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Milestones



“Everything we do is intentional, and everything we accomplish is driven by the strength of our team.”



Built on Purpose. Powered by People.

This isn't just the theme of this newsletter—it's the way we approach every decision at The Victory Bank. From the way we serve our clients to the people we hire and the communities we invest in, everything we do is intentional, and everything we accomplish is driven by the strength of our team.

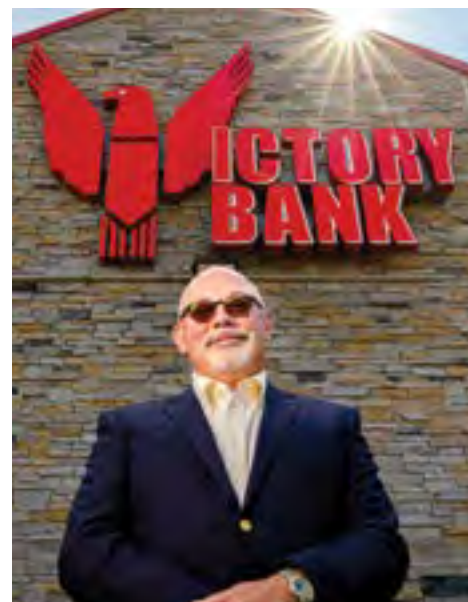
That philosophy was at the heart of one of our most exciting milestones this year: the opening of our second, full-service branch in Horsham, Pennsylvania. Located at 100 Gibraltar Road, just off Route 611 and the Pennsylvania Turnpike, this location expands our ability to serve a thriving and growing community.

Right behind the branch is our Horsham Loan Production Office, which has been supporting local businesses since 2021. Together, these two locations allow us to offer complete banking solutions for both personal and business clients—with the warmth and accessibility of a neighborhood branch, and the deep expertise of seasoned commercial banking professionals.

This expansion reflects our broader strategy to strengthen our presence

in Montgomery, Berks, Chester, Bucks, and Philadelphia counties—areas where we do most of our lending and have built trusted relationships over time. It also reflects the heart of our culture: that people matter most.

Even as technology changes how banking is delivered—70% of our deposits now come in remotely—there remains something



Joseph W. Major, Chairman and Bank Leader

irreplaceable about having a branch where you can walk in, sit down, and speak with someone who knows your name. We believe in that kind of personal connection, and we've

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A WEEK TO REMEMBER!

The Victory Bank Horsham Branch Grand Opening Celebration

June 2 – June 6, 2025 | 100 Gibraltar Road, Horsham, PA 19044



Monday Ribbon Cutting with Montgomery County Chamber of Commerce, Township Officials and Victory Bank Employees

The Victory Bank rolled out the red carpet for the Grand Opening of our brand-new Horsham Branch, and what a week it was! From June 2 through June 6, we welcomed the community with exciting events, great food, unforgettable entertainment—and some incredible prizes! Each day brought a new theme and a special celebration.



Drive-Thru Special Visitor



Kim Killen, Cliff Starkey

Monday, June 2 – Family Day

We kicked off the week with a warm welcome and a ribbon cutting at noon with the Montgomery County Chamber of Commerce and local officials. Families enjoyed face painting, balloon artistry, and a special appearance by *Bluey*! Congratulations to **Christina Good**, who walked away with our **KitchenAid Mixer**—the first big prize of the week!



Pagoda City Brewing

Tuesday, June 3 – Big Prize Giveaway & Afterparty

The excitement continued with a second ribbon cutting at 5:00 PM, hosted by the Greater BucksMont Chamber of Commerce and Commissioner Tom DiBello. Guests partied at our festive afterparty featuring a Luau-themed menu by Catering by Jessica Lee, live music from Kim Killen, Dave Cullen, and Cliff Starkey, and brews from Pagoda City Brewing. Big cheers to **Christina Chan**, who won **two tickets to FOUR Phillies games!**



Tuesday Ribbon Cutting – LR: Commissioner Tom DiBello and Joseph Major

Wednesday, June 4 – Financial Literacy Day

Knowledge was the prize on Wednesday! Bill Vitiello and Rose Hoffman hosted a Financial Literacy course to help guests grow their financial confidence. But one lucky visitor scored a **Smart TV**—congrats to **Amanda O'Brien!**



Catering by Jessica Lee

Thursday, June 5 – Business Day

We focused on local business connections, with a ribbon cutting hosted by the Chamber of Commerce for Greater Montgomery County. Alan Scholnick led an insightful Business Seminar. The day's winner, **Charles Clark**, fired up the excitement by winning a **3-Burner "Victory" Propane Grill!**



Friday Ribbon Cutting – LR: Joe Ball, Brendan McCuster, Nicole Crocker, John Dean, Owen Magers, Joseph Major. FRONT: Maxine Major

Friday, June 6 – Grand Finale

We closed out the week in style with a final ribbon cutting hosted by John Dean of the Eastern Montgomery County Chamber of Commerce. A special moment came when Brendan McCuster, from State Rep. Brian Fitzpatrick's office, presented our CEO Joe Major with a U.S. flag flown over the Capitol.

Guests enjoyed delicious eats from Nick's Roast Beef and cool treats from Rita's Water Ice, while Bluey, our face painter, and balloon artist kept the fun going. And the biggest prize of them all? **Fred Bahrenburg** won our **Grand Prize Trip for Two to Maui, Hawaii** in our sweepstakes drawing!



Dave Cullen

All Week Long...

Our Money Machine gave guests 30 thrilling seconds to grab as much cash as possible—an instant favorite! And our text-to-win game brought crowds into the branch to decode their messages and win prizes like hot/cold sleep masks, collapsible pet bowls, fast charging blocks, sleep machines, and digital picture frames. Thank you to everyone who helped make this Grand Opening such a huge success. Horsham, we're thrilled to be part of the Horsham community!



LR: Cindy Rex, Bluey, Madison Keenan

The Victory Bank Foundation

In 2024, The Foundation hosted two highly successful fundraising events, each playing a pivotal role in supporting our mission.

In May of 2024, we held our 2nd Annual Golf Outing, at the prestigious Brookside Country Club. This elegant and engaging event brought together golf enthusiasts and community supporters, raising an impressive \$15,000 for the Foundation's programs and initiatives.

Later in the year, we celebrated another milestone with our inaugural 5K Run in September.



Joseph Major



Makenna Walsh



5K Volunteers

This event not only fostered a sense of camaraderie and community spirit but also raised \$3,000 in support of CRUSH Childhood Cancer, helping to bring us one step closer to our goal of making a difference in the fight against pediatric cancer.

Both events were a testament to the generosity and commitment of our supporters, and we are deeply grateful for their contributions.

The Victory Bank Foundation continued its "Community Commitment Beyond" banking by hosting the 3rd Annual The Victory Bank Foundation Golf Outing back in May at Brookside Country Club in Pottstown. This year's event was bigger than ever with more golfers and more sponsors! Our golf outing is primary source of raising funds for the Foundation so we can continue to provide meaningful contributions to non-profit organizations and causes for those most disadvantage in our community. For the third



Victory Over Cancer Sign

consecutive year, Dudlik Enterprises served as our title sponsor along with so many other community individuals and businesses who believe in the Foundation's mission.

The day started off with a golfer warm up on the range followed by a hearty lunch to fuel up. Then our unique putting contest where all the golfers surround the green and putt to one hole all at once; first in the hole wins! Course challenges included a long drive contest,



5K Starting Line

closest to the pin contest, and a hole in one contest for a \$5,000 cash prize. After all golfers were done their round, we joined together for dinner, fellowship, and awesome donated raffle prizes. Together, we raised \$15,000 which goes directly to the Foundation and its mission to support our community.

All of our Foundation board directors are employee volunteers and dedicate their time growing and supporting The Victory Bank Foundation. If you would like more information on how you can support, please reach out to VBFoundation@victorybank.com — and be sure to visit our website to stay updated on upcoming events!



Golf Cart



Diana Scott, Owen Magers



Aimee Kibbler, Bill Vitiello



Chelsea Haas, Kathy Kutufaris

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designed our Horsham branch to offer exactly that.

We're proud to be a values-managed company, guided by a Statement of Purpose that shapes everything from daily interactions to long-term strategy. Maintaining a culture built on integrity, learning, and exceptional client service isn't a side note—it's the foundation of our success. It's what we often call our "secret sauce."

In 2024 and 2025, we made meaningful investments in our people—bringing in experienced bankers and business developers and providing them with training through top-tier programs and banking schools. When our team grows, our clients benefit. That's how we create lasting impact—by building a purpose-driven organization, powered by the best people in the business.

To everyone who joined us for our Grand Opening Week in Horsham, thank you. And to every client, new or long-standing, we're grateful for your trust.

We look forward to continuing this journey—on purpose, and together.

Sincerely yours,

Joseph W. Major
Chairman and Bank Leader

Profile

Be The Helper

Betsy Knott



“I’m the kind of person who always wants to learn more.”

When she started with The Victory Bank in 2017 as a Personal Banker, Betsy Knott’s great satisfaction in her position was being able to help people. As she continued to learn more about banking within the cooperative culture of Victory she found new ways to help both customers and co-workers. Now as Branch and Customer Care Manager at Limerick and the new Horsham Branch, Betsy has the opportunity to help even more people.

“I’m the kind of person who always wants to learn more,” shares Betsy. “About my job, about the company, about my clients and co-workers. The Victory Bank’s culture is one that allows you to have those conversations. And with the knowledge gained from those interactions, you are empowered to help others, whatever their need might be.”

Prior to joining The Victory Bank, Betsy worked for a short time at another community bank, then with an interior designer. “The interior designer was a small operation. I realized there was no career path there and decided to come back to banking.”

As she has learned on her path to management, and has taught other team members, speaking up for yourself helps you to earn respect. This allows you to be a support for co-workers and to be supported by those same people. “Victory Bank is

not like any other place. There is a level of authenticity – from the top down – that creates an environment where everyone goes out of their way for one another. And most especially, our customers.”

Betsy believes she and her staff are there to help their customer with transactions and banking needs, but also to protect them. “When something doesn’t sound or feel right, we reach out to that person. We make sure that all is well, and no one is taking advantage of them.”

While Betsy sees the new branch opening as a growth opportunity for deposit accounts, she also sees it as a way The Victory Bank can have greater reach. “We have new employees to train and support and new clients to help with their banking needs.

Betsy and her husband have been married for eighteen years. They enjoy hiking in the National Parks and have visited North Carolina, Kentucky, Maine, and Tennessee, among others.

As she anticipates the challenges of managing both the Limerick and Horsham branches, Betsy is excited about the opportunities to help others grow, learn, and to enjoy banking with The Victory Bank.

Profile

It's All in the Timing

Michael Johnson



“I like being able to help people find a way to get what they needed and wanted.”

Mike Johnson wasn't looking for a new job when he got a phone call from his friend Alex Kroll, Chief Lending Officer at The Victory Bank, but wasn't happy with his job at the time. He was busy with his position as a Regional President at another bank when Alex called and after a short conversation, asked if he would meet with him and Jon Swearer, Chief Credit Officer, for lunch.

After Alex introduced him to an opportunity to work with The Victory Bank, he was invited to speak with CEO and Bank Leader, Joe Major. Soon after Mike was offered the position as President of the Eastern Market Region at The Victory Bank. He accepted and joined the Bank in November 2023.

Having been in banking since his part time teller job while in college at Philadelphia University (now Thomas Jefferson University), Mike had worked for both small and large banks. But for him, The Victory Bank is different.

He enjoys having the ability to make a bigger impact for his clients, and for the bank, in this smaller community bank environment. “From the top down, everyone here is great to work with,” shares Mike. “Joe Major has a vision for The Victory Bank, and everyone here works together to help the bank grow. It's an engaging and great environment to work in. The timing was good for me to join this organization.”

When asked what keeps him in

the commercial lending side of the banking business, Mike admits to being a bit of a ‘deal junkie.’ “I always thought I would go into investment banking,” he says, “but early in my career I realized I liked being able to help people find a way to get what they needed and wanted. Putting the deal together for companies or individuals and helping them succeed – well, that meant I was doing something right and I knew I wanted to keep on doing this.”

Mike's commercial lending team is located in Horsham, across the parking lot from the new branch. He believes the Horsham branch will allow the Bank to capture more business from both the businesses his team works with, and for the retail side of the business. “A larger physical presence will make a big difference for Victory to be known in this area.”

Mike was born and raised in Bucks County and currently resides there with his wife Krystal. While he enjoys playing golf, softball, and volleyball, pickleball is his primary sport at the moment. “I play too much – but it's fun.”

For Mike, at work, when closing the deal, and in sports – it's all in the timing. “Victory Bank is a great place to be – I want to retire from here. It's a bank that I hope they feel I fit them as much as it fits me. It's a great place to work. It really is the people who make coming to work worthwhile every day.”

CLIENT SPOTLIGHT

Darshan Patel - Growing Success with Victory Bank

At The Victory Bank, we believe strong relationships are the foundation of financial success. One such relationship is with Darshan Patel, a dedicated entrepreneur and franchise owner of several Dunkin' locations in Bucks and Montgomery counties.

Darshan's journey in the franchise business began with his family in the 1990s when his parents opened their first Dunkin' store. Throughout high school and during college breaks, Darshan would work at the stores. While he initially pursued a career in finance working at Merrill Lynch, the economic downturn of 2007 led him back to the family business. Since then, he has played a pivotal role in expanding operations, navigating challenges, and fostering a culture of growth and opportunity for his employees.

For Darshan, business is more than just numbers and profits – it's about people. "One of the most rewarding aspects of my work is seeing employees grow beyond what they thought possible," he shares. Many of his team members have risen from entry-level positions to leadership roles, reflecting the company's commitment to development and success. "To see someone step into a role they never envisioned for themselves, be able to support their family, and take pride in their contribution – that's success."



The Victory Bank has been a trusted financial partner throughout Darshan's journey, providing essential support for both business and real estate expansion. His relationship with the bank is personal, built on trust and a shared vision for growth. "It's not just about banking services; it's about having a partner who understands your history and future goals," Darshan says. His family's long-standing relationship with SVP Steen Woodland has been instrumental in securing financing and navigating the complexities of business growth. "I consider Steen more than just our banker – he has been there to support us beyond transactions and

loans - in any way he can."

Looking ahead, Darshan and his team continue to explore opportunities for expansion, confident in the support of The Victory Bank. "Knowing we have a partner that understands our journey and believes in our vision makes all the difference," he says.

We're proud to support Darshan and his thriving business, and we look forward to celebrating his continued success!



The Victory Bank Horsham Branch Team

The Victory Bank is proud to introduce the talented team leading our new Horsham location—each bringing unique strengths, passion, and dedication to serving our clients and community.

Cindy Rex joins as Assistant Branch Manager, bringing years of banking leadership experience and a strong track record in operations, team development, and client service. Cindy's collaborative approach and commitment to excellence will be key in supporting the growth and success of the Horsham branch.

Madison Kennan, a recent University of South Carolina graduate, joins the team as a Retail Personal Banker. With a strong background in customer service and a degree in music, Madison combines attention to detail with a personal touch to help clients navigate their financial goals confidently and effectively.

Gavin McCloskey transitions from intern to full-time team member, now serving as a Retail Personal Banker. A Lock Haven University graduate with a degree in Business Administration, Gavin brings leadership, professionalism, and a deep commitment to community involvement.

Joseph Ball joins the Horsham Loan Production Office as Business Development Officer, VP. With over 24 years in the banking industry, Joe brings extensive expertise in client relationship management and sales growth. His focus will be on expanding the bank's lending and deposit services while deepening community ties.

Together, this exceptional team reflects The Victory Bank's commitment to excellence, personalized service, and building strong relationships within the Horsham community.



TOP ROW: Gavin McCloskey, Betsy Knott, Joseph Ball, FRONT: Cindy Rex, Madison Keenan





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What is check washing?



Criminals can steal mailed paper checks, either by fishing them from USPS mailboxes, robbing postal workers, or taking them from personal mailboxes. They alter the checks by washing off the ink, changing the amount or payee, and then depositing them to steal money from your account. If a check you sent was never received by the recipient, you might be a victim of check washing.

Learn more.

