

AMBANC FINANCIAL SERVICES INC.  
115 Front Street  
P.O. Box 130  
Beaver Dam, WI 53916

June 28, 2019

Dear Ambanc Financial Services Shareholder,

The first half of 2019 has been busy with new ventures for Ambanc Financial Services, and they all center around two things: improved customer experience and improving processes and efficiencies.

This spring we conducted a survey of our entire customer base. We wanted to hear directly from our clients on how we were positively impacting them during their time with us, as well as what could be done to improve their overall experience with the bank. We gained some valuable insights from this survey and are working on implementing programs to help enrich the customer experience.

In early June, we successfully launched a new webpage design for [americanbankbd.com](http://americanbankbd.com). If you have not taken the opportunity to visit the new site, we encourage you to do so. The new design brings a much-needed upgrade in look and functionality to our online 'branch.' The launch of the site was just the beginning of the enhancements being made to our online presence. In the coming months, you can expect to see secure forms to open accounts online, online demos for our electronic services and a robust FAQ page that will serve as a resource for our customers, as well as our employees.

The other piece that will be gradually integrated into the new website is a service called Segmint. This new product will allow us to segment and target our offers and advertisements to customers based on their unique circumstances; it allows us to be more specific and purposeful in our advertising and promotional messaging.

In July we are unveiling a new loan origination software that will provide customers with a seamless means to apply online for a home loan with American Bank. The program will also help improve the processes in the Loan Operations Department. In addition to all of the efficiencies internally this will create, it will also provide customers with a unique experience, allowing them to view - in real-time - the status of their loan and provide us needed documentation right from their secure log-in portal.

Looking to the remainder of 2019, we are excited to see these programs fully implemented and to provide customers with an enhanced customer experience.

During a recent meeting, the Ambanc Board of Directors authorized a dividend of \$1.00 per share payable on June 28, 2019. Enclosed you will find a check for this payment, or if you enrolled for direct deposit, a credit confirmation. As a reminder, if you do not currently receive direct deposit and are interested in doing so, please contact Pat Frankenstein at 920.356.6982 or [pfrankenstein@americanbankbd.com](mailto:pfrankenstein@americanbankbd.com) for enrollment information.

In closing, 2019 has already proven to be a busy year at Ambanc Financial Services and we look forward to what the second half will bring.

Sincerely,



John R. Oathout  
President/CEO