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# HIGHLIGHTS CONSOLIDATED FINANCIAL HIGHLIGHTS (dollars in thousands, except per share data)

FOR THE YEAR			
	2015	2014	% Change
Interest and Dividend Income	\$87,178	\$86,882	0.3%
Interest Expense	12,471	12,287	0.1%
Net Interest Income	74,707	74,595	0.2%
Non-interest Income	14,799	14,321	3.3%
Non-interest Expense	56,457	52,688	7.2%
Net Income	22,197	23,074	(3.8%)
Net Income Return on:			
Average Assets	0.99%	1.07%	(7.5%)
Average Equity	11.23%	12.76%	(12.0%)
AT YEAR END			
Assets	\$2,285,136	\$2,189,213	4.4%
Loans, net of unearned	1,577,798	1,355,289	16.4%
Deposits	1,815,053	1,847,079	(1.7%)
Shareholders' Equity	201,913	188,548	

## MESSAGE TO THE SHAREHOLDERS

#### To Our Shareholders, Customers, Employees & Friends:



The past year has provided the Corporation with many opportunities. We completed a major building project, announced the acquisition of a new bank with two new offices and an excellent staff, grew loans 16%, saw continued if not increasing margin pressure and too many other items to note. Even with these challenges, the return on average equity of 11.23% exceeding the median of our peer group by 21% and the solid earnings allowed us to improve our capital position to support the future growth of CNB.

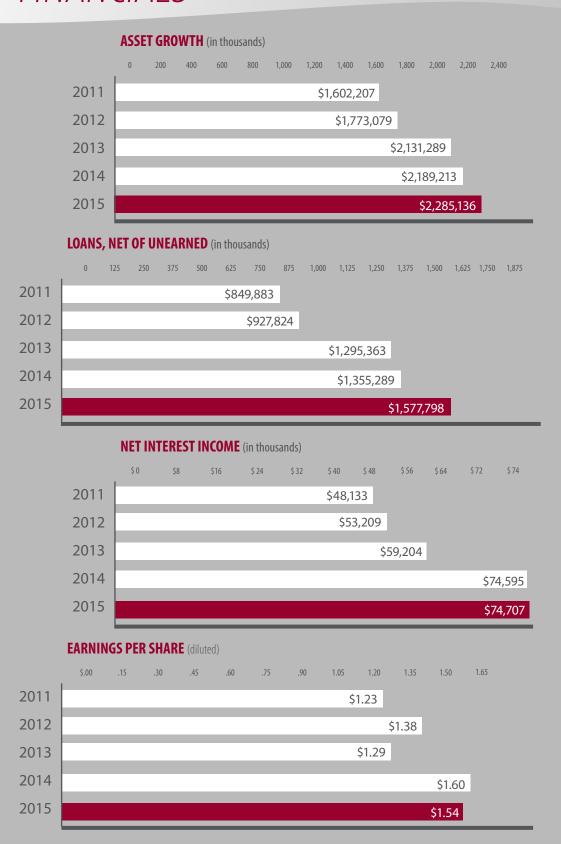
The Corporation's assets have grown from \$1.16B to \$2.29B since December 2009, almost doubling our size. The rapid increase in assets through the growth in number of customers caused us to analyze our infrastructure and determine how much we can grow with the number of people and systems that we have. It was obvious in 2013 that we were not going to be able to continue our growth without making some changes. The first need we identified was space to house our staff to handle all of the operational issues involved with managing a financial institution. A building project was undertaken to add approximately 15,000 square feet of space and to renovate our existing headquarters to better leverage our facilities, technology, and personnel. We are pleased to report that the entire \$9.8 million project was completed in December 2015. This new modern facility will allow us to operate well into the foreseeable future.

CNB is very committed to the Clearfield area as shown by maintaining and enhancing our downtown presence. Being able to attract and retain talented people to the region and continue to support the area is an important part of our culture. In 2015, we celebrated CNB Bank's 150th anniversary. CNB Bank is proud to have been the financial pillar for the community and our customers over the 150 years. The celebration included a concert with all proceeds benefiting the local firefighters, special loan and deposit promotions, giving away gifts, and \$150 prizes to community members. It certainly was a year to remember.

As the building project ended and we were able to add personnel to certain areas, the focus turned to our key technology offerings, including a major initiative to determine if we were with a technology partner that shared the same culture and customer experience expectations as we have. Throughout a more than six month process, it was determined that Connecticut On-Line Computer Center, Inc., or COCC, shares our customer experience model. CNB is currently in the process of upgrading our core system along with most of our other electronic offerings, including our mobile and eBanking solutions. Going forward, COCC is committed to being a nimble provider of quality financial software solutions so that we may offer up to date services to our customers.



## FINANCIALS

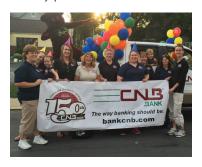


#### Message to the Shareholders continued...

ERIEBANK, a division of CNB Bank, has grown its assets to \$637 million over the ten years since it began. In 2014, we opened our first ERIEBANK operation in Ohio with a loan production office. The customer response has been so good that a new full service facility is under construction and expected to open in the fourth quarter of 2016. More expansion will occur as we partner with Lake National Bank later this year. This acquisition, announced in December 2015, opens up a large new market and gives ERIEBANK an experienced group of bankers with a culture very much like ours. The two new markets in Northeast Ohio provide us with even more organic growth opportunities in a vibrant ERIEBANK footprint.

The FCBank division in central Ohio also continues to prosper. A new main office is being constructed in Worthington, which will house our management group, commercial team, and the staff from our current Worthington location. The commercial lending team is growing with the addition of two C&I lenders who will focus in the Columbus and Lancaster areas. FCBank continues to experience double digit growth in both loans and deposits. The Central Ohio market continues to provide the Corporation with growth opportunities although the competitive pressures continue to increase. This market has many large banks and a large number of non-banks vying for commercial real estate which has changed the dynamics of the pricing and underwriting for the larger relationships.

The US economy, along with the rest of the world, seems to be cooling off again. Deflated oil and gas prices have made consumers temporarily happy but it has had a dampening effect on many businesses as the oil and gas companies slow significantly or stop all together. Large layoffs, shift reductions and a general uneasiness are setting in. This slow down will cause certain sectors of the economy to reduce spending and expansion while others will continue to move ahead. We are currently operating in three very distinct economies. This diversity will provide us the opportunity to increase customers in a strategic manner. Earlier, culture was discussed as a key piece of our success. Our commitment to be an integral part of all the communities we serve is a significant part of our



strategic plan. Our team provides the leadership for many non-profit and community boards. Through this involvement and the dedication to making our communities stronger we gain the trust of our markets to be a part of improving the quality of life for all. This involvement provides more success than any other strategy.



Your continued confidence in the Corporation is the backbone to our growth in customers, assets and earnings.

Joseph B. Bower, Jr.

President and Chief Executive Officer

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# EXECUTIVE MANAGEMENT & BOARD OF DIRECTORS

#### **Corporate Officers, CNB Financial Corporation**

Joseph B. Bower, Jr. President & Chief Executive Officer

Richard L. Greslick, Jr.

Secretary

Brian W. Wingard

Treasurer & Principal Financial Officer

#### **Executive Officers, CNB Bank**

Joseph B. Bower, Jr. President & Chief Executive Officer

Mark D. Breakey Senior Executive Vice President &

Richard L. Greslick, Jr. Senior Executive Vice President, **Chief Operating Officer** 

Mary Ann Conaway Executive Vice President, **Human Resources** 

Joseph E. Dell, Jr. Executive Vice President & Chief Lending Officer

Leanne D. Kassab Executive Vice President, Customer Experience

Brian W. Wingard Executive Vice President & Chief Financial Officer

#### **Board of Directors**

Chief Credit Officer

CNB Financial Corporation and CNB Bank

Dennis L. Merrey

Chairman of the Board Retired, Formerly President, Clearfield Powdered Metals, Inc. (Manufacturer)

Joseph B. Bower, Jr.

President and Chief Executive Officer, CNB Financial Corporation: President & Chief Executive Officer, CNB Bank

William F. Falger

Retired, Formerly President & Chief Executive Officer, CNB Financial Corporation, CNB Bank

Richard L. Greslick, Jr.

Senior Executive Vice President & Chief Operating Officer, CNB Bank; Secretary, CNB Financial Corporation

Robert W. Montler

President & Chief Executive Officer, Lee Industries and Keystone Process Equipment (Manufacturer)

Joel E. Peterson

President, Clearfield Wholesale Paper (Wholesaler)

**Deborah Dick Pontzer** 

Economic Development & Workforce Specialist, Office of Congressman Glenn Thompson

Jeffrey S. Powell

President, J.J. Powell, Inc. (Petroleum Distributor)

James B. Ryan

Retired, Formerly Vice President of Sales, Marketing, Windfall Products, Inc. (Manufacturer)

Nick Scott, Jr.

Vice President & Owner, Scott Enterprises (Hospitality Industry)

Richard B. Seager

President and Chief Executive Officer, Beacon Light Behavioral Health Systems (Health Services)

Peter F. Smith

Attorney at Law

Peter C. Varischetti

President, Varischetti Holdings, LLC

CNB Bank

Francis X. Straub, III

Managing Officer and Director, St. Marys Pharmacy, Inc. and Bennetts Valley Pharmacy, Inc.

## **OFFICERS**

#### **Administrative Services**

Timothy A. Bracken Vice President, Controller

**Donna J. Collins** *Vice President, Regulation & Examination* 

**David W. Ogden** *Vice President, Credit Administration* 

**Edward H. Proud** *Vice President, Information Systems* 

Carolyn B. Smeal
Vice President, Operations

**Susan M. Warrick** *Vice President, Operations* 

**Thomas J. Ammerman, Jr.** *Assistant Vice President, Security* 

Rebecca A. Coleman
Assistant Vice President, Operations

**Shannon L. Irwin**Assistant Vice President, Human
Resources

Cory K. Johnston Assistant Vice President, Credit Administration

Paul A. McDermott
Assistant Vice President, Facilities

**John H. Sette** Assistant Vice President, Information Systems

Carol J. Cossick
Assistant Controller

**Thomas W. Grice** *Network Administration Officer* 

**Amy B. Potter** *Marketing Officer* 

**Dennis J. Sloppy** Information Systems Officer

**B.J. Sterndale** *Training Officer* 

**Brenda L. Terry** *Banking Officer* 

#### **CNB Bank**

Gregory M. Dixon

CNB Market Executive

Jeffrey W. Alabran Senior Vice President, Commercial Banking, Indiana

Michael E. Haines Vice President, Commercial Banking, St. Marys

**Robin L. Hay** Vice President, Commercial Banking, Clearfield

Karen R. Pfingstler Vice President, Commercial Banking, DuBois

Matthew Q. Raptosh Vice President, Commercial Banking, Blair County

Joseph H. Yaros Vice President, Commercial Banking, Bradford

Eileen F. Ryan
Vice President, Mortgage Lending

Ruth Anne Ryan-Catalano Vice President, Retail Banking

C. Brett Stewart

Vice President, Commercial Banking, Indiana

Christopher L. Stott Vice President, Retail Lending

Mary A. Baker Assistant Vice President, Regional Branch Administration, Northern Cambria Office

Vickie L. Baker Assistant Vice President, Regional Branch Administration, Bradford Main Office

James C. Davidson Assistant Vice President, Private Banking

**Michael C. Mignogna** Assistant Vice President, Commercial Banking, Blair County

Susan J. Shimmel
Assistant Vice President, Community
Office Manager, Clearfield Old Town
Road Office

Judy L. Barry

Portfolio Manager/Support Lender, Blair County Loan Production Office

**Lori L. Curtis**Community Office Manager,
Philipsburg Plaza Office

Autumn F. Farley
Commercial Loan Officer

**Beverly A. Greene**Portfolio Manager/Support Lender,
Indiana Office

**Denise J. Greene**Community Office Manager,
DuBois Office

**Lynette M. Hebel** Community Office Manager, Karthaus and Kylertown Offices

**Caroline Henry**Community Office Manager,
Philipsburg Presqueisle Street Office

**Tyler A. Kirkwood** Regional Branch Administration, Clearfield Industrial Park Road Office

**Kyle G. Kunes**Commercial Loan Officer

**Dustin A. Minarchick**Commercial/Retail Lending Officer

**Alesia N. McElwee**Community Office Manager,
Clearfield Main Office

Andrew V. Nedzinski Assistant Commercial Lending Officer, St. Marys Offices

Katie A. Penoyer Commercial Banking Officer

**Nadine J. Rodgers** *Banking Officer, Indiana* 

**Douglas M. Shaffer** *Community Office Manager, Punxsutawney Office* 

**Lori D. Shimel** Community Office Manager, Houtzdale and Madera Offices

**Pamela J. Snyder** *Community Office Manager, Kane Office* 

**Gregory R. Williams** *Banking Officer, Clearfield* 

### Wealth & Asset Management Services

**Steven R. Shilling** *Senior Vice President, Wealth &* 

Asset Management

Asset Management

**Craig C. Ball**Vice President, Wealth & Asset
Management

**Eric A. Johnson** Vice President, Wealth & Asset Management Glenn R. Pentz

Vice President, Wealth & Asset Management

Andrew Roman
Vice President, Wealth & Asset
Management

**Calvin R. Thomas, Jr.** *Vice President, Wealth & Asset Management* 

**Shawn Amblod** Assistant Vice President, Wealth & Asset Management R. Michael Love

Assistant Vice President, Wealth & Asset Management

**Andrew D. Franson** *Wealth & Asset Operations Officer* 

## OFFICERS & AFFILIATES

#### **ERIEBANK, a Division of CNB Bank**

David J. Zimmer President

**Steven M. Cappellino** Senior Vice President, Commercial Banking, Meadville Office

**Donald W. Damon** Senior Vice President, Business Development

William L. DeLuca, Jr. Senior Vice President, Commercial Banking

**David P. Bogardus**Vice President,
Commercial Banking, Ashtabula

Betsy C. Bort

Vice President, Commercial Banking
Scott O. Calhoun
Vice President, Commercial Banking

Joshua P. Miller Vice President, ERIEBANK Investment Advisors

Larry G. Morton, Jr.
Vice President, ERIEBANK Investment

Advisors

Gregory A. Noon

Gregory A. Noon
Vice President, Commercial Banking,
Warren Office

John M. Schulze
Vice President, Commercial Banking

William J. Vitron, Jr. Vice President, ERIEBANK Investment Advisors

Thomas J. Walker Vice President, Commercial Banking, Warren Office

Chrystal M. Fairbanks Assistant Vice President, Commercial Banking, Ashtabula

**Carla M. Higgins**Assistant Vice President, Commercial
Banking, West 12th Street Office

**Katie J. Jones**Assistant Vice President, Regional Retail
Administrator, Harborcreek Office

**Julie L. Martin**Assistant Vice President, Commercial
Services

James R. Miale Assistant Vice President, Commercial Banking, Meadville Office

**Timothy J. Roberts**Assistant Vice President, Commercial Banking

**Paul D. Sallie**Assistant Vice President, Private Banking

**Kelly S. Buck** Private Banking Officer

Russell G. Daniels Commercial Lending Officer

Allison M. Hodas Cash Management Officer

Jaclyn R. Italiani Community Office Manager, Downtown Office

**Debra A. Masone** Community Office Manager, Vernon Office

**Erin L. Mehler** Community Office Manager, Interchange Office

**Helicia E. Sonney** *Community Office Manager, Asbury Office* 

**Theresa L. Swanson** *Community Office Manager, Warren Office* 

Mary J. Taormina Community Office Manager, Meadville Office

**Abigail L. Williams**Community Office Manager,
West 12th Street Office

### **ERIEBANK Regional Board of Directors**

Joseph B. Bower, Jr. President and Chief Executive Officer, CNB Financial Corporation, CNB Bank

Mark D. Breakey Senior Executive Vice President & Chief Credit Officer, CNB Bank

**Gary L. Clark** *Managing Partner, Stonebank Management, LLC (Consulting)* 

Joseph E. Dell, Jr. Executive Vice President & Chief Lending Officer, CNB Bank

Jane M. Earll
Esquire, (Senator, Retired)

David K. Galey
Treasurer and Chief Financial Officer,
Greenleaf Corporation, Retired
(Manufacturer)

James E. Gehrlein Chairman, Enterprise Development Fund of Develop Erie (Community Development)

Richard L. Greslick, Jr.
Senior Executive Vice President &
Chief Operating Officer, CNB Bank;
Secretary, CNB Financial Corporation

Charles Hagerty Vice President, Northern Tier Markets, UPMC Health Plan (Health Services) **Thomas Kennedy** *President, Professional Development Associates, Inc. (Real Estate Developer)* 

Charles H. Reams President, C. H. Reams & Associates, Inc. (Insurance)

**Nick Scott, Jr.** *Vice President & Owner, Scott Enterprises* (Hospitality Industry)

James E. Spoden Esquire, MacDonald Illig Jones & Britton, LLP (Law Office)

**David J. Zimmer** Chairman of the Board, President, ERIEBANK

#### FCBank, a Division of CNB Bank

J. Andrew Dale President

Neal S. Clark

Vice President, Senior Commercial Loan

Terrance E. Hamm

Vice President, Commercial Banking

John G. Hock

Vice President, Commercial Banking

Steven W. Howard

Vice President, Team Lead, FC Financial

Services

Dean J. Vande Water

Vice President, Commercial Relationship

Manager

Anita E. Reeb

Vice President, Treasury Management

Frank P. Sudal

Vice President, Senior Investment Officer,

FC Financial Services

Brian C. Bach

Assistant Vice President, Agriculture

Donna M. Conley

Assistant Vice President, Lending

William R. Diehl

Assistant Vice President, Portfolio

Manager

Jillian V. Price

Assistant Vice President, Regional Retail

Sales Manager

J. Ralph Parker

Senior Credit Officer

Jared R. Butler

Network Adminstrator, Facilities Officer

Annette D. Lester

Community Office Manager,

Cardington Office

Clara J. McClung

Community Office Manager,

Worthington Office

Michelle P. Muchow

Banking Officer, Executive Assistant

Jeffrey P. Scholl

Regional Retail Sales Manager

Teri A. Slate

Community Office Manager, Shiloh Office

Travis M. Smith

Banking Officer

Thomas J. Szabo

Junior Commercial Real Estate Lender

Elaine M. Wilson

Community Office Manager,

Fredericktown Office

Christopher A. Winegardner

Community Office Manager,

Upper Arlington Office

#### FCBank, Regional Board of Directors

Joseph B. Bower, Jr.

President and Chief Executive Officer, CNB Financial Corporation, CNB Bank

Mark D. Breakey

Senior Executive Vice President & Chief Credit Officer, CNB Bank

Jennifer Carney

Partner and Co-Founder, Carney Ranker Architects, Ltd.

J. Andrew Dale

President, Chairman

Joseph E. Dell, Jr.

Executive Vice President & Chief Lending Officer, CNB Bank

Patrick J. Drouhard

Retired, Former Cardington-Lincoln School District Superintendent

Richard L. Greslick, Jr.

Senior Executive Vice President & Chief Operating Officer, CNB Bank; Secretary, CNB Financial Corporation R. Duane Hord

President, Hord Livestock, Inc. (Agriculture)

Lawrence A. Morrison

CPA and Partner, Kleshinski, Morrison &

Morris, LLP (Accounting)

David Royer

Vice President of Finance & Development, Continental Real Estate Companies (Real

Estate Developer)

J. Randall Schoedinger

CEO, Schoedinger Funeral and Cremation

#### Holiday Financial Services Corporation, a Subsidiary of CNB Financial Corporation

**BOARD OF DIRECTORS** 

Christopher L. Stott

Chairman

Richard L. Greslick, Jr.

Secretary

Joseph B. Bower, Jr.

Director

Brian W. Wingard

Director

**CORPORATE OFFICERS** 

Christopher L. Stott

Chairman

Joseph P. Strouse

President

Jonathan L. Holler Vice President

Brian W. Wingard

Secretary and Treasurer

#### CNB Securities Corporation, a Subsidiary of CNB Financial Corporation, Wilmington, DE

**BOARD OF DIRECTORS** 

Timothy A. Bracken

Director

Glenn R. Pentz

Director

Donald R. McLamb, Jr. Wilmington Trust SP Services, Inc. CORPORATE OFFICERS

Brian W. Wingard

President

Donald R. McLamb, Jr.

Treasurer, Wilmington Trust SP Services, Inc.

Elizabeth F. Bothner

Secretary, Wilmington Trust SP Services, Inc.

## SHAREHOLDER INFORMATION

#### **Annual Meeting**

The Annual Meeting of the Shareholders of CNB Financial Corporation will be held Tuesday, April 19, 2016 at 2:00 p.m. at the Corporation's headquarters in Clearfield, PA.

#### **Corporate Address**

CNB Financial Corporation 1 S. Second Street P.O. Box 42 Clearfield, PA 16830 (814) 765-9621

#### **Stock Transfer Agent & Registrar**

American Stock Transfer & Trust Company, LLC 6201 15th Avenue Brooklyn, NY 11219 (800) 937-5449

#### Form 10-K

Shareholders may obtain a copy of the Annual Report to the Securities and Exchange Commission on Form 10-K by writing to:

CNB Financial Corporation 1 S. Second Street P.O. Box 42 Clearfield, PA 16830 ATTN: Shareholder Relations

#### **Quarterly Share Data**

For information regarding the Corporation's quarterly share data, please refer to Item 5 in the 2015 Form 10-K.

#### **Market Makers**

The following firm has chosen to make a market in the stock of the Corporation. Inquiries concerning their services should be directed to:

Boenning & Scattergood, Inc. 1700 Market Street, Ste 1420 Philadelphia, PA 19103 (800) 842-8928

#### **Corporate Profile**

CNB Financial Corporation is a leader in providing integrated financial solutions which create value for both consumers and businesses. These solutions encompass checking, savings, time and deposit accounts, Private Banking, loans and lines of credit (real estate, commercial, industrial, residential and consumer), credit cards, cash management, online banking, mobile banking, merchant credit card processing, on-site banker and accounts receivable handling. In addition, the Corporation provides wealth and asset management services, retirement plans and other employee benefit plans.

#### **CNB Bank**

A subsidiary of CNB Financial Corporation, CNB is a regional independent community bank in North Central Pennsylvania with over 400 employees who make customer service more responsive and reliable. For 150 years, the Bank has strived to be more customer-driven than its competitors and to build long-term customer relationships by being reliable and competitively priced.

CNB continually seeks innovative ways to execute a personal, quality-driven customer service strategy and prides itself on being first-to-market for many of these innovations. To satisfy customers' financial needs and expectations, it offers a variety of delivery channels, which include twenty-one full-service offices, one loan production office, telephone banking (1-866-224-7314), Internet banking (www.CNBBank.bank), mobile banking, and a centralized customer service center (1-800-492-3221).

#### **ERIEBANK**

Headquartered in Erie, Pennsylvania, ERIEBANK is a division of CNB Bank. Presently, there are eight full service offices in Pennsylvania, which house its commercial, retail and Private Banking divisions. Five of those offices are in Erie, two in Meadville, and one in Warren, Pennsylvania. ERIEBANK also has one loan production office in Ashtabula, Ohio. In addition, ERIEBANK Investment Advisors provides wealth and asset management services, retirement plans and other employee benefit plans.

#### **FCBANK**

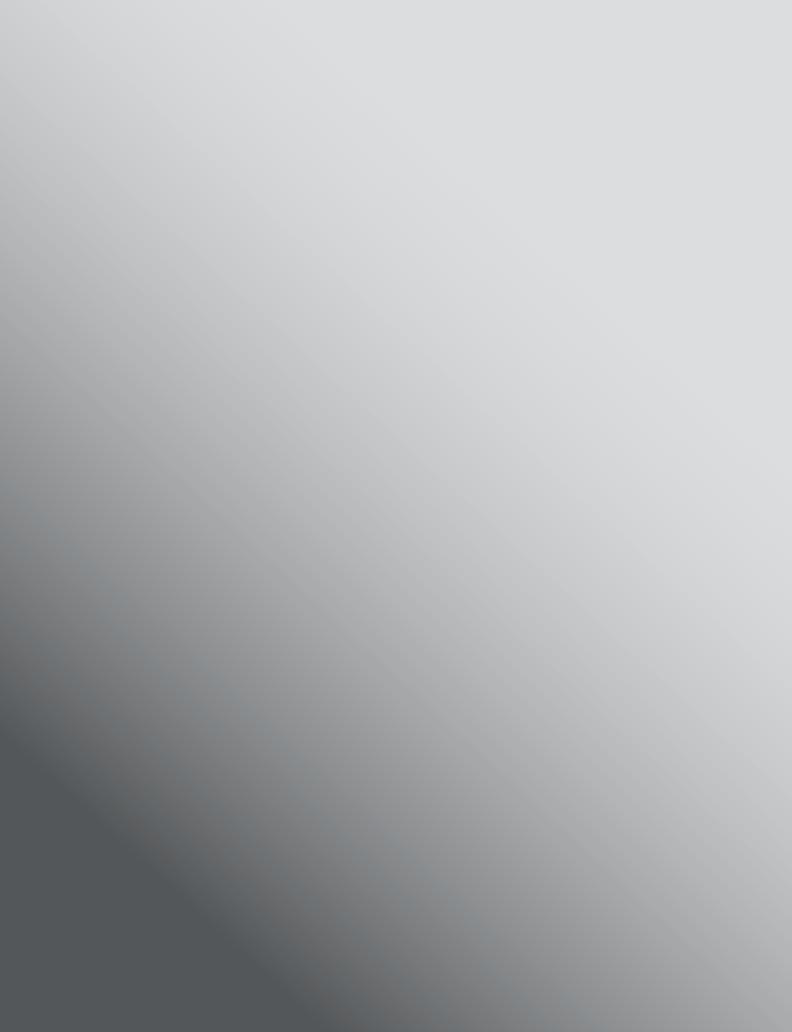
FCBank, a division of CNB Bank, is headquartered in Dublin, Ohio with nine full service offices in the communties of Bucyrus, Shiloh, Mt. Hope, Cardington, Fredericktown, Worthington, Dublin, and Upper Arlington. FCBank is driven by a strong focus on meeting the financial needs of businesses and individuals in a way only a community bank can deliver. FCBank offers commercial, retail, and Private Banking services, along with wealth and asset management services through FC Financial Services.

#### **Holiday Financial Services**

Holiday Financial Services, a subsidiary of CNB Financial Corporation, is a consumer loan company, and currently has twelve convenient office locations in State College, Bradford, Clearfield, Hollidaysburg, Erie, Ridgway, Johnstown, Ebensburg, DuBois, Indiana, Clarion, and Huntingdon, Pennsylvania.



The common stock of the Corporation trades on the NASDAQ Global Select Market under the symbol CCNE.





### **CNB Financial Corporation** 1 South Second Street – P.O. Box 42

1 South Second Street – P.O. Box 42 Clearfield, PA 16830 800-492-3221 www.CNBBank.bank