

THE FIRST NATIONAL BANK OF DENNISON A MESSAGE FROM THE PRESIDENT



Nichole L. Zesiger, President

The First National Bank of Dennison is proud to be celebrating 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.

Rising rates has helped the depositor and the Bank. Our net interest margin and investment income has continued to improve significantly. Borrowing has slowed. 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 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. The auto loan business is now seeing slow down. This is still a significant income source for the bank.

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Don't forget our new suite of products to improve our customer experience. Our online mortgage application portal for your convenience of applying at home! Our new online consumer loan application portal for unsecured, car loans, motorcycles, home equity lines of credit etc. We also rolled out a new turnkey online & mobile platform that has been extremely well received! Our new accounts platform rolled out in October. This will improve your time in the bank. We rolled out our new loan officer scheduling tool. 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 changing the ".com" to ".bank". This will be a large undertaking but a more secure one 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 be 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".

Thank you to all our customers and shareholders for supporting the bank and helping us be the best we can be. We look forward to another great year as we have our roots where others have their branches.

Sincerely,

Nichole Zesiger, President