



November 19, 2021

Dear Valued Member,

On behalf of the Board of Directors, we are writing to offer our full support for the proposed merger of Heritage Credit Union with Connexus Credit Union.

The first question that probably comes to mind is “Why merge?” An excellent question, and one we can answer with great confidence. While Heritage continues to remain financially strong, the financial services industry has changed significantly. To remain competitive within the ever-progressing financial landscape and to help retain our loyal membership base, we need to continually innovate and grow. Leveraging the financial strength and experience of Connexus will better position Heritage for the road ahead.

Following extensive research, positive discussions, due diligence, and consideration, Heritage Credit Union and Connexus Credit Union are recommending a partnership of the two organizations. This merger, supported unanimously by both organizations’ Board of Directors, CEOs, and leadership teams, will bring together two healthy and secure financial institutions.

Your elected Board of Directors understands the responsibilities you have entrusted in them, and as a result, have selected Connexus because of its excellent reputation for member service, its strong financial position, and its expansive list of products and services. Connexus is committed to providing exceptional member service, while maintaining the safety and security of members’ assets and information.

This strategic merger will join two credit unions with very similar philosophies and values. We both are committed to helping our members achieve their personal financial objectives by offering superior products and services. Joining Connexus will not only afford us benefits similar to what we enjoy today, but will also afford us new, personally-beneficial opportunities such as:

- Nationally ranked, high-yield checking accounts ranging up to 1.75% APY
- Significantly higher Share Certificate and Money Market rates, which rank among the highest in the country
- Faster, more convenient loan approvals, as Connexus Credit Union is one of the largest auto lenders in the State of Wisconsin
- Extended call center support hours during the business week and on Saturdays, with over 80 representatives to assist you
- Cutting-edge online and mobile services with advanced alerts, mobile wallet and much more

- Access to financial wellbeing including financial planning, counseling, budgeting, and education for youth and members
- Greater community giveback and financial support (Connexus has donated over \$4.6 million since 2018)

This merger serves as a continuation and enhancement of the credit union relationship you have come to expect from Heritage and takes the next step to ensure our successful future. For these reasons, the Board voted unanimously to support this merger. We respectfully ask for your consideration and encourage you to vote positively on January 3, 2022, to bring together two strong, reputable, and highly trusted credit unions.

On behalf of the Board of Directors, we thank you for your loyalty and continued support.

Respectfully,



Greg Cullen
Chairman of the Board
Heritage Credit Union



Anita Rauch
President/CEO
Heritage Credit Union