



News Release – January 23, 2018

First Nations Bank of Canada partners with Affinity Credit Union to deliver services across Saskatchewan

SASKATOON – First Nations Bank of Canada (FNBC) and Affinity Credit Union (Affinity) are pleased to announce a new strategic partnership to better serve the banking and financial services needs of First Nations and Métis peoples in Saskatchewan.

“Our business is built upon personal respect and attention for all our customers and a deep commitment to the communities we serve. These are values we share with Affinity Credit Union,” said FNBC CEO Keith Martell. “This makes Affinity an ideal ally to help us achieve our mandate to deliver banking and financial services that are responsive and accessible to First Nations, Métis and Inuit people across Canada.”

Under the new strategic partnership, Affinity and FNBC will work together to respond to commercial banking opportunities that are mutually beneficial. FNBC and Affinity will cooperate on opportunities that take advantage of each other’s strength. The resulting synergy will deliver superior financial services to Indigenous peoples and their communities and, in return, will make both FNBC and Affinity even more successful.

“Affinity exists to advance the well-being of our members and their communities. We’re confident that our partnership with First Nations Bank of Canada will allow us to expand relationships and enhance how we deliver banking services to our clients and members.” said Affinity CEO Mark Lane. “Both organizations share a common purpose which will only serve to benefit First Nations and Métis communities.

Both Affinity and FNBC have their roots in Saskatchewan and bring complementary strengths to the strategic partnership. FNBC has a strong presence in Northern Saskatchewan while Affinity has a large footprint in the central and southern parts of the province. Affinity has a strong retail banking presence and focus, while FNBC’s business is primarily focused on the commercial banking needs of Indigenous businesses and governments.

“First Nations Bank began here in Saskatchewan to serve our communities. We invested in our people’s success both through financial services and understanding the unique needs of our customers as well as by providing career opportunities to our people,” said FNBC Board member Lucy Pelletier. “Affinity has a similar philosophy, serving members across Saskatchewan, including people from our communities.”

This focus on people has helped FNBC and Affinity find success in communities, particularly in rural and remote areas, that other competitors have overlooked or under-served.

“Since 2008, Affinity has worked closely with First Nations communities and their members to offer advice and deliver financial literacy and banking services,” said Affinity Delegate Cy Standing. “This strategic partnership furthers our commitment to Indigenous peoples across the province.”

For more information, contact:

Tim Schroh
EVP Advisory Services
Affinity Credit Union
306.385.4403
tim.schroh@affinitycu.ca

Kevin Michael
Vice President Commercial Banking
First Nations Bank of Canada
306.955.6708
kevin.michael@fnbc.ca