



Muncy Columbia Financial Corporation

Annual Highlights 2023

To Our Shareholders



To Muncy Columbia Financial Corporation Shareholders

The year 2023 marked a key milestone in the 120+ year history of our Corporation. On November 11, 2023, Muncy Bank Financial, Inc. successfully merged with and into CCFNB Bancorp, Inc., and was renamed Muncy Columbia Financial Corporation.

The Journey Begins

The subsidiary bank of Muncy Bank Financial, Inc., The Muncy Bank and Trust Company, merged with and into First Columbia Bank & Trust Co., the subsidiary bank of CCFNB Bancorp, Inc. With an expanded service area, the combined bank rebranded as Journey Bank—a forward looking name that represents our commitment to guiding and supporting customers on their financial journey. The strategic merger of our two high performing Central Pennsylvania banks creates a financial

institution of greater scale, operating leverage, and resources—all requisites in an increasingly competitive marketplace, ever-changing financial landscape, and rapidly advancing technological environment. The merger, while expanding our geographic footprint, reaffirms and strengthens our longstanding commitment to remaining a community bank and serving neighboring markets across the region. We are confident that our ability to grow selectively and strategically benefits our valued shareholders, customers, employees, and communities. Going forward, we will focus on capitalizing on the synergies created by the merger and positioning our Corporation for sustained success.

Financial Highlights

As expected, the merger has presented both opportunities and challenges, which are reflected in our financial results for the year. Additionally,



the industry continues to contend with unprecedented interest rate increases and lower margins. Despite merger-related expenses and prevailing economic conditions, we maintained a disciplined investment approach and focused on operational and organizational efficiencies, all of which enabled us to return positive earnings for the year.

The Corporation ended the year with net income of \$3,387,000 as compared to \$9,514,000 at the year ended December 31, 2022. Net income for the year was impacted by \$3 million in merger-related expenses and a one-time provision for credit loss of \$2.9 million for acquired non-Purchase Credit Deteriorated loans. Earnings per share for the twelve months ended December 31, 2023 and 2022 were \$1.49 and \$4.58, respectively. The return on average assets and return on average equity were 0.32 percent and 3.48 percent for the year ended December 31, 2023, as compared to 1.0 percent and 10.45 percent for the same period of 2022.

Total assets grew to \$1.634 billion at December 31, 2023 as compared to \$944.0 million at December 31, 2022, primarily driven by the Corporation's merger with Muncy Bank Financial, Inc.

For the year-ended December 31, 2023, the temporary impact of unrealized investment losses on stockholders' equity amounted to a reduction of \$15 million; however, we do not consider debt securities to be credit impaired since we have the intent and ability to hold securities until recovery, and we view declines in fair value to be a result of increases in interest rates, not credit factors.

Total stockholders' equity equated to a book value per share of \$43.08 at December 31, 2023 as compared with \$41.34 at December 31, 2022. For the year-ended December 31, 2023, cash dividends of \$1.71 per share were paid to stockholders as compared to \$1.67 for the same period of 2022. The Corporation remains well capitalized, with an equity to assets ratio of 9.38 percent as of December 31, 2023 and 9.10 percent at December 31, 2022.

Stronger Together

The merger represents the coming together of two strong local community banks that have stood as beacons of trust and expertise in their respective communities. The legacies of both banks date back to the late 1800s, and today we remain deeply rooted in the communities we have served for more than a century.

As a merger of equals, the coming together of

our two organizations enables us to create a premier financial institution, strategically identifying and implementing best practices and optimal product sets from each of our legacy banks. At the outset, the combined bank debuted an enhanced product and service offering. Customers can bank at 22 community offices across a five-county region including Clinton, Columbia, Lycoming, Montour, and Northumberland counties. We now offer expanded loan programs and more checking account benefits. A network of 90,000 fee-free ATMs is available to customers. We've enhanced our online and mobile banking capabilities with the addition of Zelle® payment services. Additional enhancements are on the strategic roadmap. As we move forward, our focus will be to further build out our suite of banking and lending solutions and deliver the service excellence each of our legacy banks has consistently prioritized.

While much has changed as a result of the merger, much has stayed the same. We continue as an independent, locally operated bank. With this, customers enjoy the same personalized banking experience that makes our community bank the "bank of choice" for many individuals, families, and businesses across our region. Local decision making, a hallmark of our Bank, continues. Local service, delivered by the same friendly faces customers have come to know and trust over the years, also continues.

The Journey Team

Our people, whether on the front lines, behind the scenes, or in leadership positions, have always been integral to the success of the Bank.

We've restructured our Board of Directors to guide our endeavors and have assembled a strong management team to lead us forward. We are pleased to report that optimal staffing levels have been achieved without a need for layoffs or mandatory severance. Our front-line employees have shown tremendous resolve, dedication, and teamwork and continue to remain focused on service excellence. We are immensely grateful for their commitment.

The restructured and consolidated Board of Directors ensures representation across our market areas and includes the necessary expertise in key areas. As a result of this restructuring, several board members have relinquished their roles. To facilitate this transition, six current board members became members of an Advisory Board beginning mid-February and will continue serving for a period of three years. We will continue to tap their knowledge of the local



area and business communities and consult with them on a quarterly basis to garner strategic guidance and insights. We thank them for their past service and appreciate their continued service as advocates of the Bank. Advisory Board members include Robert M. Brewington, Jr., Russell S. Cotner, Joanne I. Keenan, Andrew B. Pruden, Robert M. Rabb, and David E. Wallis.

Following the completion of the merger, as we worked together to integrate the two companies, we had the opportunity to better align our roles with our respective strengths. While Lance Diehl initially served as Chairman, President and Chief Executive Officer of the Corporation and Executive Chairman of the Bank, and Robert Glunk initially served as Senior Executive Vice President and Chief Operating Officer of the Corporation and President and Chief Executive Officer of the Bank, we mutually concluded that the Corporation and the Bank would be better served if we reversed our roles with Lance serving as President and Chief Executive Officer of both the Corporation and the Bank and Rob serving as Executive Chairman of both the Corporation and the Bank. The Board of Directors of the Corporation and the Bank approved these new role assignments on February 13, 2024.

Community Matters

With shared values and vision, corporate citizenship remains a cornerstone of our positioning as a community bank. Our philanthropic endeavors will carry forward, and we are more committed than ever to supporting our local communities. We are introducing our signature community event, the award-winning 14th Annual Journey Bank Teen Star Musical Competition, to high school students in our expanded service area, and we continue a visible presence as naming sponsor at the Historic Bowman Field in Williamsport, newly named Journey Bank Ballpark. Our community impact is further amplified by our active participation in the Pennsylvania Education Improvement Tax Credit

(EITC) program. The program allows a portion of our state tax dollars to be redirected to local approved education initiatives, opening up new and creative ways to help young people learn, grow, and succeed.

Shareholder Value

In December 2023, Muncy Columbia Financial Corporation's common stock (CCFN) was approved for listing on OTC Markets Group, Inc.'s OTCQX® Best Market (OTCQX). The upgrade from OTC Pink to OTCQX provides increased visibility for our stock and introduces greater exposure to a wider range of potential investors.

The Path Ahead

Now, with the merger complete, a solid leadership team in place, a healthy \$1.6 billion in assets, and strong capitalization, the combined bank is well-positioned to execute the long-term vision and strategy that guided our decision to join forces. As we reflect on the past year, having completed a successful merger and managed through a challenging economic landscape, we want to extend our sincere gratitude to our shareholders for your support and understanding during this transformative period. We continue to strive to fulfill our collective vision of a strong and resilient organization. We remain steadfast in our commitment to delivering long-term value to you, our shareholders.

Sincerely,

Robert J. Glunk
Executive Chairman

Lance O. Diehl
President and Chief Executive Officer



East Street, Bloomsburg



North Main Street, Muncy



Muncy Columbia Financial Corporation Board of Directors



Todd M. Arthur



Lance O. Diehl



Robert W. Dillon



Robert J. Glunk



Robert P. Hager



Willard H. Kile, Jr.



Brian D. Klingerman



J. Howard Langdon



W. Bruce McMichael, Jr.



Steven H. Shannon



Stephen M. Tasselli



Bonnie M. Tompkins



Edwin A. Wenner



Brenda R. H. Williams

Muncy Columbia Financial Corporation Advisory Board



Robert M.
Brewington, Jr.



Russell S. Cotner



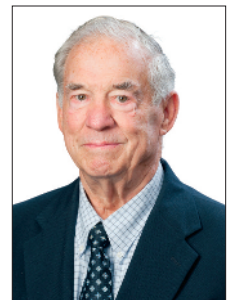
Joanne I. Keenan



Andrew B. Pruden



Robert M. Rabb



David E. Wallis

50,000+ Customers
\$1.6 Billion in Assets
22 Community Offices
280 Employees
120+ Year History

We're Moving Forward Together—
guiding, supporting, and empowering
customers on their financial journey.

Journey Bank represents the combined strengths of two local community banks with a shared commitment to delivering banking excellence to our valued customers.





Muncy Columbia Financial Corporation Officers

Robert J. Glunk, Executive Chairman
Lance O. Diehl, President and Chief Executive Officer
Jeffrey T. Arnold, Executive Vice President and Treasurer
Joseph K. O'Neill, Jr., Executive Vice President and Chief Financial Officer
Beth A. Benson, Corporate Secretary
Leslie A. Chyko, Assistant Corporate Secretary
Nancy R. Diehl, Assistant Corporate Secretary

Journey Bank Officers

Robert Glunk, Executive Chairman
Lance Diehl, President and Chief Executive Officer
Jeffrey Arnold, Senior Executive Vice President,
Finance & Risk Management
Tammy Gunsallus, Senior Executive Vice President,
Retail, Operations & Mortgage
Matthew Beagle, Executive Vice President, Chief
Wealth Management Officer
Beth Benson, Executive Vice President, Human
Resources Director/Corporate Secretary
Jason Fischer, Executive Vice President, Chief Credit
Officer
Stephanie Oakes, Executive Vice President, Chief
Operations Officer
Joseph O'Neill, Executive Vice President, Chief Financial
Officer
Paul Page, Executive Vice President, Chief Lending
Officer
Kevin Weinhoff, Executive Vice President, Chief
Commercial Officer
Jeffrey Whitenight, Executive Vice President, Retail
Banking Manager
Kathlene Bower, Senior Vice President, Chief Business
Development Officer
Karen Brouse, Senior Vice President, Risk & Compliance
Officer
Taylor Farr, Senior Vice President, Commercial Loan
Team Leader
Kelli Smith, Senior Vice President, BSA Fraud Officer
Mark Smithgall, Senior Vice President, Commercial
Loan Team Leader

Lisa Valeski, Senior Vice President, Human Resources
Director
Maria Valles, Senior Vice President, Marketing Director
Christine Zanis, Senior Vice President, Director of Trust
Services
Beth Cooley, Vice President, Deposit Solutions Officer
Angela Crossley, Vice President, Trust Officer
Nancy Diehl, Vice President, SEC & Regulatory Financial
Reporting Officer
Joanna Dillon, Vice President, Loan Operations Manager
Chris Dunlap, Vice President, Collections Officer
Krista Dyer, Vice President, Branch Administrator
D'Aracy Erb, Vice President, Electronic Banking Manager
Kelli Fester, Vice President, e-Banking & Customer
Support Manager
Melissa Fisher, Vice President, Commercial Lender
Deborah Hack, Vice President, Deposit Operations
Officer
Rachel Huff, Vice President, Controller
Jean MacDermott, Vice President, Business
Development Officer
Brooke Mertz, Vice President, Mortgage Originator
Karen Murdock, Vice President, Community Office
Manager
Markus Rybak, Vice President, Information Security
Officer
Francesca Schu, Vice President, Marketing Officer
Courtney Sinclair-McGovern, Vice President,
Community Office Manager



Sandra Smith, Vice President, Community Office Manager

Allen Strauch, Vice President, Information Technology Manager

Robert Sullivan, Vice President, Commercial Lender

Kevin Troutman, Vice President, Trust Officer

Kimberly Wetherhold, Vice President, Marketing Officer

Pamela Young, Vice President, Business Development Officer

Sandra Allen, Assistant Vice President, Community Office Manager

Kara Aurand, Assistant Vice President, Community Office Manager

Andrea Bartlett, Assistant Vice President, Assistant Loan Servicing Manager

Cynthia Beagle, Assistant Vice President, Loan Processing Manager, Mortgage

Marie Bennett, Assistant Vice President, Loan Servicing Manager

Tessa Bogert-Creasy, Assistant Vice President, Senior Credit Analyst

Michael Celli, Assistant Vice President, Commercial Lender

Leslie Chyko, Assistant Vice President, Executive Assistant

Holly Clayton, Assistant Vice President, Deposit Operations Manager

Timothy Colburn, Assistant Vice President, Commercial Lender

Jared Cromley, Assistant Vice President, Financial Advisor

Daniel Diehl, Assistant Vice President, Commercial Lender

Rose Dodd, Assistant Vice President, BSA Officer

Kristina Gregory, Assistant Vice President, Community Office Manager

Trystan Johnson, Assistant Vice President, Loan Processing Manager, Commercial & Retail

Teresa Karchner, Assistant Vice President, Training Officer

Janet Kennedy, Assistant Vice President, Mortgage Loan Originator

Carol Kupsky, Assistant Vice President, Assistant Controller

Michelle Lawson, Assistant Vice President, Commercial Services Manager

Toni Levandoski, Assistant Vice President, Community Office Manager

Matthew Mann, Assistant Vice President, Financial Advisor

Lesley Moore, Assistant Vice President, Community Office Manager

Michael Mottern, Assistant Vice President, Loan Operations Supervisor

Alicia Naugle, Assistant Vice President, Mortgage Loan Originator

Denise Neidig, Assistant Vice President, Community Office Manager

Kevin Newman, Assistant Vice President, Community Office Manager

Leanne Niedzwiecki, Assistant Vice President, Assistant Community Office Manager

Megan Rovenolt, Assistant Vice President, Community Office Manager

Stacey Russell, Assistant Vice President, Mortgage Loan Originator

Zachary Sarginger, Assistant Vice President, Community Office Manager

Cora Seitzer, Assistant Vice President, Community Office Manager

Adrienne Stiger, Assistant Vice President, Community Office Manager

Michele Tagliaferri, Assistant Vice President, Community Office Manager

Tammy Taney, Assistant Vice President, Business Solutions Specialist

David Utt, Assistant Vice President, Commercial Lender

Stacey Wheeler, Assistant Vice President, Community Office Manager

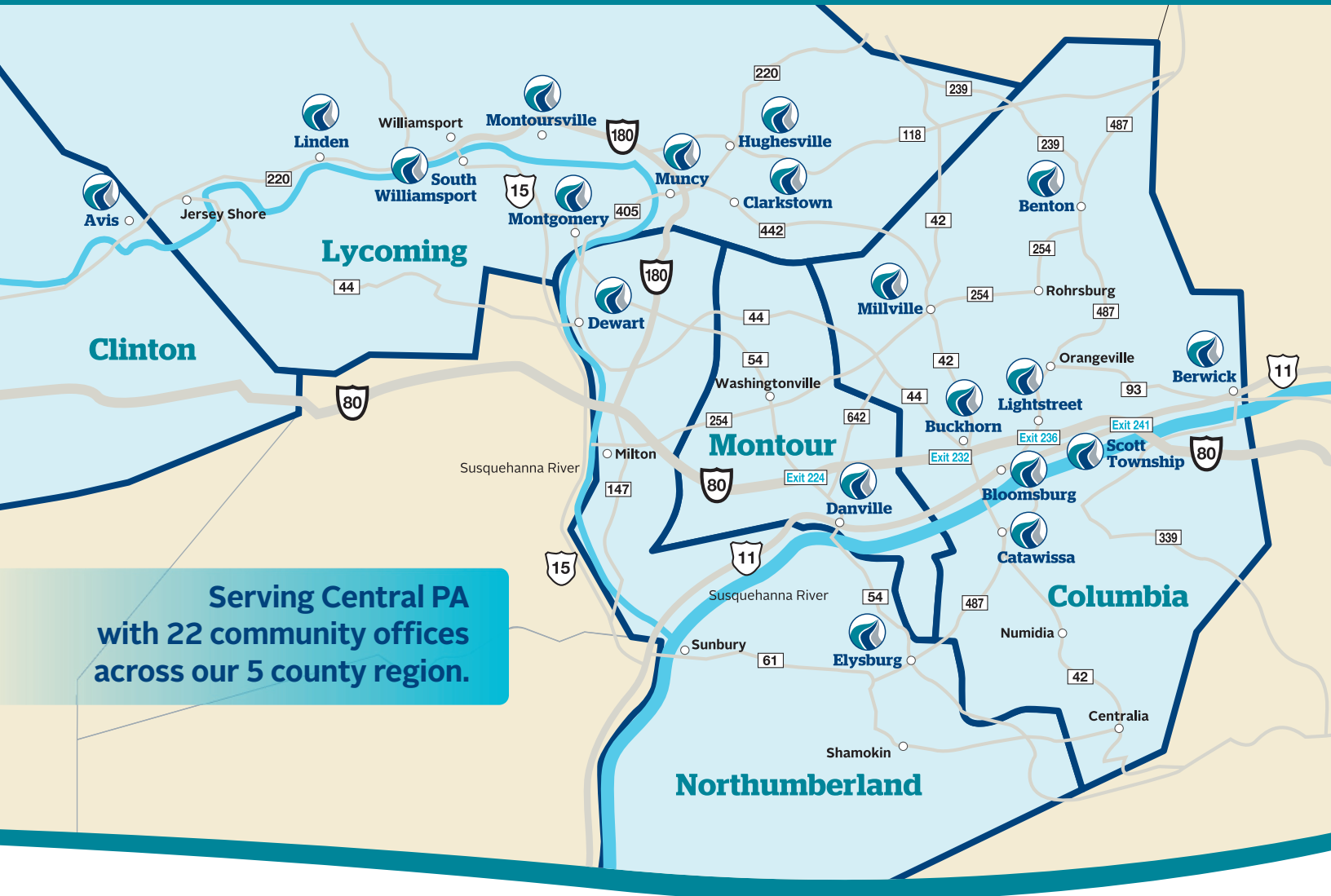
McKayla Zimmerman, Assistant Vice President, Community Office Manager

Rebecca Zimmerman, Assistant Vice President, Fraud & Risk Specialist



Our local bankers remain committed to local, personalized service.

Journey Bank Locations



Serving Central PA with 22 community offices across our 5 county region.

Clinton County

Avis

Columbia County

Benton
Berwick
Bloomsburg
Buckhorn
Catawissa
Lightstreet
Millville

Lycoming County

Clarkstown
Hughesville
Linden
Montgomery
Muncy
Montoursville
South Williamsport

Montour County

Danville

Northumberland County

Dewart
Elysburg



Market Makers: For a listing of Market Makers, please visit our website at www.journeybank.com

