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FIRST EDITION 2021

President's Message

Randy Black - Even in tough times we persevere.

What's **NEW**
2021 Shareholder Meeting
Announcement.

Employee **HIGHLIGHTS**
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Putting the **Unity in Community**
Investing in educational enrichment is part of our history.

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IN MEMORIAM
RICHARD E. WILBER

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are Available

Anti **SCAM**
Government imposter scams are on the rise.



President's Message

As we reflect on the year that was, despite the political and medical turmoil that we lived through, and that continues to surround us today, we were able to power through, first and foremost, by focusing on the safety of our employees and customers while staying open, albeit with a modified approach throughout the organization while finding ways to accomplish some significant goals.

In 2019, we announced the acquisition of MidCoast Community Bank in Delaware with a conversion date scheduled for April 2020, which turned out to be one of the worst months for distance limitations due to the pandemic. At that same time, we introduced a new logo, effectively processed 591 PPP loans totaling \$54,276,311, and managed a large volume of loan refinance requests that occurred due to the low interest rate environment.

When our lobbies had limited hours, we spent our time cross-training staff and contacting customers to discuss the value of using online banking during the pandemic.

During all of this organized chaos, we prepared to open a new branch in Kennett Square, PA in November.

I cannot say enough about our FCCB family, as none of this would have been possible without such a phenomenal team who was there for us, and for you, in 2020, and thankfully will be there for us all in 2021.

What's **NEW** **2021 Shareholder Meeting Announcement**

The Annual meeting of Shareholders of Citizens Financial Services, Inc. will be held virtually, via a live webcast at www.viewproxy.com/CZFS/2021.VM at 10:00 a.m., local time, on Tuesday, April 20, 2021. Shareholders are required to register in order to attend the Annual Meeting via live audio webcast. Details will be included in our Year-In-Review booklet and will be available on our website at myfccb.com in March.



Your Vote Counts

As a shareholder, voting rights give you the power to vote on significant issues that may affect the value of your shares. This right gives you the ability to elect directors and make your views known on significant issues. There are a number of proposals up for shareholder vote this year. Please cast your vote on the proposals at myfccb.com.

Anti **SCAM**

Government Imposter Scams are on the Rise



Many of us are paying close attention to the guidance from federal, state, and local governments during the COVID-19 health emergency. Unfortunately, scammers are also paying attention. Some are even pretending to be affiliated with the government.

Know that the government will never call, text, or contact you on social media saying you owe money, or to offer help getting your Economic Impact Payment (EIP) faster. If you get a message from someone claiming to be from a government agency through social media, it's a scam.

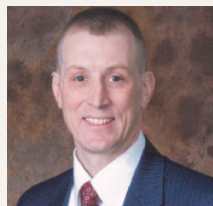
Visit government websites directly for trustworthy information. Don't click on links in an email or text message. Scammers often send fake links to websites that look like they're from the government. Instead of clicking on links in messages, open up a new window and search for the name of the government agency. And visit coronavirus.gov for the most up-to-date information on the pandemic.

Say "NO" to anyone claiming to be from a government agency asking for cash, gift cards, wire transfer, cryptocurrency, or personal and financial information, whether they contact you by phone, texts, email, or by showing up in person. Stay up to date on scams by visiting myfccb.com and clicking on the Coronavirus Updates button at the top of the page.

Source: ConsumerFinance.gov

Employee HIGHLIGHTS

Congratulations to our CEO and President for being selected to serve on two prestigious Boards!



We're proud to announce that our CEO and President was recently appointed to the Penn State University Board of Trustees and elected as a Class A Board Member to the Federal Reserve Bank of Philadelphia.

Penn State University is a strong advocate for the agricultural industry, offering various degrees in the field through the Penn State College of Agricultural Sciences. Randy, a lifelong farmer, was elected by delegates from agricultural societies for his agricultural expertise and involvement in key agricultural organizations across the state of Pennsylvania. Under his leadership, First Citizens has expanded and strengthened our agricultural commitment and we're currently one of the top Ag lenders in the nation.

As a Class A Director for the Philadelphia Federal Reserve Bank, Randy will assist in accomplishing their vital mission of shaping monetary policy, promoting fair access to credit, and act as an important link between the Federal Reserve and the communities in the Third district, which include Pennsylvania and Delaware.

Since assuming his leadership role at First Citizens in 2004, we've grown from \$469 million in assets to \$1.85 billion, and from 15 offices serving 3 counties in Northern PA to 31 offices serving 14 counties in PA, NY and DE.

Congratulations, Randy!

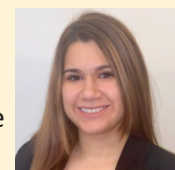
HERE'S MORE EMPLOYEE NEWS WE'RE EXCITED ABOUT!

Every customer defines good service differently. We believe making customers feel important and respected will always be a significant factor — and for that you need to hire the right people, which we think we're pretty good at. Take a look at a few of our newest additions who will ensure that the effective delivery of our unique customer service approach remains a priority!

Lauren Mariani joins FCCB as VP, South Central PA Regional Manager, bringing 16 years of experience to our team. Lauren will provide leadership to the Bank's branches in Lebanon, Lancaster and Schuylkill counties. She worked for S&T Bank as VP, Government Banking Manager and her service and goal accomplishments afforded her a position in their Unleashing Potential Leadership program. Prior to joining S&T, Lauren was the Regional Manager for M&T Bank's Altoona market.



Also joining our team as the Branch Manager of our new Kennett Square office is **Ariana Torres**. Ariana was a Financial Center Supervisor at Fulton Bank, where she was responsible for the implementation of the organization's customer experience program.



Putting the *Unity* in Community

In 2020, how to effectively educate our youth became a more significant issue than ever before. Due to the pandemic, many teachers, children and families across the country made sacrifices to support remote or hybrid learning models, and none of this came without a cost. To support the increased financial needs of our schools and other organizations, FCCB donated \$325,000 as part of the Education Improvement Tax Credit (EITC) program to fund 48 educational enrichment programs across the state.

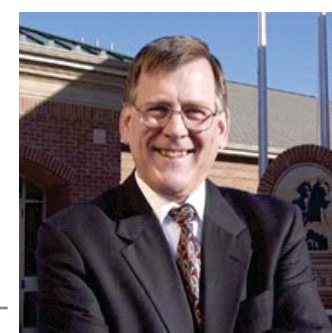
For many years, we've supported the EITC program, which provides low-income children and families much needed tuition assistance, and funds innovative programs in the classroom and after school. Amongst the 48 programs we supported this year are scholarship opportunities, theatre, a traveling math lab, counseling and addiction prevention for children, and classroom grants for teachers.

Don't overlook a *great opportunity* to reduce your taxes!



One way to lower your taxable income is by contributing to a Traditional IRA. In most cases, contributions to Traditional IRA's can reduce your tax liability. The money that is deposited in a traditional IRA reduces your adjusted gross income (AGI) for that tax year dollar-for-dollar, assuming it is within the annual contribution limits. In other words, a qualifying contribution of \$2,500 could reduce your AGI by \$2,500, resulting in a tax break for the year.

Remember, you can still make this contribution for the 2020 tax year as long as you do it by April 15, 2021.



IN MEMORIAM: RICHARD E. WILBER

We are deeply saddened by the recent loss of Dick Wilber, who was President of First Citizens from 1981 to 2003. He accomplished many things during his 22 years, including the creation of our holding company, Citizens Financial Services, Inc., the acquisition of Star Savings and Loan in 1991, the acquisition of additional Bradford County offices from Meridian Bancorp, Inc. and Sovereign Bank, the opening of two supermarket branches, and the introduction of internet banking and bill payment to our customers. Under his direction, the Bank created a centralized operations center south of Mansfield and constructed a beautiful corporate headquarters and main branch that is a focal point of downtown Mansfield. In addition, Dick was very dedicated to community development, participating in many organizations whose goal was the improvement of neighborhoods.

"Dick gave me my start in banking which opened up incredible opportunities for me. I'll always be grateful for his willingness to take a chance on a local kid. He was very dedicated to First Citizens and helped build the strong foundation we now stand on. Our thoughts and prayers go out to Dick's family and friends." — Randall E. Black, CEO and President

Scholarship Opportunities are Available

We award annual scholarships to eligible students in our community because we know they are the foundation of our future. These scholarships demonstrate our intent to assist students in accomplishing their personal growth goals and to make our communities a better place to live, work and play. The following scholarship opportunities are available:

- A customer scholarship is available to all customers and/or their immediate families who have been customers of FCCB for at least two years. The recipient must be an incoming freshman who is enrolled in a four-year college degree.
- An Ag scholarship is available to a senior high school student continuing their education in an agricultural-related field. The scholarship will be paid out to the recipient for their second year in college or trade school, upon receipt of the recipient's prior year transcript.

For more information, or to apply, visit myfccb.com > About Us > Scholarships

Scholarship deadlines for both opportunities is March 15th.

