



Our Shared Values

What's Good for Our Customers is Good for Our Community

PremierBank's values define who we are as an organization, how we operate as a bank and how we serve the financial needs of our customers and community. Values serve as a compass in every conversation, decision and interaction that we have. Values are the foundation of our culture and what we stand for.

Service lies at the core of our actions. Service demands that we act in a selfless manner by putting the interests of the customer, community and PremierBank ahead of our own and by proactively supporting one another in achieving great results. This can be accomplished through:

- **Relentless Customer Focus** – We help make the financial lives better for the customers we serve. We listen to what our customers want and connect across the bank to deliver the solutions they need, when they need them. We are focused on making customer interactions easier, our expertise more accessible and our relationships more human.
- **Inspired Leadership** – We have the ability to see around corners, mindful of the trends and changes that are coming in our industry, our community and globally ... interpret them and push for action. We make informed strategic decisions and have the energy to tackle new and complex challenges.
- **Absolute Integrity** – Our actions reflect our commitment to true honesty, trustworthiness and openness. We make decisions based on the best interests of PremierBank and its customers and accept responsibility for our actions. We stand up for what is right.
- **Expertise and Professionalism** – We provide opportunities for individual and professional growth for all associates and commit to delivering banking products and services in the highest standards and quality. We act with competence and pride, and continually seek to improve our abilities and capabilities.
- **Respect and Fairness** – We treat our customers and associates fairly. We recognize and accept our different strengths and weaknesses and base our relationships on mutual respect and fairness.
- **Operational Excellence** – We focus to concentrate on the businesses and services that matter most to our customers. We are good stewards by being more efficient in controlling our expenses in non-core activities, and investing in other growth opportunities for PremierBank. We innovate, adapt and continuously improve the way we work.
- **Management of Risk** – we keep PremierBank strong, help our customers achieve their financial goals and deliver consistent returns for our shareholders by effectively managing risk across all lines of business.