

# A TRUE COMMUNITY BANK

## LOCAL ROOTS

Merchants Bank was founded in Winona, MN in 1875 and was dedicated to a philosophy of community commitment that remains today. Since then, we've helped thousands of families meet financial goals, watched businesses grow from the ground up and had a hand in creating thriving communities where we live and work.

## LOCAL OWNERSHIP AND FINANCIAL STRENGTH

Merchants Financial Group (MFGI) is the parent company for Merchants Bank Merchants Bank Equipment Finance, a division of Merchants Bank, and is among the largest independent financial organizations in our region.

Since 1989, MFGI has strategically acquired several smaller banks that align with our commitment to the community banking philosophy. We are proud to be locally owned by our employees and mostly individuals and families from southeastern Minnesota and west-central Wisconsin.

## LOCAL LEADERSHIP

We know the value of local decision-making. By design, our local Bank Presidents are empowered to make decisions based on local community needs and the local economy.

We also rely on local advisory boards to provide meaningful feedback and strategic direction. Our advisory boards are local leaders, representing many areas including local business, healthcare, education and agriculture industries.

## LOCAL COMMITMENT AND COMMUNITY SUPPORT

We believe that when the community prospers, the bank will prosper. As a community bank, we view it as our responsibility to give back to the communities we serve.

We do this with both the time our employees volunteer, more than 14,953 hours to 286 organizations in 2018, and the monetary contributions we make. We look closely at each request we receive to see how the people we serve will benefit. Throughout our organization in 2018, for example, Merchants Bank contributed to more than 500 organizations with total charitable donations of nearly \$680,000, or 2.68% of Merchants Bank's pre-tax income.

## STRENGTH AND FLEXIBILITY FOR OUR CUSTOMERS

The Merchants Bank logo possesses a streamlined, forward and rhythmic motion, which conveys the message that Merchants Bank is a strong organization with an eye on the future. The three shapes, which together create the letter M, are interlocking and woven together giving the appearance of a rope, which implies strength and flexibility.

The three shapes which compose the M also represent characteristics inherent to Merchants Bank. Each builds off another:

- Our employees, customers and shareholders
- The regional, central and local aspects of our organization
- Quality products, outstanding service and profitability
- Volunteers, community and relationships

