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East Coast Credit Union named one of Canada's Most Admired Corporate Cultures for 2026

November 19, 2026 **(Dartmouth, NS)** – East Coast Credit Union (East Coast CU) has once again been named one of **Canada's Most Admired Corporate Cultures™ for 2026** by Waterstone Human Capital. Now in its 22nd year, the national program recognizes Canadian organizations whose cultures help them perform well and stay competitive. East Coast CU first received the recognition in 2023. For East Coast CU, the recognition reflects how employees work with one another and with members every day.

"This award belongs to our employees," said Ken Shea, President and CEO of East Coast Credit Union. "They are the ones who shape our culture through how they support one another, serve our members and contribute to their communities. We have people who genuinely care, who speak up, who step in when someone needs help and who continually look for ways to make things better. I'm incredibly proud of what they have built together."

East Coast CU is committed to a diverse, equitable and inclusive workplace where everyone has a fair opportunity to contribute, develop and succeed. That includes fair work and fair pay, employee wellbeing and an environment where people feel safe being themselves and sharing their perspectives. It also means a workplace that reflects the diversity of the communities the credit union serves.

East Coast CU's culture is also shaped by its core values, which employees recently identified as important to who East Coast Credit Union is and how its people work together: passionate, accountable, collaborative, purposeful, adaptable and a sense of humour.

"Culture is really about how people experience their workplace every day," said Layla Khalil, Vice President, People and Culture. "It's whether you feel heard, whether someone has your back when you need help, whether you are treated fairly and whether you know your contribution matters. We want every employee to feel respected and included and to have meaningful opportunities to grow. Our employees bring that culture to life through their actions, their relationships and the care they show one another."

That commitment reaches beyond the employee experience. East Coast CU believes it can better serve members and strengthen communities when its employees feel trusted, supported and connected to a shared purpose.

"As we grow and evolve, we want to hold onto the things that make East Coast Credit Union a special place to work while continuing to listen and learn from our people," added Ken Shea. "Culture is never finished. This recognition is something to celebrate, but it also

challenges us to keep building a workplace where people feel valued, where our actions reflect our values and where everyone has the opportunity to thrive."

East Coast Credit Union will formally receive the award at the Canada's Most Admired Corporate Cultures Awards Celebration in Toronto on April 1, 2027.

About East Coast Credit Union

East Coast Credit Union is a member-owned financial cooperative focused on putting people first. As Nova Scotia's largest credit union, we serve more than 60,000 members and manage $1.77 billion in assets, with a network spanning from Cape Breton to Bridgewater and throughout the Halifax Regional Municipality. We bank with purpose, putting people and communities at the heart of everything we do. As a certified B Corporation, we are proud to be part of a global movement using business as a force for good. Locally owned and deeply rooted in our province, we support communities through donations, investments, targeted grants, and employee volunteerism.

– 30 –

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