

Central 1 & You

A member guide to products and services

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

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.

Our core purpose:

successful credit unions

Member Relations

✉ memberrelations@central1.com

Our role is to understand individual credit unions' 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 in order 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 to engage and inform our valued members.

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.

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		 *
Payment Processing: <i>PaymentStream</i> ™ Services including bill payments, cheque clearing, transfers and more		 *
Treasury Services		
Treasury		
Liquidity Reserve Deposits		
Investment Products		
Interest Rate Hedging		
Structured Deposit Products		
Foreign Exchange Trading		
Financial Services		
Credit Facilities & Lending Solutions		
Commercial Loan Syndication Program		
Securitization & Mortgage Funding		
Trade Services		
Cooperative Risk Solutions		
Fraud alert service		 *
Anti-money laundering		 *
Risk 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		
People Solutions		
Strategic human resources advisory services, research and educational support		 *
Convening activities including national conference, webinars, workshops		 *
National credit union career website		 *
Product compliance and design		
Customizable financial products and contract templates for legal and regulatory compliance		 *
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.

Digital & Payment Services

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

Digital Banking

✉ memberdirect_support@central1.com

MemberDirect® Services, a scalable, multi-platform solution, delivers a consistent solution experience across all banking hosts. Using *MemberDirect* Services, financial institutions can offer the right mix of digital banking via their online banking platform, tablet, smartphone, desktop computer or telephone.

We offer a full suite of innovative and adaptable solutions to financial institutions, while consistently ranking as one of the top performing platforms in Canada. 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:

Mobile Banking

We offer solutions that include mobile web, mobile app (iPhone and Android), text banking, Deposit Anywhere™ and alerts.

Digital Banking

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.

Our integrated services combine online banking with a banking website tailored to meet your needs. We include powerful marketing and cross-selling features such as online voting, product recommender and targeted marketing capabilities, including intercept marketing and behavioural targeting.

Business Services

Our technologies include solutions suited to small businesses and medium-sized enterprises that incorporate sophisticated user and risk management features.

Phone Banking

Features such as interactive voice response, live voice recording, an interface with more than 8,000 bill vendors, database maintenance and 24/7 monitoring can offer a range of services to complement online offerings.

Payments

✉ paymentstream_support@central1.com

We operate and deliver a comprehensive payment processing solution to credit unions and 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/
wholesale-financial-
services](http://www.central1.com/wholesale-financial-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. Our involvement in the financial markets allows us to stay abreast of current and future developments in the marketplace. It is this knowledge that we are able to share with you to assist in your business.

Alongside our offering of competitive products and services, we want to ensure you have market knowledgeable treasury resources available to you. Whether on a one-on-one basis or a group basis, we are here to provide information and education. We achieve this by various methods such as holding monthly market update calls with speakers from our economics and treasury teams, which provide insights into market drivers. Securitization, a highly complex funding vehicle, is made easier to understand by webinars – from the basics to full-day securitization sessions. We offer “treasury days” where treasury staff are able to spend the day with us. Along with the other centrals, we develop and host the national treasury forum. This is a valuable opportunity to learn and to meet and network with your peers.

Through the Group Clearer, we provide payment and clearing services to all Canadian credit unions (outside of Quebec) and to other parties. 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.

Treasury

✉ treasuryservices@central1.com

Liquidity Reserve Deposits

We are responsible for the management of liquidity within the B.C. and Ontario credit union systems. We manage the Liquidity Reserve Deposits using prudent financial risk practices, and as required by regulation resulting from our designation as a D-SIFI, we invest the liquidity reserves in only high quality liquid assets.

Investment Products

Offering exceptional flexibility and competitive pricing, our Deposit Notes are proprietary products only accessible to members. They 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.

Interest Rate Hedging

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.

Structured Deposit Products

Our product offerings, such as our index-linked structured deposit solution, allow Central 1 to support credit unions in raising funds and aid them in offering their members a diverse product line.

Foreign Exchange Trading

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.

Financial Services

✉ financialservices@central1.com

Our Financial Services department and our federally regulated Central 1 Trust Company provide cost-effective financial products:

- Trustee and administrative services for registered plans (*RRSPs, RESPs, GRSPs, SDRSPs, TFSAs, RDSPs, RRIFs, LIRAs, LIFs and LRIFs*)
- Information support and/or training for all Registered Plans
- Canada Savings Bonds (as an authorized sales agent)
- Index-Linked Term Deposits
- Custodial services through the Canadian Depository for Securities

Credit Facilities & Lending Solutions

✉ 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.

Commercial Loan Syndication Program

✉ commerciallending@central1.com

Our syndication program assists member credit unions with achieving portfolio diversification by geography or asset class, employing excess liquidity and expanding relationships that may be limited by single name or portfolio policy restrictions.

Securitization & Mortgage Funding

✉ fundingservices@central1.com

We offer funding solutions for residential mortgages 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 contingency planning.



Trade Services



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

Placing credit unions first. Your trusted partner for providing strategic and operational solutions in key areas of expertise: economic analysis, risk management, people management, business strategy, research, marketing, operations, and communications.

Informed decisions. Better outcomes. Accelerated success.

Your trusted partner for providing strategic and operational solutions in key areas of expertise: economic analysis, risk management, people management, business strategy, research, marketing, operations, and communications.

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 Services

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 & 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 B.C. and Ontario provincial and regional economies, housing markets and national context includes:

- In-depth provincial economic analysis series
- 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
- Special Reports such as regional economies and credit union market share and financial analysis

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 and other cooperative programs of local, provincial and national scope.

Market Research

✉ research@central1.com

Our market research team provides credit union decision makers with the competitive intelligence they need to make strategic product and promotional decisions. More than 130 reports and surveys are available annually to give insight on current market trends, competitor strategies, promotional campaigns and service fees, social media activities and more, including:

- National benchmarking studies
- B.C. and Ontario-specific research studies
- Customized research
- Member surveys
- Weekly rate tracking of deposit products at more than 40 different institutions
- Quarterly reporting of promotional campaigns across Canada
- Weekly Competitive Intelligence reports



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

Product Compliance & Design

✉ [manuals@central1.com](mailto>manuals@central1.com)

We support credit unions in delivering compliant financial services to their members. Through the Operations Manual Program, we design customizable core financial products and contract templates that have been legally reviewed and meet regulatory requirements.

With constantly evolving financial regulations, it's a challenge to follow industry guidelines, stay informed and remain competitive all at the same time.

The Operations Manual Program is available to B.C. and Ontario credit unions by subscription and includes:

- Policy development support frameworks and explanations of legislative and regulatory requirements
- Core banking products, services, contracts, forms and policies including the Residential CreditMaster® mortgage, a readvanceable lending product that allows members to leverage equity within their home to finance what is important to them
- 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

People Solutions

✉ peoplesolutions@central1.com

People Solutions is a trusted advisor to credit unions in realizing human capital potential.

We are a strategic business partner leveraging human resources (HR) expertise, system knowledge and a commitment to shared values.

We have an unique ability to translate best practices and trends into relevant strategies for building talent and driving organizational performance.

People Solutions supports member credit unions' strategic HR needs, builds talent & effectiveness across the B.C. & Ontario credit union systems, and provides specialized HR services to credit unions across Canada. We also conduct national and custom research related to compensation, board remuneration, benefits, employment practices and employee engagement. Finally, we facilitate knowledge-sharing, networking and collaboration throughout the credit union system.

Our expertise includes strategic HR support for:

- 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

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