

Together we're stronger.



On November 1, 2008 Servus, Common Wealth and Community Savings became Canada's first province-wide credit union—Servus Credit Union.



A Message from Steve Blakely


President and Chief Executive Officer



It is a privilege to be writing this message as the President and Chief Executive Officer of Alberta's largest credit union and Canada's first province-wide credit union. I owe my gratitude to the leaders and directors of our predecessor credit unions, our employees and our members for building a solid foundation from which we continue to grow and prosper.

A defining moment for me this past year was the November 1, 2008 amalgamation of Common Wealth Credit Union, Community Savings and Servus Credit Union. Not only did the amalgamation create a more competitive force in Alberta's financial services sector, but it has made us even stronger at a time when so many financial institutions are threatened. Together in 2008 our three credit unions experienced loan growth of 10.1%, deposit growth of 15.6%, and equity growth of 10.5%, contributing to income (before profit sharing and taxes) of \$90.5 million*. In a year in which the financial industry struggled, these are very good results. Such strong performance enabled us to return more than \$33 million to our members.

During the next year we will focus our energies on four strategic imperatives: financial performance, member experience, employee experience and business processes. These priorities will keep us focused on both the financial and non-financial essentials of our business. Initiatives already underway include the opening of new branch locations in Grande Prairie, Fort McMurray, Calgary, Sherwood Park and Lethbridge, and renovating new head office premises in Edmonton. The weakening global economy will pose challenges for Servus in 2009, but we are prepared to meet these challenges while continuing to invest in the elements necessary for our credit union to succeed in the long term.



Alberta and Servus Credit Union will not be immune to the financial impact of the weakening economy. This will have a bearing on how we price our products as we balance long term viability with competitive pressures. However, through prudent management we will continue to support the financial well-being of our 400,000 members. We will be competitive. We will continue to invest in your communities. Above all, we will continue to uphold the credit union principles of member-ownership, profit sharing and local decision making. These values define our unique brand of financial service. With \$9.5 billion in assets the new Servus is financially stable, strong and well positioned to continue providing members the services and value they have come to expect.

At our branches and administration departments are the people that uphold these credit union principles. Much of my time since the amalgamation has been spent travelling the province and visiting every Servus branch and department in the 63 communities in which we operate. We have dedicated employees and loyal members who believe in the credit union way of banking. Retaining our great people who create this credit union experience continues to be a focus for us.

Looking ahead you and I both know that the next year or two will present some challenges. On the other hand, with challenges come opportunities. As we bring three credit unions together we have the ability to take the best from each, to benefit from economies of scale, increase efficiencies and create a credit union that is everything it can be—for our members, our employees and our communities.

Steve Blakely
President and Chief Executive Officer

*Consolidated financial indicators for the amalgamated Servus Credit Union as at October 31, 2008, unaudited.

Defining Servus Credit Union

Our credit union is defined by cooperative principles that set us apart from our competitors:

Member-Ownership

Member-ownership in Servus Credit Union is represented by the purchase of Common Shares. All it takes is a \$1 investment to benefit from credit union membership—including the right to democratically elect and run for a position on the Board of Directors. Plus, our member-owners share in our profits and are protected by a 100% Deposit Guarantee.

Profit Sharing

Sharing our success with the people who make it possible is a fundamental principle of being a credit union. In 2008, a combined total of more than \$33 million was returned to member-owners by the amalgamating credit unions (Servus, Community Savings and Common Wealth).

100% Deposit Guarantee

Your deposits are 100% guaranteed by the Credit Union Deposit Guarantee Corporation. This means both the money you put in and the interest earned is safe and secure—up to any dollar amount. The Government of Alberta ensures that the Credit Union Deposit Guarantee Corporation's obligations to depositors will be carried out.

Exceptional Service

Servus Credit Union can now serve you from 100 locations in 63 communities across the province—from Fort McMurray to Lethbridge and Jasper to Lloydminster. Our service is powered by the knowledge and experience of 2000 employees, every one of them dedicated to helping you improve your financial well-being. With a full range of products and services for personal, business and agricultural banking at their disposal, innovative financial solutions are close at hand.

Local Decision Making

Servus Credit Union is an Alberta company based in Edmonton with regional offices in Lloydminster and Red Deer. Staying close to the people we serve is fundamental to our success. We experience the same economic highs and lows and can adapt quickly to meet the needs of our members.

We also support 35 community councils—volunteer groups comprised of credit union members that identify activities and needs within their geographic and cultural communities and keep Servus informed on matters of interest and concern.

Community Support

Community building and people helping people are two of the guiding principles that make Servus Credit Union and our employees unique. Through a variety of donation and sponsorship programs, and even an employee volunteer program, Servus helps build lives not just bank accounts.



Your Province-Wide Credit Union



Servus Credit Union Board of Directors

The Board of Directors is elected by the members of Servus Credit Union to direct the affairs of the credit union so that the objectives of the credit union are achieved effectively. The Board is guided in fulfilling this duty by the Credit Union Act and Regulations of Alberta, and Servus Credit Union bylaws and policies.



(L to R) Merv Loewen, Randy Harper, Penny Reeves, Peter Galloway, Rene Dumas, Bob Porozni, Terry Cooper, Peter Elzinga, Bill Anhorn (Chair), Lloyd Robinson, Alison Starke and Doug Hastings (Vice Chair).



HEAD OFFICE

300, 8723–82 Avenue
Edmonton, AB T6C 0Y9
780.496.2000
1.877.496.2151
servuscu.ca

REGIONAL OFFICES

Box 1410, 5012–49 Street
Lloydminster, AB S9V 1K4
780.875.4434
1.877.606.6333
commonwealthcu.net

601, 4901–48 Street
Red Deer, AB T4N 6M4
403.343.0144
1.888.888.8792
communitysavings.ca

