



2023 Annual Shareholders Meeting



FFD Financial Corporation

This presentation may contain statements which are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21B of the Securities Act of 1934, as amended. Actual results could vary materially depending on a variety of factors, including, but not limited to, risks and uncertainties inherent in general and local banking and economic conditions and competitive factors specific to markets in which FFD Financial Corporation and its subsidiaries operate. FFD Financial Corporation assumes no liability to update this information.

Bank Mission Statement & Values

- Our MISSION: is to empower the financial well-being of our community, one person at a time.
- Values that support the Mission:
 - INTEGRITY: We conduct every aspect of our business with integrity every day. Our reputation with our customers depends on us doing the right thing.
 - SERVICE: We take pride in providing excellent customer service and building lasting relationships. We contribute positively to our communities.
 - COLLABORATION: We work together as a team internally and collaborate externally with our customers to exceed their expectations.
 - ACCOUNTABILITY: We do what we say and use common sense. We stand for quality and earn the trust of both our fellow employees and customers.

2023 in Review

- Highlights

- 13th consecutive year of diluted earnings per share improvement
- Asset growth of 12.3%, from \$653 million to \$733 million in total assets
- Raised quarterly dividend 37.5%
- Top 200 Community Bank again in 2023. American Banker has FFD ranked 16th in the nation and 2nd in Ohio for 3-year ROE performance

- Operating Environment

- Rising inflation and low unemployment
- Strong loan demand through FYE
- Interest rate environment moving quickly upward
- Strong customer and bank liquidity still present

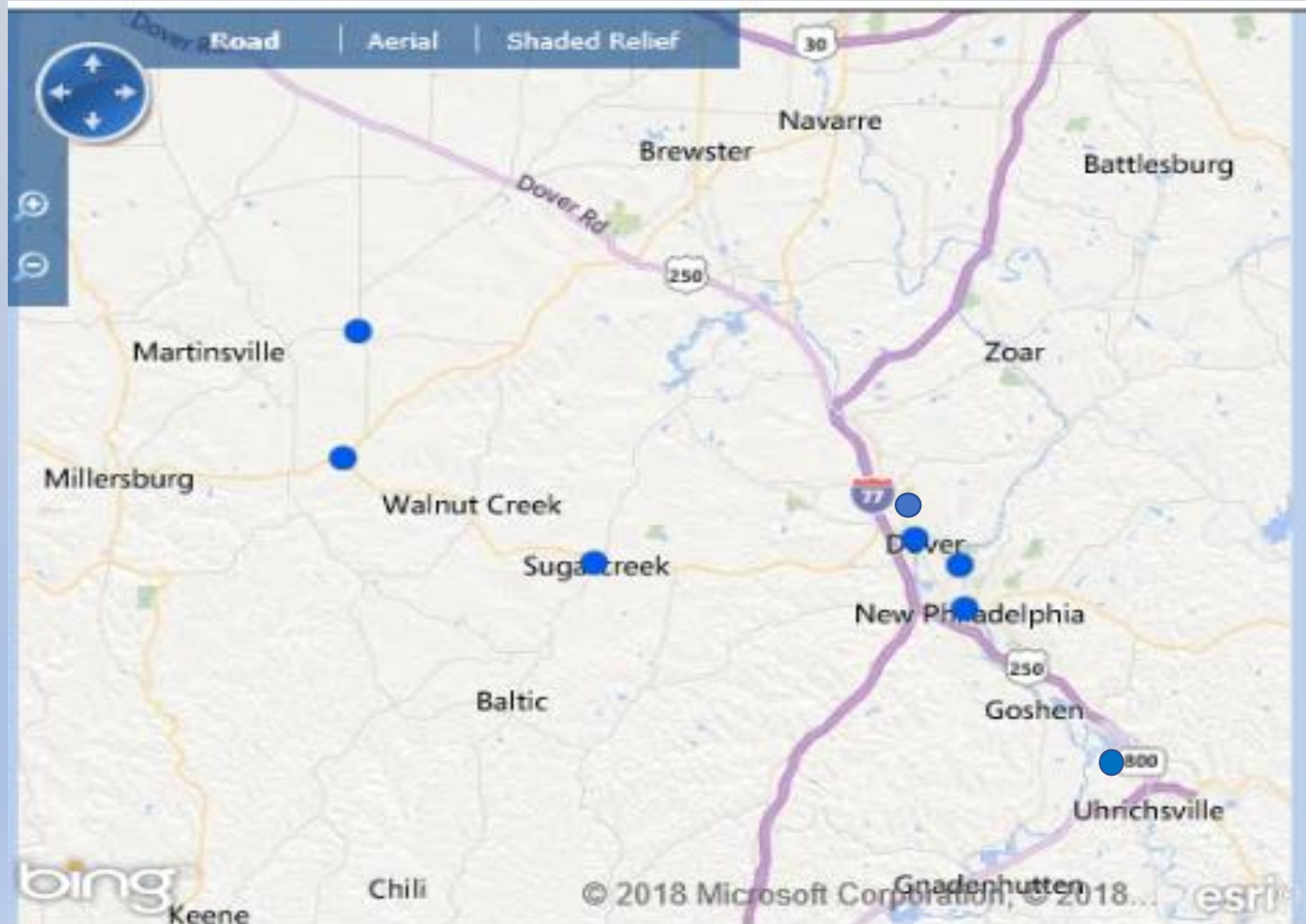
- Credit Quality

- Low delinquencies
- No net loan charge-offs

- Record Earnings

- Continued strong non-interest income but declining
- Asset Sensitive Balance sheet improving net-interest margin
- Operating Efficiency

8 Office Locations



Continued Strength of Company – American Banker Top 200

Ranked 16th in Nation and 2nd in Ohio!

AMERICAN BANKER.

[Leaders Forum](#) | [Events](#) | [Research](#) | [Podcasts](#) | [Webinars and Whitepapers](#) | [Magazine](#)

[TOP BANKS 2023](#) [COMMUNITY BANKING](#)

Top banks under \$2B: Leading small banks ride NIM strength

By [Jim Dobbs](#) June 12, 2023, 11:57 a.m. EDT 4 Min Read

Continued Strength of Company – Bauer Financial Rating

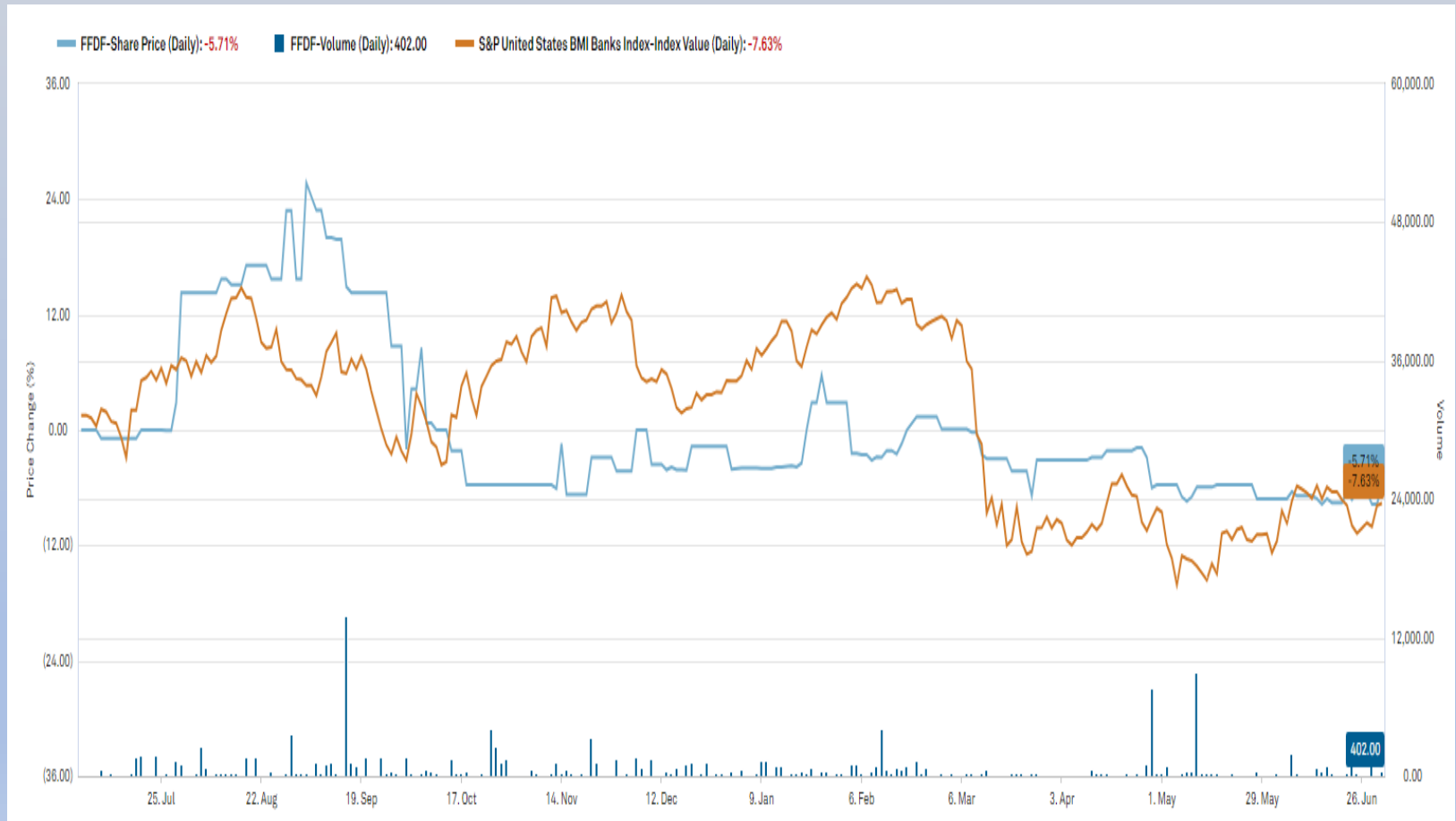
27 Years, Highest rating you can achieve, and within top 10% in Nation!



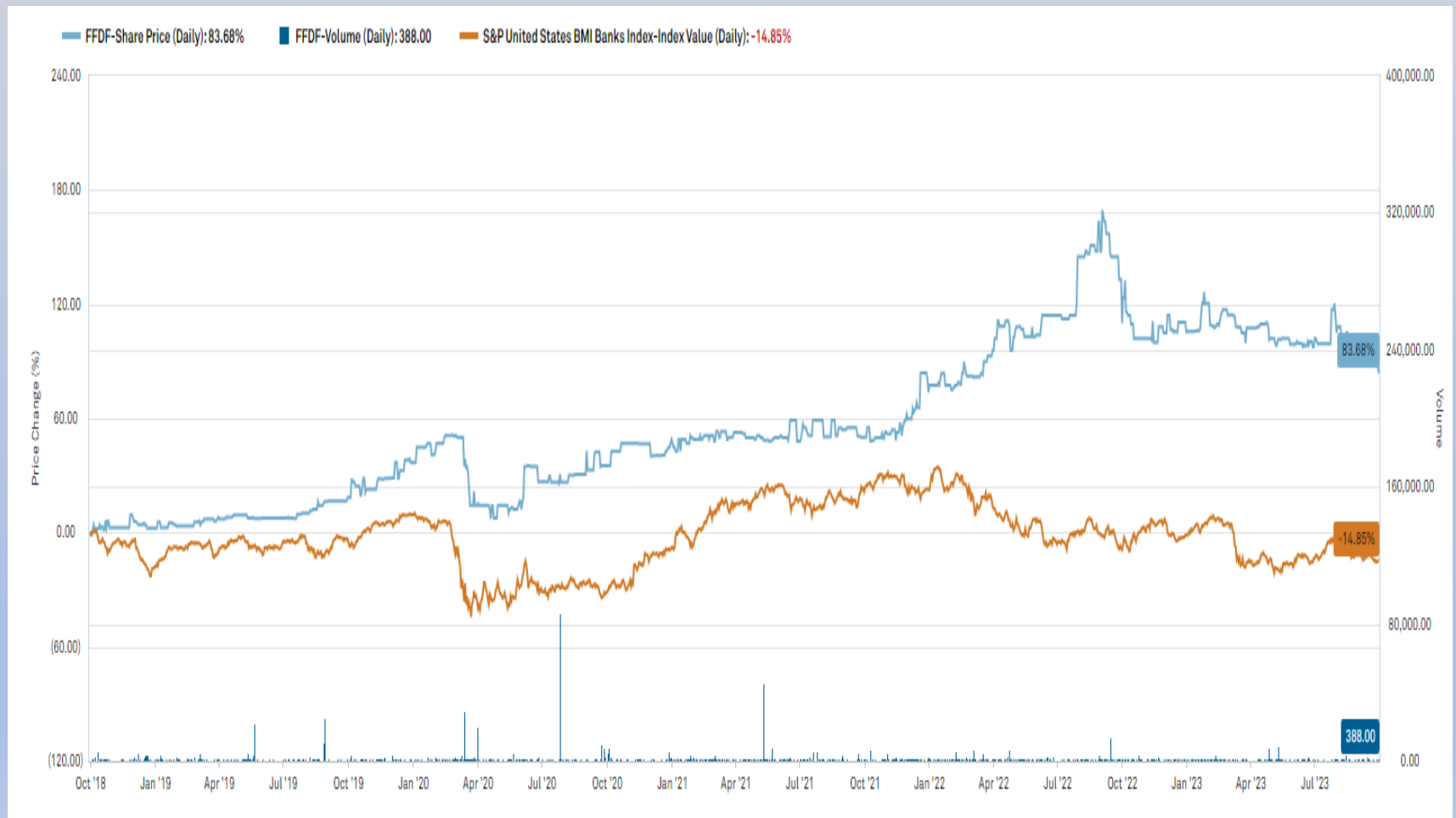
Selected Stock Related Performance Numbers

Stock Price Performance-FYE 6/30/23

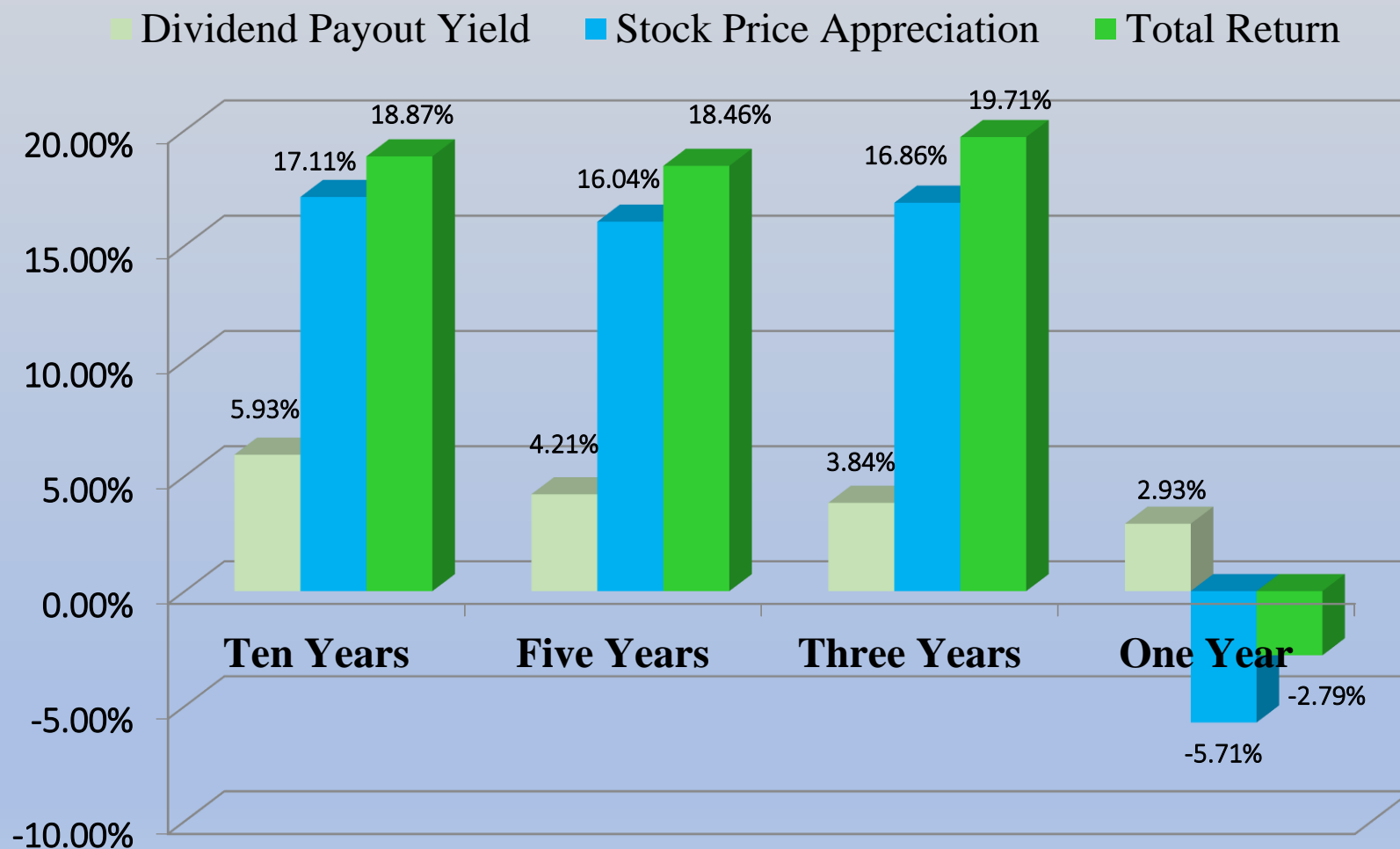
\$33.00 Year End Price



Stock Price Performance – 5 Years thru 9/30/23



Stock Performance-Returns



Compound Annual Rates for each period through Fiscal Year Ended June 30, 2023

FFDF and Banking Industry – Stock Pricing Notes

- History & Headwinds

- November 2021 Stock Split for FFDF
 - Lowered market price and increased investor interest
 - Increased price of 44% in FYE 2022
- Federal Reserve aggressive interest rate increases
- Silicon Valley Bank failure in March 2023 raised concerns about liquidity and potential regulatory changes
- Recent stock declines caused principally by higher level of interest rates have created fears over Net Interest Margin decline and potential asset quality issues

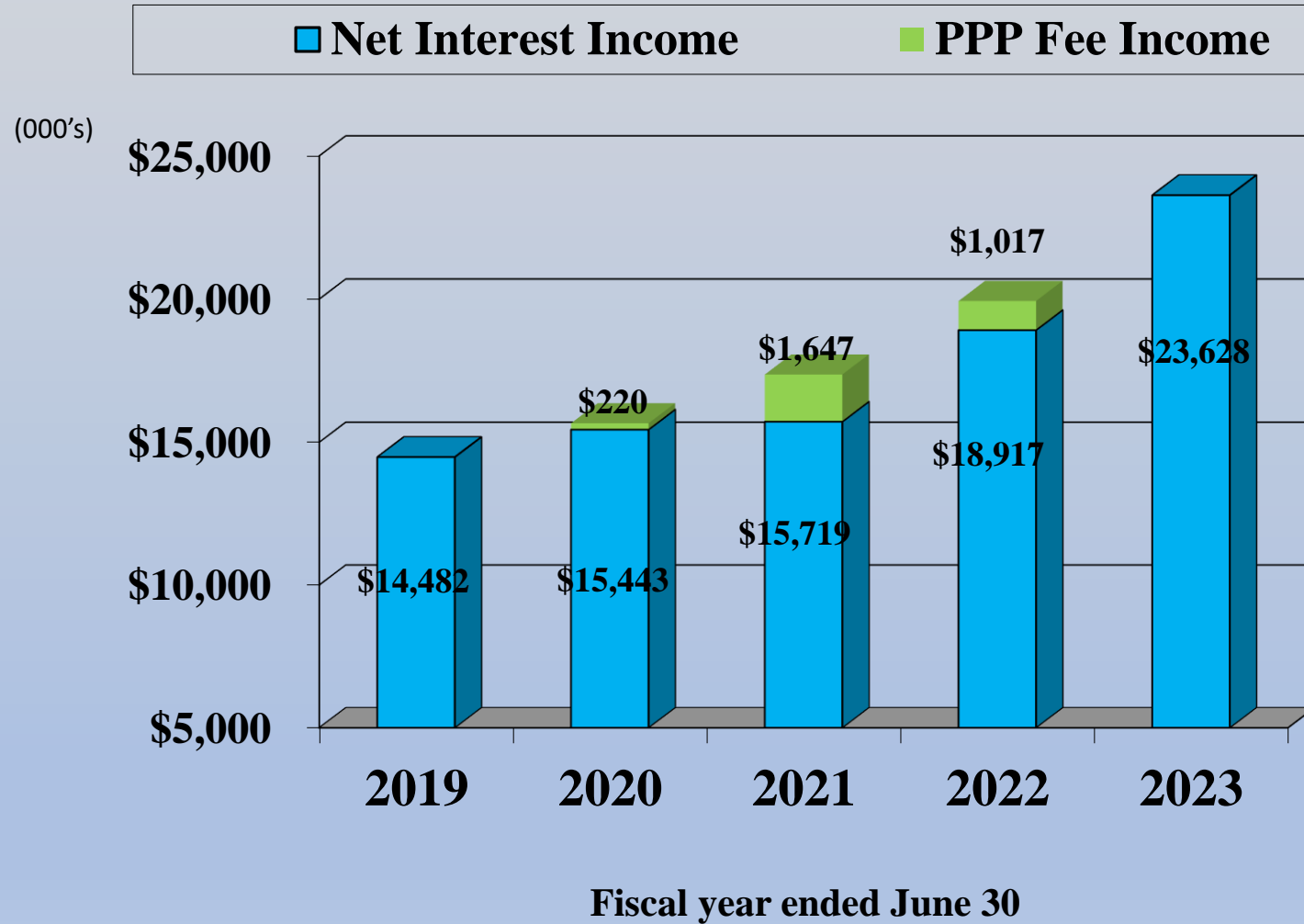
- Our fundamentals remain strong

- Strong earnings
- Growing deposit base
- Good Liquidity
- Low level of problem loans
- Well capitalized

Earnings Per Share & Net Book Value

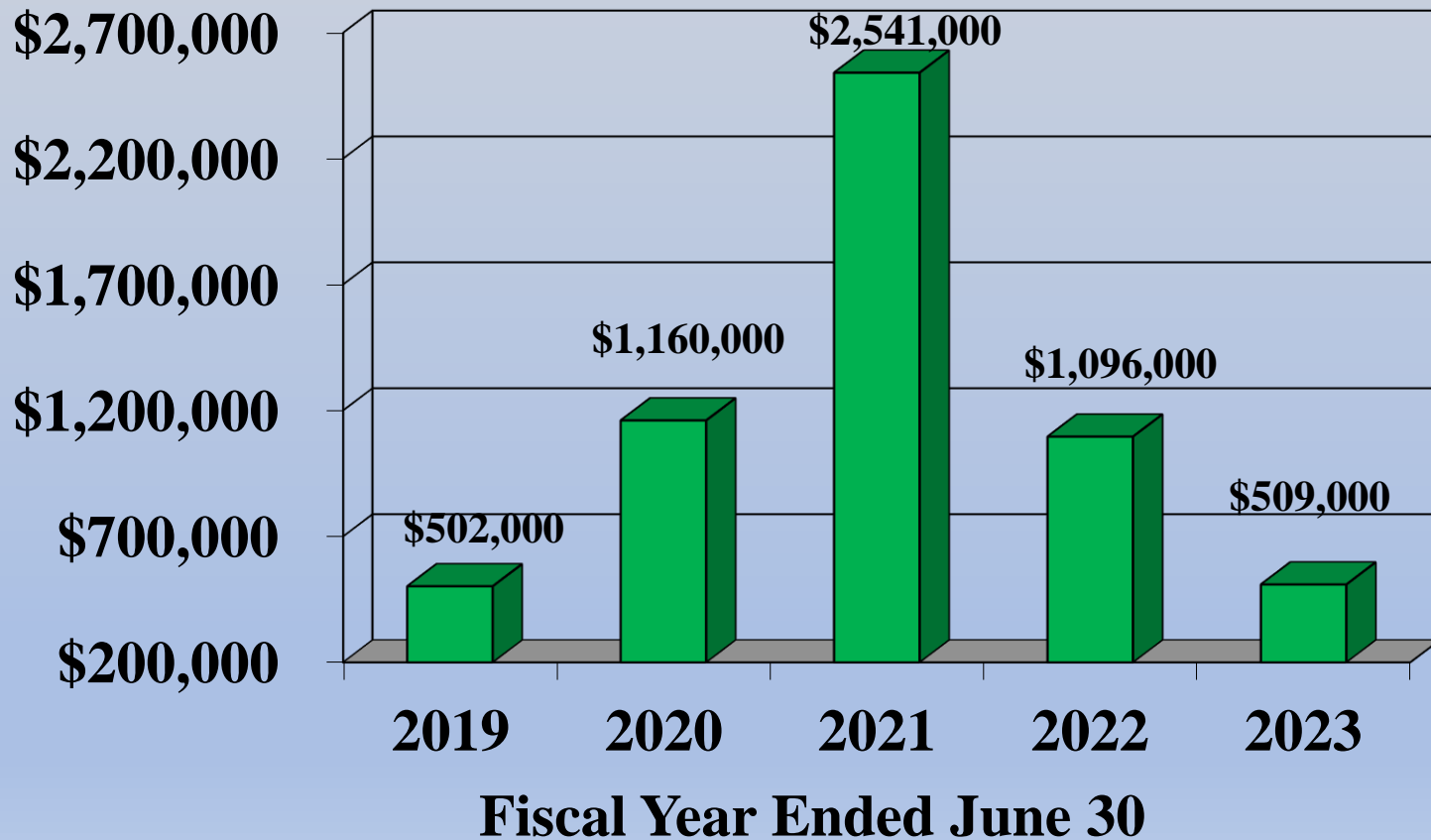


Net Interest Income



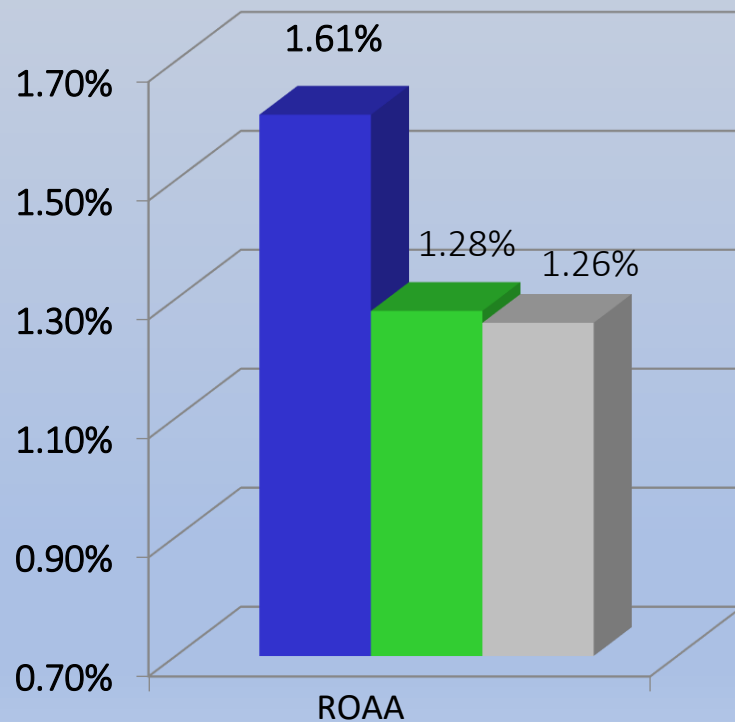
Mortgage Banking Activity

Loan Sale Gains & Net Servicing Income

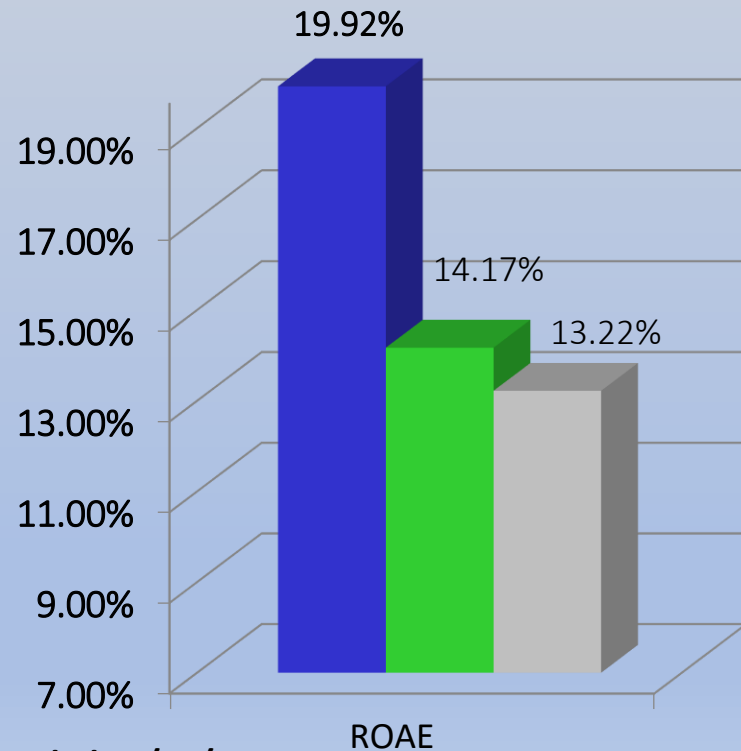


Return on Average Assets (ROAA) & Return on Average Equity (ROAE)

- FFD Financial
- S&P US Comm Banks \$500m-\$1B
- S&P US Commercial Banks



- FFD Financial
- S&P US Comm Banks \$500m-\$1B
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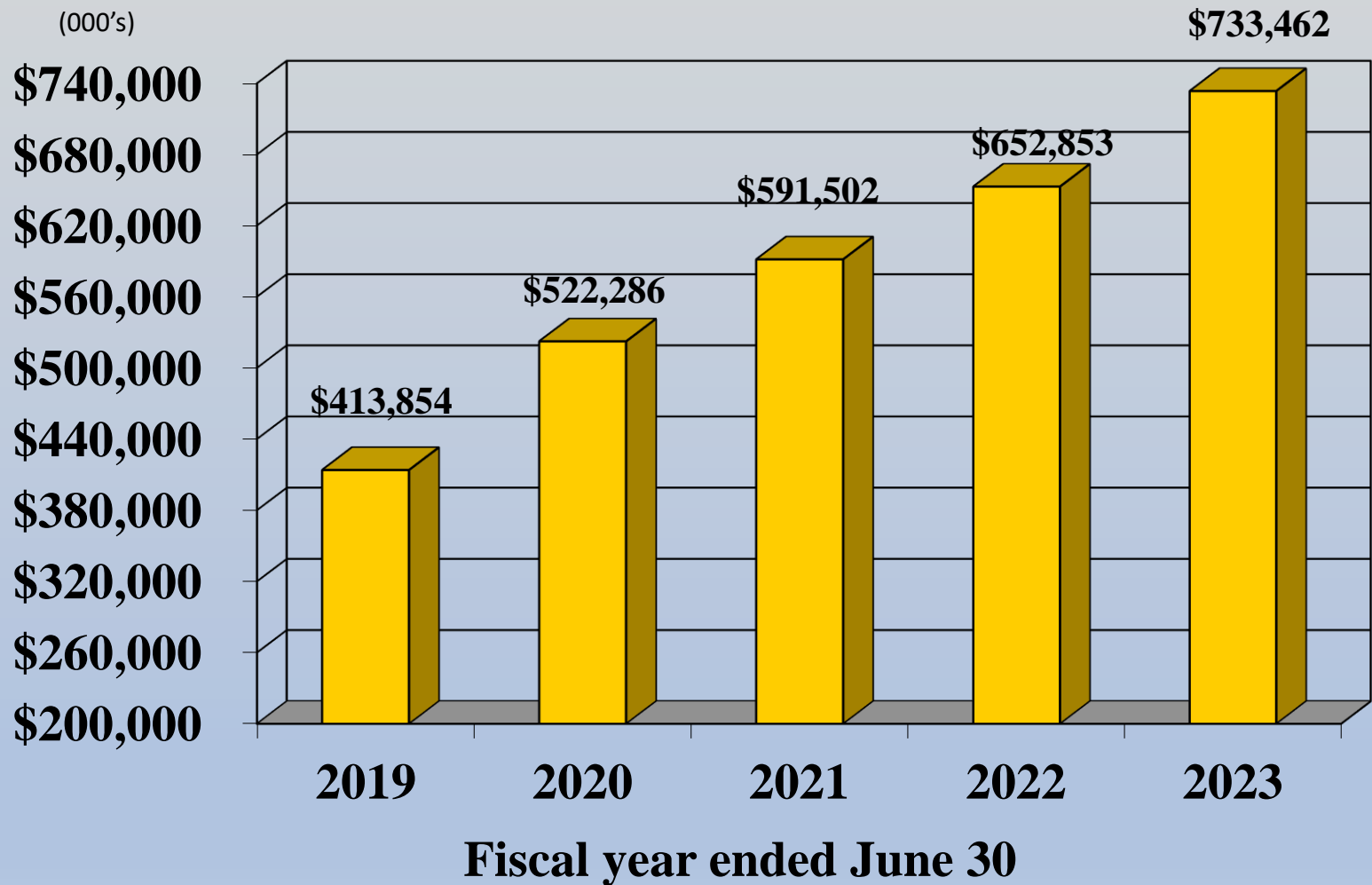


Last Twelve Months ended 06/30/23

**Selected
Bank (Consolidated)
Performance
Numbers &
Ratios**

Asset Growth

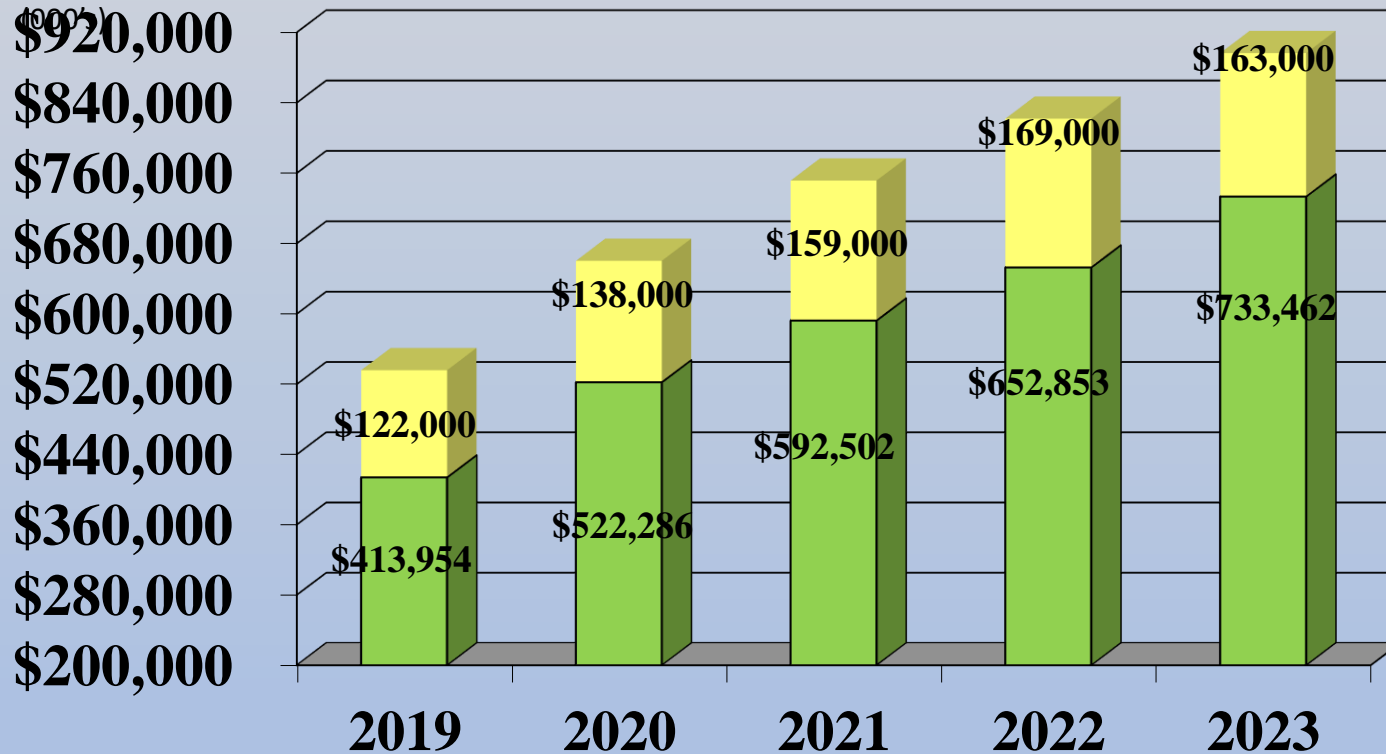
(000's)



Total Assets & Loans Serviced

■ Total Assets

■ Residential Loans Serviced for Others

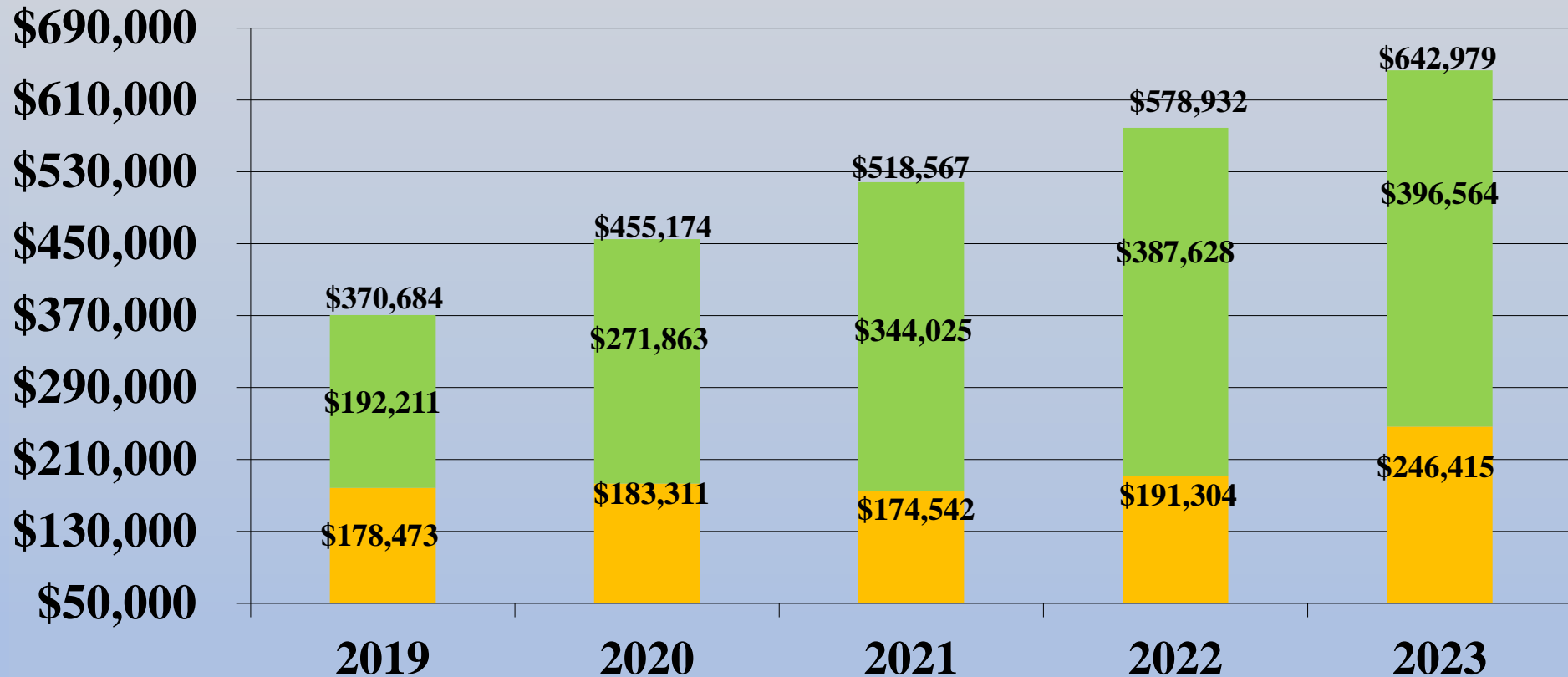


Fiscal year ended June 30

Total Deposits

(000's)

Other Deposits Checking Deposits

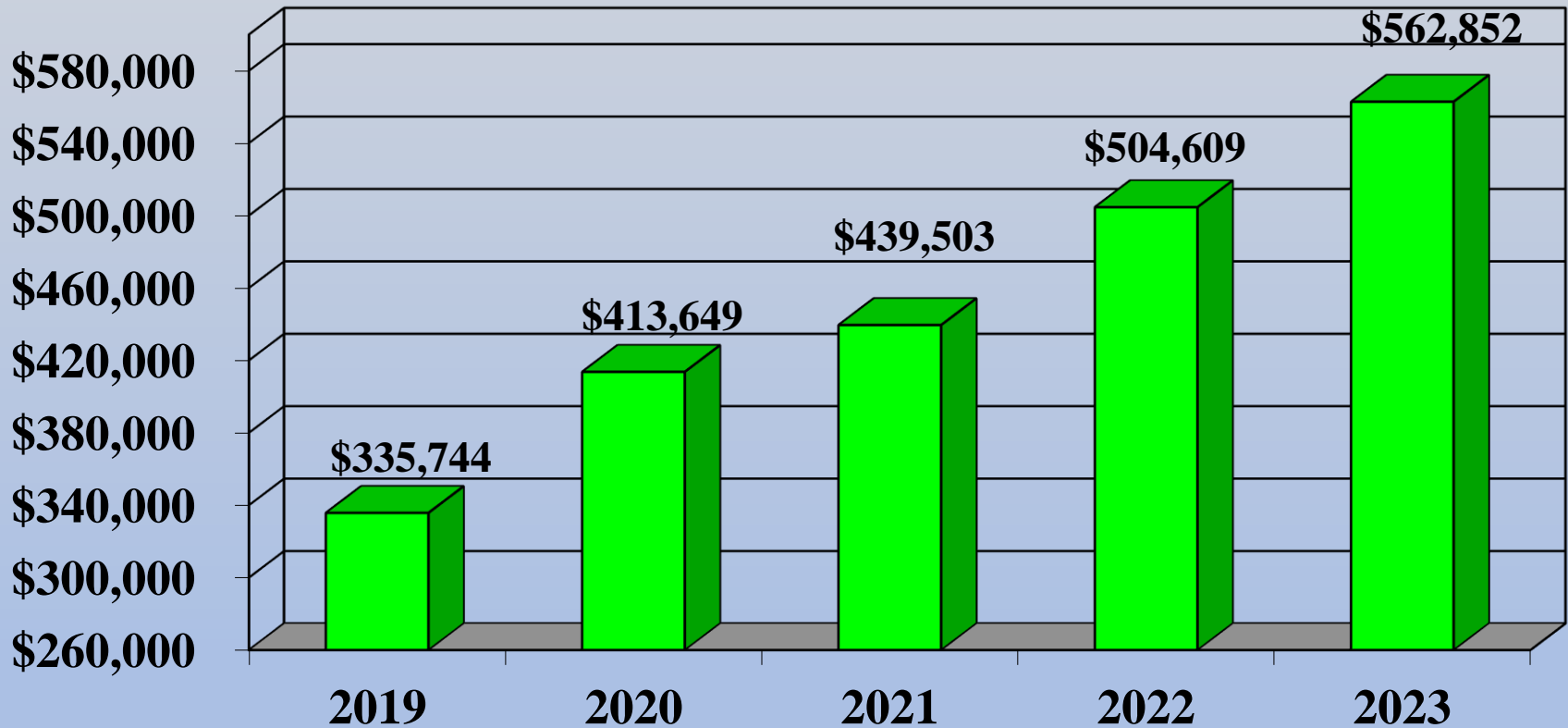


Fiscal year ended June 30

Checking Deposits = DDA's, Now's, & MMDA's

Total Net Loans ⁽¹⁾

(000's)

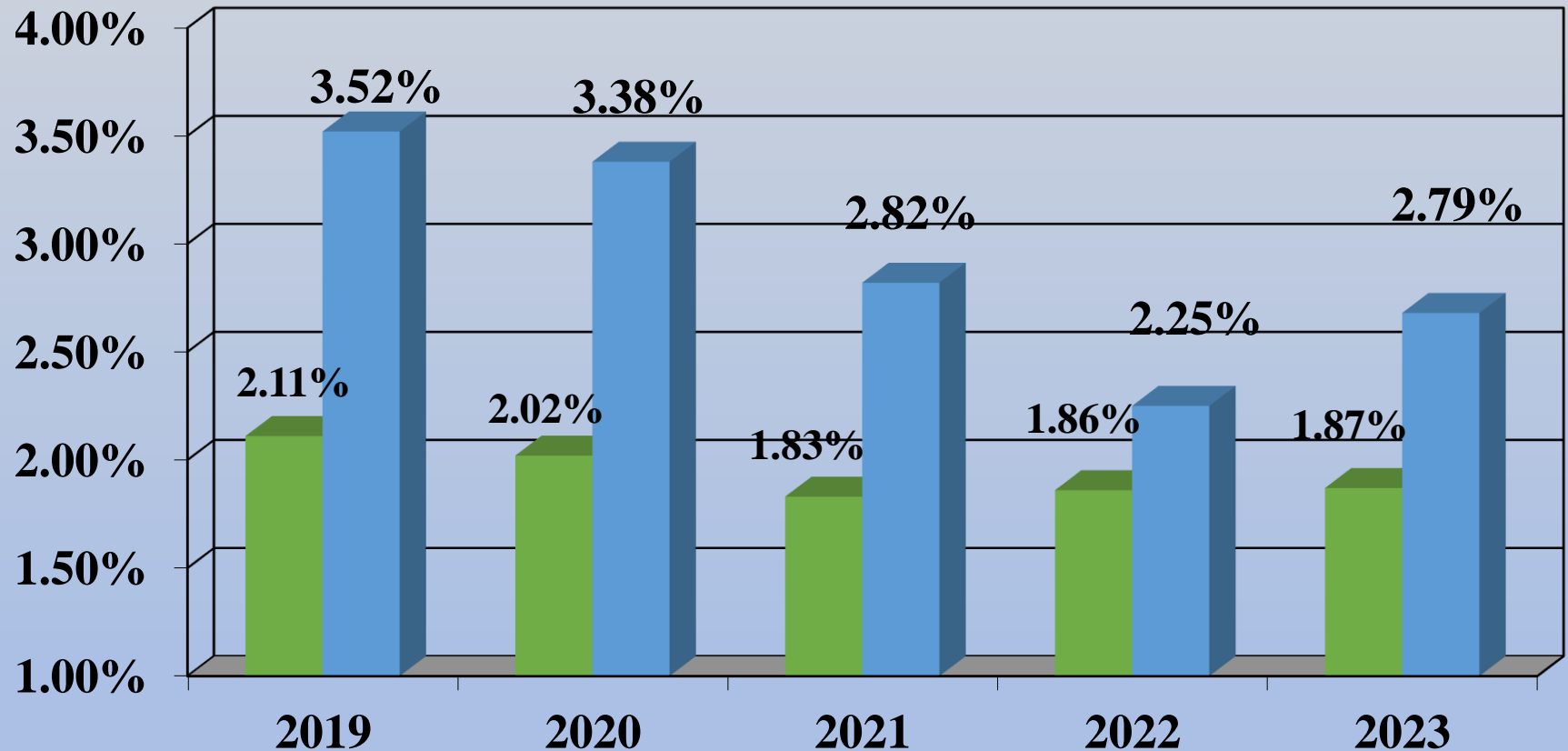


Fiscal year end June 30

⁽¹⁾ Includes loans held for sale

Operating Efficiency

- FFD Expense to Avg Assets
- US Banks \$500M-\$1B



Fiscal year end June 30

Deposit Market Share-Tuscarawas County

County: Tuscarawas, OH (FDIC as of 6/30/2023)

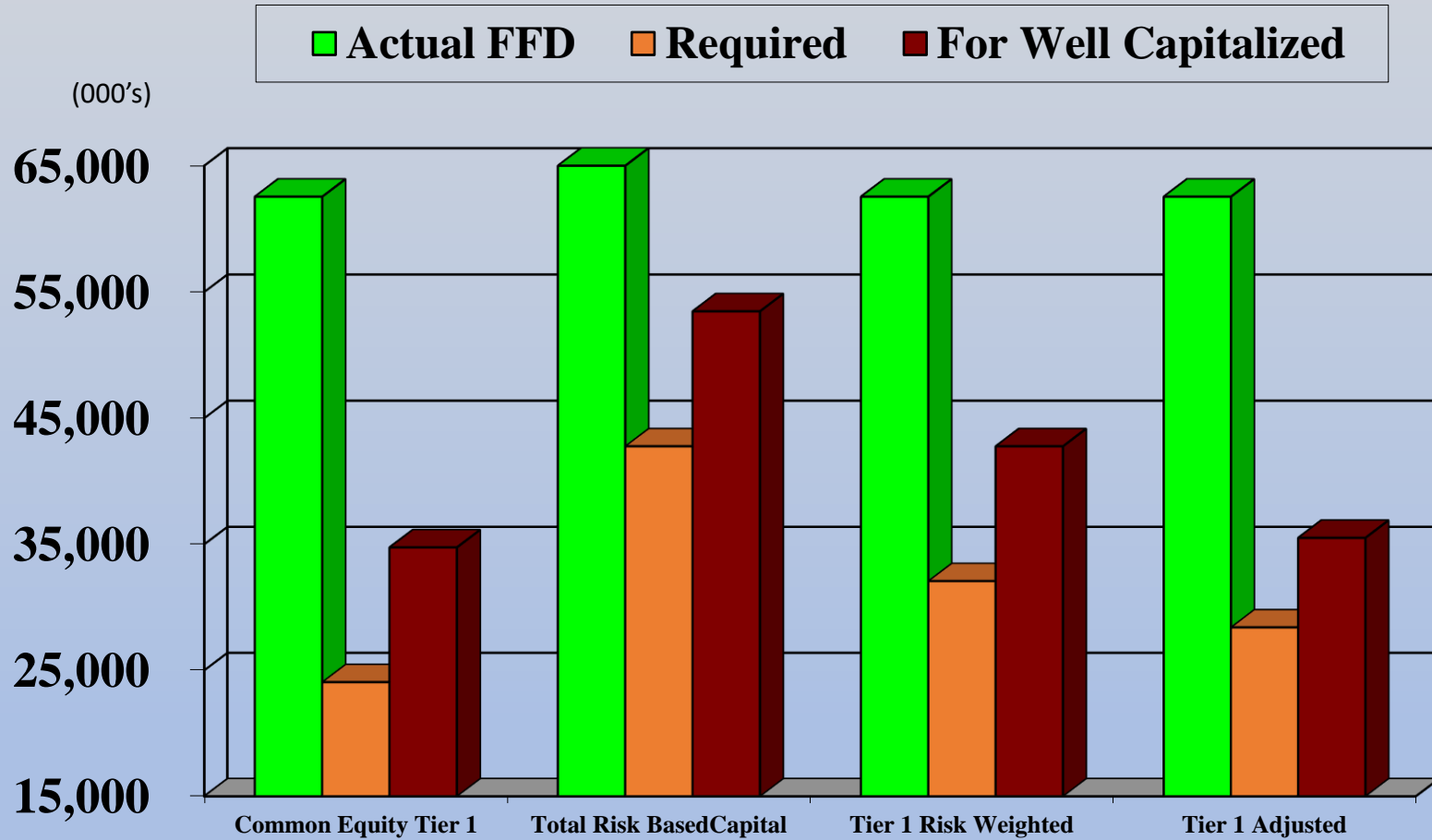
2023 Rank	2022 Rank	2021 Rank	Institution (Headquarters)	Type	2023 Number of Branches	2023 Total Deposits in Market (\$M)	2023 Total Market Share (%)	2022 Total Deposits in Market (\$M)	2022 Total Market Share (%)	2021 Total Deposits in Market (\$M)	2021 Total Market Share (%)
1	1	2	First Federal Community Bank	Bank	6	\$ 519.4	25.7	\$ 468.8	24.6	\$ 416.8	22.1
2	2	1	Huntington National Bank	Bank	6	\$ 406.8	20.1	\$ 399.8	21.0	\$ 403.1	21.4
3	3	3	First National Bank Dennison	Bank	5	\$ 260.0	12.9	\$ 263.4	13.8	\$ 259.8	13.8
4	4	4	JP Morgan Chase & Co (NY)	Bank	3	\$ 198.4	9.8	\$ 214.7	11.3	\$ 247.7	13.2
5	5	5	Commercial Savings Bank	Bank	4	\$ 177.6	8.8	\$ 162.1	8.5	\$ 194.3	10.3
6	6	6	SSB Community Bank	Bank	2	\$ 162.1	8.0	\$ 142.2	7.5	\$ 113.7	6.0
7	8	8	Baltic State Bank	Bank	2	\$ 79.0	3.9	\$ 73.3	3.9	\$ 70.3	3.7
8	7	7	Unified Bank	Bank	3	\$ 73.4	3.6	\$ 73.4	3.9	\$ 76.3	4.0
9	9	9	PNC Bank (PA)	Bank	1	\$ 56.5	2.8	\$ 60.5	3.2	\$ 56.9	3.0
10	10	10	Killbuck Savings bank	Bank	1	\$ 45.2	2.2	\$ 43.7	2.3	\$ 44.5	2.4
						\$ 1,933.2		\$ 1,858.2		\$ 1,838.9	

Deposit Market Share-Holmes County

County: Holmes, OH (FDIC as of 6/30/2023)

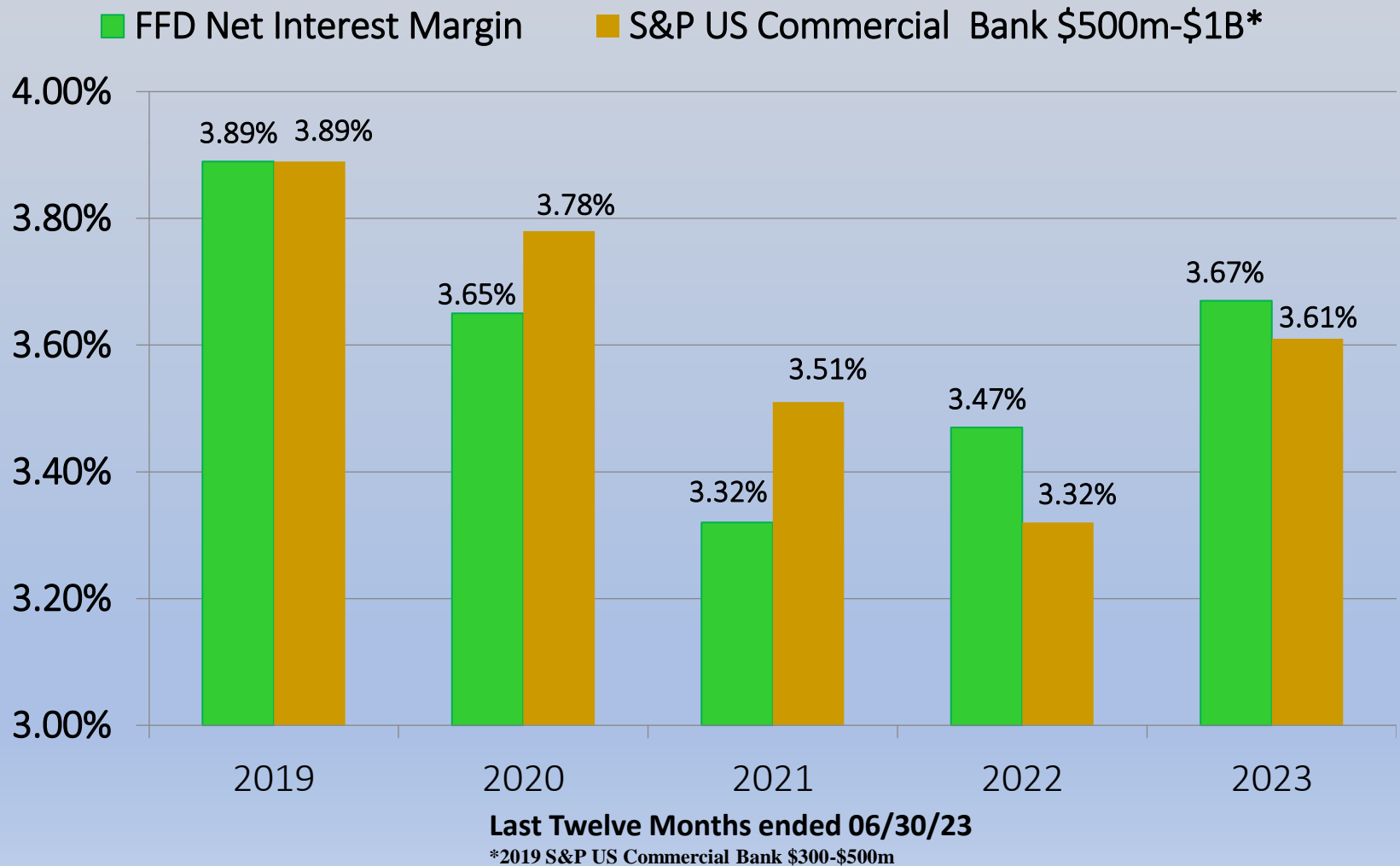
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1	1	1	Commercial Savings Bank	Bank	7	\$ 556.9	40.1	\$ 554.9	40.0	\$ 557.1	42.1
2	2	2	Killbuck Savings Bank	Bank	6	\$ 501.8	36.7	\$ 531.9	38.3	\$ 492.7	37.2
3	3	3	First Federal Community Bank	Bank	2	\$ 127.3	9.3	\$ 115.2	8.3	\$ 104.6	7.9
4	4	5	Park National Corp	Bank	1	\$ 70.6	5.1	\$ 74.7	5.4	\$ 66.9	5.1
5	5	4	PNC Bank (PA)	Bank	1	\$ 50.2	3.7	\$ 53.3	3.8	\$ 51.8	3.9
6	6	6	Wayne Savings	Thrift	1	\$ 32.4	2.4	\$ 34.5	2.5	\$ 33.3	2.5
7	7	8	SSB Community Bank	Thrift	1	\$ 26.1	1.9	\$ 24.4	1.8	\$ 17.6	1.3
8	8	7	Farmers National	Bank	1	\$ -	0	\$ -	0	\$ -	0
						\$ 1,365.3		\$ 1,388.9		\$ 1,324.0	

Capital Adequacy



Fiscal year end June 30, 2023

Net Interest Margin



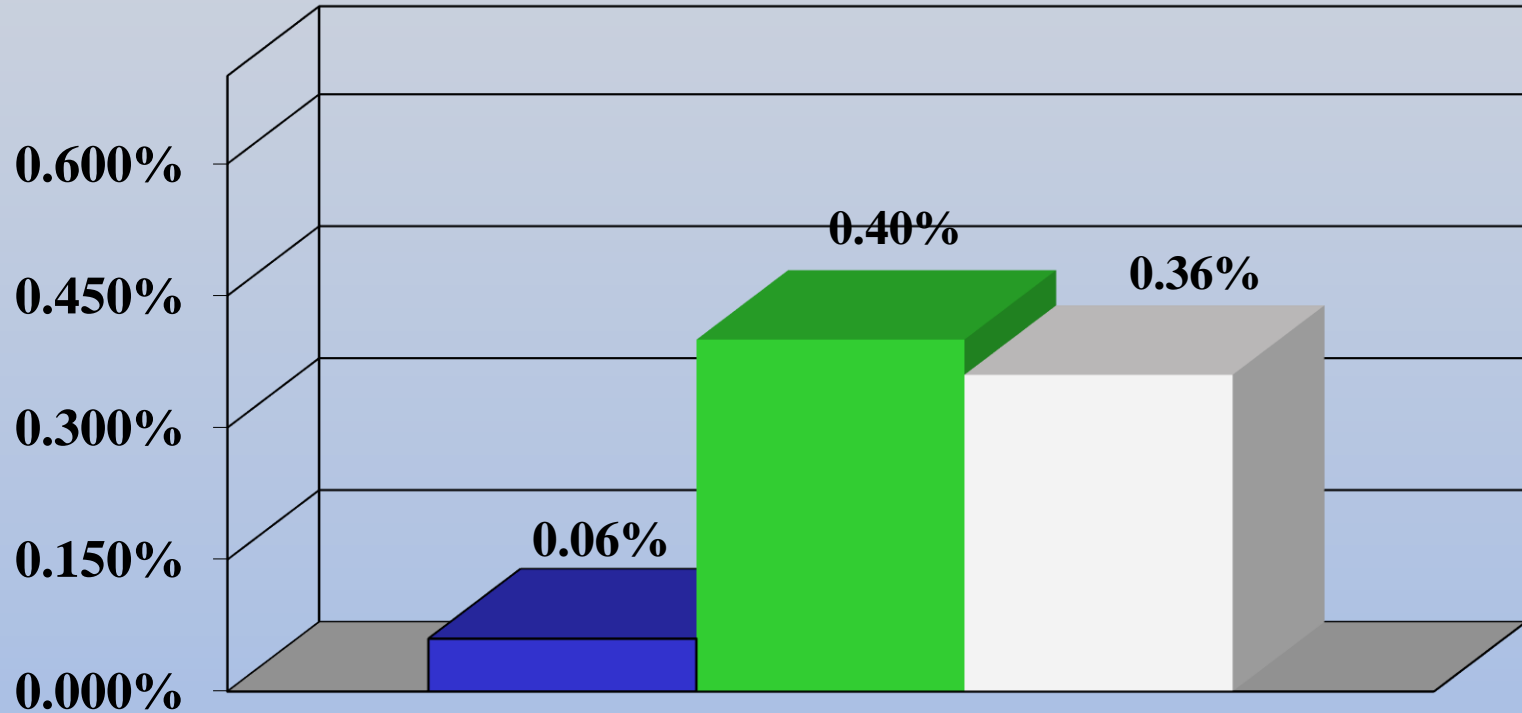
**Selected
Credit
Quality
Numbers &
Ratios**

Non-Performing Assets (NPA) to Assets

■ FFD Financial

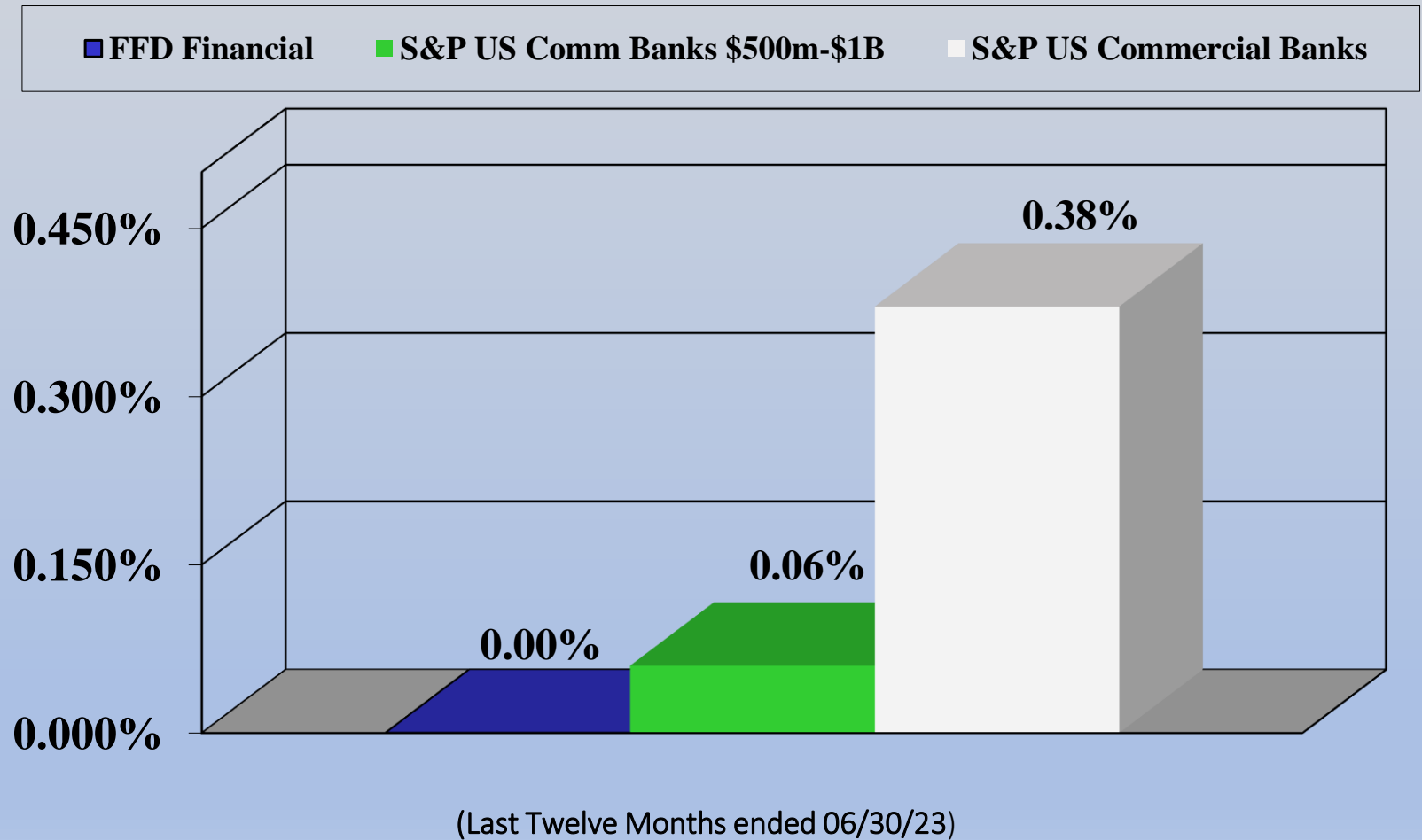
■ S&P US Comm Banks \$500m-\$1B

■ S&P US Commercial Banks



(Last Twelve Months ended 06/30/23)

% Net Charge-Offs to Avg. Loans



Bank Officers Attending Today's Meeting

- Scott Finnell, Executive VP, Secretary & Chief Credit Officer
- Greg Dorris, Senior VP, Treasurer & Chief Financial Officer
- Michele Larkin, Senior VP, Loan Administration
- Matt Miller, Senior VP & Chief Lending Officer
- Stephenie Wilson, Vice President, Human Resource Director
- Kris Kreinbihl, Vice President & Senior Commercial Lending Officer
- Kerry Egler-Whytsell, Vice President, Mortgage Banking
- Tiffany Kail, Vice President, Retail Banking
- Kelly Fortney, Vice President & Chief Information Officer
- Angela Delong, Vice President, Compliance, Security & Internal Audit
- Scott Heil, Vice President & Commercial Lending Officer
- Matt Stein, Vice President & Commercial Lending Officer
- Banking Officers: Carol Slemmer, Leslie Riker, Kathy Norman, Kenny Miller, Alex Geers, Sharon Troyer, Suzanne Moore & Laurie Russell

Outside Directors

- Douglas G. Bambeck
- Matthew L. Beachy
- Richard A. Brinkman, Jr.
- Mary A. Burns
- Stephen G. Clinton
- Leonard L. Gundy
- David W. Kaufman

FFD Financial Corporation

Thank you for your support!



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