

CEO's Message

At Coast Capital Savings, we want to build a credit union of the future – one that's constantly evolving in order to remain relevant and competitive, while holding firmly to our cooperative roots. We are a purpose-driven organization and, over the last year, our leadership team established a solid foundation for the future through a forward-thinking strategy that supports our reinvigorated purpose: *Together, we help empower you to achieve what's important in your life.*

Investing in our future

We believe Canadians deserve a better kind of financial institution – one that listens to their needs and genuinely wants to help them achieve their goals. Coast Capital is that financial institution. In 2017, we began our journey towards embedding our purpose in everything we do, and more recently, we introduced our new values that will support the delivery of our purpose: Inspire, Connect, Challenge, Simplify and Deliver. Our values guide us in every decision as we propel our credit union into the future, ensuring we stay true to our purpose.

Of course, it's Coast Capital's employees who deliver our purpose by living our values every day. We are fortunate to have a talented team of 1,750 people who come to work with a passion for making a difference in our members' lives. Our employees are the heart of our success, and we will continue to invest in their future here at Coast Capital by building an empowering employee experience and supporting their development.

We're also continuing to invest in our members' experience, ensuring we are meeting their evolving needs through a range of innovative products and services. In 2017, we increased our focus on giving members more options to interact with us digitally, so they can do their banking anytime, from anywhere. We became the first credit union in Canada to offer Apple Pay for debit and credit and we launched our digital membership account opening platform, enabling Canadians to open a membership with Coast Capital online, in just a few minutes. We introduced Interac Flash, making it possible for members to "tap and go" with debit purchases. We also enhanced our mobile app with touch ID log in and extended our Contact Centre hours.

Our commitment to improving our members' financial well-being will always be reflected in how we help. Our current suite of products and services are specifically designed to support members in achieving their goals, including our Free Chequing, Free Debit, and More Account® and our unique Where You're at Money Chat®, which helps members uncover opportunities to save, protect, manage and grow their finances. We also recently launched the Take Charge Money Manager™ personal financial management tool to provide members

with insights on their spending and help them plan for their goals. As we look to the future, we're excited to take help to the next level. In 2018, we'll launch a number of innovative offerings that will go beyond helping members to truly empowering them to achieve what's important in their lives.

These investments in Coast Capital's future will serve our members well as we advance toward becoming a federal credit union later this year. We're on an exciting, transformational journey to embed financial well-being in everything we do and deliver financial empowerment to our members.

Strong financial results and growth

Our investments in innovation and member financial well-being have been supported by strong financial results and growth that continue to fuel Coast Capital's ongoing success. In 2017, our membership grew to nearly 555,000, reconfirming Coast Capital as the largest credit union in Canada by membership. We experienced a record-breaking year, with strong growth supported by an active real estate market and the Bank of Canada's increases to prime interest rates. Notably, we reached a new milestone in our total assets under administration, growing by \$2.5 billion to surpass \$20 billion.

You can read more about our financial performance in the Management's Discussion and Analysis and Consolidated Financial Statements.

Thank you

I want to thank my predecessor Don Coulter for setting the path forward for Coast Capital and the solid groundwork he has laid for our future. I'm grateful to the Board of Directors for the opportunity to lead Coast Capital, and to my colleagues on the executive team for their expertise and support. A big thank you to all of our employees for living Coast Capital's purpose and values every day. Finally, our members are the reason we exist – my sincere thanks to you for entrusting your financial well-being to us.



A stylized, handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Bruce Schouten
Interim President and CEO