

## THE FIRST NATIONAL BANK OF DENNISON A MESSAGE FROM THE PRESIDENT



Nichole L. Zesiger, President

The First National Bank of Dennison is proud to have celebrated our 90th year! This is all thanks to the hard work and dedication of our employees and board of director's. Of course, we could not have done it without the support of our loyal customers & shareholders.

The bank ended with the best earnings year in the history of the bank. Rising rates has helped the depositor, our net interest margin and investment income. Borrowing has slowed but auto lending is still strong. Home Equity Lines of Credit have become a loan of choice since many consumers have first mortgage rates in the 2's or 3'% range. Many Commercial businesses are still cautious. Invest real estate is still available for those who are in the market. Inventory is still low in Tuscarawas County as prices are inflated but coming down.

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The Bank's initiative for 2023 was to continue technology investment in products to improve our customer experience. Our online mortgage application portal has been very popular for those of you working beyond our business hours and want to apply at home! Our new online consumer loan application portal for unsecured, car loans, motorcycles, home equity lines of credit etc. makes it so much easier for applying for a loan. We also rolled out a new turnkey online & mobile platform and upgraded our new accounts platform all to create more efficiencies within the bank but to improve your experience inside or outside the Bank. Don't forget we rolled out our new loan officer scheduling too. This will enable you to make an appointment with our loan officer's from our website at your convenience. Zelle is still on our radar as a strategic project for 2024. The bank is considering change the ".com" to ".bank". This will be a large undertaking but a much more secure for us and our customers. We have many new projects on the horizon for 2024 to improve the customer experience and improve our efficiencies internally. Our goal is to bank the best it can be and provide the best customer experience.

Our Information Technology Team is always looking out for you. Not only does the bank have the state of the art technology infrastructure but the most up to date services to protect your data from scammers. Always be on alert! Please watch for our "Banks never ask that campaign".

Fraud is everywhere and everyone is experiencing it. It is unfortunate that this is occurring. The Bank has tightened our policies and procedures to help protect you from scans and fraud: fraud from checks, wires, account charges etc. This may change how you do business with us as we continue to protect and prevent losses not only to you as our customer but the Bank.

Thank you to all our customers and shareholder's for supporting the bank and helping us be the best we can be. We look forward to 2024 as we have our roots where other have their branches.

Sincerely,

Nichole Zesiger, President