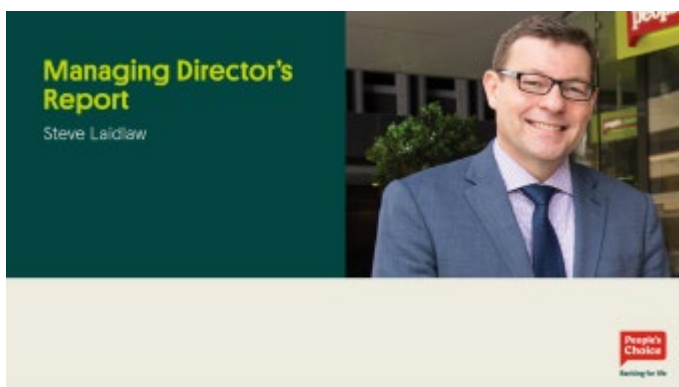


PEOPLE'S CHOICE CREDIT UNION
2022 ANNUAL GENERAL MEETING
MANAGING DIRECTOR'S ADDRESS



Thank you, Michael, and good afternoon everyone.

Over recent years, People's Choice has invested significantly to transform the technology which underpins our organisation. In 2022, we made important additional steps in this regard.

A slide titled "Managing Director's Report" by Steve Laidlaw, Managing Director. It features a green and yellow color scheme. On the left, a photograph shows three people working at a computer. On the right, the text "New service technology" is followed by a bulleted list: "Customer relationship management", "Telephony", "Credit management", "Phone banking", and "Workforce management". At the bottom right, the People's Choice logo is visible with the tagline "Banking for life".

- Customer relationship management
- Telephony
- Credit management
- Phone banking
- Workforce management

After extensive development and testing, we successfully launched our new customer relationship management, telephony, credit management, phone banking, and workforce management systems.

These new systems have greatly improved our ability to efficiently support members with their enquiries and everyday banking requirements.



Enhanced member experience



New look and feel for internet banking and app



Online form for faster home loan enquiries



DocuSign electronic signature system



Dream Fund flexible, digital savings account



We upgraded and refreshed the look and feel of our internet banking and mobile banking apps, with improved navigation with consolidated menu items to improve usability.

We created a well-designed, easy-to-use form that helps members and prospective members make their initial home loan enquiry in just minutes.

This was supported by the launch of DocuSign, which enables members to sign documents electronically, speeding up many processes including loans.

We launched our Dream Fund digital savings account, giving members the flexibility to access their savings when they need to.

We also simplified our suite of personal loans, making these popular products easier for members to understand and compare.

And while we advanced our processes, we also enhanced our customer service. Crucially, we strengthened our ability to protect vulnerable members through new training so our member-facing employees will be able to better recognise potential issues and provide assistance.

We have also created a new framework to allow us to identify and rectify issues which are affecting customer service.

During the reporting period we completed the sale of our Financial Planning business to specialist provider, Fiducian.

This was a difficult decision, but it followed a detailed internal review which clearly identified that financial planning had become an increasingly complex business, and that our members' long-term wealth management needs would be best provided by a dedicated, specialist organisation.

The transfer was a smooth one for members, and all financial planning employees were fully supported through the transition.



Focus on environment, social and governance

- B Corp global accreditation
- Carbon neutral certification
- Hybrid vehicle fleet
- Green personal loans
- 6-star green head office
- Reconciliation Action Plan



During the year People's Choice made a concerted effort to further increase our positive impact.

To this end, People's Choice sought B Corp certification – an independent, internationally recognised model which measures an organisation's total social and environment impact.

B Corp assessors analysed the way People's Choice interacts with members, employees and communities, as well as our environmental impact and governance standards.

People's Choice is now a fully accredited B Corp organisation, proving the work we are doing is worthwhile... and extensive.

For example, 2022 saw People's Choice officially certified as carbon neutral.

With the help of the Australian Government's Climate Active partnership, we calculated our carbon footprint and offset this through the purchase of carbon credits in three fully-approved Australian regeneration projects.

Of course, we continue to work to reduce our carbon footprint further.

We also began transitioning to our new fleet of hybrid vehicles to reduce our transport-related carbon footprint by approximately 40%, and our petrol usage by approximately 45%.

We are now also offering green car loans which provide a significant interest rate discount for members who purchase a full electric, hybrid, fuel cell or hydrogen vehicle.

And our head office at 50 Flinders Street, Adelaide, has retained its status as one of the greenest office buildings in Australia – receiving 6 stars for energy efficiency.

The Board approved a comprehensive Workplace Diversity & Inclusion Strategy during the year which provides our roadmap to a more diverse and inclusive workplace through deliberate and planned activity. We want to shape a workplace where everyone is respected, valued and feels safe – and where diversity is celebrated.

As a proud member-owned organisation, People's Choice has a long history of supporting our communities – and in this area we have also stepped up our efforts.

During the year, People's Choice began working closely with Reconciliation SA to develop our first Reconciliation Action Plan.

The plan – called a Reflect plan – is a first step and will help us decide on our long-term actions to assist reconciliation and to live up to our organisational values.

A presentation slide titled 'Managing Director's Report' with a green header. Below the header, on the left, is the text 'Investing in local communities' followed by a bulleted list: 'People's Choice Community Lottery raised \$955,000 for 700 not-for-profit groups', 'Supported 140 local community activities', '\$2.6 million generated for community', and '4.4% of pre-tax profit – 5 times average'. To the right of the text is a photo of three people in blue aprons holding a 'People's Choice' sign. At the bottom right is the 'People's Choice' logo with the tagline 'Reaching for life'.

The People's Choice Community Lottery was once again an outstanding success, raising more than \$955,000 for approximately 700 worthy organisations across Australia – from community sports clubs and animal rescue groups to day-care centres and emergency services.

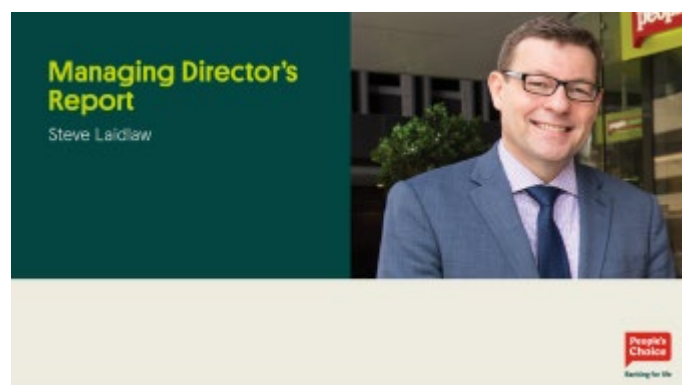
The Lottery has one goal – to help community groups with limited resources raise much needed funding. This is only possible with People's Choice organising and funding the whole process, so that participating groups get to keep the entire \$2 from every ticket sold.

Our high-profile sponsorships of the AFL's Western Bulldogs and the Adelaide Strikers women's and men's teams in the Big Bash League, along with our ongoing support of Norwood in the SANFL, contribute enormously to their local communities while helping build our profile, and in turn our membership.

Our branch network supported 140 community activities throughout the year, dedicating \$97,000 to a range of sponsorships, scholarships and events including the Darwin RSPCA, the Smith Family Career Expo and West Whyalla Football Club.

Taking into account our full suite of fundraising, giving and sponsorship programs, People's Choice generated \$2.6 million for the community during the year.

This equates to 4.4% of our pre-tax profit, which is five times the average contribution made by major Australian companies.

A presentation slide titled 'Managing Director's Report' with a green header. Below the header is a large photo of Steve Laidlaw, the Managing Director, smiling. At the bottom right is the 'People's Choice' logo with the tagline 'Reaching for life'.

People's Choice finished the financial year in a very strong position, having made significant progress in almost every area of our organisation.

And for that I would like to thank the Board, my Executive team, and our employees – for all the work they have done to support our members.

In finishing, I'd like to echo the comments of the Chairman.

Today is a pivotal day in the future of our organisation.

A merger with Heritage will benefit all involved – members, employees and communities.

I urge you all to vote in favour of the merger.

Thank you.