

Board Chair's Message

Every year, we see advances in consumer financial products and digital services in Canada – and yet, statistics tell a troubling story of the state of Canadians' finances:

- For every dollar earned, Canadians owe \$1.71
- Over half of Canadians are \$200 or less away from being unable to pay their bills
- 56% of retirees (Canadians age 50+) don't have a plan for retirement savings
- 47% of Canadians don't have an emergency fund that could cover their expenses for more than three months

While many financial institutions talk about helping improve their customers' financial well-being, the reality is that many Canadians still struggle to feel in control of their finances.

As a credit union built on strong co-operative values, Coast Capital Savings is uniquely positioned to lead the way in delivering true financial well-being to Canadians. As our members already know, Coast Capital is different from other financial institutions. We exist to help empower members to achieve what's important in their lives. Whether our member's goal is to purchase a home, pay off credit card debt, start a small business, save for retirement, or something else – we want to help them achieve it. That's why we're driven to help our members build better money habits and improve their financial well-being through Simple financial help.

An exciting future ahead

We are on a mission to financially empower Canadians from coast to coast. In 2017, we continued our focus on key strategic initiatives that will set the foundation for our journey ahead. We advanced toward our goal of becoming a federal credit union, receiving required approvals from both our members and our provincial regulators; we are working to obtain final federal approvals before the end of the year.

We also continued our work to develop a differentiated member experience that helps members chart a road map to financial well-being, and that inspires and equips them to act. We are transforming our entire organization to embed the delivery of financial well-being into all areas: our people, policies, processes, products, and services.

As we look to achieve our goals for 2018 and beyond, it has never been a more important time at Coast Capital – both for members and employees.

Foundations of our success

In our 78-year history, Coast Capital has a strong track record of success built upon key elements that will continue to play critical roles as we pursue our vision.

Empowered employees

Empowering members to achieve financial well-being begins with empowered employees. We are actively engaging staff in our transformational initiatives, from the development of our purpose and values, to changes in policies and practices, to piloting new products and services. Employees have embraced the call to become financial well-being champions, and their valuable contributions in 2017 were reflected in Coast Capital once again being recognized with three prestigious business awards: Canada's Most Admired Corporate Cultures, BC's Top Employers, and Canada's Best Managed Companies, Platinum Club designation.

Member trust

One of our strengths is the trust we have earned from our members. We will continue to build on this trust through our focus on creating a differentiated member experience that always puts members' needs first and is supported by innovative products, services, and technology. In 2017, Coast Capital's net promoter score, which tracks the likelihood of British Columbians recommending us to others, ranked higher than any other major financial institution in the province. We look forward to continuing to earn our members' trust and referrals.

Community leadership

In 2017, our community promise to help build a richer future for youth was backed by an investment of \$5.6 million in programs and organizations across our market areas of Metro Vancouver, Fraser Valley, the Okanagan, and Vancouver Island. Our Youth Get It Community Investment Program disbursed 7% of Coast Capital's budgeted pre-tax earnings to activities that promote financial empowerment, educational success, and healthy minds among youth. In the years ahead, our community investments will remain focused on youth, allowing us to connect with a vital demographic that represents the future of Coast Capital and the communities we serve.

Strong governance

We will continue to honour our treasured credit union legacy in our governance process. Coast Capital will always be a purpose-driven, member-focused co-operative financial institution. Our members elect directors who provide guidance and oversight to management, and who serve our members' best interests. To ensure our ongoing success, we will continue our member engagement efforts, giving members the opportunity to elect experienced directors to the Board and to shape important decisions that affect the future of our credit union.

Thank you

I want to thank former President and CEO Don Coulter, who left the organization in January 2018 to pursue another opportunity within the larger credit union sector. We are grateful to Don for his contributions to Coast Capital, and we welcome Bruce Schouten as Interim President and CEO. Bruce's vast experience equips him well to move Coast Capital forward as we pursue these exciting goals. Thank you to the entire executive team for your excellent leadership.

On behalf of the board, I would also like to thank all members for giving us the opportunity to serve you. We consider it a great privilege to be your representatives. Finally, thank you to all Coast Capital employees for the passion they bring to work every day as we help members improve their financial well-being.



A handwritten signature in black ink, appearing to read "W. Cooke".

Bill Cooke
Chair, Board of Directors