

2018

Annual Report



NEW CORPORATE CENTER
in Whitehall, Ohio

**HEARTLAND
BANCCORP**
turns 30

Heartland BancCorp

Parent Company of Heartland Bank

ANNUAL REPORT 2018

Published April 11, 2019
Heartland BancCorp

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Home Sweet Home



Dear Valued Shareholder,

Looking back over the past several years, your community bank has been very successful, with 2018 one for the record books. Your wholly owned subsidiary, Heartland Bank, received many accolades in 2018. The bank was able to complete and move into its new branch and corporate center, enhance the bank's analytical acumen, convert to a new broker/dealer for our Heartland Planning Associates segment, expand the title business, rewrite the bank's strategic plan, and raise \$30 million in equity capital. At the same time, your community bank increased deposits by 13%, loans by 16%, earnings by 29%; improved credit quality; and achieved the \$1 billion in assets mark. As you can see, your community bankers have achieved a great deal this year as we continue to strive to be Central Ohio's premier Community Bank.

Heartland earned many accolades this past year for its performance, community service, and industry activism. We were able to better our position from #57 to #37 on American Banker Magazine's Top 200 Publicly Traded Community Banks and Thrifts list, measured by three-year average return on equity. Governor John Kasich awarded Heartland the Governor's Award for Support of the Arts for our community service and sponsorship in many of the arts and music festivals throughout Central Ohio. Our commercial lending team received the Ohio Statewide Development Corporation "Bank of the Year" designation for our robust activity in the SBA 504 loan arena. Hats off to all of your Heartland community bankers for their efforts to achieve loftier goals, give back to our communities, and strengthen our brand.

In February, 107 of the bank's associates moved into the new Heartland Bank Corporate Center (HBCC) in Whitehall, Ohio. This 60,000 square-foot, state-of-the-art building is a catalyst for the growth and development we will experience for years to come. Complete with a full-service branch office, HBCC boasts its own fitness center, event space, expanded training facility, seven conference rooms with state-of-the-art technology, a mother's room, and an ideation center for brainstorming or recreational team breaks. Outdoor space is also available on the back patio overlooking the park. The collaboration and efficiency already experienced by this investment has begun to catapult the bank to new heights. We have plenty of room to expand with bank growth, as the facility was designed to house 250 associates. Special thanks to Ashley Trout, SVP, Director of Distribution Strategies, for leading the design and build team, and delivering an enormous amount of value to the company. I encourage you to attend a function at the HBCC or call us for a tour. We love to show off the new facility and its functionality.

Intentional, focused and profitable growth is a priority. That's why we made significant investments in how we analyze data and how

we monitor and measure risk in the loan portfolio this last year. The creation of an Analytics Department, reporting to CFO Carrie Almendinger and headed by longtime Heartland associate Ryan Arras, has provided each of the business segments with data analytics and granularity to provide better insight into trends and to help create strategies for profitable growth. Further, Paula Hughes joined the bank as Chief Credit Officer overseeing residential, commercial, and agricultural loan portfolios. Paula continues to build out her team for maximum effectiveness in the monitoring and management of the bank's loan portfolio. She also leads the effort to comply with the CECL requirements for the allowance for loan and lease losses. She is a welcome addition to our staff as we continue to grow and manage risk at the same time.

Noninterest income continues to be a focus. Heartland Planning Associates (HPA) has gone through a metamorphosis as we retooled this investment sales entity into a Financial Planning and Wealth Management engine. In order to provide the best tools and offerings, we found it necessary to change our broker/dealer to LPL Financial. Under the direction of Jessica McNamee, the conversion took place over the summer and went smoothly. Our clients now enjoy the best in online tools, trading, and a robust research offering by one of the largest broker/dealers in America. The conversion allows HPA to increase its contribution of noninterest income and to be able to help many more Heartland clients achieve their financial goals.

To further enhance noninterest income, the bank expanded its title business with the acquisition of TransCounty Title. Heartland has been in the title business since 1999 in partnership with the bank's legal counsel, David Skrobot, and our entity, All Ohio Title. In September, the BancCorp purchased TransCounty Title and at year-end purchased the remaining 51% of All Ohio Title, combining it with TransCounty. Pat John, the majority owner of TransCounty, is now the President of the combined company, and we welcome the 18 associates who make up this new venture. End-to-end client satisfaction, risk mitigation, and noninterest income are our goals with this endeavor. I encourage you to utilize the title and escrow services of TransCounty. You'll be glad you did.

Every three years, your board of directors rewrites the strategic plan of Heartland BancCorp. 2018 was the year to revisit the entire plan, confer directly with industry experts on our trajectory, and set a course for new heights. Topics included, but were not limited to, technology enhancement, future expansion, merger and acquisitions strategy, people portfolio development, and further creation of shareholder value. The most important takeaway from the process was the board's desire to maintain the Heartland family culture that has been established over these past 30 years. Rest assured, this is our single greatest asset next to our people, and we will defend and

protect it at all costs. We take the strategic planning process very seriously as it sets the agenda for the next time period, establishes the objectives, and details the performance desired by the board.

Profitable, double-digit growth only comes with one drawback: the need for more capital. Several years of exceptional growth and expansion created the need for more capital on the balance sheet, thus the Capital Committee of the board went to work. Heartland BancCorp had not issued new shares of common stock since 1996; therefore, it was time to enact our Capital Plan and leverage the performance of the company to raise \$30 million of equity capital via a private placement of Heartland BancCorp common stock to support future growth initiatives. This capital will allow the bank to continue the growth and expansion trajectory established by the board, increase the bank's legal lending limit, create more liquidity in the shares, and establish new relationships with those institutional investors who believe in our Heartland Story and want to be part of its continuing success. This offering was executed during the market meltdown of November, oversubscribed, and remains a confirmation that your community bank is doing things right in the eyes of the market.

It's hard to believe that all of this success is happening to us at a time when the experts think community banks are going extinct. Yes, there is consolidation in the industry, but only for those who don't plan for succession, don't reinvest in their systems and personnel, don't seek new and innovative ways to enhance revenue, and most importantly, don't leverage their culture as a strategic weapon. Through the guidance of your board of directors, the hard work and dedication of Heartland community bankers, and most notably the support of you, our loyal shareholders, we stand today as the premier community bank in Central Ohio.

Thank you for your continued support and patronage, and for allowing us to grow communities together. With the team we have assembled, I truly believe the best is yet to come.

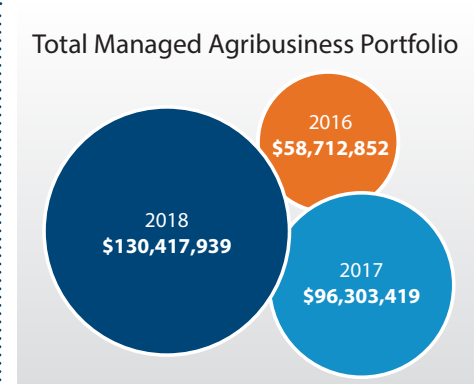
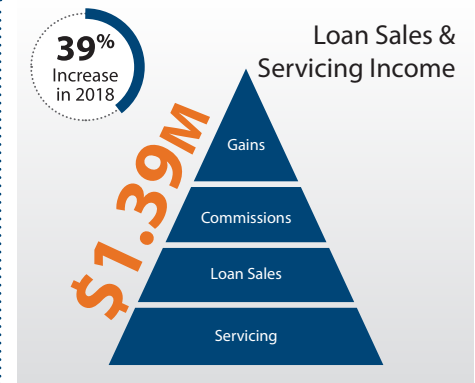
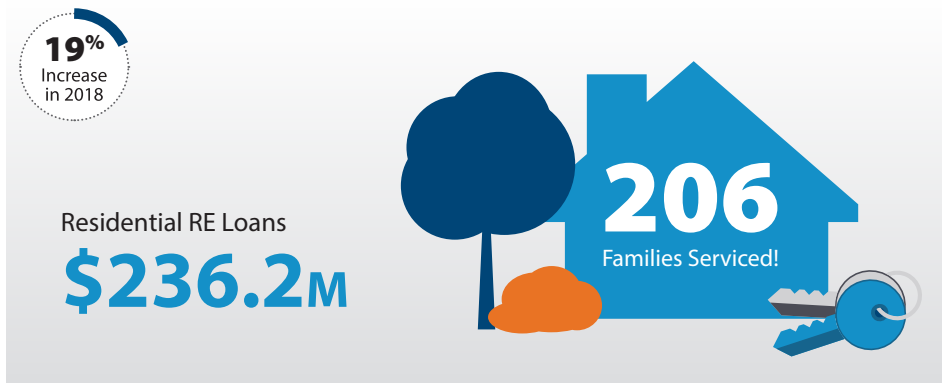
Come on over to Heartland, where banking feels good!

Most Sincerely,



G. Scott McComb
Chairman, President and CEO

Double Digit Growth Across All Lines of Business



Average Full-Time Employees in 2018

192



Assets per Full-Time Employee

\$5.45 M



Revenue per Full-Time Employee

\$214,251

Rankings & Honors



CEO of the Year

Columbus CEO Magazine

In December of 2018, Columbus CEO Magazine recognized Scott McComb as the winner of the large for-profit CEO of the Year award. This prestigious award is determined through peer nominations, thus recognizing the admiration that many other leaders in Central Ohio have had for Scott over the years. Scott and the other honorees enjoyed a reception at the Ohio Statehouse and an article and photo in the December 2018 Columbus CEO Magazine.

Community Banker of the Year, Eastern Region

Independent Community Bankers of America®

The Independent Community Bankers of America® (ICBA) announced that Scott McComb was named the Eastern region winner of its 2018 Community Banker of the Year award. Nominated by Kailyn McComb and Kathy Williams, this annual award recognizes the exceptional work and commitment of individual community bankers and their dedication to local communities.



American Banker Magazine

Ranked #37 on Top 200 Community Banks & Thrifts list, May 2018



Columbus Dispatch

Best of CBus Top Picks 2018
Best Bank in Columbus



Ohio Statewide Development Corporation

2018 Bank of the Year



Bauer Financial

Highest rating for financial strength & security



Governor's Award

Small Business Support of the Arts

Chosen for Business Support of the Arts (small), we were proud to be recognized for going above-and-beyond in our efforts to support local artists, arts organizations, and public art. Heartland was nominated by Patti Von Niessen, Executive Director of Summer Jam West, a grassroots community coalition that hosts an annual free arts and music festival at Westgate Park in the Hilltop.

Heartland was recognized for funding public art in a downtown development and helping a local entrepreneur transform an abandoned warehouse into an artists' studio. In addition, the bank donated advertising time on Heartland's digital billboard to support local groups like the Columbus Symphony and the Greater Columbus Arts Council. Even to this day, Heartland enjoys providing the opportunity for local artists to display their work in our branch offices.

Another Year of Achievement

2018 was a remarkable year of achievement for Heartland BancCorp, which is supported by exceptional financial performance results. Net income for 2018 increased 29% to \$11.4 million or \$6.68 per diluted share. This compares to earnings of \$8.9 million or \$5.40 per diluted share in 2017, which included additional tax expense of \$541,000 or \$0.29 per diluted share from a one-time write-down of deferred tax assets and liabilities as a result of the Tax Cuts and Jobs Act. Return on average assets and equity were 1.16% and 13.15% respectively for 2018, compared to 1.05% and 11.82% for 2017. Operating results were driven by double digit loan and deposit growth, net interest margin expansion, higher noninterest income and the lower, 18.1%, blended effective federal income tax rate in 2018. Growth of 16% in loan balances and 19% in demand deposit balances drove a \$4.9 million, or 16% increase in net interest income. A favorable shift in earning asset mix, including higher loans-to-deposits, along with strong growth in noninterest DDA balances lead to an increase in net interest margin to 3.90% for 2018 compared to 3.87% in 2017. Loan loss provision expense increased by \$405 thousand to \$1.5 million, compared to \$1.095 million in 2017 due to strong and consistent year-over-year loan growth. Noninterest income growth was fueled by an increase in loan sales and servicing revenue from agricultural loans and participation lending, up \$391 thousand or 39% compared to 2017. Finally, Heartland's efficiency ratio of 62.44% for 2018, reflects the company's investment in talent acquisition and branch expansion to support continued solid and consistent growth. Heartland's performance reflects the strength and commitment of our board of directors, and quality of the Heartland team.

Overview of Operations:

Net interest income of \$36.0 million for the year ended December 31, 2018 represented a \$4.9 million, or 16%, increase compared to \$31 million in 2017. The increase resulted from a \$7.6 million, or 21%, increase in interest income, offset by a \$2.6 million, or 53%, increase in interest expense on deposits and borrowings. The \$7.6 million increase in interest income was primarily due to a \$6.7 million increase in interest income on loans, resulting from a \$104 million, or 15%, increase in average loan balances compared to prior year, and a 22 basis point increase in loan yields. The \$2.6 million increase in interest expense was primarily due to a \$2.2 million increase in interest on deposits, resulting from an increase of \$85.0 million, or 15%, in average balances of interest bearing deposits, and a 17 basis points increase in the cost of deposits to .79% for 2018.

Loan quality improved in 2018, yet, continued strong loan growth resulted in an increase in provision for loan loss of \$405 thousand to \$1.5 million for 2018. With net loan charge-offs of \$178 thousand, this resulted in an increase of \$1.3 million to the allowance for loan loss, which ended the year at \$7.5 million. The allowance as a percent of loans outstanding was .92% at the end of 2018 representing an increase from .88% at the end of 2017. Net interest income, after provision for loan loss, totaled \$34.5 million, up \$4.5 million or 15% in 2018 compared to 2017.

Noninterest income of \$5.3 million for 2018 increased \$601 thousand or 13% compared to 2017. Noninterest income in 2017 included life insurance proceeds, which totaled \$301 thousand. Excluding the life insurance income in 2017, 2018 noninterest income increased by \$902 thousand or 21% compared to 2017. This results in a 3-year compounded annual growth in noninterest income of 13.9%. The exceptional year-over-year increase is primarily due to higher gains and commissions on sales and servicing revenue of agriculture and participation

loans, which increased by \$391 thousand, or 39%. Additionally, income from Heartland Planning Associates increased \$211 thousand or 62% to \$551 thousand, compared to \$340 thousand in 2017.

Noninterest expense was \$25.8 million for 2018, up \$4.1 million or 19% over 2017. Total salary and employee benefit expense increased \$2.0 million or 16% in 2018. The higher employee cost was due to Heartland's continued investment in growth and expansion, including increased staff from the addition of TransCountyTitle, a new Whitehall branch, additional expansion of the team to position the company for future growth, and higher employee and incentive costs supporting strong 2018 growth. As a result of Heartland's investment in technology, branch expansion, a new corporate center and the addition of a title agency, occupancy and equipment expense, totaling \$3.4 million in 2018, increased \$979 thousand or 41%.

Financial Condition:

Total assets increased \$146.1 million, or 16%, to \$1.05 billion at December 31, 2018, compared to \$900.9 million in 2017. This represents the highest year-over-year growth in 20-years for Heartland BancCorp. Net loans outstanding increased to \$816.8 million, an increase of \$113.2 million or 16% compared to \$703.5 million on December 31, 2017. Total commercial loans (excluding agriculture) increased \$60.8 million, up 13% at December 31, 2018, of which commercial (non-real estate) loans grew 8% to \$78.7 million, and commercial real estate loans (excluding agriculture) increased 14% to \$447.9 million. As a result of the focus on Agricultural lending, net Agricultural loan balances grew to \$49.7 million at December 31, 2018. Retail loans outstanding totaled \$247.9 million, an increase of 19% over 2017, with residential real estate loans up 19% to \$236.2 million. Overall asset quality continued to improve during 2018, with non-performing assets declining to .18% of total assets, down 3 basis points from .21% as of December 31, 2017.

Heartland BancCorp funds earning asset growth through its deposit relationships. Total deposits at December 31, 2018 were \$880.4 million, up 13% from \$776.8 million at December 31, 2017. A key element of Heartland's deposit strategy continues to focus on growing commercial and retail transaction accounts, which is evidenced by the \$37.3 million or 19% growth in noninterest bearing demand deposit accounts during 2018.

On December 12, 2018, Heartland BancCorp repaid \$7.5 million in holding company debt from proceeds of a private placement of common stock on November 20, 2018. The borrowing was a prime rate based line of credit with an interest rate of 5.25% on the payoff date.

Shareholders' Equity:

Total shareholders' equity increased \$36.5 million or 46.4% to \$115.0 million in 2018, reflecting net proceeds of \$28.9 million from the private placement of 375,000 shares of common stock, completed on November 20, 2018. Based upon total shares outstanding, the book value of shareholders' equity increased 17% from \$48.77 at year-end 2017 to \$57.08 per share at December 31, 2018. Among the financial strengths of Heartland Bank and Heartland BancCorp is its capital position, which exceeds regulatory guidelines for a "well-capitalized" institution. Tier 1 leverage, Common equity Tier 1, Tier 1 risk based and Total risk based capital ratios for the bank were 11.0% 13.6%, 13.6%, and 14.6% respectively as of December 31, 2018. Regulatory requirements for a "well-capitalized" bank are 5%, 6.5%, 8%, and 10% respectively for these measurements, in addition to a capital conservation buffer of 1.875%. In 2018, Heartland BancCorp paid dividends totaling \$1.89 per share, representing a yield of 2.33% on the closing stock price of \$81.00 per share on December 31, 2018. Dividends paid resulted in a payout ratio of 28.30% for 2018. The market value of Heartland BancCorp shares declined 1.9% to \$81.00 per share at 12/31/2018.

Heartland BancCorp

CONSOLIDATED BALANCE SHEETSDecember 31, 2018 and 2017
(Amounts in thousands, except share data)

Assets	2018	2017
Cash and cash equivalents	\$ 29,922	\$ 27,934
Interest bearing time deposits	-	250
Available-for-sale securities	140,556	117,227
Held-to-maturity securities, fair values of \$1,568 and \$4,740, respectively	1,565	4,673
Loans, net of allowance for loan losses of \$7,547 and \$6,225 at December 31, 2018 and 2017, respectively	816,783	703,542
Premises and equipment	28,504	24,687
Nonmarketable equity securities	3,527	2,830
Foreclosed assets held for sale	-	40
Interest receivable	4,169	3,114
Goodwill	1,069	417
Intangible Assets	446	-
Deferred income taxes	1,433	874
Life insurance assets	16,555	12,970
Other	2,550	2,377
Total assets	\$ 1,047,079	\$ 900,935
Liabilities and Shareholders' Equity		
Liabilities		
Deposits		
Demand	\$ 232,683	\$ 195,365
Saving, NOW and money market	321,497	293,382
Time	326,261	288,059
Total deposits	880,441	776,806
Short-term borrowings	34,768	24,665
Long-term debt	10,460	15,460
Interest payable and other liabilities	6,382	5,448
Total liabilities	932,051	822,379
Shareholders' Equity		
Common stock, without par value; authorized 5,000,000 shares; 2,015,276, and 1,610,628 shares issued, respectively	55,080	25,108
Retained earnings	61,855	53,667
Accumulated other comprehensive income (expense)	(1,907)	(219)
Total shareholders' equity	115,028	78,556
Total liabilities and shareholders' equity	\$ 1,047,079	\$ 900,935
Book value per share	\$ 57.08	\$ 48.77

CONSOLIDATED STATEMENTS OF INCOMEYears Ended December 31, 2018 and 2017
(Amounts in thousands, except share data)

	2018	2017
Interest Income		
Loans	\$ 39,211	\$ 32,498
Securities		
Taxable	2,219	1,623
Tax-exempt	1,642	1,615
Other	459	244
Total interest income	43,531	35,980
Interest Expense		
Deposits	6,662	4,440
Borrowings	914	508
Total interest expense	7,576	4,948
Net Interest Income	35,955	31,032
Provision for Loan Losses	1,500	1,095
Net Interest Income After Provision for Loan Losses	34,455	29,937
Noninterest income		
Service charges	2,143	2,022
Net Gains and commissions on loan sales and servicing	1,387	996
Title Insurance Income	281	-
Net realized gains on sales of available-for-sale securities	(64)	6
Net realized gain/(loss) on sales of foreclosed assets	10	139
Gain on redemption of life insurance proceeds	-	301
Increase in cash value of life insurance	435	440
Other	1,072	759
Total noninterest income	5,264	4,663
Noninterest Expense		
Salaries and employee benefits	14,887	12,876
Net occupancy and equipment expense	3,393	2,413
Data processing fees	1,392	1,271
Professional fees	782	697
Marketing expense	866	676
Printing and office supplies	300	250
State financial institution tax	621	566
FDIC Insurance premiums	467	355
Other	3,067	2,545
Total noninterest expense	25,775	21,649
Income before Income Tax	13,944	12,951
Provision for Income Taxes	2,529	4,078
Net Income	\$ 11,415	\$ 8,873
Basic Earnings Per Share	\$ 6.81	\$ 5.56
Diluted Earnings Per Share	\$ 6.68	\$ 5.40

Welcome to the Heartland Family...



TransCounty Title

In September, Heartland Bank welcomed TransCounty Title to the Heartland family. Heartland BancCorp purchased TransCounty Title Agency from its owner, Patrick John. Pat founded TransCounty in 2007 and continues to oversee the daily operations. TransCounty will be a valuable resource for continued customer commitment as they bring over 11 years of experience working with realtors and lenders in both the residential and commercial industries in Central Ohio.



Upper Arlington Office

Heartland Bank is growing, and we couldn't be prouder to announce our 16th location – Upper Arlington! With a prime spot anchoring Lane Avenue and Northwest Boulevard, the new location is a corner friendly, brownstone-reminiscent exterior with architectural presence and unique style. The first floor will house our branch location, and our Heartland Planning Associates team will occupy the second floor. As Heartland has been committed to increasing its Central Ohio footprint over the last several years, the quaint community of Upper Arlington, positioned just northwest of downtown Columbus, was a natural choice. With easy access from The Ohio State University, Grandview Heights, Short North and downtown, this Heartland Bank branch will offer 6,400-square-feet of top-notch technology in combination with a modern interior design splashed with a hint of the rustic roots of Heartland's past.



New Analytics Team Leverages Data to Create Value

A new segment of Heartland Bank provided increased value in 2018 with Ryan Arras, AVP and Lead Reporting Analyst, guiding the efforts of this team. Ryan, and the Financial Analysis team, are tasked with providing data analytics to compare risk and performance trends of Heartland with peer and industry wide data to assist in developing focused strategic initiatives.

This team, reporting to Chief Financial Officer Carrie Almendinger, uses data mining and analysis to provide each business segment leader with granularity and insight into their portfolios, resulting in focused calling efforts, intentional growth through targeted prospecting, and enhanced profitability.

As Heartland continues to grow, the Financial Analysis team will be a valuable strategic partner for all associates, providing them with data to help them work smarter, not harder. Thank you, Ryan, for making us stronger in 2018!



Credit Department

Paula Hughes (far right) was named VP and Chief Credit Officer of the recently enhanced Credit Department (pictured above). In her new role, Paula will oversee Heartland's credit functions including credit administration, credit approval process, loan policies and procedures, and will work to ensure the overall quality of the bank's loan portfolio. With a long and distinguished career as an executive level credit officer, Paula has extensive experience in the credit and lending functions across retail, mortgage, commercial and small business lines.

MEET & GREET



with Buckeye football color analyst

Jim Lachey

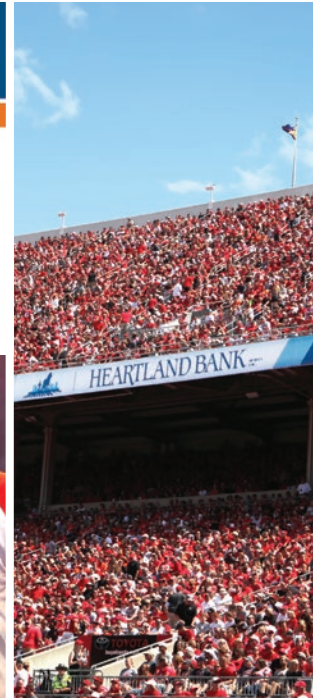
Wednesday 9/19/2018

10:00 to 12:00 p.m.



Welcome to today's presentation:
Leadership

with Guest Speaker Ron Stokes
President & CEO of Three Leaf Productions



**Community Banking Relationships.
Low Fixed Rates.**



PROUD SPONSOR OF OHIO STATE ATHLETICS



Taking stock in *Your Community*



HLAN

Heartland BancCorp is currently quoted on the over-the-counter (OTC) Bulletin Board Service under the symbol HLAN.

To learn more about Heartland BancCorp shares, please visit ir.Heartland.Bank or call (614) 337-4600. You may also contact Heartland Planning Associates (614) 392-5303 or consult your financial advisor.

Statements made are a reflection of past performance of the bank and holding company and should not be considered a projection of future performance. Investments involve varying degrees of risk, including possible loss of principal. Funds held in corporate stock are not considered a deposit of the bank or bank holding company, not guaranteed by the bank or holding company and are not insured by the FDIC or any government agency and may lose value.

A Tradition of Giving - Donations to Local Charities

- American Red Cross
- Archie Griffin Scholarship Fund
- Big Brothers Big Sisters of Licking and Perry County
- Boy Scouts of America
- Childhood Leukemia Society
- Clintonville-Beechwood Resources Center
- CD102.5 For The Kids
- Charity Newsies
- Columbus Chamber Foundation
- Croton Food Pantry
- Dublin Food Pantry
- Earl Bruce Foundation
- Fairfield County Humane Society
- Gahanna Residents in Need (G.R.I.N.)
- Grow Licking County
- Health Heroes
- Hilliard Food Pantry
- Holy Spirit Food Pantry
- Johnstown Food Pantry
- Jordan Rieser Legacy Foundation
- Joshua Perry Family Foundation
- Last Call Outreach Ministries
- Lifetown Lessons for Life
- March of Dimes - March for Babies
- Masonic Learning Centers for Children with Dyslexia
- McKeehan Tuition Fund
- Mission Backpack
- Nationwide Children's Hospital
- Neighborhood Bridges
- Ohio 4-H Celebration of Youth
- Ohio Farm Bureau
- Pelotonia
- Sisko Kidz Foundation
- Steps for Sarcoma
- The Open Shelter
- United Way of Central Ohio
- USO of Central and Southern Ohio
- Westerville Police Fund
- Whitehall Education Foundation

Sponsored Events

- All Ohio Balloon Fest
- Buckeye Cruise for Cancer
- Conway Center for Family Business 20th Anniversary Celebration
- Gahanna Creekside Blues & Jazz Festival
- Grove City Arts in the Alley
- Hartford Fair
- Hilltop Bean Dinner
- Pickerington Economic Outlook
- Picktown Palooza
- Summer Jam at Westgate Park
- USO Salute to Service
- Westerville Music and Arts Festival
- Whitehall Food Truck Festival

Associate Initiatives

- 104.9 The River's Mission Backpack
- 21st Annual Heartland Bank Charity Golf Classic
- 11th Annual Money Matters Free Financial Summit
- Pelotonia ride for cancer research -Tiney's Team
- Silent Auction at annual Holiday Party to benefit local food banks and non-profits
- United Way Donation Campaign
- Heartland's inaugural Blood Drive in coordination with the American Red Cross





2018 at a Glance

#BillionDollarBank

Over the last several years, Heartland Bank has been growing at a robust rate and in the second quarter of 2018 reached the one billion dollar asset mark. In the community banking world, this is a major milestone, and achieving this mark was a highlight to the midway point of another successful year. Heartland treated its associates to a Billion Dollar Bash to thank them for a job-well-done with an evening of food, family and fun!

Best Bank

Heartland Bank was voted a 2018 CBUS Top Pick in the third annual Columbus Dispatch poll and topped the list of financial institutions in Central Ohio to be named Best Bank! Nearly 250,000 votes were cast online this year and category winners were honored at the Winners Gala at St. Charles Preparatory School's Walters Commons.

CEO Roadshow

Heartland's CEO, Scott McComb, spent the summer visiting branches and rubbing elbows with the Heartland retail staff. He traded lunch for learning. The comradery, conversations and suggestions were exceptional. The takeaways from the encounters provided insight and understanding. The staff was appreciative, and more are planned for 2019. Direct communications and honest feedback resulted in a perfect way to end the summer!

Launch of 'Driving the Cbus' Podcast

Driving the Cbus is Heartland's new podcast series featuring Scott McComb in a conversational, laid-back interview format as he probes the evolving and eclectic minds of several influential and interesting VIPs in the Central Ohio region. The podcast series was created to showcase different opinions about how and why Columbus became the great metropolis that it is and who the people are that helped make it happen.

Our Senior Management Team

Our Senior Management team represents what Heartland Bank is all about: people and the relationships we build as a community bank. Each member not only brings detailed insight, knowledge and expertise to Heartland Bank, but also a passion for helping our customers and communities plan, grow and succeed.



G. Scott McComb
Chairman, President & CEO



Carrie L. Almendinger
EVP, Chief Financial Officer



Brian T. Mauntel
EVP, Chief Operating Officer



Benjamin J. Babcanec
SVP, Head of Retail
Administration



Jennifer L. Eckert
SVP, Compliance & Risk
Management Officer,
Corporate Secretary



Tarne Tassniyom
SVP, Director of
Information Technology



Ashley A. Trout
SVP, Director of
Distribution Strategies



Alissa R. Griffith
VP, Director of
Human Resources



Paula A. Hughes
VP, Chief Credit Officer



Jessica H. McNamee
VP, Director of Financial
Planning



Joel M. Oney
VP, Manager of
Agribusiness Banking



Laurie A. Pfeiffer
VP, Director of
Commercial Banking



Gretchen A. Hof
AVP, Director of
Marketing



Heartland BancCorp Directors

William A. Dodson, Jr.

EVP/Community Relations Director
Rhema Christian Center

Beverly J. Donaldson

President
Inns Management Group

Jay B. Eggspuehler, Esq.

Partner
Isaac Wiles

Jodi L. Garrison

CPA, Partner
Hirth, Norris & Garrison, LLP

David C. Kotary

Retired, Senior Vice President
Marsh & McLennan Agency, LLC

Cheryl Krueger

CEO
C. Krueger's

G. Scott McComb

Chairman, President and CEO
Heartland Bank

Robert C. Overs

Executive Director
Creative Living

Gary D. Paine

CEO
Accurate Companies
(Paine Holdings, Accurate Express,
Accurate Transportation, Paine Leasing)

William J. Schottenstein

Principal
Arshot Investment Corporation

George R. Smith

Retired, EVP & CFO
Heartland Bank

Richard A. Vincent

Chief Executive Emeritus, Retired
Osteopathic Heritage Foundation

Heartland BancCorp Directors Emeriti

I. Robert Amerine

American Apex Corporation

Jack J. Eggspuehler

Aerosafe, Inc.

John R. Haines

John R. Haines Insurance Agency

Gerald K. McClain

The Jerry McClain Company, Inc.

Tiney M. McComb

Heartland BancCorp

Cheryl C. Poulton

Tech International

Arthur G.H. Bing, M.D.

Plastic & Reconstructive Surgeon

Heartland BancCorp Officers

G. Scott McComb

Chairman, President and CEO

Jay B. Eggspuehler, Esq.

Vice Chairman

Jodi L. Garrison

Secretary

Carrie L. Almendinger

Treasurer

Home Sweet Home

Cramped quarters, inefficient associate arrangements, very little green space – great reasons to build new and a great way to start off 2018! Looking to the future became reality as the Heartland Bank Corporate Center was completed and occupied with thankful associates.

With an ideation space, fully-equipped gym, huddle areas and an array of conference rooms of all sizes, the HBCC was definitely something to be proud of and a place to call home for over 100 associates previously scattered around Central Ohio.

There were many learning curves: open work environments, updated technology and security badges. All have been embraced and melded into a new way of life. This new home for the Heartland family has become base camp for inspiration and imagination.



▲ Smiling faces of associates, board members, past board members and local dignitaries as they witness the ribbon cutting for the official opening of the HBCC by Scott McComb, Dr. Bing and Cheryl Poulton. Each associate was welcomed home with an insulated tumbler, water bottle with memorable label and a cookie decorated to commemorate the opening of the HBCC.



◀ With flexibility of meeting spaces in mind, the HBCC was designed to accommodate events of various sizes. One of the first events held in the new space was Breakfast with Business First.



To hold any kind of large associate gathering, Heartland was tasked with searching for an event space twice a year for the All Employee Meetings. After completion of the HBCC, the event is held semi-annually in the Ideation/Scarlet/Gray meeting rooms on the first floor where movable panels allow for room sizes to be altered as needed.

Looking back over 2018, the move into the HBCC ultimately takes center stage regarding quality of work life for the associates in the building and those visiting for training and meetings. It represents a foundation for the future, a place to drive success and a home for all those who are part of the Heartland family!





CENTRAL OHIO FOOTPRINT

1. Croton	740-893-2191	9. Capitol Square	614-416-0244	17. Friendship Village of Dublin	614-923-0575
2. Johnstown	740-967-6500	10. Grove City	614-875-1884	18. Worthington Christian Village	614-846-6076
3. Westerville	614-839-2265	11. Wilson Road	614-351-2100	19. Friendship Village of Columbus	614-394-8686
4. Newark	740-349-7888	12. Hilliard	614-710-1640		
5. Gahanna	614-337-4605	13. Dublin	614-798-8818		
6. Stygler Road	614-475-7024	14. Clintonville	614-745-0070		
7. Reynoldsburg	614-416-0400	15. Whitehall	614-416-4601		
8. Pickerington	614-321-4919	16. Upper Arlington	614-502-8855		
			<i>Opening Spring 2019</i>		

Heartland BancCorp is a registered Ohio bank holding company and the parent of Heartland Bank, which operates fifteen full-service banking offices. Heartland Bank, founded in 1911, provides full-service commercial, small business, and consumer banking services; alternative investment services; and other financial products and services. Heartland Bank is a member of the Federal Reserve, a member of the FDIC and an Equal Housing Lender. Heartland BancCorp is currently quoted on the OTC markets (OTCQB) under the symbol HLAN.