Stride Credit Union

2024 in Review

Delivering on our Brand Promise both internally and externally was a primary focus for Stride in 2024. “Where Exceptional is Expected”



People and Culture

- ❖ **Completed an Employee Engagement Survey – Very positive results, 82% overall employee engagement score and 74% of staff are satisfied with their job. Main reasons for satisfaction = supportive work environment, fulfilling job, flexible work/life balance and compensation and benefits offered.**
- ❖ **Significant increase in the development of our staff with over 390 hours of training offered by Strides Learning and Development Team.**
- ❖ **Significant investment made in Human Resource Information Technology by way of our partnership with UKG –a software application that will centralize and automate essential HR tasks.**



Product and Service Offerings – Internal and External

- ❖ **Significant preparations are underway for a core-banking conversion in the fall of 2025 – minimal member impact is expected.**
- ❖ **Successful migration of Strides internal general ledger program to Prologue – well positioned for the future.**
- ❖ **Continue to support various member queries through Care +, Stride's contact center – on average 2300 calls per month or over 25,000 annually!**



Product and Service Offerings – Internal and External

- ❖ **Launched member initiated on-line account opening for chequing, savings, term and registered (RRSP/TFSA) products**
- ❖ **Partnered with PMG Intelligence, a data analytics firm specializing in assisting organizations in applying analysis models to provide deeper insights into members behaviours.**
- ❖ **Launched New to Canada Banking Package, several key features giving new Canadians a strong financial start with an introduction to Credit Unions!**



Journey Wealth

- ❖ **Successfully growing a Wealth Subsidiary by offering comprehensive financial planning and insurance solutions**
- ❖ **Since inception, have grown assets under management which now exceeds \$350 million, with over 2000 clients, 1126 of which are Stride members**
- ❖ **In 2024, Journey placed over 100 Life, Disability or Critical Illness policies**
- ❖ **Full service stand alone company with 6 advisors and 3 support staff ready to meet the needs of new and existing customers**



Financial Success

- ❖ **Asset Growth – 9.08% - exceeding Credit Union peer group performance**
- ❖ **Loan Growth – 5.75% - exceeding Credit Union peer group performance**
- ❖ **Deposit Growth – 7.95% - exceeding Credit Union peer group performance**
- ❖ **Thank you to all of our members for your continued support!**





**The Patronage
Dividend Payout is...**

\$1,000,000





Looking Ahead to 2025 and Beyond

Stride will continue to invest in the necessary areas to meet the needs of members





STRIDE STRATEGY

STRATEGIC THEME	DEFINITION	GOALS
 DATA	Stride will focus on extracting as much value, (for our members, staff and organization) as possible from the large volumes of data we collect. This will require significant investments in technologies, processes, and governance. The commitment to using data in our information gathering and decision-making processes will lead to increased focus on member experience delivery and sales execution.	1. Increase the number of Stride Credit Union products or services that each member has and uses.
 PROFITABILITY	Work will continue to maintain and increase overall organizational profitability. Using existing, and yet to be onboarded data and systems, efforts will shift to gaining clarity on the overall financial well being or health of our members. This focus will underpin the importance of continuing to invest in areas that produce the best results for members of our CU and increase our efficiency.	1. Increase the number of assets that each member of our Credit Union has with Stride.



STRIDE STRATEGY

STRATEGIC THEME	DEFINITION	GOALS
 DIGITAL	Stride will continue to remodel our business to incorporate digital technology across all departments to achieve everything from greater efficiencies, automation and collaboration to improving product and service experiences and member satisfaction. Market insights suggest a younger customer base is demanding this investment of companies when making purchasing decisions.	1. Continue to attract younger members to Stride.
 RELEVANCY	Stride will bolster its ability to connect with members emotions and become more personally relevant to them by demonstrating that Stride is an “exceptional” partner. This renewed focus will require our organization to excel at providing advice across many product lines to order to increase the lifetime value of members, which means Stride will continue to grow and profit.	1. Establish base line for a Net Promotor Score (NPS) for Stride/Journey



Canadian Credit Union Sector

(excluding Desjardins)

	Credit Unions	Members	% Population	Assets (\$M)
BC	31	2,094,990	37.1%	\$102,621
AB	12	713,452	14.7%	\$ 34,124
SK	33	507,015	41.2%	\$ 31,103
MB	17	737,662	49.7%	\$ 44,161
ON	54	1,628,314	10.2%	\$ 84,912
Atlantic	38	467,051	17.7%	\$15,368
NB	7	214,903	25.3%	\$ 7,004
NS	21	144,201	13.4%	\$ 4,625
PEI	4	47,895	27.1%	\$ 2,093
NL	6	60,052	11.1%	\$ 1,645

Source: Canadian Credit Union Association
Note: Number of credit unions is as of September 2024.



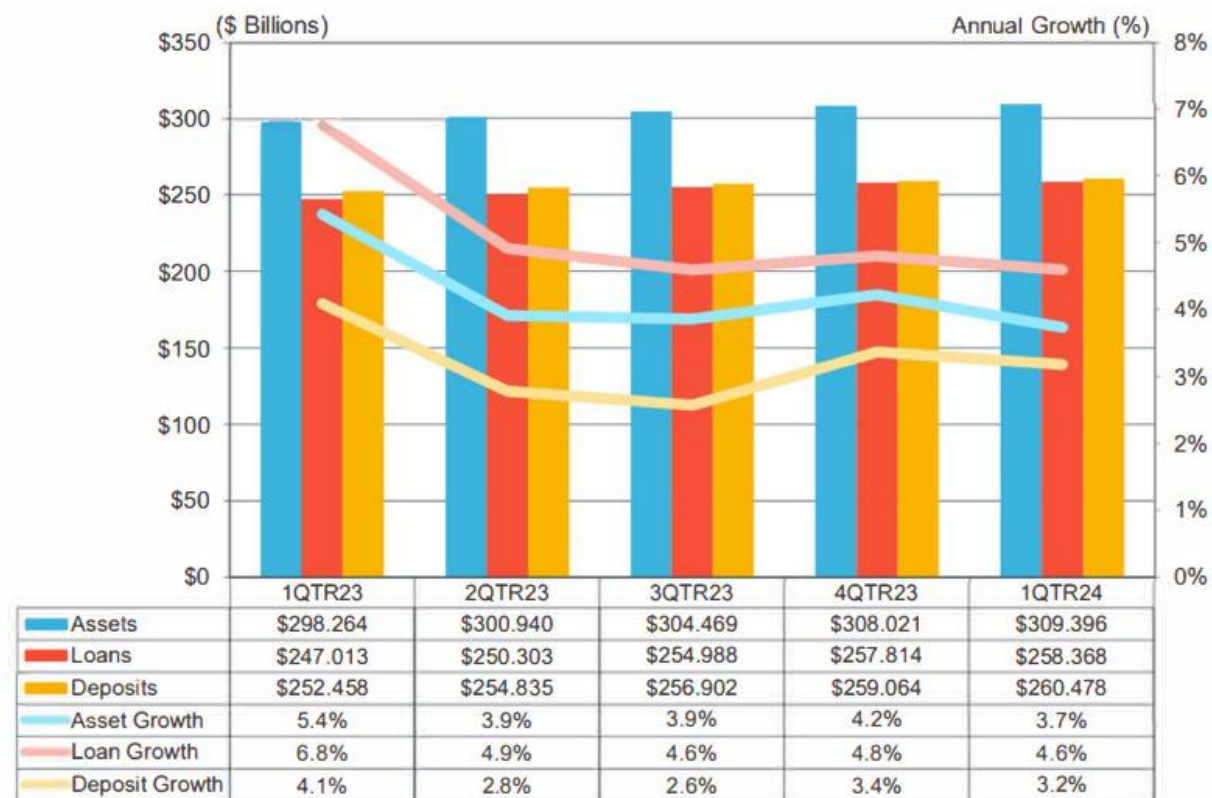
Low Single-Digit Growth...

Annual Growth:

3.7% asset growth

4.6% loan growth

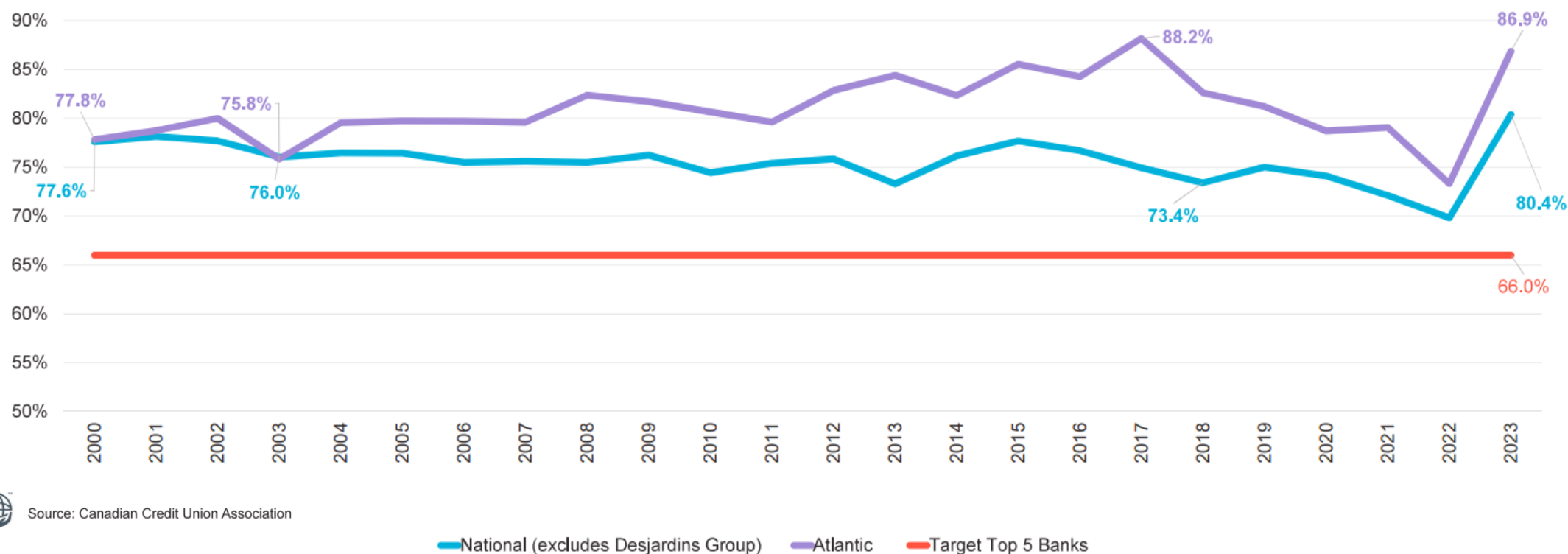
3.2% deposit growth



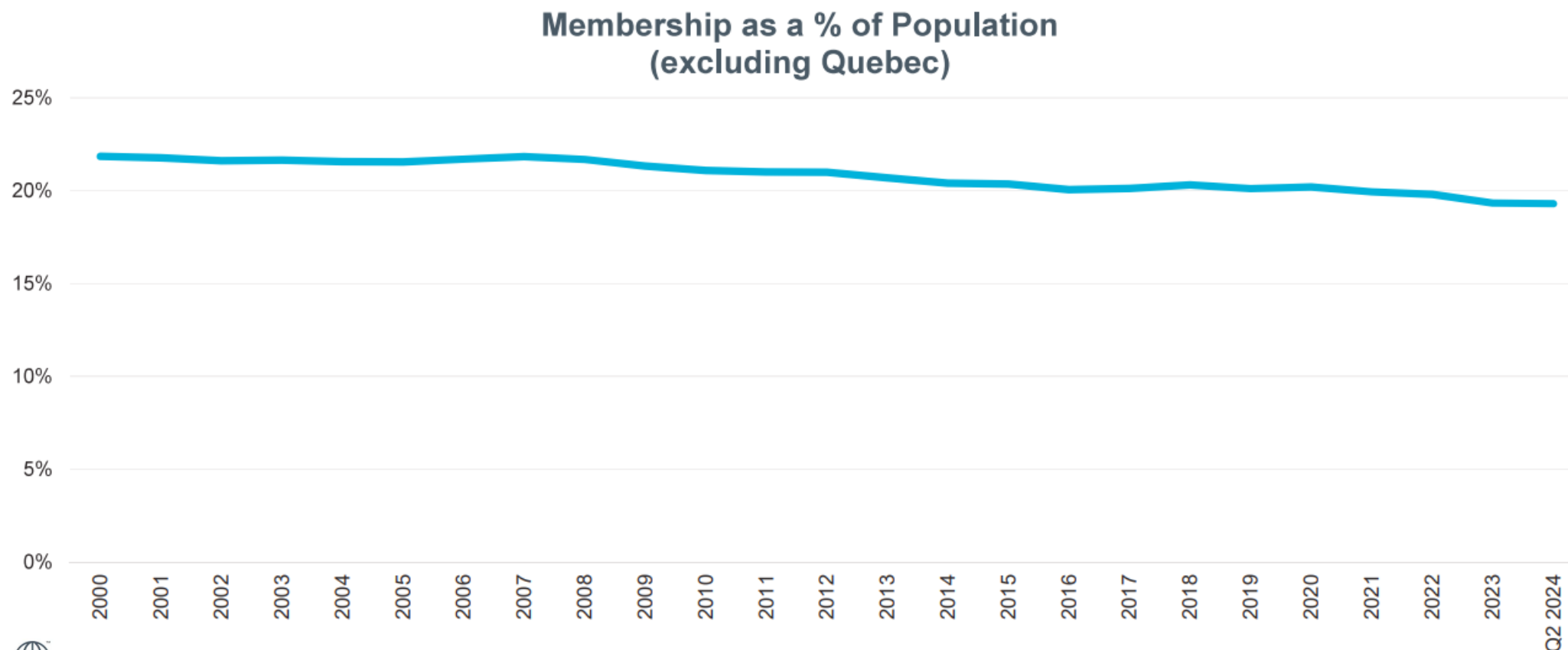
Source: CCUA Research

Operating Efficiency is a Challenge...

Operating Efficiency



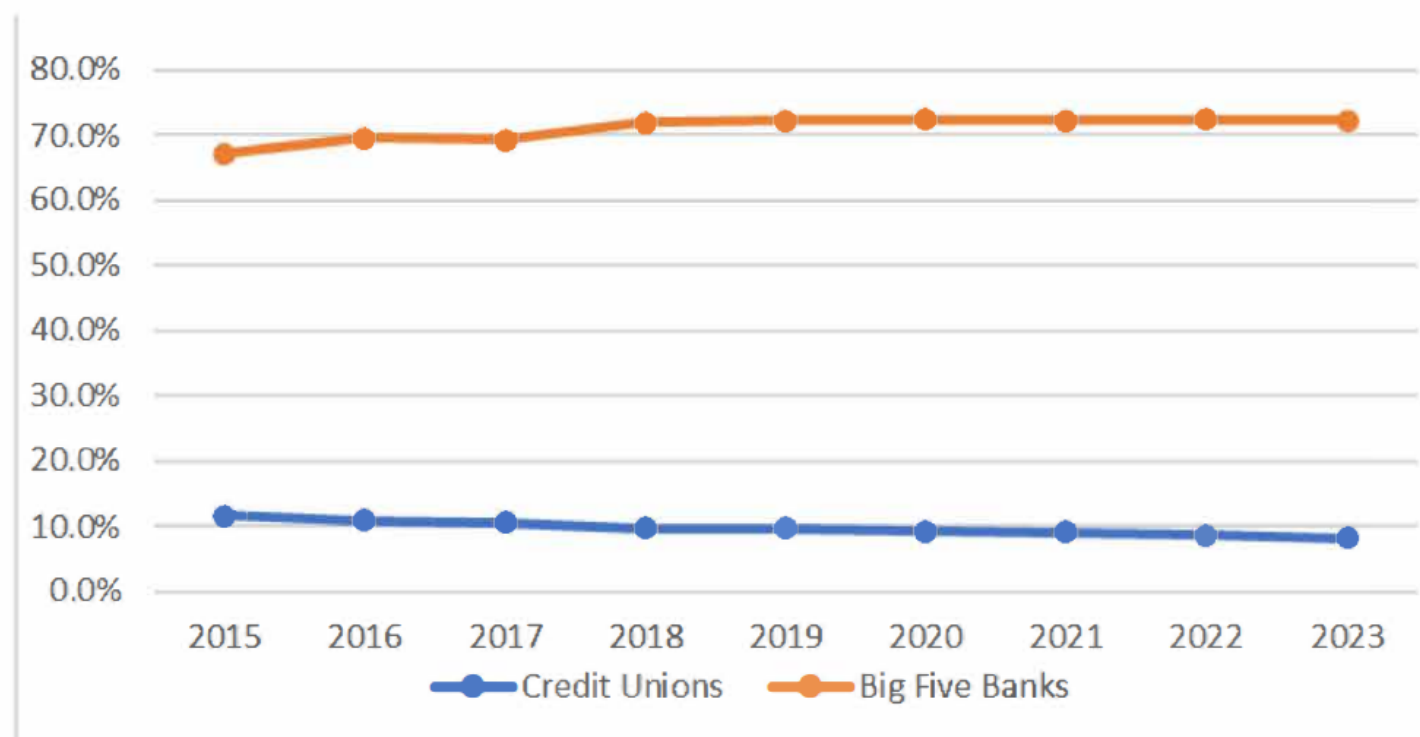
Membership Growth is Flat (% of Population)...



Source: Canadian Credit Union Association

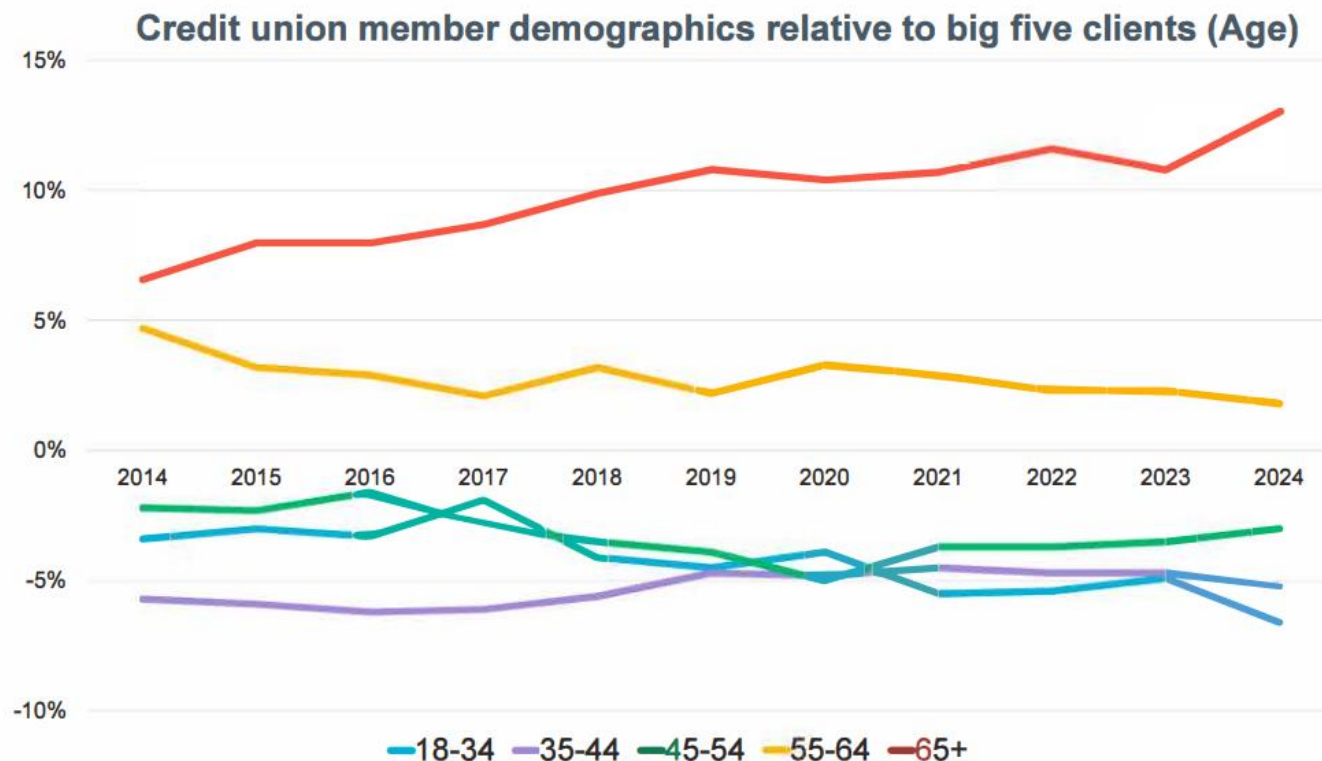
CU Relevance to Canadians is Slowly Declining...

Percentage of households where one or more people use financial institution as primary or secondary financial institution (Source: Ipsos CSI)

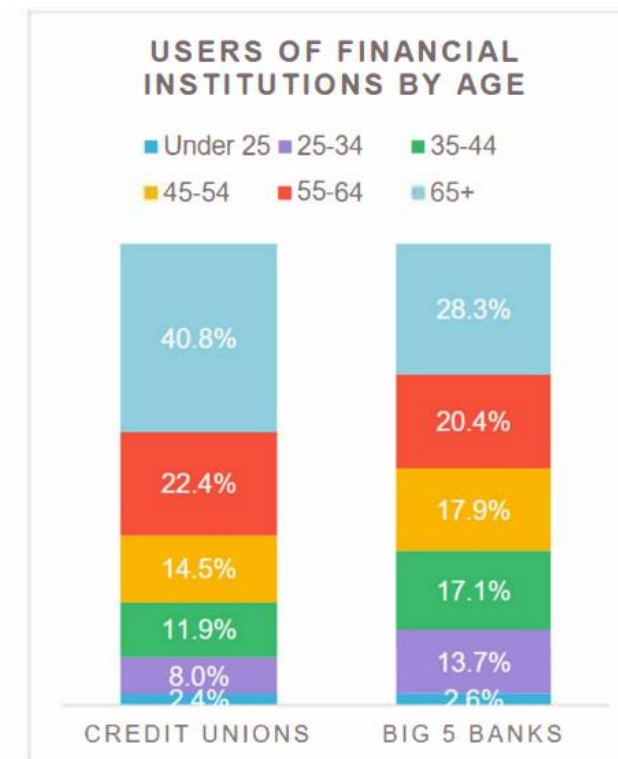


Source: Ipsos

... Member Base is Aging



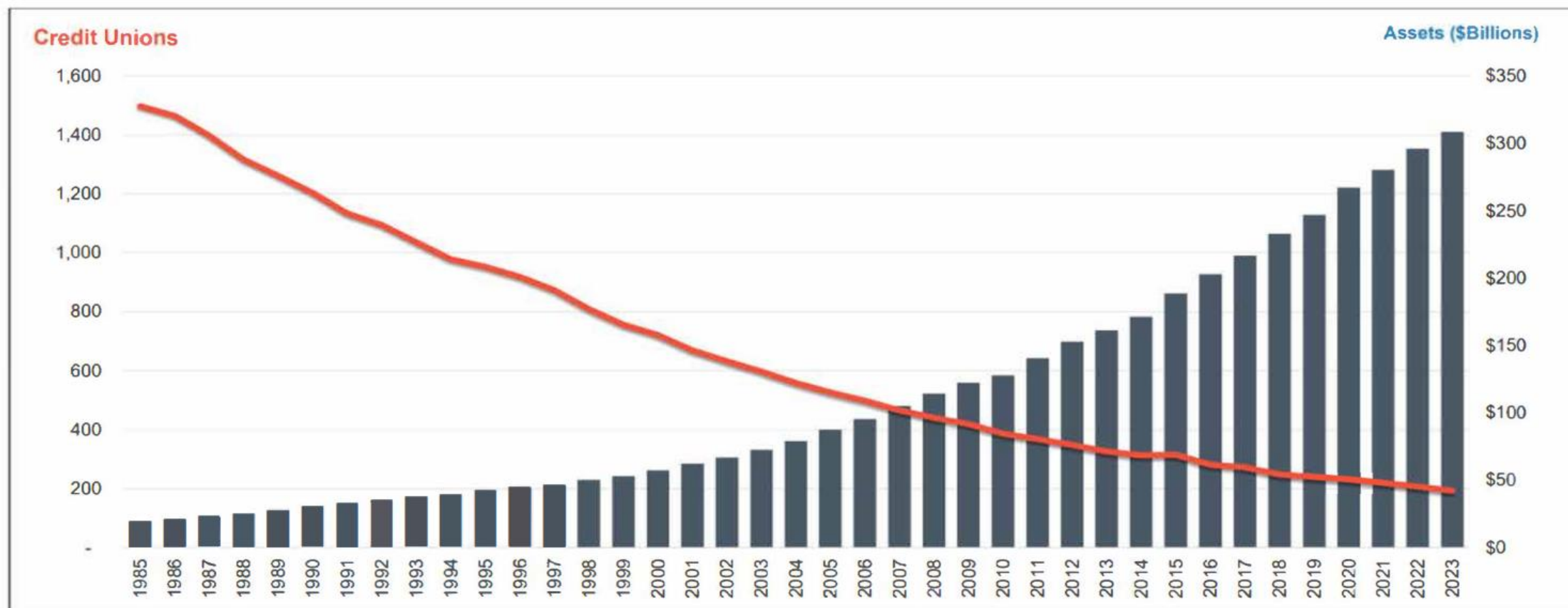
Source: Ipsos Customer Service Index (CSI) Survey results



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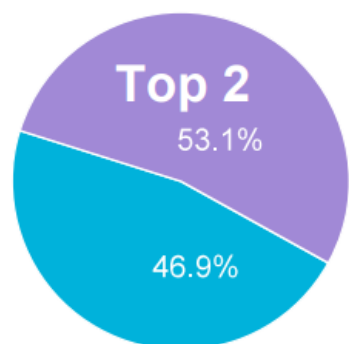
So the Focus Remains on Consolidation...



Resulting in the Few and the Many

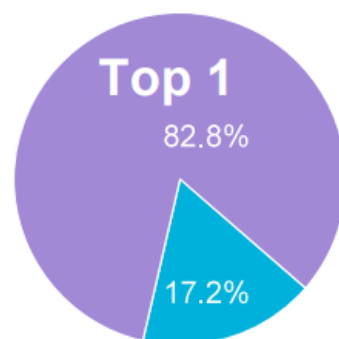
As a % of total provincial sector assets (excluding federal credit unions)

British Columbia



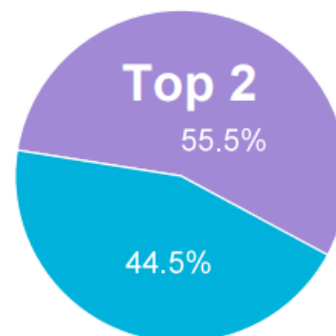
Number of CUs = 30
(exclude federal CU)

Alberta



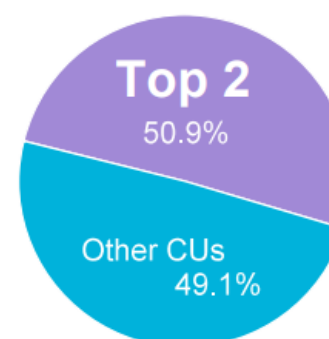
Number of CUs = 12

Saskatchewan



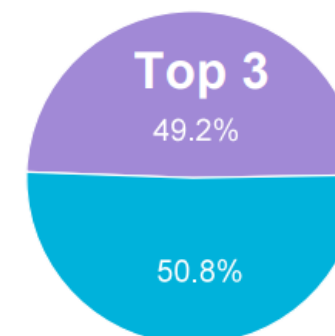
Number of CUs = 32
(exclude federal CU)

Manitoba



Number of CUs = 17

Ontario



Number of CUs = 54



Source: Canadian Credit Union Association

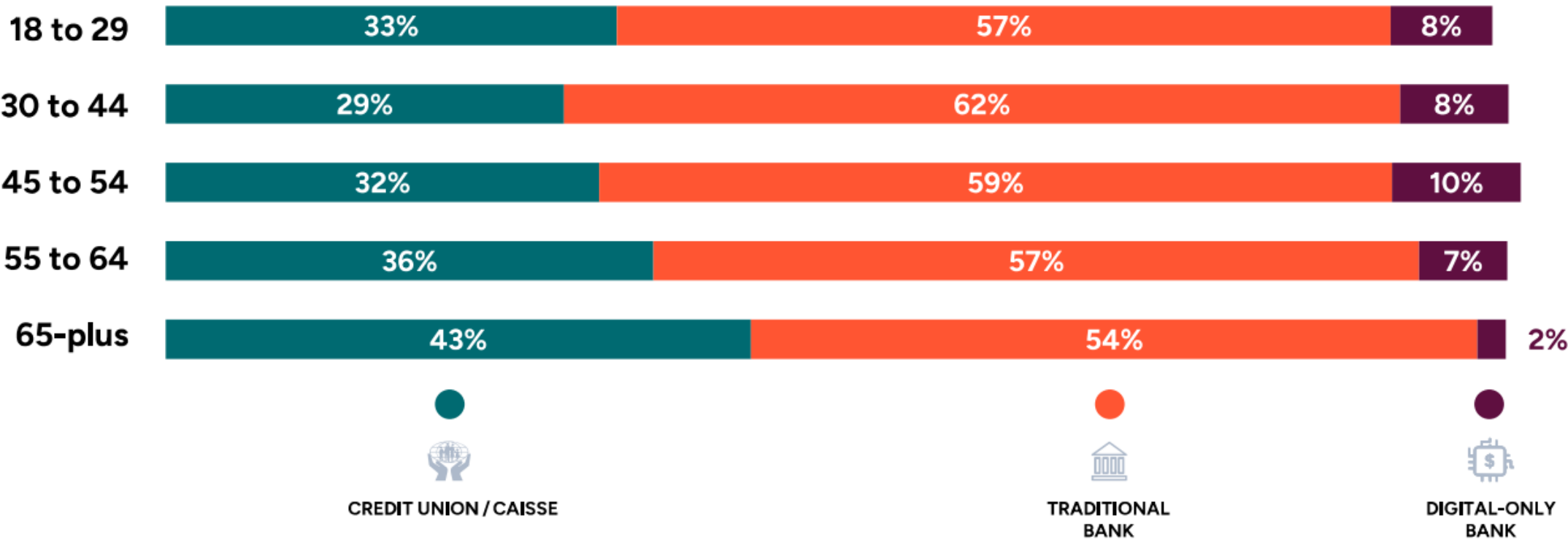
Note: Data excludes The Desjardins Group. The number of credit unions have been updated to include mergers as of September 2024.

The Environment for Manitoba Credit Unions

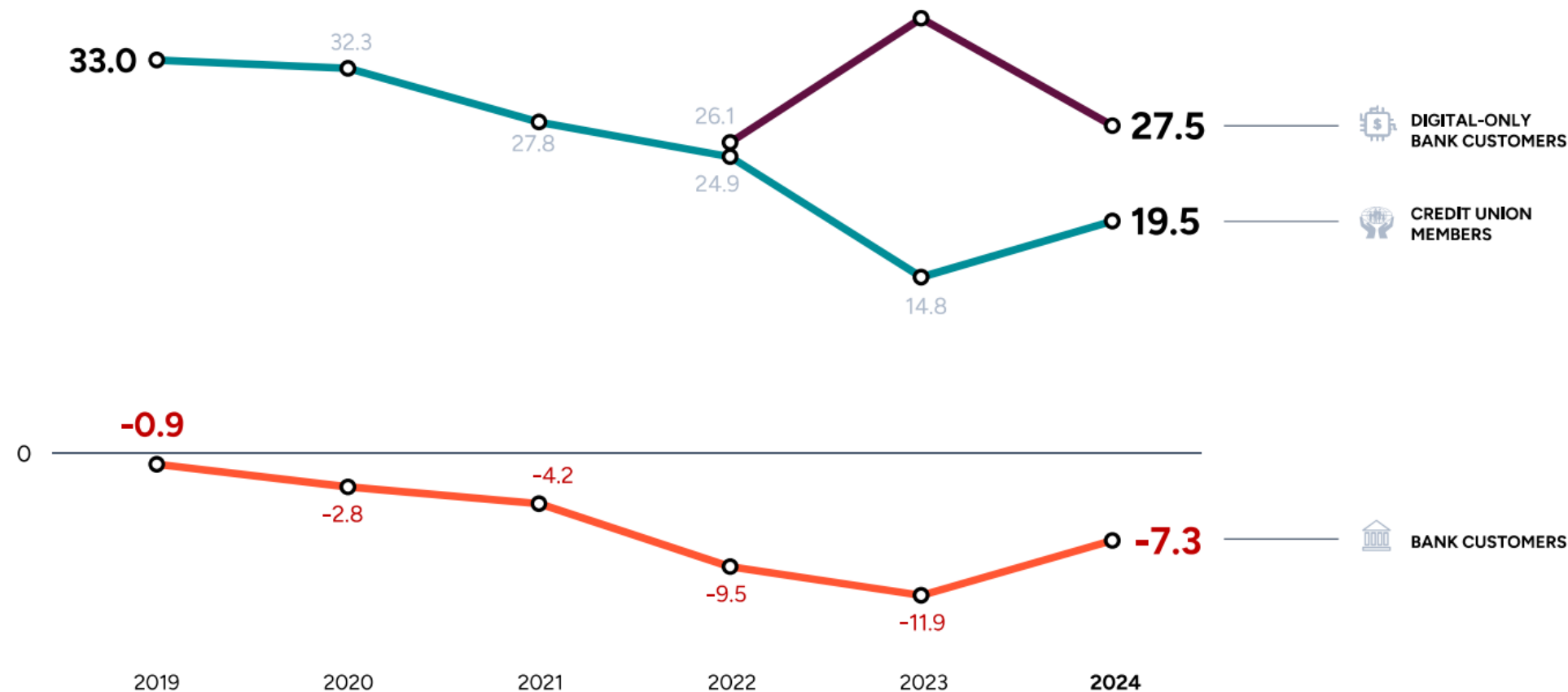


Manitoba Consumers Love Credit Unions

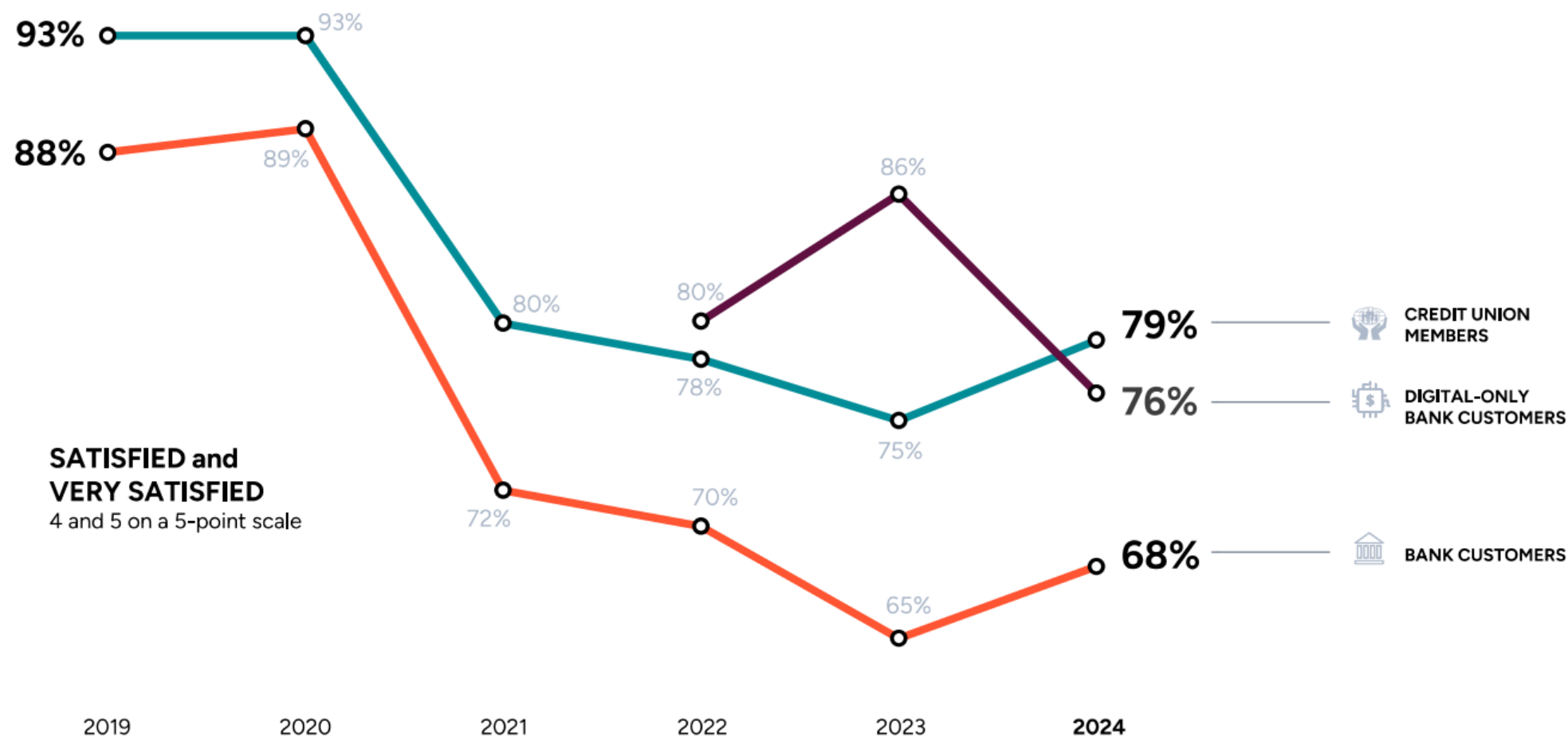
CU Primary FI Share for ALL Manitobans steady at 34%



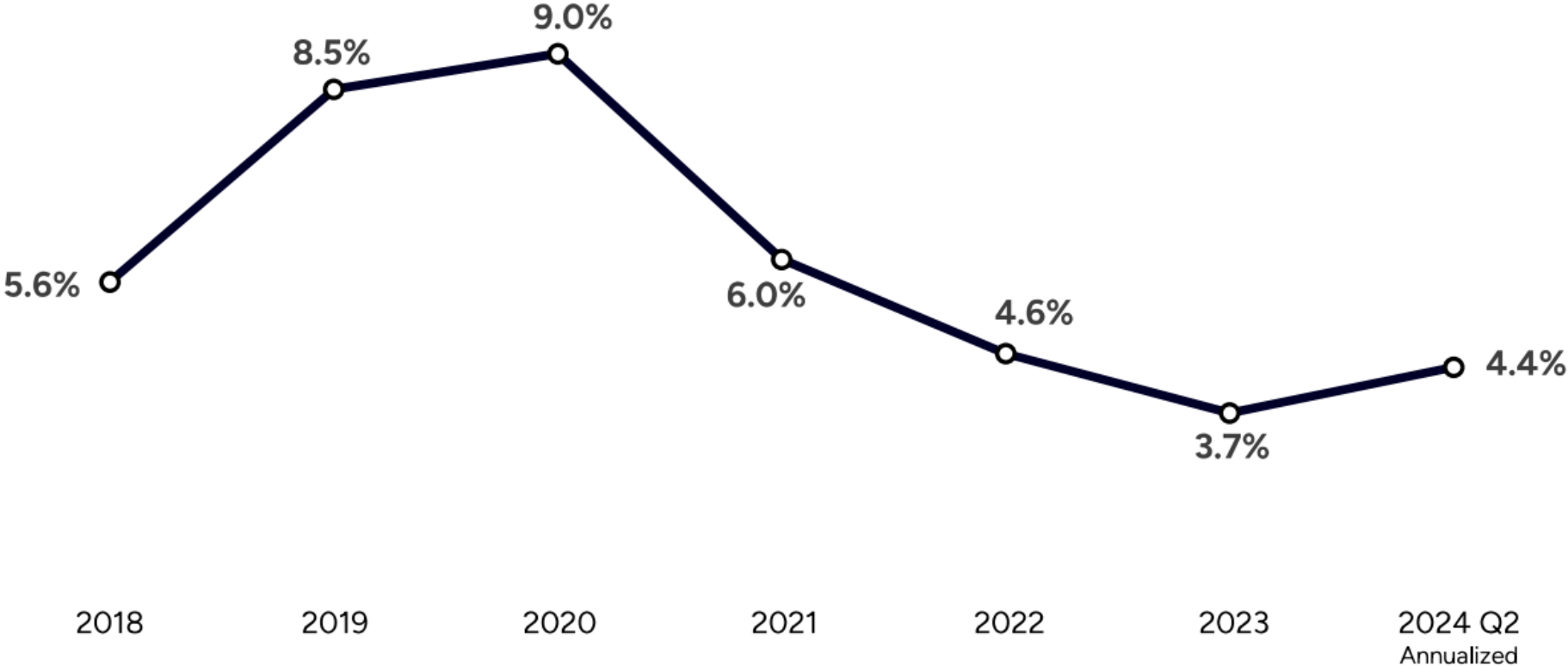
Net Promoter Score – Manitoban Consumers



Satisfaction with Primary FI – Manitoba Consumers



Manitoba Credit Union Asset Growth 2018-2024



**Thank you for attending
Stride Credit Union's 2024 Annual
Meeting of Members!**

