



Central 1 & You

Your member guide to products and services









































As a trusted partner, Central 1 engages members to understand the unique needs of credit unions. We leverage our scale and expertise to anticipate and deliver holistic solutions our members need. Through collaboration – both with our members and among internal teams – we develop innovative products and services that create value and strengthen the Canadian credit union network.

Our why

We power progress for credit unions to successfully enhance the well-being of Canadians.

Membership Benefits

As a member of Central 1, your membership dues cover many of the services in the following table. We also offer additional services with the competitive advantages of economies of scale and credit union expertise.

Products, Services & Expertise	Dues Funded	Additional Benefits
Government Relations		
Digital & Payment Services		
Digital Banking: <i>MemberDirect</i> ® Services including mobile banking, integrated websites and business services		 *
Origination Solutions: Open Anywhere™ and Borrow Anywhere™		 *
Payment Processing: <i>PaymentStream</i> ™ Services including bill payments, cheque clearing, transfers and more		 *
Treasury Services		
Wholesale Solutions		
Treasury		
Credit Union Lending		
Securitization		
Capital Markets		
Member Solutions		
Commercial Real Estate Lending		
Registered Financial Services		
Additional Product Offerings		
Mandatory Deposits		
Trade Services		
Cooperative Risk Solutions		
Fraud alert service		 *
Anti-money laundering solutions		 *
Risk management tools and insurance		 *
Economics		
Extensive economic analysis and reporting including housing, interest rates and government budgets		
Credit union system financial performance and market share reports		
Public spokespersons for economic analysis and commentary with a credit union perspective		
Marketing & Creative Services		
Strategic marketing, creative and brand services		 *
Digital Directory for Credit Unions		
Credit union trade show and conference		 *
Credit Unions of B.C. province-wide campaign		
Market Research		
B.C. and Ontario major research studies, Competitive Intelligence Update, MarketSmarts		
Custom research and member surveys, annual research package, bank mystery shops, social media monitor		 *
Member & External Communications		
Strategic communications counsel		
Media training, distribution, outreach		
Enterprise magazine		
Public relations		
Product Compliance & Design		
Customizable financial products and contract templates for legal and regulatory compliance		 *
People Solutions		
Strategic human resources advisory services, research and educational support		 *
Convening activities including national conference, webinars, workshops		 *
National credit union career website		 *
Strategic Solutions		
Strategic and operational consulting and project management		 *
Integrator Services – research, development and shared service collaboration		 *
KPI Benchmarking project		

*We offer our services and credit union experience to members at market-competitive rates. Contact us for your options.

What we do for you

We provide financial products, payment processing solutions and digital banking technologies to credit unions and other financial institutions. We are the central financial facility for member credit unions in B.C. and Ontario, and we also offer cash management services to corporate clients.

Central 1 offers comprehensive trade services solutions – including economic analysis, marketing and research, risk management, compliance, strategy and people solutions, and communications – to complement our financial and digital products.

Member Relations

✉ memberrelations@central1.com

We work to understand an individual credit union's needs, challenges and strategic initiatives.

Member Relations manages relationships and business opportunities with member credit unions. We seek to understand credit unions' challenges and strategic initiatives to identify potential opportunities to match our services with credit unions' needs, fill any service gaps, and to offer new services or products. Member Relations managers also serve as information resources, conduits of feedback to Central 1's senior management and as credit unions' advocates for issue resolution. We offer a number of collaborative forums that engage and inform our valued members, bringing credit unions together towards a shared vision.

Government Relations

✉ governmentrelations@central1.com

We advocate for the collective interests of credit unions in B.C. and Ontario.

Through robust policy analysis and research, Government Relations represents credit union interests to elected and non-elected public officials. We coordinate the lobby and advocacy efforts of all provincial credit unions to ensure coherent and effective impact. Through regional representation in B.C. and Ontario, our experts ensure that the best interests of credit unions are kept at the forefront of any provincial legislative or regulatory changes.



Digital & Payment Services



[www.central1.com/
digital-payments](http://www.central1.com/digital-payments)

Digital Banking Solutions

✉ memberdirect_support@central1.com

MemberDirect® Services, a scalable, multi-platform solution, delivers a consistent experience across all banking hosts. Using *MemberDirect* Services, financial institutions can offer intelligent banking solutions to their customers so that they can bank when and how they want whether that's online on their desktop, on mobile devices or on the phone.

We provide digital banking solutions to 300+ financial institutions, reaching more than four million banking customers across Canada, while consistently ranking as one of the top performing platforms in Canada. Our clients can provide flexible, differentiated products to meet the ever evolving needs of their customers and remain competitive in the marketplace.

MemberDirect products and services include:

Consumer Digital Banking

Canada's premier outsourced digital banking solutions. We meet client needs with services for Interac *e-Transfer*® and *Interac*® Online, inter-institution transfers, e-Documents and e-Statements, epost™, security features, Personal Financial Management and CRA Payments for Business Taxes.

MemberDirect Online

A digital banking platform which can be seamlessly integrated with multiple providers. It includes account summaries, transaction details, electronic statements, cheque imaging, bill payments, Credential and Qtrade brokerage integration.

MemberDirect Integrated

A feature rich solution which combines the *MemberDirect* Online banking platform with a fully customizable website providing a seamless customer experience via an integrated login from your website home page to online banking. It offers a range of self-service features including an easy to use content management system, customer-centric online tools and a suite of powerful marketing and cross-selling features which will enable you to provide great service, offer relevant products and deepen the relationships with your customers.

Business Digital Banking

Online tailored solutions suited for small, medium and large businesses.

MemberDirect Small Business

A tailored digital banking solution for small and medium sized businesses that provides dual signatures, delegate support and account aggregation so your business customers can streamline their accounts online.

Coming Soon: MemberDirect Small Business Invoicing

A simple, easy-to-use invoicing tool that enables small businesses to manage their invoicing and accounts receivables from within their online banking.

MemberDirect Business

Provides business customers with a full suite of easy-to-use digital banking tools that are robust, flexible, capable and designed to meet the needs of larger businesses.

Mobile Banking

A suite of mobile banking solutions enabling your customers to bank anywhere, anytime.

We offer solutions that include our award winning mobile app (iPhone and Android), mobile web, mobile viewport, Apple Watch, mobile pay, text banking, Deposit Anywhere™, alerts and phone banking.



Digital & Payment Services



[www.central1.com/
digital-payments](http://www.central1.com/digital-payments)

Origination Solutions

Open Anywhere™

A complete membership and account opening omni-channel experience for you and your members. It enables your prospective customers to open accounts online on their desktop or mobile devices within minutes, or they can start the process online and seamlessly complete it in branch. It's a fast, intuitive and fully automated account opening process designed for your banking system.

Coming soon: Borrow Anywhere™

Our new end to end omni-channel lending solution. Borrow Anywhere™ will enable you to deliver innovative credit offerings to your members anytime, anywhere.

Risk & Fraud Services

A suite of security solutions to protect you and your members from online threats including Risk Engine, RSA *FraudAction* and *MemberDirect*® Increased Authentication.

Payment Solutions

✉ paymentstream_support@central1.com

We operate and deliver a comprehensive payment processing solution to credit unions and other financial institutions across Canada. For public sector agencies, utility corporations, insurance and telecoms, we provide cash management services, including automated funds transfers, bill payments and wire transfers.

Central 1 serves as the connection point to the Canadian Payments Association for our members and the Prairie Centrals through the Group Clearer joint venture. With Remote Deposit Capture, we serve as the central processor for credit unions across Canada.

Our market leading payment processing services, known collectively as *PaymentStream*™ Services, are secure and reliable. We can simplify payment processing with:

- AgriInvest Reporting Service
- ATM & POS transaction settlement services
- Automated Funds Transfer (AFT) Origination and clearing & online returns
- Cheque Clearing & online returns
- Cheque Image Archive for online display
- Cheque Image Files for statement rendering
- Cheque Deposits – Remote Deposit Capture
 - Deposit Anywhere™ (mobile)
 - Branch Capture
 - Corporate Capture
- Electronic Bill Payments & Online Tracing
- CRA Remittance Processing
- Currency Supply and Return Services
- FX Drafts
- FX Notes Plus
- *Interac* eTransfers®, *Interac*® Online, Online International Remittance, *Interac*® POS & Shared Cash
- Lead Bank Remittance Consolidation Services
- Wire Transfers (Domestic and Foreign Currency) & MTS File Extract service for automation of FINTRAC reporting

For specific enquiries about the wide range of products the Digital & Payment Services group can provide, please contact our Relationship Management team.

✉ relationshipmanagement@central1.com

Treasury Services

 [www.central1.com/
treasury-services](http://www.central1.com/treasury-services)

We maintain a unique relationship with members and clients as not only a provider of products and services, but as a provider of market and product expertise.

As a participant in the financial markets, we stay abreast of current and future developments in the marketplace which we then share with credit union members both one-on-one or in a group. We achieve this through various methods such as holding monthly market update calls with speakers from our Economics and Treasury teams. Securitization, a highly complex funding vehicle, is made easier to understand by our education sessions – from webinars presenting the basics, to full-day securitization sessions. We offer “Treasury Days” where credit union treasury staff spend the day with us to learn the ins and outs of how we bring our services to them. Together with other centrals, we develop and host the national treasury forum which is an opportunity to learn and network with peers.

We’ve earned a reputation for innovation, a record of progressive management, and an outstanding credit rating. Due to our role as stewards of B.C. and Ontario credit union liquidity, and the Group Clearer functions, we were identified by the B.C. Financial Institutions Commission (FICOM) as a Domestic Systemically Important Financial Institution (D-SIFI). Our excellent credit rating, coupled with a solid liquidity position and a well-capitalized balance sheet, make Central 1 a financially strong organization.

Wholesale Solutions

Treasury

✉ treasury@central1.com

Offering exceptional flexibility and competitive pricing, our Deposit Notes are proprietary products only accessible to members. Deposits are available in Canadian and U.S. dollars and for various terms. We offer institutional market access for credit unions to transact in a variety of fixed income securities including Government of Canada, NHA MBS, CMB, Provincials, Municipals, and Preferred Shares. Central 1 also provides custodial services for members that hold securities for internal liquidity purposes and to support their securitization needs.

We leverage our market intelligence, prudent risk management and portfolio management expertise to offer institutional portfolio management services for members. This allows smaller system portfolios to gain low cost professional management and transact in the markets at institutional pricing levels.

Credit Union Lending

✉ CUlending@central1.com

We provide access to credit facilities to support clearings, daily cash management, borrowing and other liquidity management needs. We offer letters of credit, import documentary letters of credit, and guarantees.

Securitization

✉ fundingservices@central1.com

We offer funding solutions so our members can grow their balance sheets, increase financial margins, and manage liquidity. Our team provides value added access to residential mortgage securitization programs – including whole loan sales, the NHA Mortgage-Backed Securities (NHA MBS) program, the Canada Mortgage Bond (CMB) program and an Asset-backed Commercial Paper Conduit option. Our services allow any member to access global funding vehicles, giving them stable, low cost funding that improves diversification and enhances liquidity contingency planning.

Capital Markets

✉ treasury@central1.com

Interest Rate Derivative Products

We offer numerous interest rate products that can be used to manage and hedge interest rate exposures. Our team of capital market professionals work with our clients to structure solutions that will minimize market risk exposures and earnings volatility. We are a market maker in interest rate derivatives including products such as swaps, swaptions, caps, floors, collars, and bond forwards.

Foreign Exchange Products

We actively manage transactions in eight major currencies and have global relationships that allow us to facilitate currency transaction in excess of 100 currencies. Our product line includes spot, forward, swap and option-dated forward transactions. We provide our clients with a product line, trading platform and expertise to meet all the foreign exchange needs of their corporate and retail members.



Member Solutions

Commercial Real Estate Lending

✉ commerciallending@central1.com

We assist in funding commercial loans that might otherwise be too large for a single credit union. Through our syndication process, we aid in enhancing portfolio diversification by geography or sector.

Registered Financial Services

✉ financialservices@central1.com

We offer comprehensive registered financial services products to support the expansion of credit unions' product offering to completely serve their members' needs. The Registered Financial Services Team works with credit union members to understand their needs and provides expert support and training on all registered plans.

Our expertise includes the following products and operational support for:

- Trustee and Administrative Services for Registered Plans: Registered Retirement Savings Plans, Registered Education Savings Plans, Self-Directed Retirement Savings Plans, Tax-Free Savings Accounts, Registered Disability Savings Plans, Registered Retirement Income Funds
- B.C. Central RRSP Equity Fund
- Canada Savings Bond Sales
- Sales of Index-Linked Term Deposits and Mutual Funds

Additional Product Offerings

✉ treasury@central1.com

Our additional product offerings allow us to leverage our Treasury expertise to provide diverse products to our members, for their members. Our offerings include the following products and operational support for:

- Index-linked structured deposit solution allows Central 1 to support credit unions in raising funds while offering their members a diverse product line.
- FX Notes Plus provides members the ability to offer 80 different currencies and buy foreign cheques and travellers cheques conveniently by phone or in branch.
- FX Drafts is a flexible, robust, and secure web-based service that enables in-branch ordering and printing of foreign drafts for major and minor currencies.
- Wire Transfers is a single integrated system that enables members to quickly and securely send and receive funds nationally and internationally.

Mandatory Deposits

Mandatory Deposits

✉ treasury@central1.com

Credit unions are required, by legislation in B.C., and by agreement in Ontario, to maintain a minimum balance of deposits with Central 1. We take this responsibility seriously, and work hard to maximize the value you receive for your Mandatory Deposits. We provide proven investment management proficiency and simple, effective service. By centralizing liquidity management, we leverage combined buying power, a shared cost structure, and access to additional pooled liquidity. Our Mandatory Deposit offerings ensure liquidity while providing flexibility to meet your asset & liability management objectives. Options include:

- CAD and USD denominations
- Floating and fixed interest rates
- Terms from 1 month to 5 years

As required by regulation and to ensure access to liquidity at all times, we invest Mandatory Deposits in only high quality liquid assets.

Trade Services



[www.central1.com/
trade-services](http://www.central1.com/trade-services)

We partner with you to deliver strategic and operational business solutions that support Canadian credit union success and celebrate our cooperative values.

Informed decisions. Better outcomes. Accelerated success.

Cooperative Risk Solutions

✉ cooprisk@central1.com

We offer credit unions with compliance, fraud prevention and insurance services to prevent potential threats to credit unions, reduce losses and safeguard members. We also administer the Master Bond, Master Property Insurance and Professional Liability Insurance Programs. Finally, we deliver a wide range of anti-money laundering and enterprise risk management solutions.

Fraud Alert Service

Fraud Alert Service provides national loss prevention services that alert credit unions to potentially compromised cards and *Interac* e-Transfers®. We act as the liaison between *Interac*® and credit unions to minimize fraud losses on *Interac*® payment channels and expedite fraud alert communications.

Anti-Money Laundering Solutions

Our expert team works in collaboration with industry partners to deliver a range of services that include prescribed filing services for large cash transactions and wire transfers, outsourcing solutions to support the credit unions' Chief Anti-Money Laundering Officers, and independent effectiveness reviews.

Risk Management Tools and Insurance

We provide insurance to credit unions to mitigate business risks. We also provide operational and management services to CUPP Services Ltd., Credit Union Advantage Insurance Brokerage Ltd. and the Master Bond Program for Stabilization Central Credit Union of B.C.

Economics

✉ economics@central1.com

We provide credit unions with expert economic, financial, and housing analysis and forecasts, resulting in actionable market intelligence, insights and benchmarks. The department acts as a public face for the credit union system providing media commentary and presentations to key organizations and at major conferences.

Economic Analysis Reports

Expert analysis and forecasts of the national, B.C. and Ontario provincial and regional economies and housing markets.

- In-depth provincial Economic Analysis series
- Regional Economic Outlooks
- B.C. and Ontario Weekly Economic Briefings
- B.C. and Ontario Regional Labour Force Reports
- B.C. and Ontario Regional and Local Housing Reports
- B.C. and Ontario System Financial Performance and Market Share Reports
- B.C. and Ontario Interest Rate Survey
- National Interest Rate Analysis and international trends
- Economic Commentary Report
- Provincial and Federal Budget Reports
- Credit union market share and financial analysis
- Regional and local area market analysis on request

Marketing & Creative Services

✉ marketing@central1.com

We offer the expertise of a full-service marketing agency with an unparalleled understanding of credit unions' needs and values within the context of the larger financial industry.



Our budget-friendly and relevant solutions in the areas of strategic marketing, event and project management, and creative services include:

- Brand and visual identity
- Strategic marketing plans
- Product and service promotional campaigns
- Event planning and coordination
- Graphic, environmental and website design
- Social media strategy
- Media planning and buying

Additionally, we produce scalable marketing programs, services and campaigns that credit unions may not be able to individually fund, such as the B.C. Province-Wide Communication Program, Ontario Awareness Program, Credit Unions are Helping Here and other cooperative programs of local, provincial and national scope.

Member & External Communications

✉ communications@central1.com

We provide credit unions with communications strategies that support and promote the success and reputation of the credit union system. Our role includes providing relevant, timely organizational communications about Central 1 to members and the public.

We deliver the following key services:

- Corporate communications
- Enterprise magazine
- Issues and reputation management
- Media relations
- Strategic communications planning
- Website and social media strategy

Market Research

✉ research@central1.com

The market research team provides credit union decision makers with the competitive intelligence they need to make informed strategic product and promotional decisions. Over 200 reports and surveys are available annually to give insight on current consumer and industry trends, competitor strategies, promotional campaigns, service fees, social media activities and more, including:

- Annual B.C. and Ontario consumer research studies (Products and Services Study)
- Annual review of RRSP / TFSA and deposit trends (Campaign Preparation Reports)
- Quarterly in-depth analysis of major trends in the financial services industry (MarketSmarts)
- Quarterly reporting of promotional campaigns across Canada (Promotional Synopsis)
- Monthly social media tracking (Social Media Monitor)
- Weekly Competitive Intelligence reports (CI Update)
- Weekly HISA and term deposit rate surveys at more than 40 different institutions
- Weekly review of bank and credit union home pages (Web Tracker)
- National credit union peer benchmarking studies
- Customized ad hoc research services
- Customized member survey services

The research team may also negotiate group pricing for access to third party research resources including Forrester Research.

Product Compliance & Design

✉ manuals@central1.com

Helping you service your members every day.

The Operations Manual program provides credit unions with the core financial products, services, contracts and forms required to serve your members daily. Ranging from account opening to lending tools and mortgage forms, our financial products and contract templates have been legally reviewed and were developed to address current regulatory conditions.

Built to meet the general needs of all our members.

Our financial products and contracts were developed to serve the general needs of all credit unions, and not specifically to any one credit unions needs or specific market. For those that do have unique needs, working in partnership with your legal representative our financial products and contracts can be customized to meet your credit union's needs.

More than just forms and documents.

We know that regulatory and legal compliance requirements can be complex and confusing. Beyond just offering our core financial products and contracts, the Operations Manual program also includes support from expert staff to explain changing and complex regulations and how our financial products and contracts can help.

What's included with our service?

- Core banking products, services, contracts, forms and policies including the Residential CreditMaster® mortgage – a readvanceable lending product that allows members to leverage their home equity
- Operational guidance and processes for branch level compliance with provincial and federal regulations
- Support from expert staff to explain changing and complex regulations and to answer operational inquiries
- Access to sample policy development and support frameworks that can be customized to meet the unique policy and procedures of your credit union

People Solutions

✉ peoplesolutions@central1.com

People Solutions is a strategic business partner leveraging human resources (HR) expertise, system knowledge and a commitment to shared values and collaborative principles.

We focus solely on credit unions, enabling us to be trusted experts serving credit unions of all sizes. We draw on our nationwide relationships and databases to facilitate knowledge-sharing and collaboration. This gives us a unique ability to translate best practices and trends into relevant strategies for building talent and driving organizational performance.

Our expertise includes strategic HR support for CEO and executive recruitment, compensation consulting and research, and board governance as well as the development and facilitation of the CUA/CUSource HR-related CUDA courses.

Our national careers website, creditunioncareers.ca, is a centralized employment website for employers and job seekers.

We also conduct and produce national surveys and custom research related to compensation, board remuneration, benefits, employment practices and employee engagement

Our products & services include:

- Board governance and evaluation strategies
- CEO and executive recruitment
- Compensation consulting and research
- Credit union careers website
- Employee engagement surveys
- Event and course facilitation
- Psychometric assessments

Strategic Solutions

✉ strategicsolutions@central1.com

Strategic Solutions is a consultative partner leveraging deep subject matter expertise in financial services and industry trends. We deliver solutions tailored to the credit unions unique needs, including strategic planning, channel delivery models and shared service collaboration. We provide relevant insights and support for making business strategies actionable, and we lead collaborative discussion resulting in shared solutions.



Our model is built on the foundation of consulting, convening and collaboration, and our unique position at Central 1 connects us with subject matter experts across multiple departments to deliver holistic solutions to our members.

Our expertise includes strategic and operational support for:

- Business Case development
- Centralization initiatives
- Market, branch and Board assessments
- Process review and design
- Project management
- Service delivery model reviews
- Strategic and operational planning facilitation
- Strategic Insights Report

Do you understand the impact of IFRS 9 on your credit union's financial performance?

Learn more about the features and benefits of the Central 1 IFRS 9 National Reporting & Analytics Platform. Contact us at ifrs9@central1.com.

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