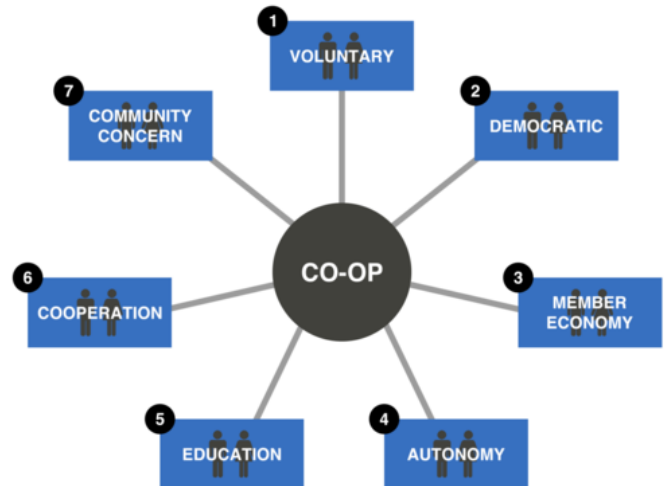


On May 1st, 2015, LECU will be proud to issue dividends and patronage rebates, giving back just over \$280,000.00 to its members.

What is a dividend and patronage rebate and how does it work?

A shining example of ‘the credit union difference’ is member dividends. It is just one of the things that set co-operative financial institutions (credit unions) apart from the ‘big banks’. So you may be wondering, what are dividends? Essentially, dividends and patronage rebate distributions are a way of sharing profits with members. This is just one of the ways in which credit unions say thank you to their loyal members, but it’s more than just rewarding loyalty. Profit sharing is in keeping with the very founding principles on which credit unions were built. Similar to a code of ethics, all credit unions operate based on a set of **seven co-operative principles**.



How are rebates calculated?

Based on the profit earned in 2014, your Board of Directors has examined LECU’s financial position and is recommending the issuance of a 3% dividend on shares and a 4% patronage rebate on interest earned on deposits or paid on loans. The table below illustrates how a patronage rebate works.

How a Patronage Rebate Works		
Product	Interest Paid or Received in 2014	4% Rebate
Personal Loan \$20,000	\$918.00	\$37.00
Mortgage \$180,000	\$8,786.00	\$351.00
RRSP \$40,000	\$2,000.00	\$80.00
GIC \$20,000	\$1,000.00	\$40.00
Line of Credit 15,000	\$688.00	\$28.00
Total Member Rebate		\$536.00*

*Table is for illustrative purposes only. Actual rates and rebates will vary.

YOUR credit union is a successful one; it always has been. In 2014, LECU experienced an exceptional year. The great thing about the co-operative model is that when credit unions do well, its members benefit in turn. Those benefits come in many forms, not just in dividend payouts. Sometimes, as it has been for the past number of years with LECU, profits are reinvested back into the credit union to grow the business for the benefit of its members. Other times, there is a stronger focus on heavily discounting products up-front. At Leading Edge

Credit Union, we strive to offer great products and services at very competitive rates, and the profit that we make from providing these services is either re-invested in the credit union or returned to you, the member-owners. It is interesting to note that, in these uncertain economic times, other institutions are increasing their rates and their fees for services while your credit union is investing in you. Really, when you think about it, **credit unions offer the total package:**

- 👤 Every product and service that you require to meet your financial needs;
- 👤 Competitive rates;
- 👤 The opportunity for profit sharing;
- 👤 Unparalleled customer service;
- 👤 A strong social agenda that supports the community; and
- 👤 The ability to participate in the governance of your financial institution.

So the real question is:
Why wouldn't you invest in an institution that invests in you and your community?

The bottom line is that the more business the members do with their credit union, the greater the reward. In truth, LECU should be the financial institution of choice for citizens in the areas in which we operate. The more business we have, the more we can give back... to our **Members** and our **Communities!**

Join us at your nearest branch location to celebrate

DIVIDEND DECLARATION DAY!

Friday, May 1st!