



FIRST BANK FINANCIAL CENTRE | 2011 Annual Report

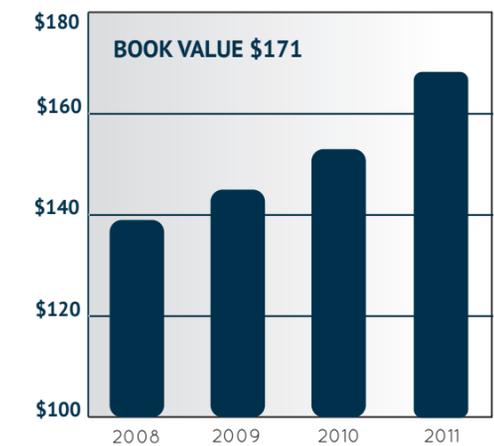
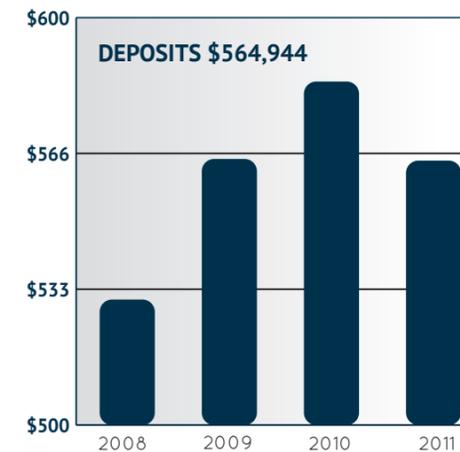
2011

A Successful Year and Well Positioned for Growth

2011 was a year of notable achievement for Oconomowoc Bancshares Inc. and First Bank Financial Centre (FBFC). We are proud to report the highest earnings in our 152 year history. Our success is the culmination of four years of significant investments in people, technology, and facilities. We have built a dynamic sales culture backed by prudent and sound risk management systems. Our business development efforts resulted in record loan production, checking account growth, and household growth. For the third consecutive year, FBFC was the top community bank originator of SBA loans in the State of Wisconsin (25th in the entire country). Also, for the third consecutive year, FBFC was named one of the top workplaces in southeastern Wisconsin. We also received recognition for our commitment to improve the communities we serve. FBFC was awarded an "Outstanding" CRA rating for the first time in our history, and was named the Business of the Year in Waukesha County.

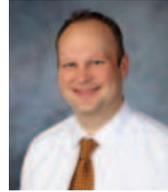
In 2012, we look to build on this success as we further deploy our Growth Strategy. In an environment where consumers and small business owners are seeking value and trust in their banking relationship, we believe FBFC is well positioned for growth. With our brand built on sound financial standing, responsive service, and community leadership, FBFC has an outstanding opportunity to grow our customer base. We are excited about our expansion into three additional communities in 2012, with a de novo branch being built in Grafton, and the anticipated acquisition of branches in Mequon and Brookfield. We remain committed to our community banking values—our focus is local, and this is our competitive advantage.

"We are proud to report the highest earnings in our 152-year history."





President/CEO
Mark W. Mohr



**Senior Vice President/
CFO & Treasurer**
Nate Zastrow

2011 - Financial Accomplishments

The financial performance in 2011 was the strongest in our history, and was achieved by a concerted effort of all FBFC's employees. Numerous strategies were developed four years ago to put us in a position of success. This section of our letter will focus on the financial accomplishments and corresponding strategies that made this success a reality. Financial results are for our holding company, Oconomowoc Bancshares, Inc.

- Net Income increased 14% to \$5.0M; resulting in an Earnings Per Share value of \$14.93 and a Return on Average Equity of 9.18%.
- We increased the dividend from \$2.72 to \$2.76 per share. The increase reflected both the Board and Management's confidence in the sustainability of our earnings.
- Our Net Interest Income increased \$1.9M during the year, driving our Net Interest Margin from 3.61% to 3.85%. We were able to increase our margin 84 basis points (bps) in 24 months by maintaining a disciplined loan pricing structure, and by shifting our source of funding from non-customer, off-balance sheet liquidity to on-balance sheet, customer-centric funding sources.
- Our Leverage Ratio ended the year at 9.06%, compared to 8.41% at the end of 2010, while our Risk Based Capital Ratio increased from 12.86% to 13.05%.
- We are considered to be "well-capitalized" by Federal Reserve Bank standards.
- Capital ended 2011 at the highest level in our history, ending the year at \$57.2M, an increase of \$5.8M. Our book value increased to \$171 per share. The Board and Management have developed a robust Capital Plan that provides the mechanisms necessary to support our Growth Strategy.
- Liquidity continues to remain extremely strong as evidenced by our access to \$167.7M of on-balance sheet liquidity in the form of cash and investments. Liquidity declined \$47.9M in 2011 as we funded loans and paid off borrowings and non-customer deposits. Our plan is to continue to fund our growth with core customer deposits.
- Asset Quality continues to remain strong with the non-accrual ratio ending 2011 at 0.48%, placing us in the top 5% statewide. We invested heavily in analysts, lenders, and systems to make risk management an integral part of our lending culture. During the year, we set aside \$1.9M in loan loss provision expense and incurred net losses on other real estate of \$1.7M. We anticipate that we will have two more years of elevated loan and OREO losses from legacy assets before returning to historical norms.

The Growth Strategy

After three years of building an infrastructure, our concentration turned to growth. The Growth Strategy shifted resources from risk management to growing our customer base. As we grow the number of customers, asset size, loan and deposit balances, and profitability will all increase. The Growth Strategy also concentrates on diversifying revenue sources. 2011 was the first complete year of implementation and we realized exceptional results.

- In an environment where many banks are not lending, we produced the highest level of loans in our history at \$282M.
- We produced \$84.1M in SBA loans. At the end of 2011, we serviced \$57.2M in SBA loans, compared to \$35M at the end of 2010.
- We produced \$119.7M in fixed mortgage loans. Like our SBA servicing portfolio, we retained the servicing rights of fixed mortgages. At the end of 2011, we serviced \$246.4M, compared to \$220.6M at the end of 2010.
- Over the past four years, we generated \$152.4M in SBA loans and \$384.3M in fixed mortgage loans.
- We increased net checking accounts by 1,050.

The First Bank Financial Centre Vision

FBFC strives to be the most admired community bank in the State of Wisconsin by our:

Shareholders

Delivering consistent, superior, and dependable returns to our shareholders at a level that is aligned to the risk-averse culture of our organization.

Communities

Partnering with each of the communities we serve to continually improve the quality of life and standard of living by investing local deposits with local businesses, contributing to local charitable organizations, and volunteering employee time to support community causes.

Customers

Delivering unmatched, distinctive customer service to our consumer and business customers.

Employees

Providing an unparalleled workplace for employees to build and grow their careers in a family-centric environment.

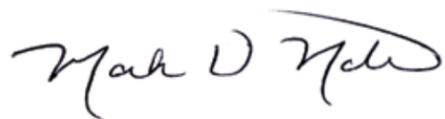
2012 - Strategic Initiatives

We believe that given current market conditions, many consumers and small business owners will consider moving their banking relationship from Wall Street and large regional banks to community banks. Dissatisfied customers will seek financial institutions that provide value in terms of convenience, safety, excellent service, and community leadership. Customers want to be recognized as more than an account number. They desire a banking relationship with people they know and trust.

To capitalize on the weakened market conditions, our 2012 Strategic Initiative is built on the fundamental principle of "Sound Growth Yields Sustainable Profitability."

- First and foremost, we will manage risk effectively. A safe and sound bank has a competitive advantage. Customers and investors seek strong performing banks. The cost of operation of a sound bank is generally lower, regulatory scrutiny is reduced, and growth opportunities are increased.
- We will deliver "REEL Value" to our customers. Service is the most sustainable model to grow bank market share. Our employees are responsive and demonstrate expertise in their respective areas. The banking experience at FBFC is easy, convenient, and enjoyable for our customers. Our Bank continuously serves as a community leader. Our reputation as a strong performing community bank that delivers distinctive customer service will result in market share growth and sustained profitability.
- The small business market continues to be underserved as Wall Street and large regional banks focus on middle market and large customers. Furthermore, many of our competitive community banks have capital constraints and do not have the resources to meet the needs of the small business owner. With our national reputation for SBA lending and the expertise of our lenders, FBFC has the opportunity to significantly grow our small business customer base, specifically focusing on the manufacturing sector.
- We anticipate that a soft housing market will continue into the foreseeable future. To compete in this market environment, FBFC will continue to have an aggressive calling program with seasoned residential lenders. We will broaden our product line and emphasize our local decision making and servicing. The planned expansion into Ozaukee County offers new opportunities for growth in 2012.
- We will capitalize on our community bank reputation for distinctive customer service, community leadership, and competitive products and services. Our goal is to increase our market share in every market we serve.
- FBFC will introduce new technology, new products, and expand our delivery channels to make banking with FBFC more convenient for our customers. Our call centers will be responsive, appreciative, and knowledgeable. We will recruit and retain the best talent available. We will support our managers and sales teams with the information and sales tools to assist them in meeting their goals.
- Finally, FBFC will maintain a strong financial position to support the Growth Strategy. We will continue to improve our robust risk management systems to respond to regulatory changes, improve our credit quality, and reduce legacy assets.

Sincerely,



Mark W. Mohr
President/CEO



Nate Zastrow
Senior Vice President/CFO & Treasurer

Commercial Lending: *The* Small Business Community Bank

Bank with people you know

No one knows a local business climate like local lenders. Involvement in our community, getting to know our business owners face-to-face, and understanding our market is what makes a commercial loan with First Bank Financial Centre the ideal choice for growing businesses.

Manufacturing

When it comes to raising capital to start or grow a business, depending on a trusted advisor to guide you through the process can save endless time and inconvenience. FBFC specializes in working with small and medium-sized manufacturing businesses looking to acquire other businesses, buy out partners, or expand manufacturing or retail facilities.

SBA loans

SBA loans and lines of credit can fund a variety of small business needs, including business acquisition, fixed asset purchases of computers, equipment, vehicles and machinery, business expansion, and permanent working capital.

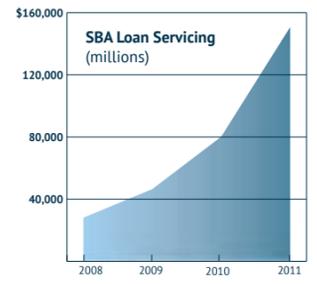
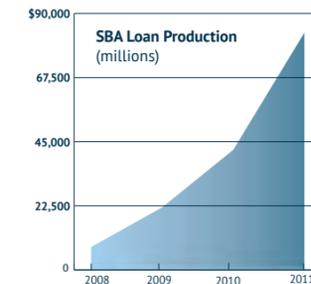
First Bank Financial Centre is Wisconsin's #1 Community Bank SBA lender, and is one of the top 25 providers in the nation for SBA loan volume. As a SBA preferred lender, FBFC delivers quick turnaround, while still providing personalized service. SBA loans include the ability to secure long-term financing with no balloon payments, flexible program requirements, longer amortization, and easy accessibility to financing, thanks to the SBA guarantee.

Our business banking is successful because of:

- **Quick turnaround**
- **Local decision making**
- **Treating our customers right**



Commercial Lender:
Derek Schoenborn



Oconomowoc Downtown Loan Pool

- Number of businesses taking part: 7
- Downtown vacancy rate reduced: 50%
- Capital committed to loan pool: \$300,000
- Typical loan amount: \$25,000

The past few years have been challenging for businesses in downtown Oconomowoc. Increasing competition, a difficult economy, and tighter credit standards have affected their ability to expand and improve.

To help attract more businesses to the downtown area, the City of Oconomowoc and First Bank Financial Centre teamed up to establish the Downtown Oconomowoc Business Loan Pool. FBFC committed \$300,000 of capital to be used for eligible expenses including acquisition of property, building improvements, equipment purchases, and environmental or safety compliance.

The loans are generally \$10,000 to \$25,000 at a fixed one percent rate, working to revitalizing downtown Oconomowoc one business at a time.

Due to the success of the loan pool program in Oconomowoc, FBFC committed capital to the Hartland Loan Pool program for their downtown, as well as a third program in Grafton.



Local Manufacturing, Local Jobs, Local Loans

Skill and specialization are what makes the difference at Quality Stamping and Tube Corp (QS&T), a manufacturing company that makes radiators used in heavy equipment applications all over the world, as well as stamping and extrusion parts for retail and industrial use. From forestry equipment, to backup generators for power plants, to offshore oil rigs, worldwide industrial and mining companies in need of parts to keep their equipment engines cool, turn to QS&T Radiator to provide them with customized heat transfer and cooling solutions.

In 2011, John Hessler and Tim Newman saw the potential of the business and made an offer to the owners, who were looking to retire. Building on their backgrounds in manufacturing, they wanted the chance to lead and develop their own company and grow an already successful operation.

They shopped around several different banks for a loan, and chose FBFC to develop a loan package that fit the needs of their business. Combining a SBA loan and line of credit, FBFC

was able to move quickly to make the deal happen. Online access to their accounts has helped QS&T manage cash flow and keep tabs on spending as they make improvements and changes. Projects have included upgraded lighting, quality and safety improvements, and employee training and benefit programs.

“We couldn’t be happier with the loan process and how everything worked out with FBFC this year,” said John. “Our lenders, Ron and Nick, have been there for us through the entire process.”



**QUALITY STAMPING AND TUBE
Jackson, WI**

Loan size: \$2 million

Plant size: 160,000 sq. feet

Employees: 25

Business growth: 9.85% (1st yr)



**VP/Business
Development
Officer:
Ron Bittner**



**Commercial
Lender/AVP:
Nick Collins**



Suiting Up for Success with an SBA Loan

David Matsudaira is the owner of Squire Fine Men’s Apparel, LLC, located in Brookfield at the former site of Suiters Distinctive Clothiers. He opened the store in June 2011 with the help of a SBA loan from First Bank Financial Centre.

Over the past thirty years, David built a career in the apparel industry, first working in his father’s clothing store in the Seattle area, and then in retail management with a major store. His career led him next to California, and then to Wisconsin to take a buyer position. In 2010, he was recruited to Suiters Distinctive Clothiers as the President.

The SBA loan David obtained was used for startup costs such as inventory, signs, custom boxes and bags, and a new Website. Squire customers are happy they don’t have to travel to Chicago or beyond to find the luxury brands David carries, such as Hart Shaffner Marx, Robert Talbot, and Jack Victor. He also offers custom tailoring services and made-to-measure garments for the ultimate, customized fit.

“I can’t say enough good things about my experience with First Bank Financial Centre,” said David. “Tom Stapleton handled all the paperwork and it was a pleasure to work with



**Commercial Lender/AVP:
Tom Stapleton**

him. The whole process went quickly, and we were able to move forward with starting the business within a few weeks.”

During the start-up of Squire Fine Men’s Apparel, LLC, David and his staff had tremendous support from the community. Like FBFC, David said, “Community involvement is a key part of our operations, and we make an effort to give back, particularly to the arts.”

Partnering with a local lender that provides customized, personal service gives David the confidence that First Bank Financial Centre will be able to support his dreams as the business grows. “I feel confident that I made the right choice with FBFC,” said David.



**SQUIRE FINE MEN’S
APPAREL, LLC
Brookfield, WI**

Loan size: \$308,000

Store size: 5,000 sq. feet

Employees: 6

Business Growth: on target

Consumers Choose to Bank Local

First Bank Financial Centre experienced strong retail growth results in 2011, driven by our Growth Strategy and consumer sentiment, with more consumers realizing the benefits of switching their banking relationship to a community bank.

By banking locally, customers receive the benefits of a relationship-based banking experience, distinctive customer service, and the pride that comes with reinvesting in one's community.

Checking Account Growth

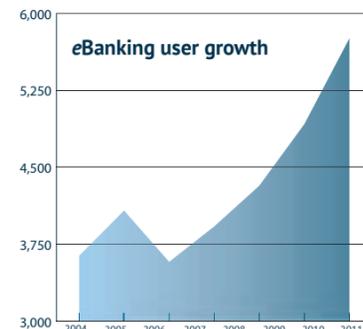
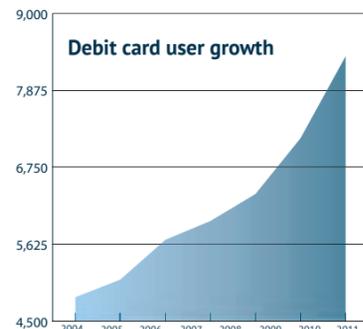
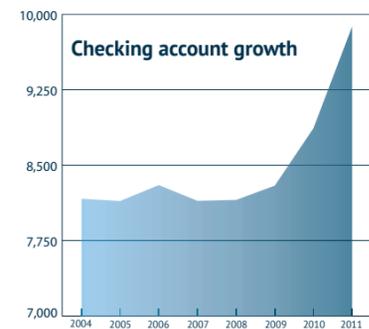
FBFC has realized record checking account and balance growth for two consecutive years, with net new accounts growing by more than 1,000 in 2011. Checking accounts are the foundation of a banking relationship; most other banking services revolve around this primary account.

Debit Card Usage

FBFC customers increasingly enjoy the convenience of debit cards for transactions where they may have traditionally written a check or used a credit card. Debit card usage reduces handling costs for the bank, provides customers an extra layer of security and protection from fraudulent activity through the Visa™ network, and provides FBFC with a stream of non-interest income.

eBanking/eBill Pay

Acceptance of eBanking is growing as consumers discover the ease and convenience of paying bills online versus writing a paper check and mailing it. Customers can also "go green" and opt out of receiving mailed paper statements completely.



Home Lending

Local deposits fuel FBFC's loan programs which, in turn, spur community growth and promote economic stability. Low rates, flexible downpayment and payment terms, along with local servicing increase FBFC's consumer home lending activity.

Mortgages and Home Equity Loans

First Bank Financial Centre has some of the most competitive rates and fees available, along with the highest quality of customer service.

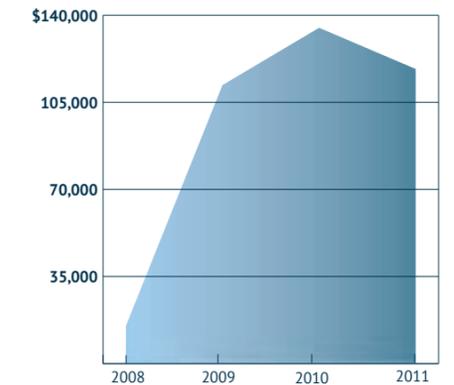
As a community bank, FBFC offers advantages to home buyers that larger banks cannot, including:

- Low closing costs
- Local servicing
- Affordable downpayment options
- Competitive rates and terms
- Flexible payment options

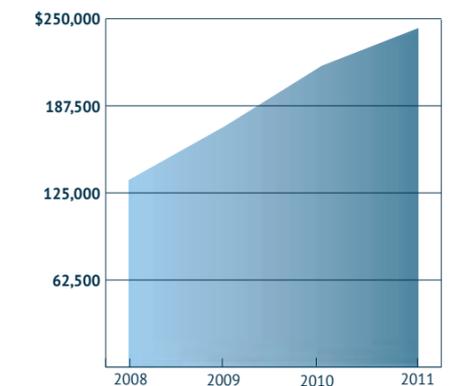
FBFC has a variety of loan options, including FHA, WHEDA, fixed rate, construction, adjustable rate mortgages (ARMs), and jumbo loans, in addition to home equity lines of credit (HELOC), and refinancing programs.

We underwrite, fund, and service most of our own loans. We do not rely on third parties to complete transactions, making the application and closing process quicker and easier for our customers. Experienced employees and lenders are on hand to assist during the mortgage application and transaction process, offering distinctive customer service that sets us apart from other banks.

Mortgage Loan Production (millions)



Mortgage Loan Servicing (millions)



Home Loan Lender:
Brian Arndt
NMLS #: 675713



Home Loan Lender:
Sue Lorenz
NMLS #: 718817



Home Loan Lender:
Mike Welsh
NMLS #: 580490

Helping to Build a Field of Dreams



During spring and fall in Oconomowoc, kids of all ages spend Saturday mornings running, passing, and kicking soccer balls. More than 800 kids from 525 families in our community learn sportsmanship, teamwork, and athletic skills by being part of the Oconomowoc Soccer Club (OSC).

With increasing interest in the sport, five years ago, the club undertook a major fundraising effort to build a pavilion and improve fields. The pavilion would house a concession stand, the OSC office, a training and teaching facility, and restrooms. When the project is complete, there will be 30 to 40 soccer fields in Monterey Park, located just north of Oconomowoc on Highway 67.

In March of 2011, First Bank Financial Centre donated \$30,000 to the Oconomowoc Soccer Club. This donation, along with help from many other generous community donors, helped the club raise enough money to break ground for the pavilion in June 2011. They moved into the new facility in March 2012, and will be hosting games there this spring.

Since 1988, it has been OSC's mission to provide a healthy balance of select and recreational soccer experiences for the community, while teaching valuable skills, not only in the sport, but also in sportsmanship and life lessons. The OSC, run strictly by volunteers, offers kids in the Oconomowoc area the opportunity to play soccer locally, and is dedicated to the children and families who participate in their many programs.

FBFC is proud to be a major supporter of a project that provides life-long skills to kids and families in our community.

At First Bank Financial Centre, management and employees are committed to giving back to the communities we serve.

School supply drive prepares students

In the summer of 2011, First Bank Financial Centre participated in a company-wide school supply drive to benefit schools in the surrounding communities. With the help of FBFC employees, customers, and community members, they were able to donate hundreds of supplies, including notebooks, binders, folders, glue, rulers, scissors, back packs, and much more.

Our West Bend and Hartford branches teamed up with many local businesses and organizations to maximize collections for their local communities. Thanks to their combined efforts, a donation of more than 1,000 items was made.

Babies sleep safely in new cribs at day care

FBFC donated \$900 to St. Paul's Kinder Place, a Christian-based education and child care organization serving the Oconomowoc and Lake Country areas. These funds, solicited through their 2011 Spring Auction, were used to purchase eight new cribs for the infant area. As a thank you to FBFC and other donors, a quilt was made to display the donor names and hangs in the infant area of Kinder Place.

Germantown High School student receives scholarship

Continuing education for our community's youth is part of FBFC's charitable giving mission. In May, FBFC awarded Hayley Tyvoll, a senior at Germantown High School, a \$1,000 college scholarship through the Germantown Community Scholarship Fund. Hayley will be pursuing an education degree at the University of Minnesota, and she is well on her way to a bright future.



100% of management and 75% of FBFC employees volunteer in their communities.

FBFC donated \$147,561 to community organizations and charities in 2011.

	2008	2009	2010	2011
Interest and dividend income:				
Loans, including fees	\$33,641	\$30,627	\$28,825	\$28,022
Securities:				
Taxable	1,107	2,045	1,999	1,705
Tax-exempt	795	1,249	1,281	1,239
Other	107	29	32	16
Total interest and dividend income	35,650	33,950	32,137	30,982
Interest expense:				
Deposits	16,277	14,528	9,332	6,222
Short-term borrowings	152	170	108	155
Other borrowings	1,689	1,035	954	1,034
Subordinated debentures	366	320	215	131
Total interest expense	18,484	16,053	10,609	7,542
Net interest income	17,166	17,897	21,528	23,440
Provision for loan losses	3,411	2,295	2,547	1,926
Net interest income after provision for loan losses	13,755	15,602	18,981	21,514
Noninterest income:				
Service fees	1,451	1,291	1,115	1,008
Loan servicing income	629	1,711	2,122	1,661
Gain from sale of loans	373	1,329	1,847	3,578
Gain on sale of available-for-sale securities	341	1,370	1,198	1,394
Other	416	437	640	793
Total noninterest income	3,210	6,138	6,922	8,434
Noninterest expense:				
Salaries and employee benefits	8,086	9,827	10,328	12,304
Occupancy and equipment	2,412	2,708	2,870	2,993
Data processing	877	850	1,117	1,168
Net Loss on other real estate	-	607	534	1,684
Advertising and promotions	402	450	785	764
Professional fees	570	922	742	678
Contributions	85	136	102	149
Other	1,949	3,187	3,004	2,810
Total noninterest expense	14,381	18,687	19,482	22,550
Income before provision for income taxes	2,584	3,053	6,421	7,398
Provision for income taxes	566	553	2,034	2,395
Net income	\$2,018	\$2,500	\$4,387	\$5,003
Earnings per common share	\$6.03	\$7.46	\$13.09	\$14.93

Loan Losses:

An analysis of the allowance for loan losses for the years ended Dec. 31 follows:

	2008	2009	2010	2011
Balance at beginning	4,214	5,787	5,001	5,512
Provision for loan losses	3,411	2,295	2,547	1,926
Loans charged off	(1,931)	(3,200)	(2,092)	(2,482)
Recoveries of loans previously charged off	93	119	56	233
Balance at end	\$5,787	\$5,001	\$5,512	\$5,189

	2008	2009	2010	2011
Assets:				
Cash and due from banks	\$30,293	\$34,329	\$63,989	\$34,127
Federal funds sold	49	6	-	1,104
Cash and cash equivalents	30,342	34,335	63,989	35,231
Securities available for sale	51,048	116,761	151,744	132,511
Loans held for sale	616	497	3,842	286
Loans, net	542,544	484,480	480,846	500,219
Accrued interest receivable	2,601	2,265	2,356	2,146
Premises and equipment, net	7,929	7,495	8,244	11,282
Other investments, at cost	2,801	2,801	2,801	2,801
Cash value of life insurance	5,317	4,577	4,619	4,665
Loan servicing rights	1,291	2,502	4,026	5,140
Other real estate, net	3,919	11,672	10,792	14,841
Other assets	2,913	7,438	6,114	4,745
TOTAL ASSETS	651,321	674,823	739,373	713,867
Liabilities:				
Noninterest-bearing deposits	51,469	57,755	61,315	67,428
Interest-bearing deposits	479,406	507,621	523,000	497,516
Total deposits	530,875	565,376	584,315	564,944
Short-term borrowings	27,299	31,192	68,933	58,679
Borrowed funds	38,000	20,975	22,700	22,700
Subordinated debentures	6,186	6,186	6,186	6,186
Accrued interest payable	1,662	1,129	855	630
Other liabilities	647	1,368	5,007	3,505
Total liabilities	604,669	626,226	687,996	656,644
Stockholders' equity:				
Common stock - \$0.01 par value:				
Authorized - 450,000 shares, Issued - 335,110	3	3	3	3
Additional paid-in capital	8,024	8,024	8,024	8,024
Retained earnings	38,458	40,047	43,523	47,601
Treasury stock, at cost - 0 shares in 2011, 2010, 2009, and 2008	-	-	-	-
Accumulated other comprehensive income (loss)	167	523	(173)	1,595
Total stockholders' equity	46,652	48,597	51,377	57,223
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	\$ 651,321	\$ 674,823	\$ 739,373	\$ 713,867
Loan Portfolio:				
The composition of loans at December 31 is as follows:	2008	2009	2010	2011
Commercial				
Real Estate	\$331,988	\$266,327	\$252,370	\$238,636
Construction	60,100	41,913	37,935	28,992
Small Business Administration (SBA)	21,641	27,145	45,899	95,177
Commercial and industrial	47,227	33,354	26,665	21,322
Retail:				
Real Estate	81,337	116,256	119,286	116,760
Other	5,746	4,091	3,344	3,032
Subtotals	548,039	489,086	485,499	503,919
Add - Deferred loan fees	292	395	859	1,489
Less - Allowance for loan loss	5,787	5,001	5,512	5,189
Loans, net	\$542,544	\$484,480	\$480,846	\$500,219



Board of Directors (L to R)

Executive Management

MARK W. MOHR
President,
Chief Executive Officer

MARK T. McCUNE
Senior Vice President,
Chief Lending Officer

NATE ZASTROW
Senior Vice President,
Chief Financial Officer
& Treasurer

- Gerald J. Kuhn.....Ernst & Young LLC (retired)
- Maureen Stapleton.....Stapleton Realty and Appraisal
- Mark T. McCune.....First Bank Financial Centre
- Charles J. Folkman, Jr.
Vice Chairman.....L.F. George, Inc.
- Craig S. SchiefelbeinParagon Development Systems, Inc.
- Robert W. Snyder,
Board ChairmanSnyder and Ek, S.C.
- Mark W. Mohr.....First Bank Financial Centre
- James P. Siepmann.....Siepmann Realty Corporation
- Peter G. Roehl.....Roehl Corporation

ONE BANK | ONE RESOURCE

Message from the Board Chairman

Dear Shareholders,

As Chairman of the First Bank Financial Centre Board of Directors, I am more excited than ever to be writing to you this year. First Bank Financial Centre and Oconomowoc Bancshares, Inc. reported their highest earnings ever in 2011, in addition to building our capital to the highest level in our Bank history!

In the past, we have emphasized the pursuit of “strong, profitable growth.” We have worked very hard on the “strong” part of that equation over the last four years. Executive Management has strengthened your Bank by building a solid infrastructure, and by hiring and training quality employees at all levels. The balance sheet has been fortified with the continued accumulation of capital; and new systems and better reporting have improved the Board’s ability to direct and oversee operations.

While we have worked hard on the “strong” part, we have not neglected the “profitable” element. Throughout this process, your Bank has remained profitable, and maintained - and now increased - its dividend payout level.

We are now in a position to bring the “growth” part of the equation into play. Exciting things are happening at FBFC, so please be sure to read all the good news that President & CEO, Mark Mohr, and Senior Vice President, CFO & Treasurer Nate Zastrow, reported in the first part of this annual report.

I would like to thank our Board, Executive Management, and Employees for their dedication to this great community bank.

We are strong, we are profitable, and we are growing!

Very truly yours,

Robert W. Snyder
Board Chairman



Robert W. Snyder
Board Chairman

BRANCH LOCATIONS

OCONOMOWOC
155 W. Wisconsin Avenue
Oconomowoc, WI 53066
(262) 569-9900
(888) 569-9909

W359 N5900 Brown Street
Oconomowoc, WI 53066
(262) 569-3055

1300 Summit Avenue,
Suite 100
Oconomowoc, WI 53066
(262) 567-3300

HARTFORD
940 Bell Avenue
Hartford, WI 53027
(262) 673-0920

HARTLAND
800 Cardinal Lane
Hartland, WI 53029
(262) 369-9900

GERMANTOWN
N112 W17100 Mequon Road
Germantown, WI 53022
(262) 250-3800

WEST BEND
1811 W. Washington Street
West Bend, WI 53095
(262) 338-9900

MENOMONEE FALLS
N56 W14044 Silver Spring Drive,
Suite 100
Menomonee Falls, WI 53051
(262) 252-1302

MENOMONEE FALLS
Loan Office
N56 W14108 Silver Spring Drive,
Suite 112
Menomonee Falls, WI 53051
(262) 317-8181

MADISON
Loan Office
2001 W. Beltline Highway,
Suite 110
Madison, WI 53713
(608) 834-4040

Lobby and drive-thru hours available anytime at FBFCWI.com
24-hour telephone banking: (888) 569-5066

