



NORTHERN BIRCH CREDIT UNION LAUNCHES FORGE TO REINVENT THE MEMBER ONLINE EXPERIENCE

For Immediate Release: 20 February 2020 – Northern Birch Credit Union is the latest credit union to move forward in offering the Forge Digital Banking suite of online services to its members, joining dozens of Canadian credit unions and financial institutions in enhancing their banking services with integrated digital capabilities.

Anita Saar, CEO of Northern Birch Credit Union, is excited about the possibilities. “In an increasingly fast-moving world, we must complement personal attention with the latest products and services. The Forge platform is an all-in-one bundle that enhances our core service and allows us to roll out complementary services on our schedule. It represents a real leap forward in our capabilities and that’s pretty exciting.”

Forge is an integrated solution that recognizes Canadians are unique and so are the fintech solutions they know, love and expect from their financial institution. The public website, online banking, mobile app, small business banking, account opening, and new services are part of the same out-of-the-box platform.

Northern Birch is beginning this journey with the launch of its new website. Members will see more and different things, and the experience has been tested extensively to be member friendly; members will be able to easily access what they want and to find information about things they’re curious about. Later rollouts will follow the same pattern making each introduction logical, clear and intuitive to use. See the new website at www.northernbirchcu.com.

“The Forge Digital Banking Platform is about creating unique and customized digital banking experiences for Canadians, and Northern Birch Credit Union have worked hard to provide this for their members,” says Mark Blucher, President and CEO of Central 1. “Forge will enable Northern Birch Credit Union to remain on the forefront of innovation in an ever-evolving industry.”

Northern Birch Credit Union chose Forge as part of their multi-year growth plan. Introducing it is a significant step forward in delivering on the goals of providing best-in-class banking services while maintaining the community feel of a member-owned financial institution. A fully managed infrastructure and 24/7/365 cybersecurity underpins the foundation of the plan, allowing for greater focus on individual member needs and community connection.

Northern Birch Credit Union is the new name of the former Estonian Credit Union and Latvian Credit Union, which merged effective January 1, 2020. The amalgamated organization currently serves more than 6,500 members and administers approximately \$196 million in assets through branches in Toronto and Hamilton.

In addition to the merger and renaming, the credit union is embarking on an ambitious program that includes a rebranding and awareness effort, and a banking system conversion this year.

Please reach out to Miina Yalle at miina.yalle@northernbirchcu.com for more information.