

2024 in Review

As we enter a new year, it's a good time to reflect on initiatives and milestones we've accomplished this past year.

Expanding and Renovating

We opened our Dane County lending office in February to attract new business customers in this growing part of Wisconsin. In April, we remodeled our Stewart Avenue Wausau retail and lobby area. This new space is open, innovative, and inviting for the best banking experience (as well as great cappuccino or hot chocolate)! In July, we opened a new bank branch in downtown Milwaukee near Cathedral Square. The new full service branch and lending offices, located at 790 N Jefferson Street, is the bank's third location in southeastern Wisconsin.

Digital Enhancements and New Products

Our Peoples mobile app is one of the best in the business. In 2024, we added My Credit Manager: A free tool accessible through Peoples online and mobile banking platforms that provides your credit score and history with personalized information and educational resources. You can now Refer a Friend on the app and earn up to \$500 a year and some extra spending money for your friend, too, by recommending Peoples! To protect low-credit individuals in our Milwaukee area from predatory lending practices with high interest rates, we partnered with La Casa de Esperanza's Center for Financial Stability to launch a new small dollar loan program. The La Casa loan program aims to address financial hardships with banking access and financial education so individuals can take control of their finances.

Investing in Our Team

Peoples has the best bank staff in our markets. We invest in team building throughout the year, and in 2024, we implemented the Ideal Team Player strategy, which focuses on fostering the attributes of being humble, hungry, and smart. All executives and staff studied the Patrick

Lencioni book, *The Ideal Team Player: How to Recognize and Cultivate The Three Essential Virtues*. Senior leadership led breakout sessions to review key topics, personal experiences, and lessons learned. We are committed to "being on the same page" for great customer service and actions within an engaging work environment.

Customer Experience Highlights

Thank you to over 2,000 customers who completed surveys this past year! Your feedback has shown more than 9 in 10 customers are extremely satisfied with the service at Peoples, with many of you highlighting that our team is "helpful and flexible." These surveys provide direct, honest feedback on what we're doing well and where we can improve, allowing us to serve you better. We're also thrilled that 91% of you find banking with us convenient and easy, whether it's making a payment or getting answers quickly. Our survey results are better than industry averages. Your voice truly shapes our service!

We Appreciate You!

Thank you for banking with us. At Peoples, we want to use our comprehensive line-up of products and services to help you reach your next financial goal. Please use our survey requests or reach out to us directly with feedback. We appreciate hearing from you so we can deliver a great banking experience. Thank you for your continued dedication and investment in Peoples State Bank.



- Scott

Scott M. Cattanach
Peoples State Bank
President & CEO

Peoples Named a Best Bank to Work For

For the sixth year, American Banker magazine and Best Companies Group have named Peoples State Bank one of the nation's Best Banks to Work For.

AMERICAN BANKER

2024 Best Banks to Work For

American Banker and Best Companies Group anonymously survey employees to gain insight into the bank's operations and learn about employees' experiences. Peoples is chosen to receive this honor for creating a positive, supportive, and thriving workplace.

Considering a career change? Scan the QR code to see what Peoples has to offer.



Scan Me!

Big Savings with Peoples State Bank!

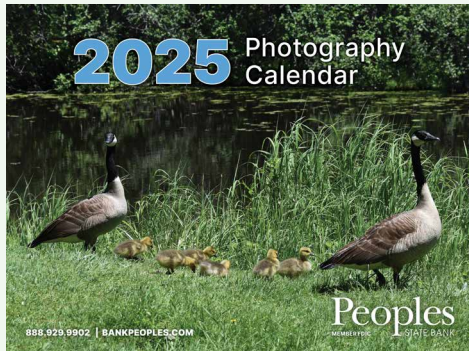


New year, new resolutions. Make 2025 the year of financial freedom! You might ask, how? Well, at Peoples, we make it easy to earn extra and grow your money faster. Peoples State Bank's Super Saver account offers a premium interest rate to boost your savings dollars!

"Our rates are competitive for our customers to take advantage of," said Jessica Brown, Peoples State Bank's chief financial officer and senior vice president. "We encourage everyone to include a savings category in their budget and aim to save an amount that feels comfortable. With the Super Saver,

you'll be surprised at how the premium rate will compound over time, giving you a much bigger nest egg!"

To start saving, you must have a Peoples Edge Checking or Peoples Balance Banking account and arrange a monthly automatic transfer from that checking account to the Super Saver account. Scan the QR code to open an account today!



Peoples' 2025 Calendars Available

You can pick up a FREE Peoples 2025 calendar at our locations while they last. The calendars are an annual project, with photos submitted by people throughout Wisconsin.



This year's winning photo is called **Goslings on Parade** and was taken by **Bob Mindock**. He took the picture at Bluegill Bay Park in Rib Mountain. It drew the most votes during our contest.

Weather Closing Information



Winter weather could impact our employees' ability to travel safely to the bank. When we feel it is necessary to close entirely or close early, we'll do our best to let you know as soon as possible!

We utilize a "pop-up" message on the **bankpeoples.com** website to alert you about unforeseen situations. We also post our closing alerts on our social media accounts, which include **Facebook, Instagram, and LinkedIn**. In some of our markets, we may utilize television or radio programs that offer business closure information.

Jessica Brown Recognized as a Wisconsin Titan 100

Titan CEO and headline sponsor Wipfli LLP, along with Peoples State Bank, are pleased to announce Jessica Brown, chief financial officer and senior vice president, as a 2025 Wisconsin Titan 100. The Titan 100 program recognizes Wisconsin's Top 100 CEOs & C-level executives. They are the area's most accomplished business leaders in their industry, using criteria demonstrating exceptional leadership, vision, and passion.



Jessica Brown

Chief Financial Officer
Senior Vice President

Collectively, the 2025 Wisconsin Titan 100 and their companies employ over 113,000 individuals and generate over \$118 billion in annual revenues. This year's honorees will be published in a limited-edition Titan 100 book and profiled exclusively online. They will be honored at an awards ceremony on January 30, 2025, and will be given the opportunity to interact and connect multiple times throughout the year with their fellow Titans.

"The Titan 100 are changing the way that business is done in Wisconsin. These preeminent leaders have built a distinguished reputation that is unrivaled and superlative in

their field. We proudly recognize the Titan 100 for their efforts to shape the future of the Wisconsin business community. Their achievements create a profound impact that makes an extraordinary difference for their employees and clients across the nation," says Jaime Zawmon, president of Titan CEO.

"I am humbled and honored by this distinct recognition," said Brown. "I'm grateful for this acknowledgment of my career accomplishments and thankful to many mentors and influencers who have helped me achieve this honor. I'm energized to continue my work in the banking industry and to help guide others to reach their highest potential through servant leadership at Peoples and in my greater community."

Brown will be honored at the Titan 100 awards on January 30, 2025, at Fiserv Forum. This unique cocktail-style awards event will gather 100 Titans of Industry and their guests for an evening unlike anything in the Wisconsin business community.

"On behalf of the partners and associates at Wipfli, we congratulate the 2025 Wisconsin Titan 100 honorees. We appreciate the lasting impact each leader has made, and continues to make, in building organizations of significance both in Wisconsin and abroad. Your ingenuity and creativity have set you apart, and the honor of being seen as an industry Titan is richly deserved," says Gina Skibo, Partner at Wipfli.

Erik Rajek Promoted to Commercial Group Leader

Senior vice president Erik Rajek has been promoted to commercial group leader of Peoples State Bank.



Erik Rajek

Commercial Group Leader
Senior Vice President

"Erik brings significant experience to this role, with over two decades as a commercial banker and producer in multiple Wisconsin markets," said Scott Cattanach, Peoples State Bank president and CEO. "He brings a fresh approach as we work together to elevate Peoples, by adding value and meeting customer needs with consistent service delivery and products through our commercial banker team across Wisconsin. Our customers and our bank will benefit from his leadership."

Rajek joined Peoples in January 2022 and, one year later, was appointed to the executive team as senior vice president and chief credit officer. He has spearheaded the bank's Small Business Administration (SBA) 7a guaranteed commercial loan program, and his credit team is responsible for risk assessment on new and challenging loans.

"I'm excited about this opportunity to lead our team of commercial bankers. They are knowledgeable and motivated. Together, we will continue to focus on key performance initiatives that will move our customers and the bank forward," said Rajek. "I am committed to Peoples and passionate about this industry. The future is bright for our customers and shareholders."

We're Giving Back



\$250,000+
Annual
Contributions



5,500+
Hours
Volunteered



200+
Organizations
Supported



Peoples State Bank gives back time, talent, and dollars each year to needs in the communities where our banks are located. We proudly support essential community efforts with over a quarter of a million dollars in annual sponsorships, charitable contributions, and in-kind donations to local non-profit organizations, schools, service organizations, and others.

Our employees volunteer thousands of hours of community service. Many of our bank associates hold leadership roles in civic, education, youth, economic, housing, cultural, health, and human service organizations that positively impact our communities. We strongly believe in helping our neighbors and will continue our commitment to the communities we serve in 2025!

EASY SKILLET LASAGNA

DIRECTIONS

1. Add the oil to a large skillet and heat to medium high. Add the beef and sausage and cook until browned, crumbling into small pieces, around 5 minutes. Drain excess fat.
2. Add the beef broth and pasta sauce and stir to combine.
3. Layer in the lasagna noodles by pushing them down into the sauce. Create a single layer.
4. In a small dish, mix together the ricotta, ½ cup of the mozzarella, salt, pepper, and garlic. Scoop small dollops into the skillet, about half of the mixture. Layer with more noodles, pressing them down into the sauce. Repeat adding the cheese mixture, and then a final layer of noodles. Gently agitate to ensure all the noodles are covered.
5. Bring mixture to a boil, then reduce heat to low, cover, and allow to simmer for 15 minutes.
6. Uncover, add the remaining mozzarella, and recover for another 5 minutes. Remove from heat.

Allow to sit for a couple minutes before serving, then garnish with parmesan and fresh basil.

Recipe from asimplepantry.com

Make sure to submit your favorite recipe to: etalk@bankpeoples.com



INGREDIENTS

- 1 Tbsp Canola Oil
- ¾ lb. Ground Beef
- ¾ lb. Mild Italian Sausage
- 1 ½ C Beef Broth
- 1 Jar Pasta Sauce
- 1 tsp Kosher Salt
- 1 tsp Cracked Black Pepper
- 1 tsp Garlic Powder
- 1 C Ricotta
- 1 ½ C Mozzarella divided
- 8 Lasagna Noodles broken into quarters
- ¼ C Parmesan for garnish
- Handful Fresh Basil rolled and sliced, for garnish