



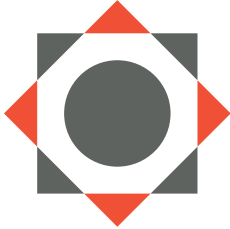
**WESTFIELD  
BANK**



**Leading the Future of Banking**

**2019 ANNUAL REPORT**

# Future of Banking



Mike Toth (l.) & Jon Park

Ten years ago, we embarked on a journey with a vision of banking becoming a customer-driven mobile digital experience. Throughout those years we pushed the bounds of what we believed imaginable, even becoming early adopters of remote deposit capabilities. In 2019, we found ourselves at a turning point in that journey. After years of making significant advancements and strategic investments to optimize our customers' experience, we are pleased to report that most Westfield Bank capabilities are now digital and mobile enabled.

## *Evolution*

At the focal point of this journey, you will find our customers. Providing an exceptional experience for our customers has always been at the forefront of everything we do at Westfield Bank. We've made great progress to enhance our customers' experience this year. As an example of our continued focus and investment, our team was able to improve the online account opening process resulting in a quicker and more efficient experience for our customers. This evolution of "banking" – no longer referring to a concrete location, rather an action verb – and the digital transformation we undertook increases ease of business and provides our customers with even more ways to interact with Westfield Bank.

As we collectively move into the future of banking, we will continue to provide a consistent and convenient banking experience while expanding our capabilities in both products and services. We are grateful for the employees that we work with daily, our partners, and the valued customers we are proud to serve.

A stylized, handwritten signature in black ink, appearing to read 'Jon W. Park'.

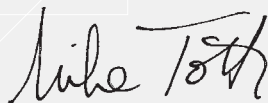
**JON W. PARK**  
*Westfield Bank, Chairman & CEO*

With great pride, we can look back on 2019. Pride because of our remarkable people, extraordinary performance, and the place we've created as Westfield Bank. The past year became a forward-looking year for us in terms of thinking about who we are and who we want to be entering the new decade. We launched a new business line for Registered Investment Advisors (RIA), increased lending to our agency clients, accelerated our private banking sector, and started investing in our people in a more meaningful way.

### ***Pride***

A large part of what differentiates Westfield Bank compared to other community banks and makes Westfield Bank such a special place is our people. We see examples of this all the time in the way our people share knowledge and build trust with customers at our branches, call center, and through technology. From complex ideas shared at major seminars to simple ideas exchanged in our day-to-day interactions, we are better equipping our customers for financial decisions with knowledge of our capabilities and sharing trends in the industry. Our people's efforts are also reflected in our performance. We are proud that for 41 consecutive quarters, a span of over ten years, we've received a Five-Star Superior Rating from BauerFinancial.

Our shared commitment to our customers, a shared interest in the community, and the professional growth of our employees will continue to guide us each and every day. As we move forward, we'll optimize the investments that we've made in real estate and keep leveraging technology to enhance our customers' experience and efficiently deliver financial solutions. We are proud of our employees and grateful for the confidence and trust our customers and business partners have in Westfield Bank.



**MIKE TOTH**  
*Westfield Bank, President*

# Differentiation and Preparation

## INVESTED EMPLOYEES GUIDING OUR CUSTOMERS

We are always looking towards the future and believe visionary leaders will prepare our bank for it. In 2019 we invested in our talent through the Building Better Bankers program, which identifies what the leaders of tomorrow look like and sets a development path to strengthen those skills in our own employees. Our first class of nine graduated in October and the second class began in November.

*– an industry-leading –*

# 89%

of our employees are engaged with Westfield Bank – according to a recent employee engagement survey.

### CUSTOMER SATISFACTION SURVEY

<b>71%</b> PERSONAL BANKING CUSTOMERS	<b>77%</b> BUSINESS BANKING CUSTOMERS
Scored Westfield Bank as an <b>8 or higher*</b>	



## shedding new light

Shifting our retail banking model to enhance our customers' experience is an example of Westfield Bank's on-going dedication to serving our customers. In an evolving banking landscape, we recognized the need to transition away from the traditional model of tellers and customer service representatives. Our cross-trained Universal Bankers are now expertly equipped to collaborate with and assist all customers in any capacity.



Serving **4,600** business customers + **22K** consumer accounts

## A Forward-Thinking Bank

When introducing new technology, our team works to ensure it is the right product at the right time for our customers. The introduction of *nCino* – a loan origination system – will position us in the future to be able to open deposit accounts, cash management products, and consumer loans much faster. This technology enhances our services to be quicker and more transparent for customers, without sacrificing competency and accuracy.

We unveiled a complete remodel of our Medina Branch – saying goodbye to the old, and creating a contemporary space reflective of our brand: bright, bold, and innovative. Our Universal Bankers are readily available to engage as the remodeled space flows and leads our guests to a knowledgeable banking professional. The inviting space is a testament to the progress we've made and the radiant future ahead.

INVEST IN REFRESH

### *An investment in experience.*

Continuing our commitment to creating a better mobile banking experience, we've introduced new capabilities including:

ENHANCED ONLINE ACCOUNT OPENING

ELECTRONIC PROCESSING  
OF WIRE TRANSFERS

ELECTRONIC SIGNATURE  
FOR LOAN CLOSINGS

★★★★★  
**5-star rating**  
from Bauer Financial for  
**41**  
consecutive quarters.

A vibrantly visible  
ATM installed in  
Westfield Center  
offers improved  
capabilities and  
convenient access  
for our customers.



## Illuminating Insight 2019

– hosted –

8

Sharing Knowledge Speaker Series

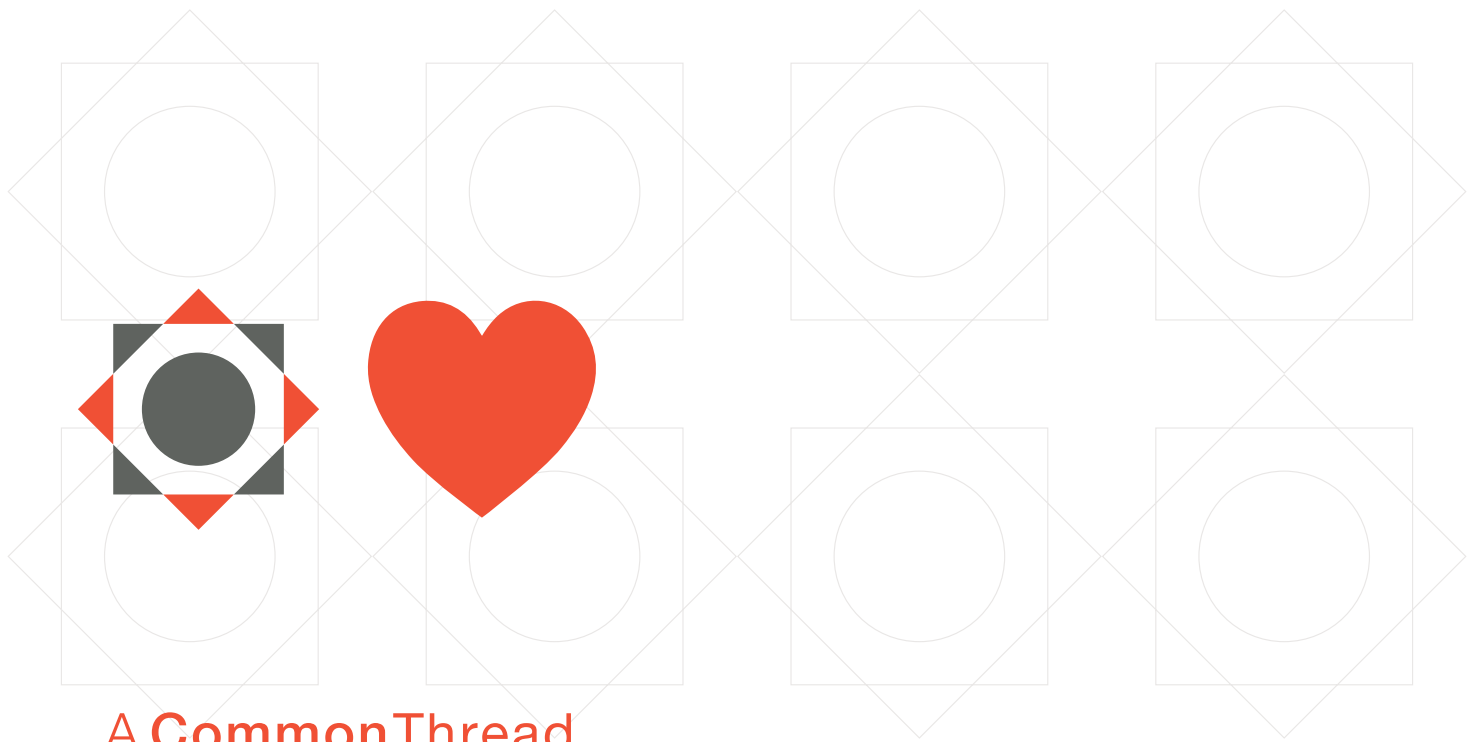
– engaging –

Entertained over **500** guests at Westfield's newly redesigned golf course.

Shared knowledge and insight by authoring **10** articles in Northeast Ohio media publications.

Hosted networking events throughout Northeast Ohio, connecting over **1,000** customers, prospects, and centers of influence.

Recognized the success of Northeast Ohio businesses through award nominations.



## A Common Thread

Through community involvement and initiatives, Westfield Bank demonstrates a commitment to serve our communities with care and financial expertise.

In 2019, our employees volunteered approximately **1,252 total hours** at local organizations with missions that lift and unify.

THE AMERICAN  
HEART ASSOCIATION

**150 HOURS**



JUNIOR  
ACHIEVEMENT

**147 HOURS**

JD BREAST CANCER  
FOUNDATION

**100 HOURS**



HABITAT FOR HUMANITY  
OF EAST CENTRAL OHIO

**72 HOURS**

### *We are invested in the future of community.*

Westfield Bank proudly served as a major sponsor of the 2019 Akron Heart Walk and continued multiple sponsorships that included:

- > The Gathering Place
- > Medina Hospital Foundation
- > Medina City Schools Foundation
- > Excellence in Business Awards and Economic Outlook – *Greater Akron Chamber*
- > Smart Business Entrepreneur of the Year
- > Wayne Economic Council
- > Medina County Economic Development Corporation
- > Medina County Community Fund

## Financial Overview | Westfield Bancorp

FOR THE YEAR	2019	2018	2017	2016	2015
Gross Revenue	\$ 71,549	\$ 64,253	\$ 58,970	\$ 50,467	\$ 46,865
Operating Income*	14,349	14,121	12,319	9,003	9,512
Net Income (after tax)	14,349	12,829	12,319	8,692	9,512
Return on Average Equity*	8.24%	8.88%	8.43%	6.77%	7.77%
Return on Average Assets*	0.92%	0.97%	0.90%	0.73%	0.86%
Net Interest Margin	3.29%	3.47%	3.54%	3.47%	3.56%
Net Charge-offs to Average Loans	0.08%	0.05%	0.02%	0.10%	- 0.03%
<b>AT YEAR END</b>					
Total Assets	\$ 1,541,463	\$ 1,496,419	\$ 1,439,589	\$ 1,293,851	\$ 1,142,817
Loans	1,247,636	1,213,720	1,131,086	1,020,779	904,675
Investment Securities	146,364	163,407	197,306	170,606	150,081
Deposits	1,216,217	1,110,155	1,014,558	979,560	869,824
Shareholder's Equity	181,934	164,857	153,429	136,731	125,549
Equity-to-Assets Ratio*	11.8%	11.0%	10.7%	10.6%	11.0%
Asset Growth Rate*	3.0%	4.0%	11.3%	13.2%	10.2%

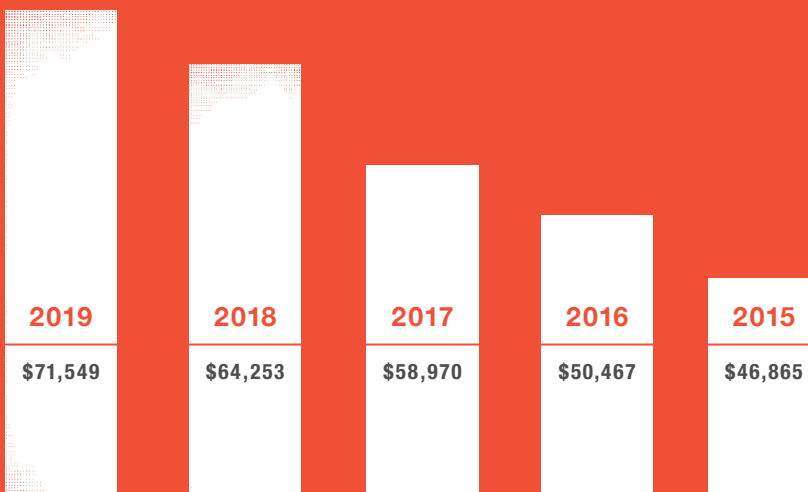
dollars in thousands / unaudited

Prepared in accordance with U.S. GAAP.

\* Results based on non-U.S. GAAP basis with the primary difference being operating income excludes nonrecurring, one-time, non-operational changes.

### Strategic Growth

revenue / in thousands



## Leaders of Today



### *Westfield Bank Board of Directors*

*back row l. to r. Chuck Rotuno* Chairman & CEO, OEConnection; **Bob Berry** Attorney, Critchfield, Critchfield & Johnston, Ltd.; **Jeff Walters** Managing Director, CBIZ MHM, LLC; **Scott Sinder** Partner, Steptoe; **Bill Priemer** President & CEO, Hyland; **Michael Jeans** President & CEO, Growth Opportunity Partners

*front row l. to r. Gary Clark* Retired, Chairman & CEO, Signal Bank; **Marilyn Eisele** President, BIOHM Health, LLC; **Jon Park** Chairman & CEO, Westfield Bank; **Nancy Heinen** Retired, Vice President Marketing, BP, p.l.c.; **Tony Manna** Chairman, Signet Enterprises, LLC

Our team of talented colleagues continued to grow in 2019. We're proud to recognize the following additions to our leadership team and Board of Directors:

- Westfield Bank welcomed **Erin Ploucha** as chief administrative officer to the company. Erin joined Westfield Bank's Executive Leadership Team with over 25 years of comprehensive human resource experience in a variety of capacities. In this role, Ms. Ploucha is responsible for overseeing human resources, legal, facilities, and various administrative functions for the bank.
- Bill Priemer**, president and CEO of *Hyland* joined Westfield Bank's Board of Directors. Bill has served in this capacity at Hyland since January 2013, leading the enterprise information company's 3,300 employees across 32 offices worldwide. He received a master's degree in marketing from Northwestern University and undergraduate degrees from Boston College.
- President of *BIOHM Health LLC*, **Marilyn Eisele**, joined Westfield Bank's Board of Directors. Marilyn has expertise in strategy, scaling, and professionalizing operations. An active community leader, Marilyn volunteers for numerous institutions, including Bowling Green State University, the Laurel School, the Shaker Heights Public Schools, Fairmount Presbyterian Church, and the Shaker Heights Country Club.
- An experienced commercial and public law litigator, **Scott Sinder** joined Westfield Bank's Board of Directors. He has represented clients in class action, antitrust, copyright, redistricting, and other complex civil litigation cases. His experience includes serving as lead counsel in a series of successful constitutional challenges.

### EXECUTIVE LEADERSHIP TEAM

**Jon Park**  
Chairman & CEO

**Mike Toth**  
President

**Matt Berthold**  
Chief Operating Officer

**Scott Oboy**  
Chief Financial Officer

**Erin Ploucha**  
Chief Administrative Officer

**Matt Sprang**  
President, Agency Banking

**Kevin Vonderau**  
Chief Lending Officer

### SENIOR LEADERSHIP TEAM

**Aaron Barnhart**  
SVP, Retail Sales Leader

**Joe Bilinovich**  
SVP, Market Leader  
Medina & Brecksville

**Tim Busby**  
SVP, Chief Credit Officer

**Krista Dobronos**  
SVP, Market Leader RIA,  
Private Banking, & Mortgage

**Matt Gabel**  
SVP, IT Leader

**Bob Giacomo**  
SVP, Market Leader Mortgage

**Jim LaRocca**  
SVP, Controller

**Jarrold Long**  
SVP, Treasury Management Leader

**Joe McNeill**  
SVP, Market Leader  
Akron & Cuyahoga Falls

**Rob Miller**  
SVP, Operations Leader

**Alfred Perry**  
SVP, General Counsel & Secretary

**Nellie Rodman**  
SVP, Human Resources Leader

**Bill Schumacher**  
SVP, Market Leader  
Canton, Wooster, & Mansfield

**Tammy Starkey**  
SVP, Risk Management Officer

**Christine Van Ausdale**  
SVP, Marketing Leader

**Mike Wagar**  
SVP, Market Leader Agency Banking