



**SAME FACES.
MORE PLACES.**



Better Together.



With you on the
road of life.



*Driven by
Midwestern Values*

From modest, Depression-era roots grew two of Minnesota's largest and best-known credit unions, **Hiway Credit Union** and **SPIRE Credit Union**. And now, these two institutions, both **strong, solvent, and growing**, are seeking to join forces to bring our members, our employees, and our communities more.

More locations (26 total, and we plan to grow). More products & services. More community support. And, with our combined strength & scale, more value: meaning even better service and even better rates.

Hiway Credit Union and SPIRE Credit Union have, **after extensive due diligence, proposed a merger.** Because both are financially secure, similar in size, and share many values, this partnership is a **merger-of-equals**, and will combine both organizations' boards and management teams. If approved, a **new entity, with a new name and brand, will be created.**



Our goal, as a combined force, is to become the **best credit union in Minnesota ... and beyond**. Lofty? Sure. But together, with all of our shared and complementary strengths, we know we can get there.

Both Boards of Directors, CEOs, and leadership teams **unanimously support this partnership**, and are excited about the potential for our members, employees and communities.

Bringing two already-strong organizations together **ensures high-quality, high-value products, top-notch service and rates, and greater convenience—including a greatly expanded branch network of 26 locations**—for our membership in the long-term.

In order for the alliance to happen, **Hiway must receive approval from our membership via member vote**.

Because SPIRE's charter covers more (literal) ground than Hiway's, providing more opportunity for growth, Hiway will technically be joining SPIRE's charter. *Please read on for more details as to what the partnership will provide for you, our member.*

We know you'll be as excited as we are about what the future holds.

Even Better Products & Services

The new credit union is committed to bringing you smart, innovative products, services, and technologies. We will be reviewing both organizations' product suites to ensure we're offering the **best of both**.

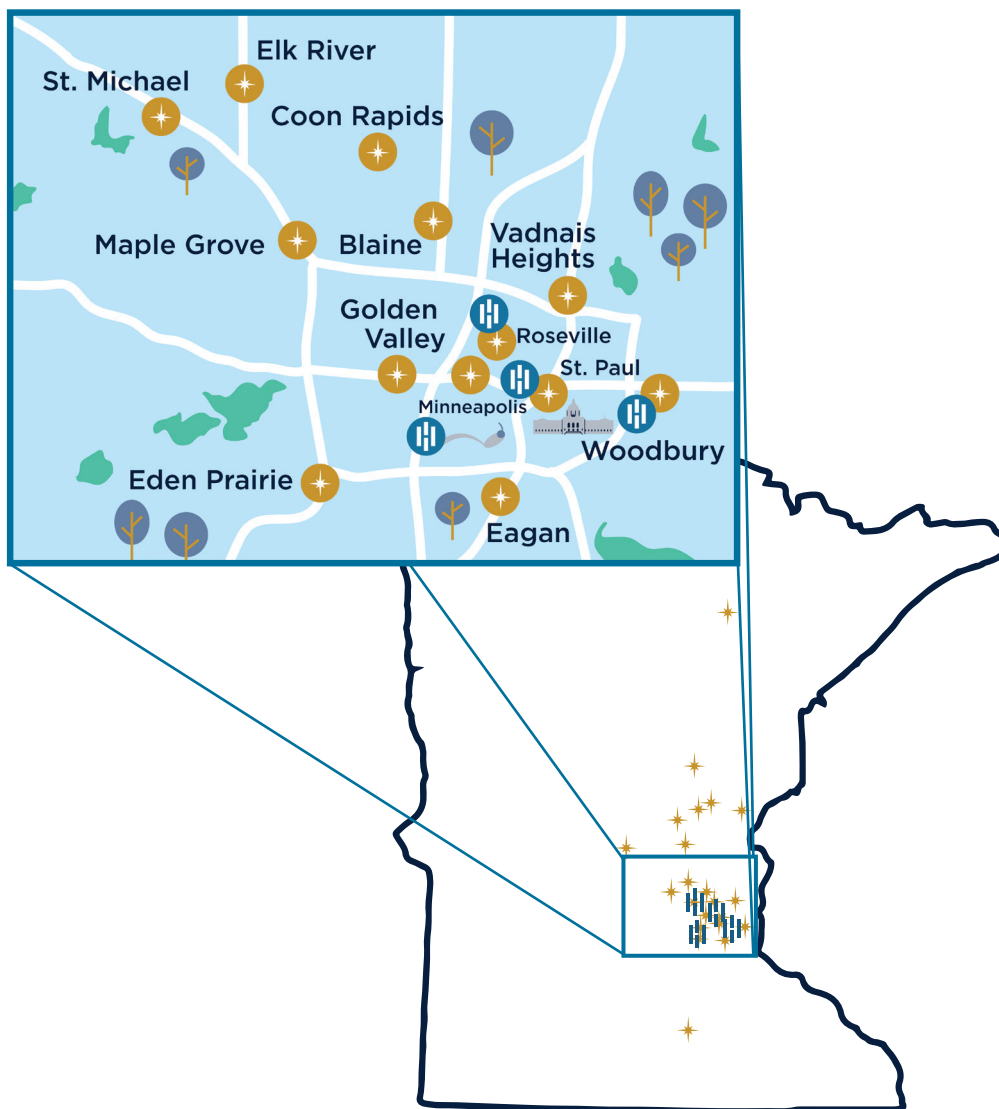


The financial strength that this alliance will provide means we will be better positioned to offer top rates, bringing you more value.

BEST NEWS

Expanded Branch Network

Hiway's four existing branches will remain operating. The new network of 26 locations will offer a mix of traditional teller lines and tech-forward branches with ITMs. In both cases, knowledgeable associates are always there to help! **No matter how you want to be served, we've got you covered. And we plan to grow into even more communities.**



Shared Mission & Values



26 BRANCHES THROUGHOUT MINNESOTA MEANS WE IMPROVE MORE LIVES

BOTH Hiway and SPIRE exist to **IMPROVE LIVES**, providing a **POSITIVE IMPACT**.

BOTH strive to be not the **BIGGEST**, but the **BEST**.

BOTH understand we exist because of our **COMMUNITIES**, and that's why we make **SUPPORT** a priority—both in dollars, and in volunteer hours. In fact, combined, Hiway and SPIRE have given over **\$5,000,000 to worthy organizations since 2020**, and associates have given **thousands of hours** of their time.

BOTH Hiway and SPIRE have long histories of being **strong community supporters**, and that support ranges from taking part in community parades and festivals all the way to raising thousands (and thousands) for charity.



Here are just a few examples:

Financial Well-Being

- Hiway operates **four student-run branches** in St. Paul, at Como, Harding, Highland, and Johnson high schools, providing real work experience as well as guidance on budgeting, first jobs and more.
- SPIRE's award-winning children's book, "**Saving Cash,**" has been given out at schools and community events, giving youth tools to set themselves up for long-term success.
- Both organizations have provided **thousands of hours of financial education** to adult and student groups, by way of webinars, lunch & learns, and classroom presentations.

Charitable Giving

Combining Hiway and SPIRE's charitable efforts will mean a big impact in our home communities. Here are just a few examples:

- Each time a SPIRE member uses their **SPIRE Visa Credit Card**, SPIRE gives back .25% of that transaction to community causes. The **Treasures Program** has now surpassed \$1.5 million in charitable donations since 2019.
- **Hiway Hockey Kids4Kids**, a partnership with the Minnesota Wild and youth hockey programs, has raised **more than \$135,000 for Gillette Children's since 2017**.
- **SPIRE Shares & Cares** allows 50 different internal and branch teams to choose an organization close to them – supporting causes such as child wellness, hunger, or homelessness - **to donate \$1,000 (totaling \$50,000) each year**.
- **The Hiway Foundation** has provided more than **\$900,000 in student scholarships, teacher grants, and community grants and support** since its inception in 2018.
- **SPIRE's NetGiver donation platform** has provided nearly **\$100,000 in charitable gifts** to a variety of worthy causes.

Our Promise to Our People



If you've worked with us for any length of time, you may have a favorite employee. (In fact, we hope you do!) Please be assured our teams will be taken care of. Here's how:

- **All associates will be retained.** Simply put. We're excited about what will be possible with our combined talent!
- **Expanded opportunities.** Our people will benefit from working for a larger, dynamic, and growing organization.
- **Best-of-Both approach.** Our valued associates will receive the highest-value benefits and compensation options.



CONTACT US

Of course, we understand you may have questions or concerns not addressed in this mailer. **Remember, we're here to help!**

- **Stop by any branch** and talk to our team
- Reach out to us at **651.291.1515 or 800.899.5626**
- Chat face-to-face using **Hiway Live**
- Visit our web site at **hiway.org/partnership** for the latest information and a list of FAQs

In Summary

- **Same Faces.** You'll still be able to work with your favorites from the Hiway team.
- **More Places.** Your go-to Hiway branch will remain open, and the new combined network will boast 26 branches throughout the metro and beyond.
- **An Easy Transition.** Hiway recently underwent an upgrade to a state-of-the-art core system, integrated with a top-of-the-line digital banking provider. Because of the strength of these platforms, Hiway members will not need to convert to new core or online/mobile systems. That means a generally seamless experience, without the need for account number or credential changes.
- **Shared Roots.** We've both got humble, Midwestern beginnings, and we've both been around awhile, focused on improving member lives for plus or minus 90 years. In 1931, forward-thinking workers from the Minnesota Highway Department founded a credit union to help serve each other; and in 1934, Edgar Archer of Midland Cooperative Oil Association started his own cooperative after being turned down for a much-needed loan.
- **Shared Values.** Both credit unions share a common purpose – improving lives – and a deep commitment to our communities.
- **Shared Aim.** Together, our combined resources, strengths, and people will position us well as we strive toward our ambitious goal – **to be the best credit union in Minnesota ... and beyond.**

Please support a combined, strong future by voting in favor of the partnership, either in-person or by mail. Together, Hiway and SPIRE will create a powerful force for good here in the Midwest.



“This partnership brings two already strong credit unions together to **provide more for our members, associates and communities**—26 branches, convenient technologies, charitable support, bottom-line value, and the absolute best service out there.”

—Dave Boden, *Hiway President*



“Our Board of Directors has carefully analyzed the Hiway/SPIRE alliance. I am pleased to say that we unanimously support it! The Board believes this merger-of-equals will bring more product value, more branches, and greater financial strength to our Hiway membership.”

—Jeff Schwalen, *Hiway Board Chair*



VOTING DETAILS

HIWAY MEMBERS

Vote by mail:

Ballots were sent on 7/28
Please contact Hiway
if you have not
received a ballot.

Vote in-person:

Wednesday, September 13
4 p.m.
St. Paul College Theater
235 Marshall Ave
St. Paul, MN 55102

Hiway Credit Union
111 Empire Drive
St. Paul, MN 55103-1899

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
TWIN CITIES, MN
PERMIT NO. 27734

