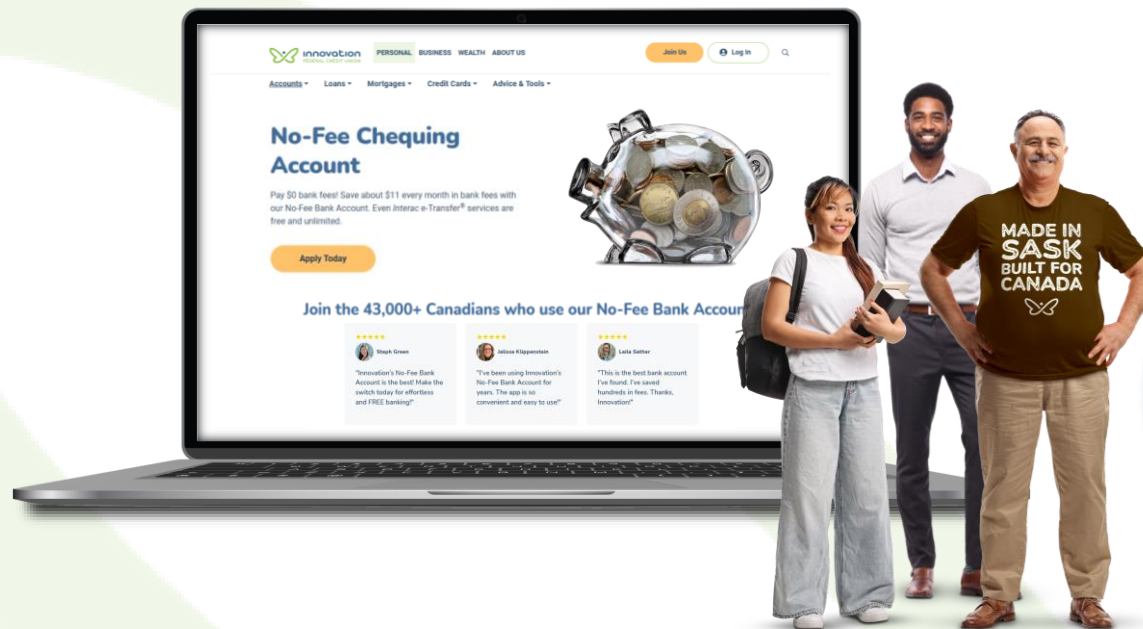


## Simplifying Banking for Canadians



## 2024 Highlights

## 2024 Company Highlights

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Innovation Federal Credit Union is one of the largest credit unions in Canada with over 500 employees and more than \$5.506 billion in managed assets. In 2023, with the support of our membership, we became the first credit union on the prairies to achieve national reach as a federal credit union under *The Bank Act*. We serve over 67,000 members across eight provinces through digital banking services and 28 advice centre locations (now including locations in both Regina and Saskatoon). As a member-owned co-operative, we provide quarterly Member Rewards to our members and reinvest 2% - 4% of our pre-tax profits back into the communities we serve.

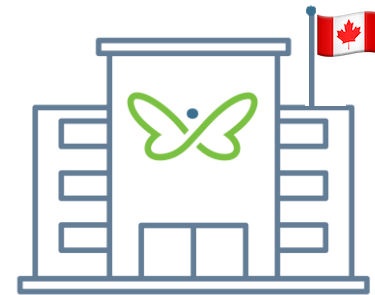
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# 67,562 members

across eight Canadian provinces



# 28



## advice centre locations

Innovation is the third –  
and first on the prairies - federal  
credit union in Canada.



Assets Under Administration  
**+\$576.2 million** (+11.7%) to  
end the year at **\$5.506 billion.**

## 520 employees



# Strong, Stable Growth and Earnings



# \$5,270,892

Being an Innovation member means sharing in our success. For simply doing business with us, we approved \$5,270,892 in member distributions in 2024 – an increase of **24.3%** over 2023.



## Member Rewards

There are three facets of the Member Rewards program: Save, Earn, and Give.

### Save

Members save on fees - as much as \$11/month – with our No-Fee Bank Account.

### Earn

Members earn quarterly profit-sharing dollars paid to their Member Rewards Accounts based on the business they do with us. In 2024, we returned over \$3.4 million to members in the form of allocations.

Over \$1.4 million was also paid to members in the form of dividends, based on the amount of equity members have.

Our Monthly Transaction Rewards - based on digital transaction activity - returned \$0.4 million to members, while our youth dividend (for members 18 years old and under) totaled \$0.1 million.

### Give

Our members help us support our communities. Because we share our profits, their business helps us give back to the communities we serve.

## 2024 Company Highlights

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# \$1.4 million



given in 2024 to  
local organizations  
who are making  
a difference!



## 20,000 meals donated

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## Female Leadership Representation

# 61.7%



### Leadership Team Representation

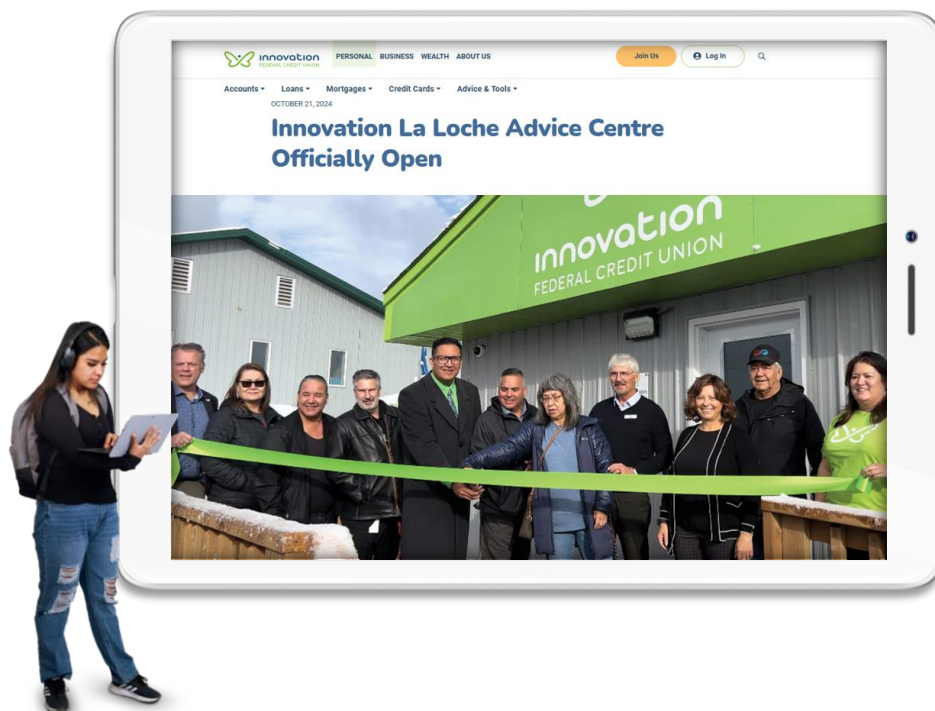
81 Total Leadership Team Members  
50 Female / 31 Male

# 36.4%

### Female Board Representation

12 Total Board Members  
4 Female / 8 Male

## 2024 Company Highlights



### Second Northern Advice Centre Officially Opens

In October 2024, Innovation opened a new advice centre location in La Loche, SK. “For well over a decade, our community has been advocating to have a bank and now it’s finally becoming a reality,” noted La Loche Friendship Centre President, Keith Shewchuk at the opening ceremony. The advice centre offers standard banking services, including cheque deposits, cash services, loans, mortgages, lines of credit, ATM services and both onsite and virtual access to helpful advisors.



In collaboration with Jade Roberts, a Saskatchewan-based First Nations artist, Innovation created a logo representing the Indigenous Connection Strategy and Connector Group. The logo honours and respects existing and new relationships with Indigenous people, communities, businesses and organizations.

# 5.38%

of Innovation staff has self-declared as Indigenous, with representation at all levels of the company – from Board of directors to front line roles.

