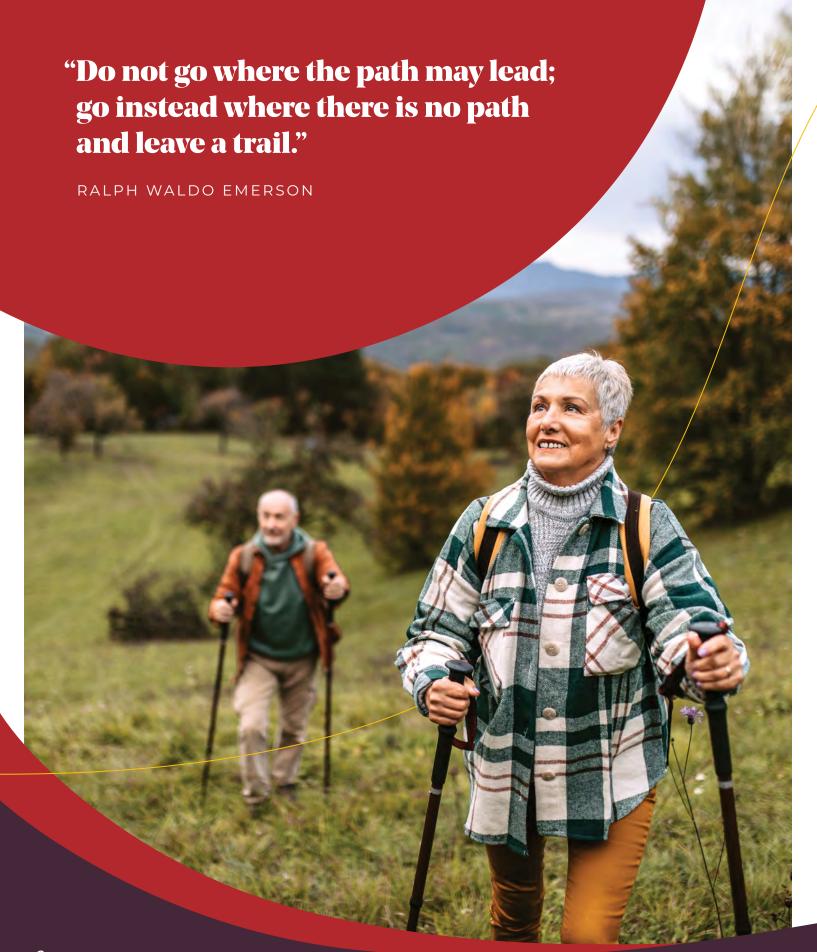




The journey forward
2024 ANNUAL REPORT





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Success by the numbers



2024 Board of Directors



MARIA REIMER Board Chair



BRUCE
PENNER
First Vice-Chair



CHRIS
GOERTZEN
Second Vice-Chair



DORIS
MARTENS
Director



JEREMY HILDEBRAND Director



JAYSON
BARKMAN
Director



BONNIE GOERTZEN Director



KRIS
PLETT
Director



MATT KEHLER Director

Message from the Chair

2024 was another year of remarkable growth and stability for SCU. We welcomed over 7,756 new members and achieved the milestone of reaching \$10 billion in assets. While it took 75 years for SCU to grow to \$5 billion in assets, we doubled that amount in just eight years, reflecting the trust our members place in us. Today, SCU is one of Manitoba's largest credit unions and ranks among the top 10 in Canada.

With growth comes the responsibility to invest in the future. In 2024, we continued our due diligence on the best path forward for the Linden Ridge branch. These investments will better support our growth, our teams, and ensure we continue to provide exceptional service for our members.

We also continue to invest in the legacy created by the founders of SCU and honour their commitment through contributions to the SCU Community Fund, which is endowed at The Winnipeg Foundation. The SCU Board of Directors continues to donate to the Fund each year, with its December 31, 2024, balance being in excess of \$22 million. Interest available for distribution each year from the Fund supports many meaningful charitable organizations and their important work in the communities in which we do business.

This year also marked a significant leadership transition. Glenn Friesen, our long-serving CEO, retired after 26 years of exceptional leadership. We extend our heartfelt gratitude for his contributions to SCU's growth and success. As we transition to new leadership, we are excited to welcome Curtis Wennberg as our new CEO. Curtis brings a wealth of experience and a visionary approach to leading world-class organizations in financial services and beyond. The Board is confident that Curtis will build on Glenn's legacy and lead SCU into an exciting new chapter of profitable growth, member service, and innovation.

I want to express my sincere thanks to all SCU employees and executives for their dedication and hard work. I also extend my gratitude to my fellow Board Members for their service and to our members for their trust and support. It is my honour to serve as Board Chair and to represent the interests of our members. Together, we look forward to continuing to build a stronger, brighter future for SCU.

Thank you for being an integral part of our journey.

Maria Reimer, Chair of the Board

Message from the CEO

Each year, we pause to reflect on the past and look to the future. This year holds particular significance for me as I announce my retirement after more than 26 years at SCU. It has been an incredible journey, and I am deeply grateful for the remarkable people and milestones that have shaped my time here.

When I became General Manager in 1998, SCU had just over \$750 million in assets and served 41,000 members. Today, we have grown to \$10 billion in assets, supported by 545 employees and 113,378 members who trust us with their financial futures. This extraordinary growth reflects the strength and stability of SCU, the dedication of our team, and the confidence our members place in us.

Over the years, SCU has faced challenges such as recessions, the COVID-19 pandemic, global conflicts, and fluctuating markets. Through it all, our resilience has enabled us to continue to guide and support members, helping them weather the storms, while also helping them on the journey to their best financial future.

During my tenure, we've also expanded our footprint to include two Winnipeg branches (Linden Ridge in 2003, and Lagimodiere in 2010), a Business Lending Centre (2022), and a dedicated Member Contact Centre (2021), while also moving into a new and expanded Steinbach branch (2015). Each step has strengthened our ability to serve members more effectively. I look forward to seeing how our recently announced Linden Ridge renovation will come together over the next couple of years.

Innovation has always been at the heart of SCU's mission—not for the sake of change, but to ensure we stay relevant and continue meeting our members' evolving needs. This year, we introduced online booking, self-serve

check-in kiosks at branches, digital banking enhancements, and added First Home Savings Account (FHSA) variable and Guaranteed Investment Certificate (GIC) options to our lineup of accounts that members can open online. We also became a Sign-in Partner for Interac® sign-in service to access participating government service programs. Moving forward, we are focused on enhancing membership processes, mitigating fraud, and expanding education for employees and members.

2024 demonstrated SCU's strength and stability amid challenges such as rising and falling interest rates, geopolitical conflicts, and high consumer prices. Whether rates rose or fell, SCU remained steadfast in providing guidance and tailored solutions to help members maximize their financial well-being. Our success is a testament to the trust and commitment of our members. In 2024, our loan portfolio grew by 6.88%, deposits by 6.27%, and our assets increased 7.46% to \$10.3 billion.

As I pass the torch to Curtis Wennberg, I am confident SCU will thrive under his leadership. He brings to this role years of experience and knowledge of the credit union landscape, for which SCU is sure to benefit. I extend my deepest gratitude to the Board of Directors, Executive Leadership Team, employees, and our members, the foundation of our success.

Though my role is changing, my passion for SCU remains. I will be cheering from the sidelines, proud of all that this remarkable organization will continue to achieve. Thank you for allowing me to be part of your journey. SCU's future is bright, and I look forward to seeing where the road leads.

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Glenn Friesen, Chief Executive Officer

2024 Executive Leadership Team



GLENN
FRIESEN
Chief Executive Officer



AMANDA
PETERS
Chief Financial Officer



JASON MORAN Chief Retail & Sales Officer



JAMES
GOSSELIN
Chief Corporate
Sales Officer



TIM
FRIESEN
Chief Risk Officer



ANDY
ALGUIRE
Chief Information &
Technology Officer



STACEY
McLEISH
Chief People
& Brand Officer



A tribute to Glenn

After 26 years at the helm of SCU, Glenn is stepping away from the role of CEO, leaving behind a legacy of leadership, vision, and unwavering commitment to our members and staff. His tenure has been marked not just by growth and success, but by the way he has led—with integrity, humility, and a deep compassion for the people around him.

Glenn has led by example, setting the tone for what it means to be a leader—not just in business, but in life. He approached every challenge with wisdom, every opportunity with excitement, and every staff and member with genuine respect and kindness. He believed that success wasn't just measured in numbers, but in the relationships built, the trust earned, and the lives impacted along the way.

His presence will be missed, but his influence will remain, woven into the culture and values of the organization he helped shape. Glenn, as you embark on your next chapter, know that your legacy at SCU will continue to inspire for years to come. Staff and members alike have been fortunate to share in the journey and the milestones along the road.

1998

Glenn Friesen joins SCU as General Manager 1998

SCU reaches \$750M in assets 2000

Implemented online banking

2001

Reached \$1 billion in assets 2021

Adopted new online banking platform

2024

Reached \$10 billion in assets

2019 - 2021

Navigated pandemic without job losses

2017

Reached \$5 billion in assets

2003

Opened Linden Ridge branch 2010

Opened Lagimodiere branch 2011

Implemented MemberDirect 2015

Opened new
Steinbach
branch and
Corporate Office

Because of you we've reached



billion in assets



Every journey encounters forks in the road—moments of choice, adaptation, and resilience.

In 2024, we navigated two distinct economic phases: a high-interest-rate environment shaped by persistent inflation and a shift toward economic balance as inflation eased and the Bank of Canada reduced interest rates.

Over time, SCU and our members have built resilience, navigating the continued uncertainties of today's economic landscape with trust and adaptability. Leveraging our financial strength, SCU helped members make the most of their money, empowering them to explore and achieve their best financial future.

At this rate, you'll get there + Save on your terms

SCU's competitive rates made Guaranteed Investment Certificates (GICs) an appealing choice in 2024 for members seeking secure growth, while our High Interest Savings Account (HISA) provided the flexibility to immediately access funds as needed. With an expanded portfolio of registered product options that includes the Registered Disability Savings Plan (RDSP), Registered Education Savings Plan (RESP), Registered Retirement Savings Plan (RRSP), Registered Retirement Income Fund (RRIF), Tax-Free Savings Account (TFSA), and the new First Home Savings Account (FHSA), SCU offered more tailored solutions than ever before, empowering members at every stage of their saving journey.

Through our *Life's a Journey. Save for It.* campaign, we reminded members that no matter their goals, SCU is here to guide them every step of the way. Members rely on our personalized advice and guidance to help them navigate their journey, achieve their goals, and reach the milestones that matter the most.

Savings

EQUIPPED FOR THE JOURNEY

In 2024, SCU's deposits grew by 6.27%

Guiding you home, every step of the way

Whether it was building, buying, or renovating a home, renewing a mortgage, or navigating a significant life milestone, SCU supported members as a knowledgeable partner and guide on every step of their homeownership journey. When interest rates began to decline midway through the year, we provided customized advice that helped members explore their options, and with SCU's guidance, find an affordable mortgage solution that fit their needs.

Custom Mortgages designed for you

At SCU, we understand that every homeowner's needs are unique. That's why we offer competitive rates, flexible payment options, and tailored mortgage solutions designed to meet each member's specific circumstances. From first-time buyers to seasoned homeowners, SCU provides the personalized support and guidance needed to help members achieve their goals and confidently move forward on their path to homeownership.







Every journey starts with a plan.

In 2024, SCU was there to support members at every stage of their financial journey—from taking their first steps in investing to building a lasting legacy. Guided by a commitment to building strong relationships and providing personalized advice, our wealth management team works closely with members to shape strategies tailored to their unique goals.

Our continued partnership with Aviso Wealth allowed us to expand financial education and engagement. Members gained valuable insights through monthly webinars on succession planning, tax strategies, retirement readiness, and online investment tools. With expert guidance and innovative resources, SCU empowered members to confidently chart their path toward long-term financial success. In 2024, over 1,400 members attended SCU's webinars throughout the year, with themes around retirement and tax planning attracting the highest attendance.

In 2024, through our insurance partner, Aviso Insurance Inc., we introduced SCU Insurance. SCU Insurance offers personal and business member insurance solutions from providers across Canada. Insurance can be used as a part of a comprehensive plan to help deliver wealth transfer strategies, business succession planning and protecting what matters most for our members.

*SCU Insurance is a program provided by Aviso Insurance Inc. offering financial planning, life insurance and investments to members of credit unions and their communities. Trademark(s) of SCU Insurance are used under licence by Aviso Insurance Inc.

Mutual funds and other securities are offered through Aviso Wealth, a division of Aviso Financial Inc.

Wealth Management

CHARTING A PATH FOR THE LONG-TERM

Shared journeys lead to shared success.

The partnerships we develop with business and agricultural members are built on a foundation of trust and a shared vision for growth. By providing competitive savings and investment products and guidance from specialized account managers, we help members maximize their resources to achieve their goals.

SCU has a deep commitment to building and supporting real estate development to meet the housing needs of a growing community today, and in the future. Working with industry partners in the business and agricultural sectors we provide solutions that support our members by improving efficiency and security when conducting business.

The introduction of the Canada Small Business Financing Program (CSBFP) in 2024 allowed small businesses to access loans and lines of credit directly from financial institutions. SCU actively supported businesses leveraging this program, helping them start, build, and expand in Manitoba.

SCU's commitment to fostering economic growth extended to partnerships with organizations such as the Manitoba Home Builders Association (MHBA) and local Chambers of Commerce. These collaborations and a series of business mixers and events at SCU branches strengthened connections within the business community and deepened our understanding of our members' needs.

In October, SCU celebrated Small Business Month, highlighting financial products, business resources, tools and partner solutions, along with sharing success stories from business members. Every business journey starts with finding the right partners, and SCU continued to provide the guidance, expertise, resources, and relationships that helped drive success forward.



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Business Banking

COLLABORATION DRIVES DREAMS FORWARD

Empowering members through innovation

As SCU continues to evolve and grow, we remain committed to investing in technology that serves our members how they want to be served, and toward a brighter, more secure future for all members.

Corporate Projects

SUCCESS LIES NOT JUST IN THE MILESTONES BUT IN THE JOURNEY ITSELF

Streamlined access to government services

This year, SCU became a Sign-in Partner for Interac® sign-in service enabling members to use their existing digital banking login credentials to securely access participating government services, including Canada Revenue Agency (CRA) and My Service Canada Account (MSCA).

Convenience and flexibility

SCU is committed to providing members options for how, when, and where, they want to be served. In January, SCU added the convenience of online appointment booking to our website. The new platform offers visitors the option to book an appointment directly with an SCU Specialist from the convenience of their homes, or via mobile, when on the go.

After a successful online launch, the platform was expanded to branches where standalone kiosks and QR codes offer members a self-serve option to check-in for their appointment directly without the assistance of a receptionist. The kiosks will allow branch visitors to "join the line" to see a staff member as soon as possible or book an appointment to see a staff member in the future.

Easy on the environment and easy to manage

In 2024, SCU introduced in-house member statement printing with the goal to reduce paper use and our reliance on outside vendors. We encouraged members to shift to the convenience of online e-statements, and as a result SCU was able to cut paper usage by 44%.

Fast and fashionable

In 2024, SCU completed an upgrade of all its lobby and drive-thru ATMs. The ATMs feature a sleek, easy-to-use interface and envelope-less deposits, leading to a quicker, more convenient experience for members. In addition to the technical upgrade, the update also included improved signage, a refreshed design of the ATM unit exteriors and surrounds including overhead canopies, bringing walk up and drive-thru ATMs "fashionably" in line with the SCU brand.

Time is money, whatever the currency

This year, SCU replaced the US Teller Cash Dispensers in branches and with it, extended SCU's foreign currency capabilities and access for members. The new dispensers considerably reduce wait times, improving the experience for members and significantly cutting the time SCU employees spend completing this transaction manually.

The currency dispensed is based on historical purchases and travel patterns ensuring members have access to the currency they require during peak seasonal travel times during the year.

At SCU, strong communities are the foundation of meaningful journeys.

Our commitment to supporting charities and non-profits reflects our values and reinforces the connections that unite us.

This year, SCU continued its mission to grow and strengthen the communities we serve. As one of the organization's cornerstones, SCU's culture plays a significant role in going above and beyond for our members, and each other. Throughout the year, SCU supports members through education, awarding scholarships, and fostering community and economic development. Through partnerships and the SCU Charity Committee, we come together to give back by "supporting communities where we live and work" and building on almost 85 years of commitment to the people and places we call home.

Inspiring lifelong learning

A key part of SCU's journey is sharing knowledge and empowering members through education. Each month, we invite members to join our monthly webinar series for an informative hour of financial education and advice.

In 2024, SCU proudly presented post-secondary educational scholarships to 21 deserving students to get them started on their learning journey.

Fostering a spirit of generosity

SCU partners with community organizations to bring people together and support those in need. In 2024, through the Taste of Summer Charity BBQs in partnership with Golden West Radio, we raised over \$24,000 for local charities. These events not only provided crucial funds, they also strengthened the bonds within our communities.

Creating a Culture of Giving

The SCU Charity Committee exemplifies our collective commitment to giving back. In 2024, seven employee-led events raised nearly \$22,000, with matching contributions from the SCU Board of Directors, benefiting charities like Safe Families in Steinbach and the Bear Clan Patrol in Winnipeg.

Over the past decade, SCU employees have personally donated more than \$150,000 to local causes.

Celebrating cultural connections

Diversity and culture enrich our shared journey. Each year, SCU receives requests from organizations for financial and in-kind sponsorships across the community. In 2024, SCU supported nearly 70 cultural and community events, ensuring vibrant celebrations and traditions continue to thrive across the region.

Honouring a legacy of community investment

Over the past few years, the Board of Directors has donated to the SCU Community Fund as a way to build on our founders' legacy and honour their commitment to supporting a thriving Southeast community. This year, the Board donated more than 800 thousand dollars to the Fund, bringing it to \$22 million, in addition to supporting meaningful causes over the course of the year.



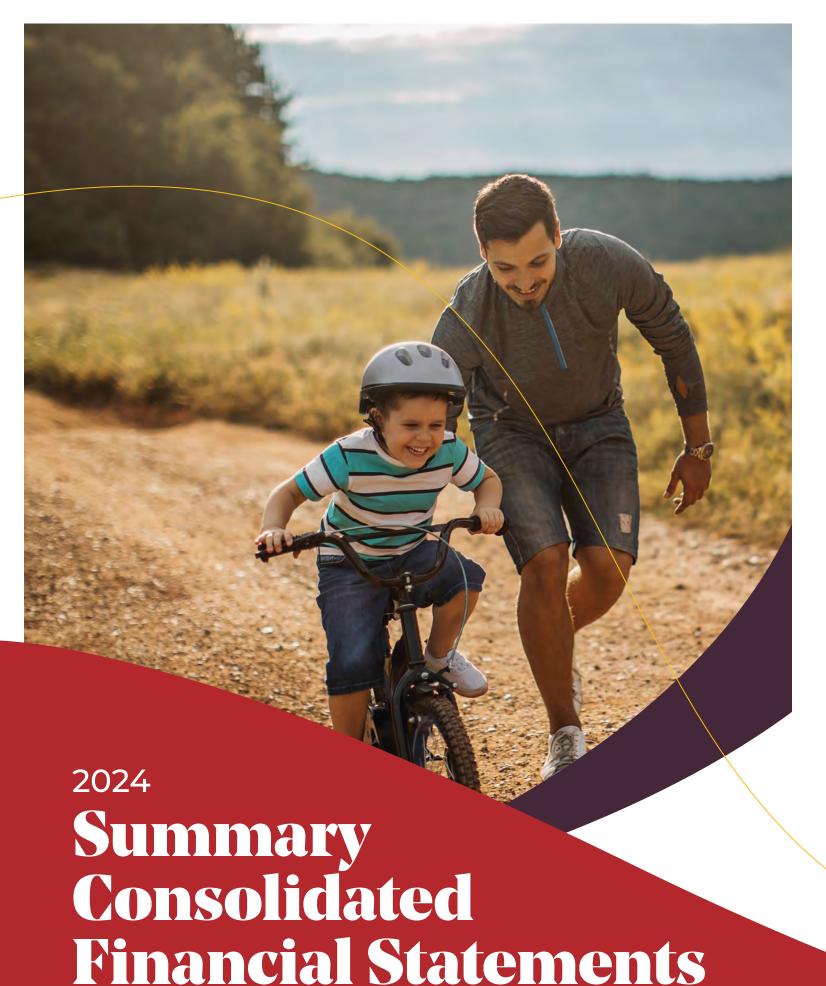
For the past seven years, SCU has held Share the Light, a social media and online initiative that asks members, website visitors, and our Facebook audience to nominate charities for recognition, and the opportunity to receive one of two \$3,500 donations. Based on these nominations, 2 charities are selected—one each from the Winnipeg and Steinbach and surrounding areas. In 2024, we received over 600 nominations with two charities, Harvest Manitoba and Agape House – Eastman Crisis Centre collecting the most votes in their region and chosen to receive these muchneeded donations.

Let it Shine

In 2016, SCU launched the Let it Shine initiative, a grassroots giving program that harnesses the power of our employees. The initiative provides every participating SCU employee with \$75, and the opportunity to share all, or a portion of these funds with an individual, a family, or at any time where or when the money would have the greatest impact for those in need—when they need it most.

SCU in the community

SERVING THE COMMUNITIES WHERE WE LIVE AND WORK



Summary Consolidated Financial Statements

DECEMBER 31, 2024

REPORT OF THE INDEPENDENT AUDITOR ON THE SUMMARY CONSOLIDATED FINANCIAL STATEMENTS

To the Members of Steinbach Credit Union Limited:

Opinion

The summary consolidated financial statements, which comprise the summary consolidated statement of financial position as at December 31, 2024, and the summary consolidated statements of net income and comprehensive income and members' equity for the year then ended, and related notes, are derived from the audited consolidated financial statements of Steinbach Credit Union Limited and its subsidiaries (the "Credit Union") for the year ended December 31, 2024.

In our opinion, the accompanying summary consolidated financial statements are a fair summary of the audited consolidated financial statements, on the basis described in Note 1 to the summary consolidated financial statements.

Summary Consolidated Financial Statements

The summary consolidated financial statements do not contain all the disclosures required by International Financial Reporting Standards. Reading the summary consolidated financial statements and the auditor's report thereon, therefore, is not a substitute for reading the audited consolidated financial statements and the auditor's report thereon.

The Audited Consolidated Financial Statements and Our Report Thereon

We expressed an unmodified audit opinion on the audited consolidated financial statements in our report dated February 25, 2025.

Management's Responsibility for the Summary Consolidated Financial Statements

Management is responsible for the preparation of the summary consolidated financial statements on the basis described in Note 1 to the summary consolidated financial statements.

Auditor's Responsibility

Our responsibility is to express an opinion on whether the summary consolidated financial statements are a fair summary of the audited consolidated financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standards (CAS) 810, Engagements to Report on Summary Financial Statements.

Winnipeg, Manitoba February 25, 2025

MNPLLA

Chartered Professional Accountants

SUMMARY CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at December 31

Assets	2024	2023
Funds on hand and on deposit	\$ 1,034,396,854	\$ 113,361,205
Investments	74,775,552	836,006,893
Loans to members	9,012,974,855	8,432,782,429
Income taxes recoverable	-	10,301,691
Other assets	21,932,836	31,268,132
Inventory	10,173,343	15,025,388
Investments in associates	29,656,305	31,211,312
Property, equipment and intangible assets	71,277,393	73,354,853
	\$ 10,255,187,138	\$ 9,543,311,903
Liabilities		
Members' deposits	\$ 9,089,432,118	\$ 8,552,771,318
Accounts payable	58,968,944	39,216,859
Income tax payable	1,617,188	-
Deferred income tax liability	1,241,417	2,578,404
Due to non-controlling interest	6,552,333	7,434,231
Secured borrowing	430,462,522	312,875,105
	\$ 9,588,274,522	\$ 8,914,875,917
Equity		
Members' shares	\$ 566,880	\$ 550,045
Retained surplus	667,688,913	628,943,577
Non-controlling interest	(1,343,177)	(1,057,636)
	\$ 666,912,616	\$ 628,435,986
Appropriate the Alexander School of Directors	\$ 10,255,187,138	\$ 9,543,311,903
Approved by the Board of Directors		

irector

Director

A full set of audited financial statements is available from the Credit Union

SUMMARY CONSOLIDATED STATEMENT OF NET INCOME AND COMPREHENSIVE INCOME

For the year ended December 31

Income	2024	2023
Interest from loans to members	\$ 419,430,607	\$ 375,858,877
Investment income	61,334,794	55,136,379
	\$ 480,765,401	\$ 430,995,256
Cost of funds		
Interest paid to members	\$ 318,677,514	\$ 273,809,395
Interest paid - other	10,183,299	9,506,011
	\$ 328,860,813	\$ 283,315,406
Net interest income	\$ 151,904,588	\$ 147,679,850
Credit impairment loss	(7,285,666)	(3,950,692)
Other income and fees	31,904,843	28,878,913
Net other operating income	\$ 176,523,765	\$ 172,608,071
Operating expenses		
Administrative	\$ 28,937,185	\$ 23,275,766
Member security	7,705,178	7,247,016
Occupancy	7,469,327	7,606,364
Organizational	3,173,716	2,960,624
Personnel	48,966,876	43,135,955
	\$ 96,252,282	\$ 84,225,725
Net income before other items and income taxes	\$ 80,271,483	\$ 88,382,346
Other items		
Patronage refund	(15,003,624)	(12,028,984)
Donation to SCU Community Fund	(885,047)	(1,127,146)
Tier 2 system adjustment	(2,163,630)	-
Unrealized losses on derivatives	(9,302,891)	(5,946,579)
	\$ (27,355,192)	(19,102,709)
Net income before income taxes	\$ 52,916,291	\$ 69,279,637
Provision for income taxes	14,456,496	19,091,168
Net income and comprehensive income for the year	\$ 38,459,795	\$ 50,188,469
Net income (loss) and comprehensive income attributable to:		
Steinbach Credit Union	\$ 38,745,336	50,657,552
Non-controlling interest	(285,541)	(469,083)
	\$ 38,459,795	50,188,469

SUMMARY CONSOLIDATED STATEMENT OF MEMBERS' EQUITY

For the year ended December 31

	Members' shares	Retained surplus	No	on-controlling interest	Tot	al members' equity
Balance at January 1, 2023	\$ 530,865	\$ 578,286,025	\$	(588,553)	\$	578,228,337
Net income and comprehensive income for the year	-	50,657,552		(469,083)		50,188,469
Common shares issued - net of redemptions	19,180	-		_		19,180
Balance at December 31, 2023	\$ 550,045	\$ 628,943,577	\$	(1,057,636)	\$	628,435,986
Balance at January 1, 2024	\$ 550,045	\$ 628,943,577	\$	(1,057,636)	\$	628,435,986
Net income and comprehensive income for the year	-	38,745,336		(285,541)		38,459,795
Common shares issued - net of redemptions	16,835	-		_		16,835
Balance at December 31, 2024	\$ 566,880	\$ 667,688,913	\$	(1,343,177)	\$	666,912,616

A full set of audited financial statements is available from the Credit Union

Notes to Summary Consolidated Financial Statements

December 31, 2024

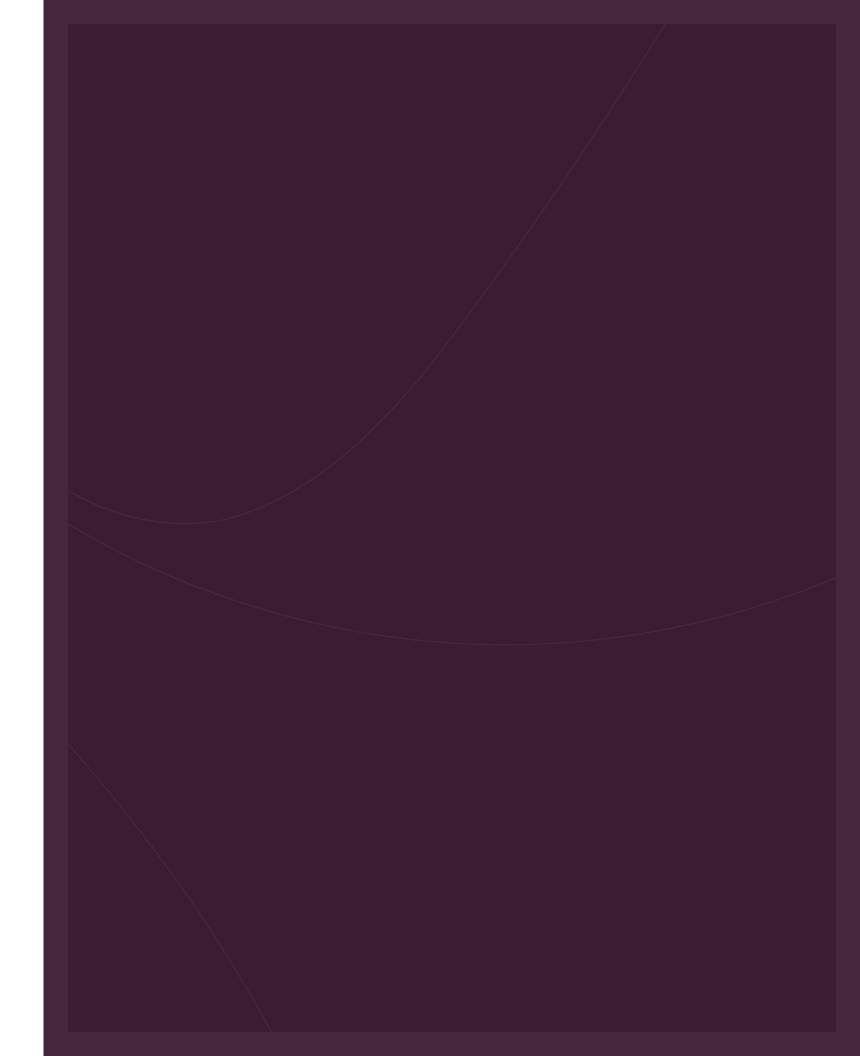
1. Basis of the summary consolidated financial statements

Management has prepared the summary consolidated financial statements from the Credit Union's December 31, 2024 audited consolidated financial statements which can be obtained at the Credit Union or online at **www.scu.mb.ca**. The detailed notes included in the audited consolidated financial statements are not included in these summary consolidated financial statements.

2. Compliance with minimum capital and liquidity requirements

The Credit Union is in compliance with the capital and liquidity reserve requirements at December 31, 2024 established by the Deposit Guarantee Corporation of Manitoba in its Standards of Sound Business Practice.

Readers of the summary consolidated financial statements are advised that in order to appropriately interpret the Credit Union's capital and liquidity, the reader must refer to the audited consolidated financial statements and notes for the year ended December 31, 2024, which contain the information detailing the calculation.



LOCATIONS

333 Main St 2100 McGillivray Blvd
Steinbach, MB R5G IBI Winnipeg, MB R3Y IX2

1575 Lagimodiere Blvd Winnipeg, MB R3W 0B9

DRIVE-THRU ATMS

EINBACH WINN

Clearspring Mall 2100 McGillivray Blvd 1665 Henderson Hwy 1575 Lagimodiere Blvd 997 St. Mary's Rd

DRIVE-THRU TELLERS

1575 Lagimodiere Blvd, Winnipeg

scu.mb.ca

