



Welcome to
the 2023
Annual Meeting
of the Members
for Stride
Credit Union

2023 in Review

Stride made a significant investment in our People and our Product and Service offerings.



People and Culture

- ❖ **Successfully hired human resource professional to lead newly formed People and Culture Department**
- ❖ **Revamped our employee on-boarding and training processes resulting in positive feedback from new and existing staff**
- ❖ **Successfully hired a marketing professional to lead newly formed Brand and Marketing Department, increasing brand awareness for both Stride and Journey Wealth**



People and Culture

- ❖ **Re-defined senior roles to add clarity and responsibilities related to Exceptional Expectations for members now and into the future**
- ❖ **In 2023 over 46 new employment positions were posted, 28 times these positions were filled by an internal candidate**
- ❖ **Very pleased staff are demonstrating their commitment to Stride and their personal growth in our industry**



Product and Service Offerings

- ❖ **Increased security posture for online banking and app users with the launch of – 2 step verification**
- ❖ **Launched Mobile Wallet, which allows members to link debit cards to Apple, Google and Samsung/Android pay**
- ❖ **Launched Care +, Stride's contact center, which addressed over 14,000 member queries in 7 months**



Product and Service Offerings

- ❖ **Launched Corporate Capture allowing members to digitally deposit large volumes of cheques from their place of business**
- ❖ **Launched UnBlu Chat, allowing members to chat with Care + staff members inclusive of co-browsing or screen sharing**
- ❖ **Launched MS bookings which is a member focused appointment booking software platform giving members options on how and when they would like to meet with a Stride representative**



Journey Wealth

- ❖ **Successfully growing a full service Wealth Subsidiary by offering comprehensive financial planning and insurance solutions**
- ❖ **Since inception, have doubled the assets under management now exceeding \$300 million**
- ❖ **Full service stand alone company with 7 advisors and 3 support staff ready to meet the needs of new and existing customers**



Financial Success

- ❖ **Stride has now grown to over \$1 Billion in assets at the end of 2023!**
- ❖ **Asset Growth – 7.63% - exceeding Credit Union peer group performance**
- ❖ **Loan Growth – 8.39% - exceeding Credit Union peer group performance**
- ❖ **Deposit Growth – 7.13% - exceeding Credit Union peer group performance**
- ❖ **Thank you to all of our members for your continued support!**



Looking ahead to 2024 and Beyond

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



Data

- ❖ **Stride will work to define how the collection and analysis of data will help to meet the needs of members and our organization**
- ❖ **This endeavor will require investments in technologies, processes and governance**
- ❖ **This focus will also prepare Stride and our members for the eventual introduction of Open Banking frameworks introduced by the Government of Canada**



Digital is the Future

- ❖ **Trends indicate more commerce of every kind, including finance, is being digitally conducted by consumers and expected of organizations**
- ❖ **Stride will continue to remodel our business to incorporate digital technology in all departments to achieve greater efficiencies, automation and improved product and service offerings**



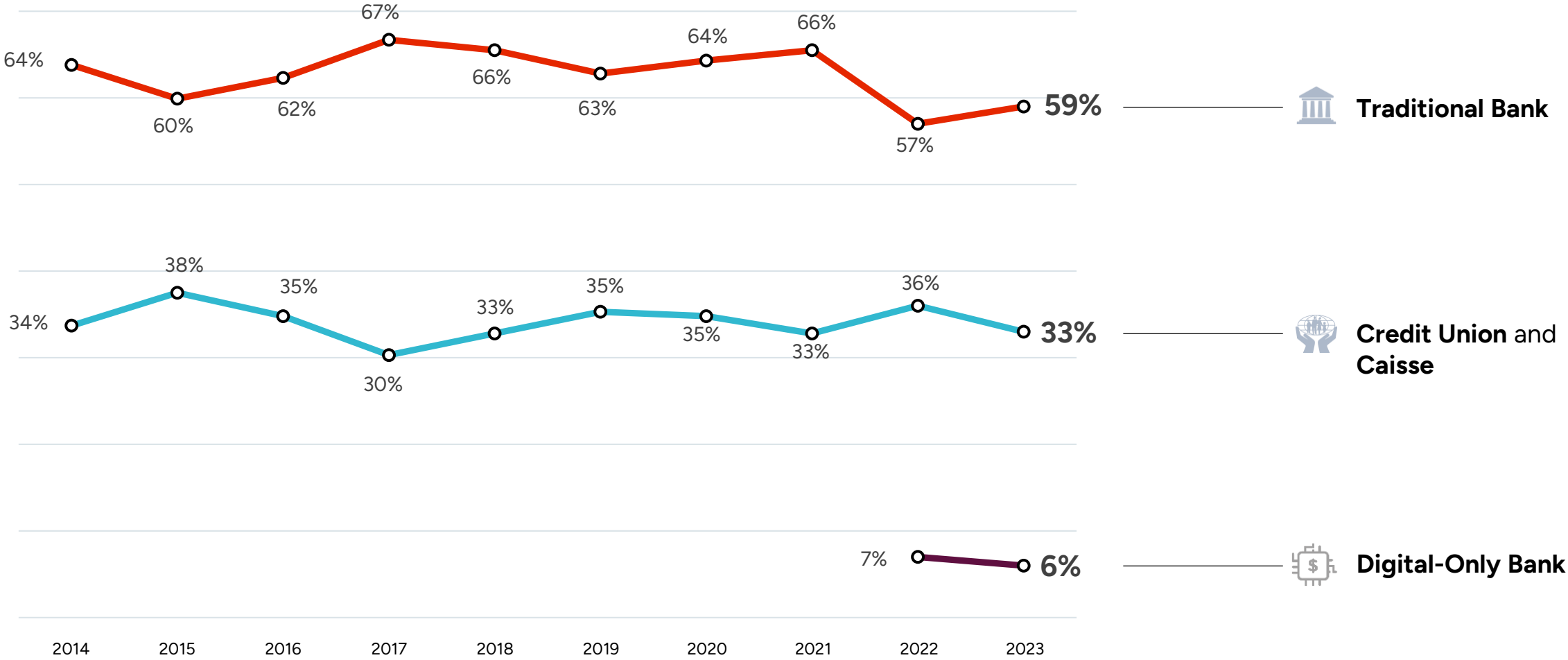
Re-Invent our Relevance

- ❖ **Stride will bolster its ability to connect with members emotions and become more personally relevant to them by re-defining what “exceptional” is. This renewed focus will increase the lifetime value of members, which means Stride will continue to grow and profit.**



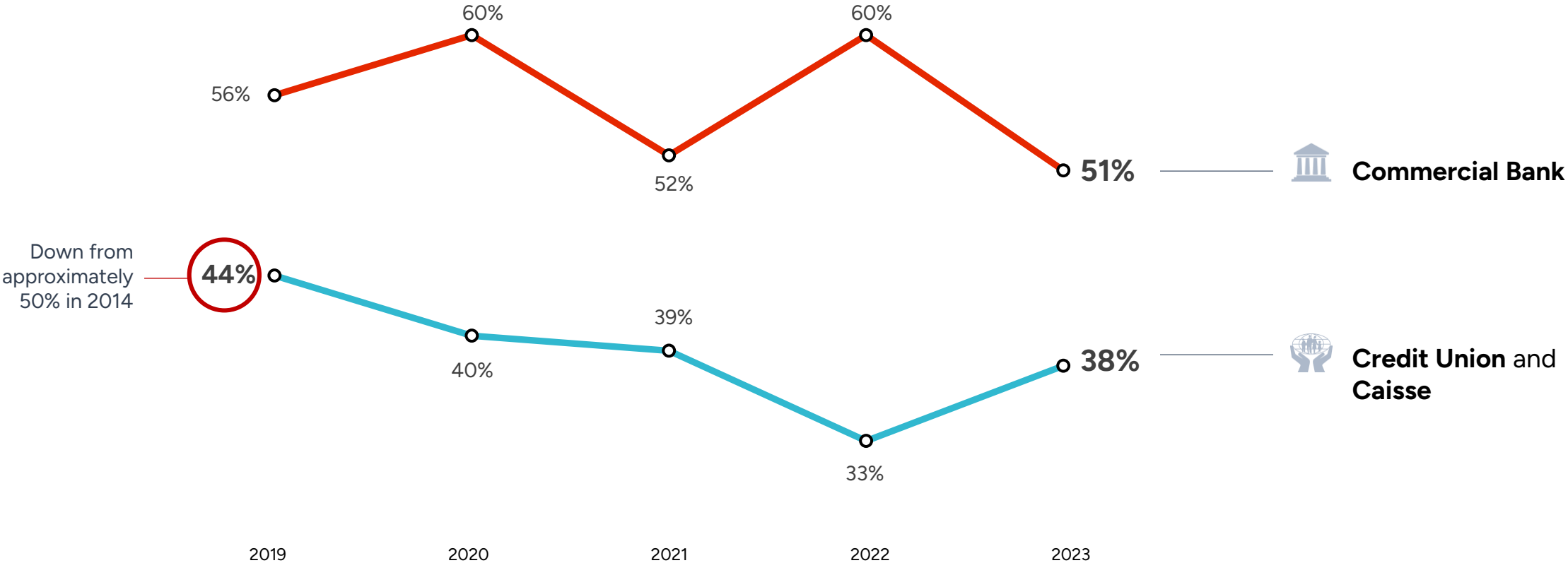
Manitobans and their Financial Institutions

PRIMARY FINANCIAL INSTITUTION – MANITOBA CONSUMERS



SME SHARE REDUCING

Primary FI – Manitoba SMEs



CONSUMER PRESSURES

Canadians are struggling with **housing costs**

- **37%** of mortgage holders
- **45%** of renters

Angus Reid, July 2023

Household finances are 'poor' or 'very poor'

- **36%** of all Canadians
- **41%** of Manitobans

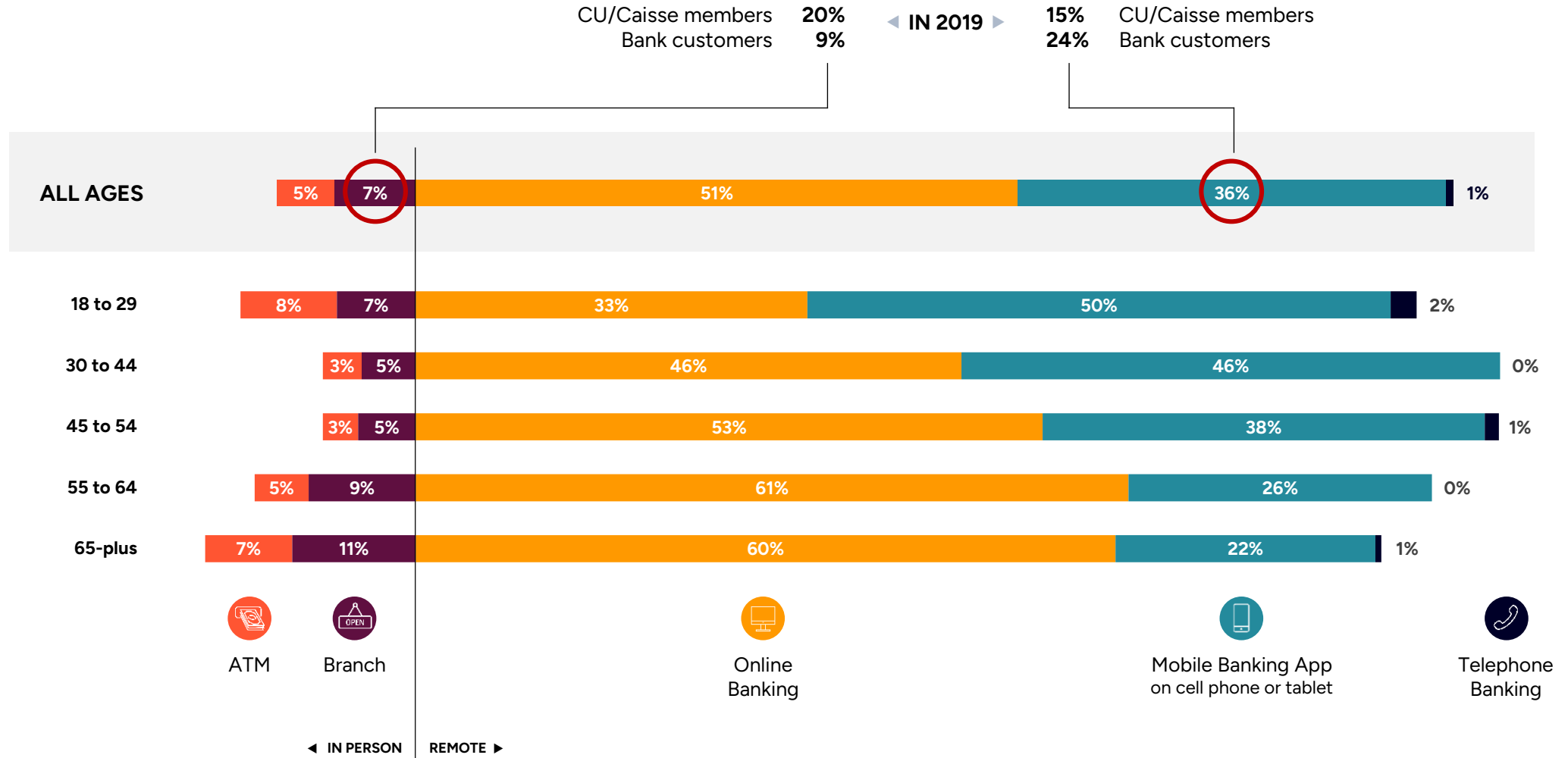
Leger, *North American Tracker*, August 2023

Economic optimism has fallen to **28%**
from 37% pre-pandemic

2023 Edelman Trust Report for Canada

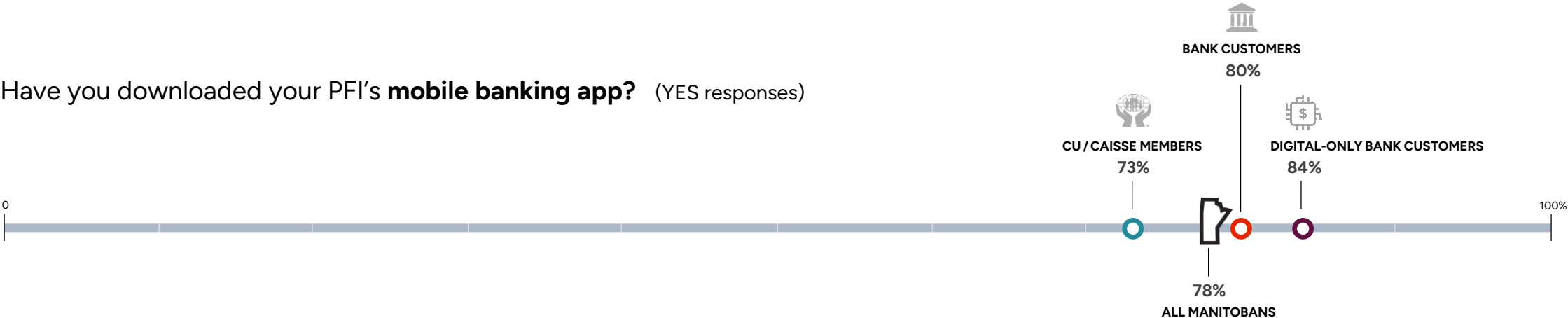
BANKING CHANNEL PREFERENCES – MANITOBA CONSUMERS

How do you conduct most of your banking?



MOBILE BANKING APP USE – MANITOBA CONSUMERS

Have you downloaded your PFI's mobile banking app? (YES responses)



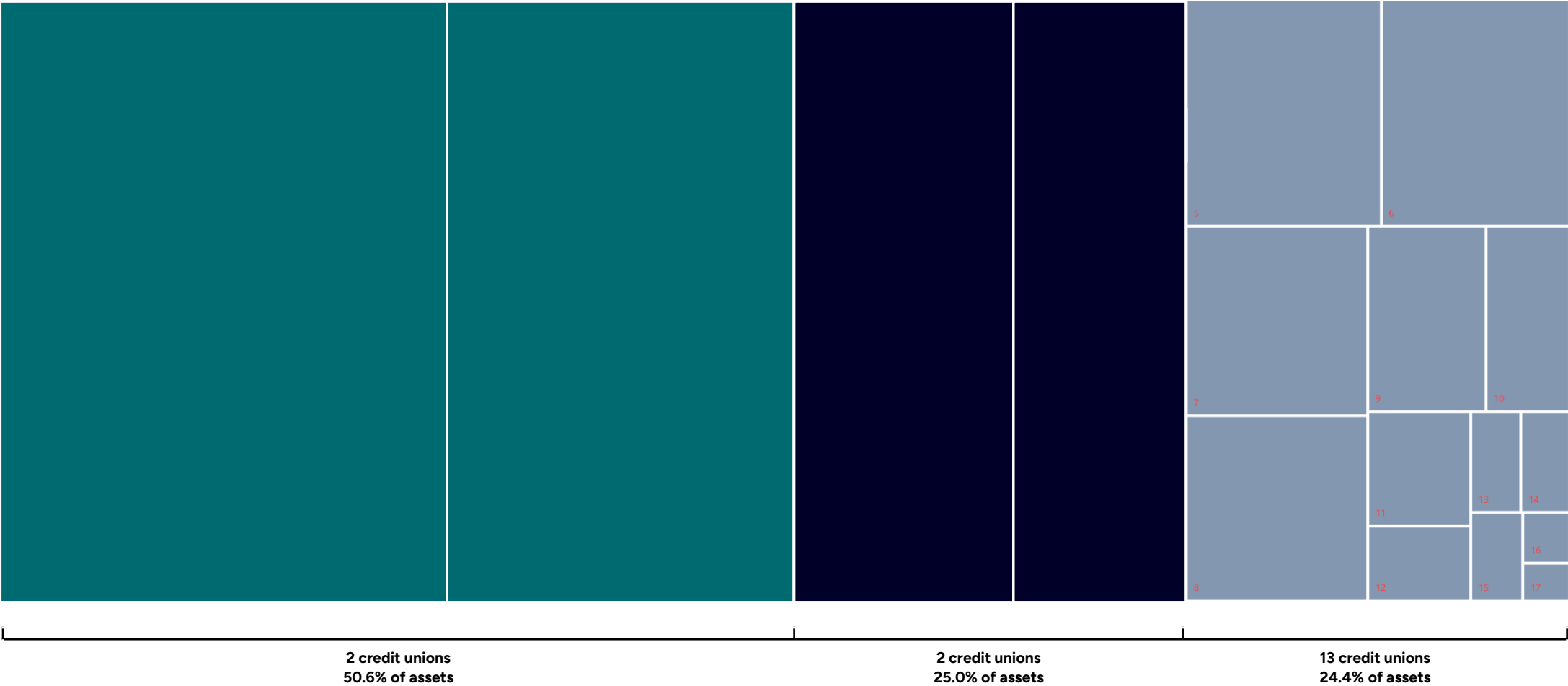
How frequently do you use your PFI's mobile banking app? (of those who responded YES)



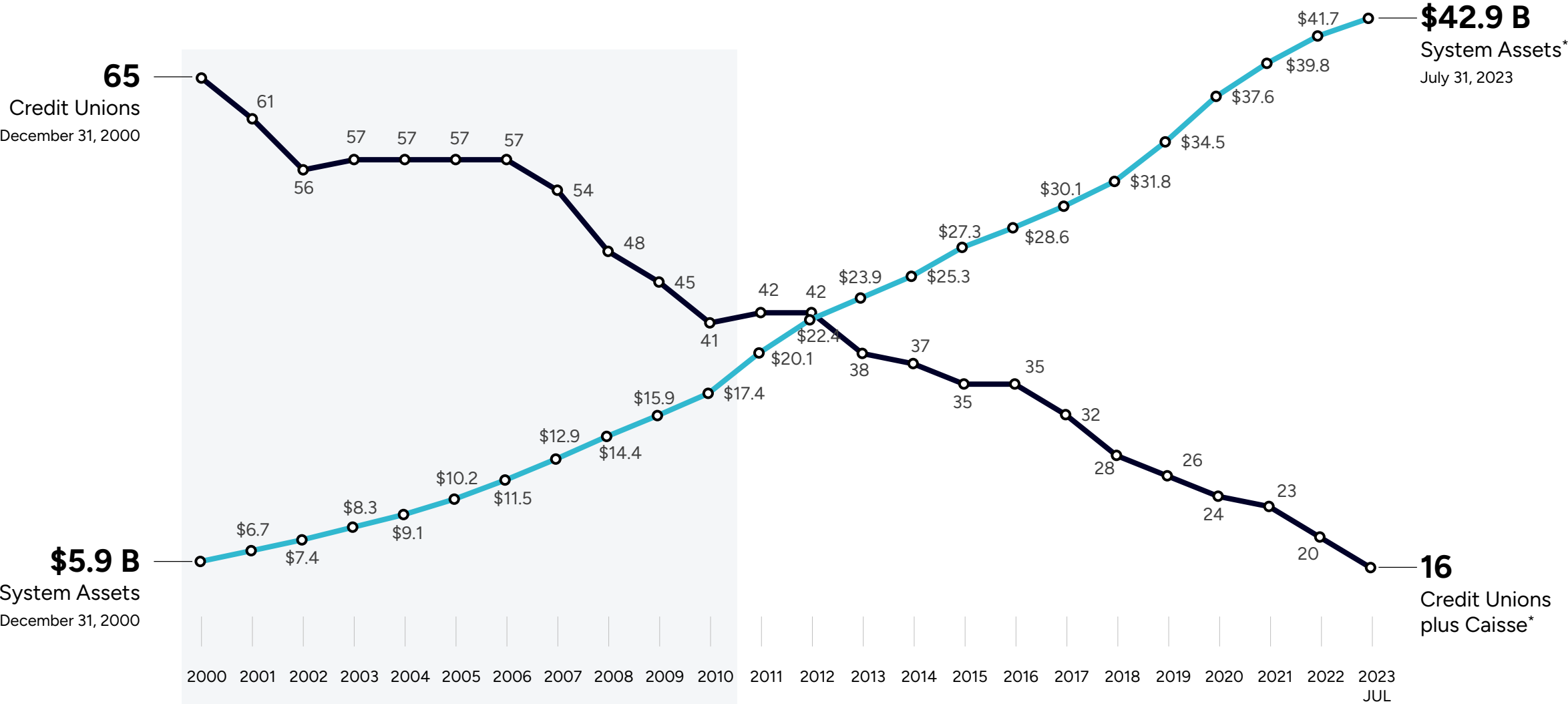
Credit Union Dynamics

MANITOBA CREDIT UNIONS 2023

Assets **\$43.3B** at November 30, 2023



MANITOBA CU NUMBERS AND ASSETS



2000–2010 figures do not include caisses populaires

* 2011–2023 figures include Caisse Financial Group

**Thank you for attending
Stride Credit Union's 2023 Annual Meeting
of the Members!**

