



# Member Newsletter

APRIL 2013

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## SURVEY SAYS...

The results of our annual member survey are now in and as such we want to share some of the results with you. We are very pleased to report that **97%** of respondents are moderately or very satisfied with the service they receive from **THE EXCHANGE®** Network, with the majority of respondents being very satisfied. The most chosen words to describe the network were "dependable" and "good value".

The most favourable ways for us to communicate with you was through this newsletter and also through personalized email and 100% of respondents said the frequency of communication you receive from us is just right. 95% feel that the information and communication you receive is relevant to your Financial Institution. Most pressing on your minds is the continued expansion of the network, new network services and options, and innovation. Lastly, but most importantly, **100%** of you think **THE EXCHANGE®** network is deserving of your future loyalty.

We wish to thank everyone who took the time to complete our annual survey and once again we are delighted with the results. As we did last year, for every completed survey we donated \$25.00 to Breakfast for Learning. This year we are pleased to send a cheque for \$950.00 in support of this organization whose mission is to help Canadian children realize their full potential by ensuring they go to school well nourished and ready to learn.

## Feedback

We welcome your feedback on what information would be most valuable to you in the newsletter and other communications. Please send an email with suggestions to [lmatheson@TheExchangeNetwork.ca](mailto:lmatheson@TheExchangeNetwork.ca) and let us know.

## Happy Anniversary to THE EXCHANGE® Network!

See [page 2](#) for details.

## 2013 Board Recommendation process - See results

See [page 2](#) for details.

## Marketing update

See [page 3](#) for details.



## 2013 BOARD OF DIRECTORS

The recommendation process for 2013 Board members concluded in early April with the three incumbents, **Rick Kelln**, **Darrell Jagers** and **Denis Laframboise** all returning for new three year terms. This year we had a record number of individuals who let their names stand for the three available positions on Ficanex's Board of Directors. It is terrific to see such interest and we certainly hope that we will see similar interest in future years. The three returning directors join Jeremy Trigg, Eric Paquet, Fred Cook (Chair) and Chris Goodman (Vice-Chair) to round out the Board.

## HAPPY ANNIVERSARY TO THE EXCHANGE® NETWORK!

2013 marks the **30th Anniversary** for **THE EXCHANGE®** Network and, as they say, time flies when you're having fun! And what changes we've seen since **THE EXCHANGE®** network was implemented back in 1983. We are extremely proud of this milestone and are showcasing our 30 year logo everywhere!



In recognition of our 30th anniversary we have made some of our own changes. You may have noticed our new URL – [www.TheExchangeNetwork.ca](http://www.TheExchangeNetwork.ca). Our e-mail addresses have changed to match:



|                |  |
|----------------|--|
| Linda Matheson | <a href="mailto:lmatheson@TheExchangeNetwork.ca">lmatheson@TheExchangeNetwork.ca</a> |
| Michael Barr   | <a href="mailto:mbarr@TheExchangeNetwork.ca">mbarr@TheExchangeNetwork.ca</a>         |
| Celia Hall     | <a href="mailto:chall@TheExchangeNetwork.ca">chall@TheExchangeNetwork.ca</a>         |

We may have changed on the outside, but on the inside – where it counts – we're still the same dependable, surcharge-free network with the can-do attitude you've come to rely upon for 30 years.

Don't worry if you slip up and use the old ones, we will be redirecting e-mail and URL traffic for quite some time to come.

## ANNUAL EMPLOYEE CONTEST

How often do you get the opportunity to win cash prizes, just for doing your job? We're making it that easy for employees of the financial institutions who make up **THE EXCHANGE®** network.

It's almost time once again for our ever popular **Employee Contest**. This annual contest is designed to help everyone become more knowledgeable about **THE EXCHANGE®** and **ACCEL®** networks and our website – [www.TheExchangeNetwork.ca](http://www.TheExchangeNetwork.ca). After all, the more you know about us, the better equipped you will be to provide practical assistance to your cardholders. A win win situation for everyone.

Details of the contest are still under wraps, but watch your in-box for an announcement to be released soon. As in previous years, the contest answers will all be easily found in the public areas of our website and the entry process will be fast and simple.

## SHOPPING IN THE U.S.

Judging by the volumes of cross-border transactions, both Point of Sale and at the ATM, your cardholders are shopping in the U.S. in record numbers. Year after year these transaction totals increase and, with the 2013 vacation season fast approaching, we are expecting another year of record growth.

We realize that time is valuable to your cardholders and whether they are on a vacation or a quick shopping trip, the last thing they want to do is leave the mall to find more cash. Problem solved! By using our point of sale network **ACCEL**® to make a purchase with their debit card they can get cash back right at the terminal. With millions of merchant terminals on the **ACCEL**® network, your cardholders will thank you for allowing them to “shop ‘til they drop”!



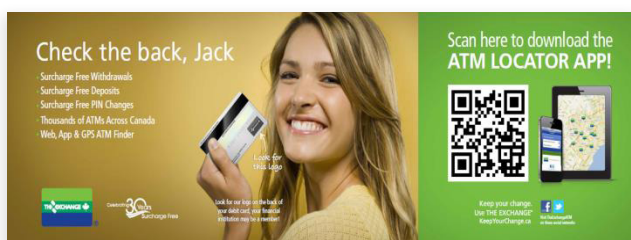
## CANADIANS LIKE US; THEY REALLY, REALLY LIKE US!

With over 9,000 Facebook **LIKES**, Canadians from coast to coast have shown their love and support of the only inter-institution, full function, surcharge free ATM network in Canada. The number of Facebook fans is remarkable considering **THE EXCHANGE**® Network entered into the social media space just over a year ago. As we anticipate hitting the 10,000 “Like” mark very shortly we are encouraged to continue in our dialogue and get the message out!

## THE EXCHANGE® NETWORK HAS GONE PUBLIC!

Public transit that is! As part of our continued social media and marketing campaign to raise Canadian awareness of our unique network we are advertising **THE EXCHANGE**® Network on Vancouver's SkyTrain and Toronto's GO Train. The ads started in March and will run through June and will then run again in the fall. We have 75% coverage on SkyTrain cars and 25% coverage on GO Train cars, reinforcing our brand and value to thousands of train travelers daily.

We are also featured prominently in April on the big screen in Union Station in Toronto and in the ON the GO Magazine, the magazine distributed to 325,000 commuters at GO Train stations. The ads align nicely with the visuals that all Participants have access to, free of charge, in the FI area of our website and focus on our Brand, Value and our ATM Locator App for Smart Phones and Tablets. With QR (Quick Response) code technology we are encouraging travelers to download the free app so they can find the closest surcharge free Exchange ATM wherever they happen to be.



Check the back, Jack

- Surcharge Free Withdrawals
- Surcharge Free Deposits
- Surcharge Free PIN Changes
- Thousands of ATMs Across Canada
- Web, App & GPS ATM Finder

Look for the back of your card and use that QR code to download the app on a mobile device.

Scan here to download the ATM LOCATOR APP!

Keep your change. Use THE EXCHANGE. KeepYourChange.ca

## THE EXCHANGE® NETWORK HAS GONE PUBLIC! (continued)

### On Air in Ontario and British Columbia

In conjunction with the SkyTrain and GO Train ads **THE EXCHANGE®** Network is once again on radio stations in Ontario and British Columbia. We hope that these radio ads, together with the visual transit ads, plus the combined promotion by our Members will stand out not only to your existing cardholders but to potential new cardholders as well. The radio ads started in March and will run through to the end of May and, for the first time, each radio station will advertise our Network on the home page of their radio station's website.

### WE'VE GOT YOUR CARDHOLDERS COVERED!

Canadians continue to embrace technology at astounding levels. Whether it is a Smartphone, tablet or GPS device, sales are rising at record speed. With this in mind it only made sense to develop **THE EXCHANGE® Network's ATM Locator Apps** compatible with all these devices. We didn't stop development at the Smartphone, but rather have continued development to ensure we have your cardholder covered no matter which device they use when searching for a surcharge free ATM!



Don't pay ATM surcharges  
3 ways to find thousands of ATMs across Canada

- 1 Get the ATM App
- 2 Find an ATM online
- 3 Find an ATM using GPS



The banner features three numbered steps: 1. Get the ATM App (with a smartphone and tablet), 2. Find an ATM online (with a laptop), and 3. Find an ATM using GPS (with a tablet). The THE EXCHANGE logo is in the top right corner.