



# CAMELS FINANCIAL OPTICS REPORT

## COMPANY OVERVIEW

### Union Financial Corporation/Union Bank

#### Company Description

Union Financial Corporation ("UFC") ("the Company") is a Michigan financial institution headquartered in Lake Odessa, Michigan. The Company incorporated in 1988 and is a registered bank holding company under the Bank Holding Company Act of 1956, as amended. The Company is the parent bank holding company for its wholly owned subsidiary, Union Bank ("the Bank"), which was formed in 1934.

The Company is a customer-focused community bank that targets business owners, professionals, agricultural enterprises, as well as other segments of the financial market that offer opportunities for growth and profitability. The Bank's success is based on known management and board of directors.

#### Business Insights

The financial performance of the Company continues to out-pace the results of the same period in 2018. The Company's repositioning efforts to attract new shareholders has reduced available shares for sale from over 100,000 in the beginning of 2019 to just under 14,000 shares, as of year-end 2019. Equally as important, your Company is looking to raise new operating capital in 1Q 2020. The planned sale of common stock will involve a private placement to be offered to 'accredited investors' under federal securities laws and only through a private placement memorandum. Key performance indicators of the Bank have shown increases in net income driven in large part by increases in interest income through a growing commercial loan portfolio. Non-interest income increased as a result of growth in Company's business units UB Consulting, LLC and Union Investment Solutions. The Company recorded net income of \$1,151,678 for YE 2019 compared to 2018 YE net income of \$587,392. The Bank's net income was \$1,434,000 through YE 2019 compared to \$844,000 for the same period in 2018. Stock price of the Company on a per share basis has also increased in fair market value, at \$6.50 (ASK)/103% of book value.

#### Investor Information

The Company is privately held and does not actively trade on any electronic exchange. The Company's common stock is traded through the Bank's internal trading desk and is the Company's transfer agent. Company historically pays an annual dividend. As a local community bank, new investors are often customers of the Bank. The Company provides for the purchase of Company stock through an individual's Self-Directed IRA, offered by the Bank. Individuals seeking to purchase shares of the Company are directed to contact Investor Relations.



Union Financial Corporation

#### Headquarters

933 4<sup>th</sup> Avenue  
 Lake Odessa, Michigan 48849

#### Investor Relations Contact

Lindsay Farrell  
 Investor Relations/Marketing Officer  
 (616) 374-3278  
 LFarrell@ubmich.com

#### December 31, 2019

Stock Price (FMV)	\$6.50
Price to Book Value	103%
Book Value Per Share	\$6.32
YE 2018 Stock Price	\$5.85
Income Per Share	\$0.49
Shares Outstanding	2,353,761
Board of Director Ownership	5%

#### Financial Data (000)

Assets	\$206,415
Deposits	\$ 180,770
Equity	\$14,874
Loans	\$155,611
Net Income	\$1,152

## Key Highlights (UB)

- **Assets:** Bank assets of \$206,985,000, as of YE 2019 up from \$187,228,000 for the same period 2018.
- **Deposit:** Bank deposits of \$182,062,000, as of YE 2019 compared to \$162,624,000 for the same period 2018.
- **Loans:** Bank loans of \$153,992,000, as of YE 2019 compared to \$143,321,000 for the same period 2018.
- **Earnings:** Bank earned \$1,434,000, as of YE 2019 compared to \$844,000 for the same period 2018.
- **Net Interest Margin:** Bank earned 4.45%, as of YE 2019 compared to 4.42% for the same period 2018.
- **Efficiency Ratio:** 81.21%, as of YE 2019 compared to 88.12% for the same period 2018.

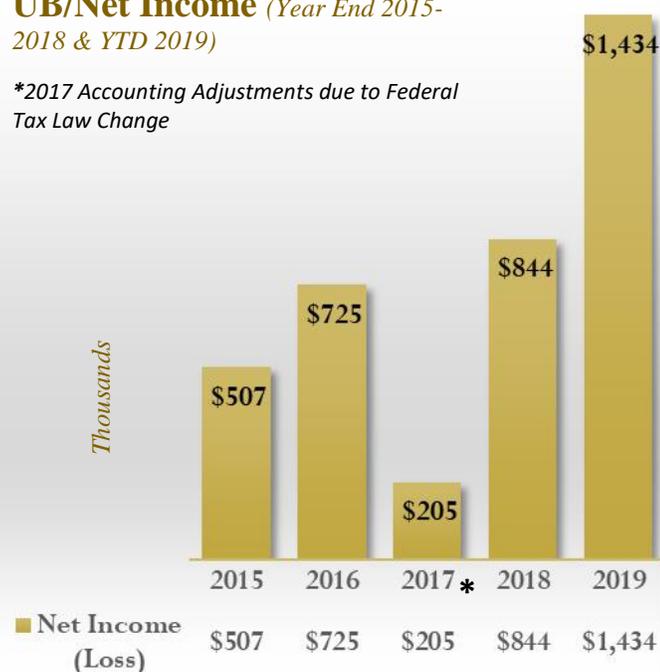
## Performance Ratios (UB)

Return on Average Assets	0.74%
Return on Average Common Equity	7.46%
Yield on Loans	5.35%
Total Loans to Deposits	84.54%
Demand Deposits to Total Deposits	27.97%
Risk Based Capital/Risk Weighted Assets*	11.10%
Non-Performing Loans to Total Loans	1.34%
Allowance for Loan Losses to Total Loans	1.09%
Cost of Funds	0.69%

\*Well capitalized 10% Regulatory Benchmark

### UB/Net Income (Year End 2015-2018 & YTD 2019)

\*2017 Accounting Adjustments due to Federal Tax Law Change



### UFC/Stock Price Per Share (Fair Market Value)



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"Increasing Shareholder Value"

CAMELS Consulting Group offers a comprehensive suite of proprietary products and services exclusively designed to increase the shareholder value of community banks. Backed by more than three decades of experience in stock and bank valuation analysis, CAMELS Financial Optics Report provides the investment community with an objective overview of financial institutions.

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