

ANNUAL REPORT



ONTARIO
NEO2020
YOURS TO DISCOVER

Message from the Club

It has been a year of unprecedented change for CAA North & East Ontario (CAANEO) as the COVID-19 pandemic continues to pose significant challenges for businesses across the globe. Like all organizations, adapting and responding to this global health crisis has taken priority since its emergence in early 2020. Stringent government restrictions and public health orders, and seismic shifts in consumer demand, have prompted the Club to seek out innovative solutions to continue serving our Members and communities, all while contending with widespread economic uncertainty.

I'm proud to say that our Club has risen to the challenge mightily, implementing rigorous health and safety standards at all of our CAA Stores, moving to a mostly remote working environment, and introducing timely service offerings and products for Members. Despite this challenging environment, CAANEO has continued to grow its Membership,

Over 310,000 Members in CAA North & East Ontario.



increase revenue, provide exemplary customer service, and support our community. While it's been anything but business as usual, we've continued to meet strategic objectives and long-term goals this fiscal year.

In the past year, CAANEO has increased its Membership to over 310,000, responded to over 136,000 service calls, and added 10 new local CAA Rewards® partners. We've also seen explosive growth in our Rewards eStore sales – up 91 per cent year-over-year – and have continued to support our communities by helping to provide school supplies to families facing financial challenges, donating to service providers like the Ottawa Food Bank and CHEO; as well as the North Bay Foodbank, Harvest Share Community Food Bank, Timmins Food Bank, and the Sudbury Food Bank in our northern regions. Additionally,

we continued to support our local community pillars such as the Ottawa Sports and Entertainment Group, Sudbury

Wolves and North Bay Battalion; and championed important transportation safety initiatives, including car seat clinics operated by SEATS for Kids.

While not without challenges, our Club has viewed this year as one of opportunity, as a time to make necessary changes and prepare ourselves for long-term success. To do so, we have pivoted to an innovation-first business strategy that takes advantage of the investments we have made in technology and our workforce to respond, rather than react, to emerging problems as they come.

For example, this past year we have adapted to a remote work environment and now have the capabilities and staff training to succeed in a fully digital environment when needed. We've also updated our roadside communication

systems to improve response times and have shifted our e-communications to a new tool called Exponea to better engage with our Members. Faced with major disruptions to our retail operations, we have introduced the new Member Exclusive product line that offers in-demand travel products such as masks and disinfectant wands to our Members, at-cost. Conscious of the financial consequences of the pandemic, CAA Insurance has given back over \$60 million to policyholders to help them manage their expenses during these difficult times.


In the months ahead, our Club will continue to champion innovative solutions that lead to long-term success, and new business rules to increase revenue and renewals. We will also prioritize our commitment to environmental stewardship and sustainability through continued support of our Bike Assist program and advocacy for improved fuel efficiency, as well as implementing eStatements for all new Members, among other initiatives. CAANEO must be a leader in the movement towards a low-carbon future.

Although we cannot predict the course of this pandemic, I'm confident that our Club will continue to prosper thanks in no small part to the dedication and talents of its workforce, its value-driven business proposition, and its innovation-first culture.

Despite the challenges posed by COVID-19 this year, the Club remains both well-positioned to navigate the obstacles, and firmly focused on the road ahead.

Sincerely,

Jeff Walker
President & CEO
CAA North & East Ontario



Whoa! Would you look at those great numbers!?

CAANEO by the Numbers 2020*

Total CAA Members Nationwide

6,565,213

Total CAANEO Members

310,325

CAA Rewards eStore Transactions

91% growth

CAA Rewards Local Partners Added

10

CAANEO Member-Households that Receive CAA Magazine

210,196

CAANEO Member-Households Insured by CAA Home and Auto Insurance

12,732

Overall Membership Renewal Rate

87.9%

Increase of CAANEO Members with New CAA MyPace™

119%

CAA Mobile App Downloads

4,866

CAA Member Exclusive Merchandise Units Sold

4,853

New Members to CAANEO

38,993

Renewed CAANEO Members

271,332

Roadside Assistance Service Calls

Total 136,676

Winter 37,566

Spring 28,908

Summer 32,707

Fall 37,495

*All figures current as of Oct. 1, 2020.

Word on the Street

Shout-outs from our Members and the Community... hover your smartphone over the QR code to read more!

"It was a lifesaver when I was travelling on Route 66 in the United States... I have very rarely needed to call upon my CAA emergency service, but the very few times I have it has made life so much easier – you may not need CAA often, but when you do it sure can be a lifesaver!"



Chris Hayes
CAA Member



Scan me!

"Getting a CAA Membership was one of the BEST things I have ever done! It has saved us on many restaurants, discounts on family vacations and hotels, lower insurance prices but most importantly it has been there for us when we have needed it most. Multiple flat tires, running out of gas and when we were stranded, they were always there to help us...a lifesaver for sure."



Angela Fox
CAA Member

"I have always taken advantage of the rewards offered by CAA, but I am enjoying them even more since you launched the new CAA Mobile App. It makes it so easy to get my rewards even when I'm shopping online which I have been doing pretty much exclusively since the beginning of COVID. I love knowing that the purchases I would normally make are getting me rewards in CAA Dollars® which I will apply to renewing my CAA Membership."

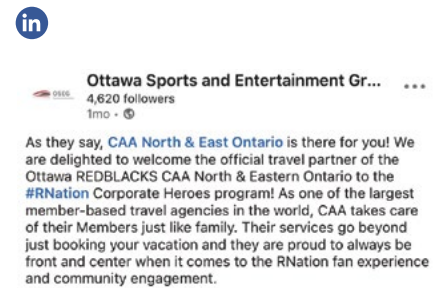
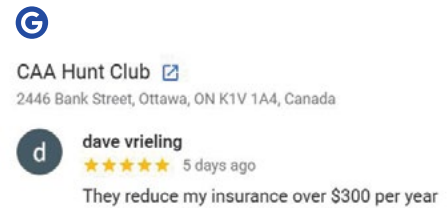


Lisa Holmes
CAA Member

"The CAA truck came in 15 minutes, he took out his tools, messed around with it for a bit, and five minutes later we were back out on the road continuing our trip... a CAA Membership is totally worth it!"



Cameron Clark
CAA Member



the Caring and Sharing Exchange
People helping people since 1915



Échange cœur et partage
L'aide et l'entraide depuis 1915

home of

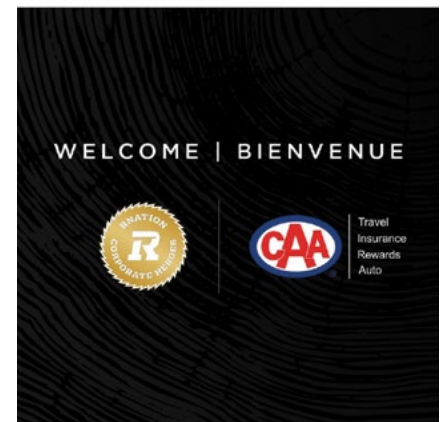


October 15, 2020

Dear CAA NEO,

With our 2020 Sharing in Student Success program coming to a close, we want to extend our sincerest thanks to you, and everyone at CAA NEO, for the incredibly generous donation of backpacks to the children on our list this year. Your continued support means so much to us, especially this year, in light of the setbacks we all experienced from Covid-19. Your gift made such a difference in the lives of children and families in need across the city this back-to-school season.

This year, we received **3023 requests for assistance**. Despite the uncertainty of whether school was going to be back in session this fall, and thanks to the generosity and support of our volunteers, donors, and partnerships, **we were able to provide assistance to every child on our list!**





Ottawa 67's
@Ottawa67sHockey

Replying to @Ottawa67sHockey

#5 - During the season we had multiple @CAANEO Community Practices with the entire team. Practices included autographs, prizes, and of course skills and drills!

ow.ly/NKwR50zpDa9 | 📷: @VWutti



CAA Orleans

2026 Tenth Line Road, Unit 7, Orleans, ON K4A 4X4, Canada



Ann Marie Moors

★★★★★ 12 weeks ago

We really enjoyed our experience with CAA Orleans!



EnviroCentre @EnviroCentre · 30 Sep

This week is Drive Green #Ottawa! Did you know @CAA has a handy resource page showing you the network of electric vehicle charging stations exist throughout North America, helping you find a station near you? 🌱🔌

Check it out! 📄 bit.ly/337XAas @CAANEO



CAA Sudbury

2040 Algonquin Road Unit 13B, Sudbury, ON P3E 4Z6, Canada



Tom Champaigne

★★★★★ 2 weeks ago

Well if you're driving a vehicle that is going to break down once in awhile you can't beat CAA



OPS Traffic Case Manager
@OPSTrafficCM

OPS Traffic Services would like to give a "Tip-of-the-Tuque" to Dan from CAA and so many of the tow professionals who've been coming to the rescue of motorists across the city all winter. Thanks for all your hard work and commitment to road safety Dan! #EverydayHeroes



CTVMorningLive

CTVMorningLiveOttawa @CTVOTTomLive · 15 Sep

Live Eye: CAA is There For You | @thejasminrose is joined by @CAANEO President and CEO Jeff Walker who tells us more about how CAA can help you put money back in your wallet this fall. #ottnews ctv.news/KX7bRAK



Susan Tesluk

I'm sending a big thank you out to you for rescuing my two kids on their very first trip alone driving to Timmins from University when they ran out of gas past North Bay! I am thankful that an exception was made since I wasn't with them. CAA definitely saved the day!

Where's my shout-out?

Advocating for Your Safety

Check out what we're doing to keep CAA Members safe!



Cannabis Edibles Campaign Results:



877,246 Unique Impressions
64,422 Clicks



349,945 Unique Impressions
2,334 Swipe-Ups



2,850 Video Views

So much more than Roadside Assistance.

We rolled out a brand new ad campaign in 2020. See how we're keeping CAA front and centre!



Supporting our Communities



CAANEO Food Bank Donation
\$11,300

CAA Dollars Donations
148 Members donated the
equivalent of
\$3,872

Total Food Bank Donations
\$15,172

Local Food Banks Helped
12

Kenora, Timmins, Cornwall, North Bay, Thunder Bay, Parry Sound, Sudbury, Stittsville, Barrhaven, Renfrew, Orleans, Ottawa

Gives me all the warm and fuzzies.



There for you in 2020!

In a year like no other, CAA North & East Ontario found new and creative ways to be there for Members and the communities we're proud to be a part of. Here's how we pulled together to show we care.



Team work makes the dream work.

In April, CAANEO contractor Herb's Towing picked up and delivered a shipment of 18 boxes of personal protective equipment off the tarmac at Cornwall Regional Airport for delivery to Cornwall Community Hospital. The shipment was flown in by CAA Club Group of Companies' President & CEO, Jay Woo.



Rain or shine.

CAANEO's tow truck drivers, deemed essential workers by the Ontario government, pivoted to delivering groceries and medication to isolated Members who were physically distancing. In total, 111 CAA Member requests were fulfilled by our drivers.



Tickled pink.

CAANEO kept Members' spirits up through the pandemic with contests and giveaways. CAA Travel launched a weekly social media trivia contest, giving away 750 CAA Dollars in total (25 CAA Dollars a week for 30 weeks) to CAA Members like Josh Rachlis' sister Diana. Josh shared that the contest helped his sister, who has Parkinson's disease, relax and stay positive.

Piece of cake.

CAANEO made time to celebrate special moments with its Members. The Club was happy to celebrate the 80th birthday of long-time, past CAA Member Kathleen Boone, whose friends and family threw an outdoor, "drive-by" party in front of her Ottawa home. What better way to celebrate a valued Member than with the flashing lights and honking horn of a CAA truck?





Can we afford all this stuff?

With CAA Rewards we save while we shop!

Use the all-new CAA Mobile App while shopping and take advantage of savings and discounts available from all of our Rewards partners.

Download the app today!



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youtube.com/TheCAANEOChannel

**Rewards, Insurance,
Travel, Roadside and more!**



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Insurance
Rewards
Auto

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