

PEOPLES STATE BANK IN TOP 200 COMMUNITY BANKS LIST FOR 10 YEARS STRAIGHT

PSB Holdings, Inc., parent company of Peoples State Bank, announced that it has ranked for the tenth consecutive year in the American Banker Magazine's "Top 200 Community Banks" list, as the 53rd top performing community bank in the nation. Performance data and rankings were released in the American Banker Magazine's May 2019 publication.

"Reaching a milestone of ten straight years in the top 200 community banks in the nation is an achievement our entire team is proud of," said Scott Cattanach, president and CEO of Peoples State Bank. "This continued ranking affirms our approach that doing the right things for our customers with valuable banking products increases our profitability and supports community growth."

Community banks—like Peoples State Bank—are vested in the quality of life within the

community they're located. S&P Global Market Intelligence reviewed 601 publicly traded banks with less than \$2 billion in assets as of December 31, 2018 for the ranking. The ranking was based on three-year average return on average stockholders' equity.

PSB Holdings, Inc., continues to be the only bank headquartered in central Wisconsin, and one of only six banks based in Wisconsin, to be included on the list.

"We're a community bank, not just a bank in your community," said Cattanach. "Recognition in this list of top performers demonstrates Peoples' strong financial foundation for our shareholders and customers. Thank you to our customers, employees, and shareholders for this notable honor."

For more information on PSB Holdings, Inc. operations and performance, visit the investor relations website at www.psbholdingsinc.com.

TRIFECTA!

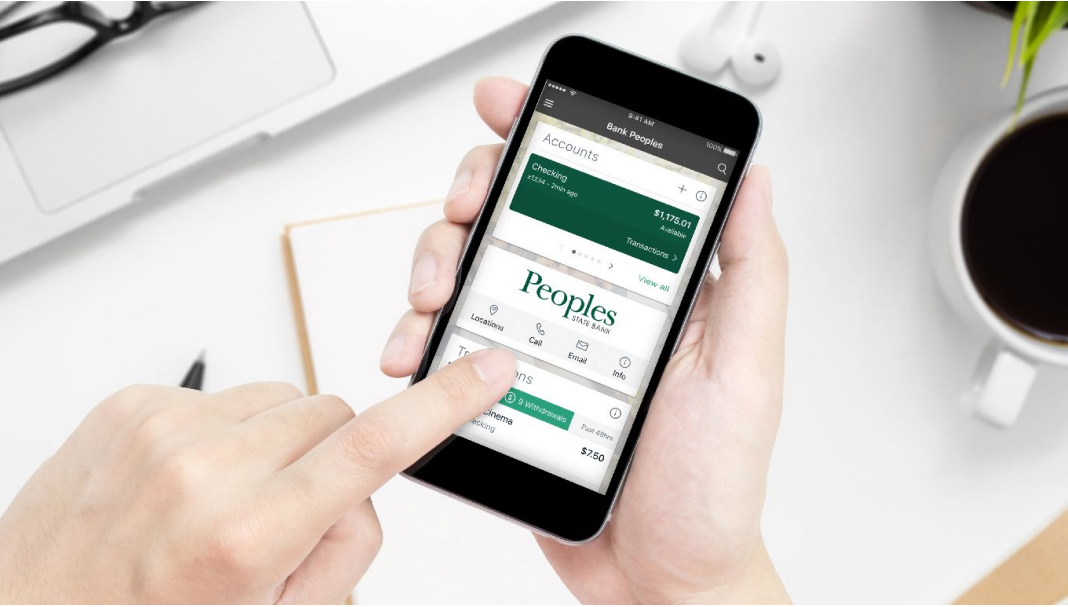
For the eighth straight year, readers of the Wausau Daily Herald voted Peoples State Bank as the "Best Bank or Credit Union" in its annual Best of Marathon County Awards. Additionally, readers chose Peoples State Bank as the "Best Mortgage Company" and Peoples Wealth Management as "Best Financial Planning." "This validates the hard work all our employees provide daily to add value with a great customer experience," said Scott Cattanach, president and CEO of Peoples State Bank. "Our team thanks our customers for their feedback, support, and vote in this year's Best of Marathon County Awards."



WINNING STRATEGY

Serving the communities where we're located is second nature to Peoples and our employees. As a local business, we're only successful when our customers and communities are successful.

— Scott Cattanach, Peoples State Bank president and CEO, (pictured above) addresses bank employees during an all-employee training day held at the Johnsonville Tailgate Village at Lambeau Field.



NEW DIGITAL BANKING PLATFORM

Peoples launched a new Bank Peoples digital banking platform for both your online and mobile banking needs—designed with you in mind—that provides a great customer experience no matter what digital device you

use. We took your feedback to implement improvements, including streamlined menus, simpler navigation, and most importantly a responsive layout. Our new digital banking platform is so good, we recreated our mobile app

to go with it. If you haven't already downloaded the new Bank Peoples app from either the App Store or Google Play, do so soon. You can learn more about the new online and mobile banking platform at bankpeoples.com.

NEW EXTENDED CUSTOMER SERVICE CENTER HOURS

Our Customer Service Center has extended hours on evenings, weekends and holidays to better serve you.

Call us at 888.929.9902 for questions and service assistance.

Hours

Monday - Friday: 8:00 a.m. - 11:00 p.m.

Saturday: 9:00 a.m. - 5:00 p.m.

Sunday: 9:00 a.m. - 5:00 p.m.

Select Holidays: 9:00 a.m. - 5:00 p.m.*

*New Year's Day, Martin Luther King Day, Presidents' Day, Memorial Day, Independence Day, Labor Day, Columbus Day, and Veterans Day

MEDICARE ENROLLMENT FACT VS. FICTION

Fiction: There is no penalty if I wait to enroll in Medicare.

Fact: Although there are exceptions, failing to enroll in Medicare by the deadline could result in penalties that could lead to a lifetime of more expensive premiums. For every 12-month period that you fail to enroll in Medicare Part B, there is a chance that a 10-percent penalty will be applied. There is also a 1-percent per-month penalty if you fail to enroll for Medicare Part D. Failure to enroll could create coverage delays and gaps in medical coverage.

Find more Financial Facts vs. Fiction at www.peoplesinvest.com

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The financial advisors of Peoples Wealth Management offer securities and advisory services through Commonwealth Financial Network®, member FINRA/SIPC, a Registered Investment Adviser. Investments are not insured by the FDIC and are not deposits or other obligations of, or guaranteed by, any depository institution. Funds are subject to investment risks, including possible loss of principal investment. Peoples State Bank is not a registered broker-dealer or Registered Investment Adviser. Peoples State Bank and Commonwealth are separate and unaffiliated entities.



ERIC HUMFELD JOINS PEOPLES AS SENIOR CONTROLLER

Peoples State Bank hired Eric Humfeld as senior controller. In his role, Humfeld will help manage Peoples' financial accounting and reporting practices. Humfeld is a CPA who previously served as a manager

at Wipfli, LLP for 14 years. "I'm excited about joining the Peoples staff and coming onboard in the new position of senior controller," said Mark Humfeld. "Eric's previous experience fits well in the role of senior

controller, looking at all accounting processes, budgeting, financial data analysis, record-keeping, and financial reporting," said Mark Oldenberg, chief financial officer and senior vice president of Peoples.

"Eric's previous experience fits well in the role of senior controller..."

MyCardRules™

Peoples State Bank is helping you make sure your debit card—whether it's a Peoples consumer or business card, ATM or Health Savings card—is secure.



MyCardRules™ is an easy-to-use secure mobile app that allows you to decide when, where and who uses your card. You can turn your card off and on, set spending limits, and get alerts for when your card is used, all with just a few easy steps on your smartphone.

With MyCardRules, you can set a wide range of controls and alerts:

- Turn your debit card on or off
- Set per transaction spending limits based on your preferences, including dollar amount, transaction type and merchant type
- Get instant alerts on certain types of transactions
- Set a specific region where the card can be used or restrict usage based on your smartphone's location
- Set parental controls and monitoring

SHOP LOCAL



THE RENTAL SHACK

The Rental Shack is a pontoon boat rental, ski boat rental, bicycle rental, and kayak rental in Eagle River. Delivery is available to all area lakes in the surrounding area. The Rental Shack is the home of the hassle-free rental. Enjoy your time in the Northwoods by stopping at The Rental Shack.

Visit www.therentalshack.com

The Rental Shack

322 S. Railroad St.
Eagle River, WI 54521
715-479-8960

Hours of Operation:

Sunday – Saturday:
9 am -5 pm

Want to promote your business in PeoplesTalk?

Email us at etalk@bankpeoples.com

PREVENT CHECK FRAUD

Is your company protected from check fraud? Last year, check fraud losses exceeded \$2.2 billion. Peoples State Bank offers Positive Pay services as the most effective way to detect check fraud and minimize monetary losses. Positive Pay safeguards your check writing accounts. Here are five tips to help you stay ahead of check fraudsters.

- **1. Altered Checks** – Fraudsters will take advantage of areas of a check that are left with blank spaces. Example: adding extra zeros in the numeric amount field. To prevent this, try completely filling out all fields on your checks, leaving no room to forge. This includes the written line, too.
- **2. Counterfeit Checks** – With technology such as Photoshop and desktop publishing, fraudsters have easy access to designing and printing their own illegal checks. They have even copied signatures and logos from legitimate businesses. Train your staff to inspect each incoming check that passes through your doors. Looking for low-quality paper, faint “void” watermarks, or various fonts on a single check can help prevent you from accepting a counterfeit check. If a check doesn't look or feel right, it may be fraudulent.
- **3. Identity Theft** – Identify theft is when someone assumes the identity of someone else. This includes forging their signature on legal documents, such as checks.

To help prevent this, make sure to keep your financial information in a secure location and that you, and your staff, are shredding personal documents that obtain bank information, social security information, birthdates, and more.

- **4. Account Takeover** – Account fraud is when someone writes checks from a closed account, taking advantage of the time between the check being written and when it is processed. To help prevent this, make sure to contact your bank about unused accounts, destroy any unused checks, and make sure to monitor your statements and online banking regularly.
- **5. Internal Fraud** – Employees will commit check fraud by issuing unauthorized company checks, altering paychecks, or altering pay slips. To help prevent internal

check fraud, you should put internal controls in place. This would include implementing a system of checks and balances such as making sure payroll and payouts are handled by separate people in a dual control set-up.

Check fraud is a serious crime and has become more commonplace throughout the banking industry over the last few years. Utilizing these preventive measures and discussing your check writing needs with your Treasury Management banker can help to better protect your business. Businesses are responsible for detecting and preventing check fraud.

Peoples State Bank's Positive Pay fraud protection program is one way to help protect your business accounts from check fraud.



Jan Mueller, Peoples State Bank retail sales & business development officer (far left) and Janel Thoune, Peoples State Bank assistant vice president of marketing (far right) are joined by Chuck Schlitz, Rev. Rachel Wann, and Jeffrey Todd of First Presbyterian Church and the Wausau Free Clinic, with a \$5,000 donation to assist in building a permanent free clinic in the lower level of the First Presbyterian Church of Wausau.



Twelve Peoples employees were part of a 325+ strong volunteer force who packed more than 48,000 bags of trail mix as part of the United Way Emerging Leaders of Marathon County's Smack Hunger event. The bags will be donated to the Marathon County Hunger Coalition and local agencies.



"We're a community bank, not just a bank in your community."

Peoples State Bank president and CEO Scott Cattanach (right), with Bill Fish (left) chairman of the board of PSB Holdings, Inc., parent company of Peoples, presented a \$100,000 check to the Woodson YMCA's Bryan Bailey, CEO and executive director, for their expansion and renovation project in downtown Wausau. "This project shows a reinvestment in Wausau's downtown, creating space for seniors, child care, and additional fitness facilities to enhance the quality of life and health of our residents," said Scott Cattanach. With the donation, the YMCA will name the consultation room located within the Wellness Center as the Peoples State Bank Consultation Room.

GRILLED CORN SALAD WITH HOT HONEY-LIME DRESSING

DIRECTIONS

Brush ears of corn with butter, salt & pepper and grill over medium high heat, turning occasionally, until kernels are tender and charred in spots (about 10 minutes). Let cool slightly, then cut kernels from cobs, and set aside. In separate bowl, whisk lime juice, honey, Sriracha, granulated garlic, and salt. Add corn, serrano or jalapeno pepper slices, and cilantro to combine. Cover with plastic wrap, and chill for two hours. Add sliced avocado just prior to serving. Add salt & pepper to taste. Salad can be made a day ahead. (Note: seeds can be removed from serrano or jalapeno peppers to reduce heat)

Source: Bon Appétit



INGREDIENTS

- 3 ears of corn, husked
- 2 Tbsp. unsalted butter, melted
- ½ tsp. salt, plus more to taste
- Freshly ground black pepper
- 3 Tbsp. fresh lime juice
- 2 Tbsp. honey
- 1 tsp. Sriracha
- 1 tsp. granulated garlic or garlic powder
- 1½ avocados, cut into ¾" pieces
- 1 serrano or jalapeno pepper, thinly sliced
- ½ cup cilantro leaves with tender stems