

GEORGIA BANKING COMPANY

ANNUAL REPORT





LETTER FROM THE CEO

DEAR VALUED SHAREHOLDER,

As we reflect on the past year, it is with great pleasure that I present to you the 2024 Annual Report for Georgia Banking Company (GBC). Significant achievements and strategic improvements have marked this year, positioning the Bank well for continued growth and success.

Our intentional focus on deposit growth and deepening customer relationships has been a cornerstone of GBC's success. In 2024, we grew deposits \$392 million, a testament to our team's dedication and expertise. Our Treasury Services Solutions team, under Nathan Ottinger's leadership, did an exceptional job this year. Their creative approach and relentless effort in offering innovative treasury products have been instrumental in helping to surpass our deposit goals. You can read more about their remarkable achievements on the following pages.

GBC's commercial loan portfolio experienced robust growth in 2024, led by the Mortgage Warehouse and Commercial Real Estate (CRE) lines of business. Our Mortgage Warehouse team, with Monroe Thrower's direction, funded approximately \$5.6 billion of residential mortgage loans in 2024, marking a 95% year-over-year increase. The impressive production underscores our ability to take advantage of market volatility and leverage complementary lines of business within our franchise. Blake Snyder led our CRE team to demonstrate strong performance with growth exceeding \$107 million, significantly contributing to our overall success. Their continued expansion enhances our financial standing and adds high-quality relationships to the client roster of this core line of business.

In 2024, we introduced innovative products such as SavvyMoney, Instant Issue Debit Cards, the GBC Commercial Card, and Zelle for business customers. We are proud to be recognized by Customer Service Profiles (CSP) as the #1 bank for customer experience amongst similarly sized CSP client institutions across the country. Customers' willingness to recommend us to their friends and family further validates our efforts and strategic direction. These initiatives and our commitment to exceptional client experiences and personalized service have solidified GBC as a leader among our peers and set the stage for future success.

We boldly aspire to be the Bank of Choice. Our ongoing strategy focuses on building shareholder value through disciplined growth and thoughtful acquisitions. We are excited about the merger with Primary Bancshares Corporation, the holding company for Georgia Primary Bank. The merger is expected to close in the first quarter of 2025. It will enhance our scale and expand our footprint across the metro Atlanta area, creating a combined strong balance sheet with an attractive core deposit franchise. I look forward to welcoming David Coxon and the team to GBC.

I want to express my gratitude to our shareholders for their continued trust and support. Thank you for your investment and confidence in Georgia Banking Company.

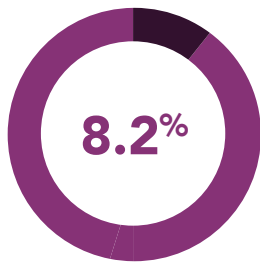


Bartow Morgan, Jr.
Chief Executive Officer

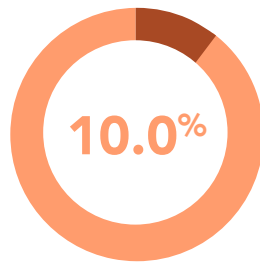


FINANCIAL PERFORMANCE HIGHLIGHTS

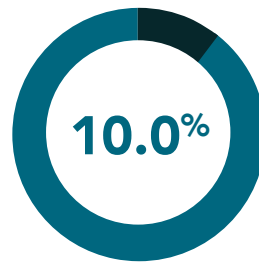
Bank Capital Ratios



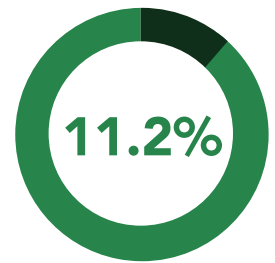
LEVERAGE
RATIO



COMMON EQUITY
TIER 1 CAPITAL RATIO

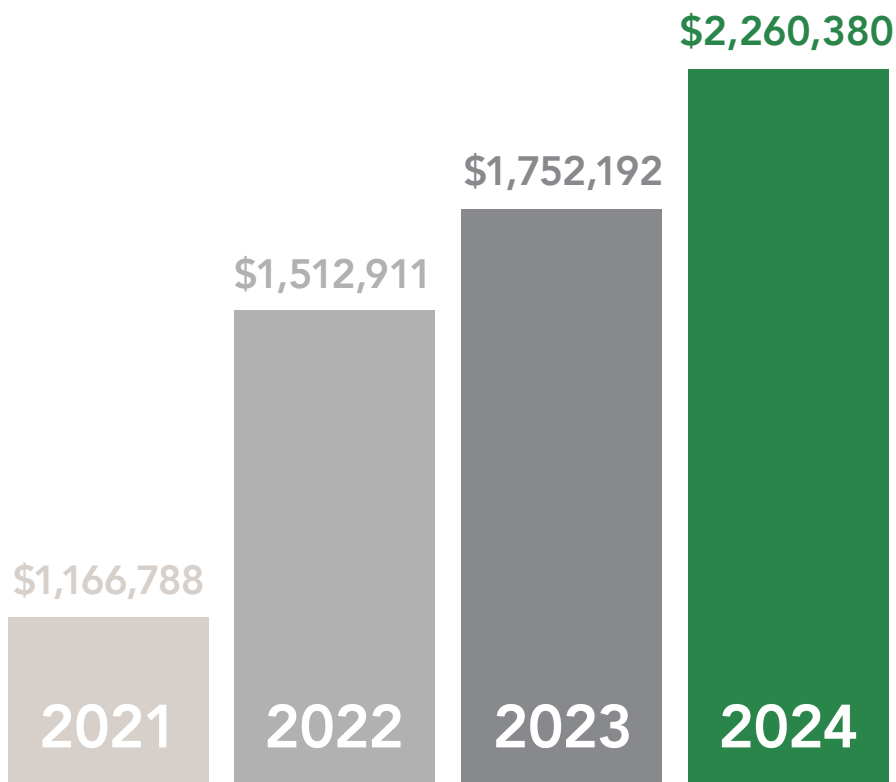


TIER 1
CAPITAL RATIO



TOTAL
CAPITAL RATIO

Total Assets (In Thousands)



\$2.26 BILLION
TOTAL ASSETS

**\$494.8
MILLION**
LOAN GROWTH



**\$1.83
BILLION**
TOTAL
DEPOSITS

2024 FINANCIAL PERFORMANCE

As of and for the Years Ended December 31 (In thousands)

PERIOD-END BALANCE SHEET DATA:	2024	2023
Cash and cash equivalents	\$ 267,814	\$ 271,992
Securities available-for-sale	69,708	57,919
Securities held-to-maturity	26,740	18,903
Loans held for sale	498,227	213,032
Loans held for investment	1,312,293	1,102,724
Allowance for credit losses	(20,600)	(17,704)
Total assets	2,260,380	1,752,192
Noninterest-bearing deposits	393,720	297,637
Interest-bearing deposits	1,434,905	1,138,563
Total deposits	1,828,625	1,436,200
Borrowings	211,888	111,642
Total shareholders' equity	155,528	145,689

STATEMENT OF OPERATIONS DATA:	2024	2023
Interest income	\$ 130,412	\$ 107,519
Interest expense	58,728	41,255
Net interest income	71,684	66,264
Provision for credit losses	8,321	1,689
Noninterest income	6,246	4,431
Salaries and employee benefits	36,719	32,199
Occupancy	8,572	6,628
Other noninterest expenses	13,033	11,564
Total noninterest expenses	58,324	50,391
Income tax expense	2,829	4,715
Net income	8,456	13,900

BANK CAPITAL RATIOS	2024	2023
Leverage ratio	8.2%	9.6%
Common equity tier 1 capital ratio	10.0%	11.1%
Tier 1 capital ratio	10.0%	11.1%
Total capital ratio	11.2%	12.4%



DRIVING GROWTH THROUGH INNOVATION

One of the standout achievements of 2024 has been the remarkable growth in our Treasury Services Solutions (TSS) line. Offering comprehensive corporate payments and treasury services, we successfully support our clients across a diverse set of industries and geographies. The expansion of this division has strengthened our market presence and significantly contributed to GBC's financial performance.

Building a New Merchant Acquiring Line of Business

In addition to our success in the Treasury Services Solutions business, 2024 saw the establishment of a new merchant acquiring product capability. This strategic initiative has enabled us to diversify our service offerings and tap into new revenue streams. GBC can now support the payment processing and merchant acquiring needs of businesses of all sizes.

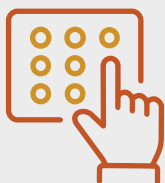
TSS Key Highlights

 **\$250 MILLION**
IN NEW DEPOSITS

\$1 MILLION
ANNUAL RECURRING
FEE REVENUE



\$9.8 BILLION
ACH TRANSACTION
ACTIVITY



 **100** NEW CLIENT
ACCOUNTS

10 STATES
GEOGRAPHICALLY
DIVERSE CLIENTELE



DRIVING GROWTH THROUGH INNOVATION



Team Members from Compliance, Credit, Deposit Operations, Finance, IT, and Treasury Services Solution

Cross-Functional Teamwork

Our achievements this year would not have been possible without the exceptional teamwork demonstrated by our cross-functional teams. The collaboration between multiple departments has been instrumental in meeting the needs of our new client base. A culture of teamwork has allowed us to deliver new capabilities to a growing client base, ensuring client satisfaction and fostering long-term relationships.

Looking Ahead

We remain committed to innovation, expertise, and client satisfaction. The achievements of our Treasury Services Solutions team in 2024 have set a strong foundation for continued growth and success.

Excitement about the future drives us to build on this year's accomplishments, aiming to drive further progress and deliver value to our shareholders.



DRIVING GROWTH THROUGH SERVICE



– THE GBC WAY – Our Service Commitment

*I commit to providing you
the best-in-class customer service
with the expertise of my team.*

*I commit to understanding your
needs and focusing on the best
solutions for you and
your business.*

*I commit to being accessible
and responding with a sense
of urgency.*

In the rapidly evolving financial landscape, customer service excellence is not just a nice-to-have; it's a strategic imperative. For Georgia Banking Company, prioritizing exceptional customer service is a game changer, driving growth, loyalty, and long-term success. Recognized as the "Bank of Choice" by businesses and individuals across metro Atlanta, our commitment to service excellence has earned us the prestigious title of Best-In-Class Customer Service among our peer groups nationwide.*

What began as a customer experience (CX) improvement initiative has evolved into a transformative culture shift at GBC, driving measurable growth and innovation. GBC's service standards are now integral to the organizational culture, encouraging employees to champion customers actively and raising the overall service quality. Exceptional deposit growth, substantial asset growth, and a strengthened market position are just a few of the benefits. GBC's CX improvements have driven growth in both commercial and consumer banking markets, resulting in a larger customer base with more comprehensive services.

With a clear focus on disciplined service, data-driven decision-making, and an unwavering commitment to the customer experience, GBC has set a new standard for community banks.

When customers know they can rely on GBC for prompt, courteous, and effective service, they are more likely to remain loyal. This loyalty translates into long-term relationships, which are more profitable and stable than constantly seeking new customers.

*Based on CSP data collected from financial institutions in the \$1 - \$5 billion asset class during 2024.

IMPROVED CUSTOMER ENGAGEMENT

Services per customer increased significantly from 2022 to 2024, with a **23.3% GROWTH** in consumer services and a **36.5% GROWTH** in commercial services.

MAKE IT HAPPEN

Our Make It Happen! recognition program celebrates team members who exemplify service excellence, reinforcing a culture that values accountability and client-centric service.



SHAN TYSON
Asst. Branch Manager/Griffin



LAURA FINNEY
VP/Controller



BRUCE KISER
Sr. Systems Engineer

DRIVING GROWTH THROUGH COMMUNITY

GBC is deeply committed to community involvement through our GBC Cares initiative. The program encourages employees to actively participate in their communities by providing two hours of paid community service per month. Our team members have engaged in various activities, including tutoring and mentoring at local schools, participating in environmental sustainability projects, and supporting community events such as blood drives and food banks. Our commitment to service enhances our corporate culture and strengthens our ties with the markets we serve.



One of our proudest achievements this year has been our scholarship programs. Through partnerships with organizations such as the Georgia Student Scholarship Organization (GASSO), Georgia Gwinnett College (GGC), and Gwinnett Tech, we have funded facilities, educational resources, and scholarships. These efforts enhance the opportunities for students, fostering an environment where they can thrive academically and personally. By alleviating the financial burden of higher education, these scholarships empower the next generation of leaders to pursue their dreams and make meaningful contributions to society.

We extend our gratitude to Bonnie Reid for leading these initiatives. Bonnie's dedication and leadership have been instrumental in driving our community-focused efforts and ensuring their success. As Bonnie aptly put it, "Our commitment to community growth and development is unwavering. By investing in education and financial literacy, we are not only empowering individuals but also strengthening the foundation of our community."



BONNIE REID
Chief Compliance
Officer

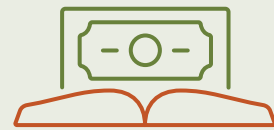
As we reflect on the past year, we are proud of the positive impact we have made through these initiatives. Our dedication to community growth and development remains unwavering, and we look forward to continuing our efforts in the years to come.



2,200
VOLUNTEER
HOURS



84
ORGANIZATIONS



1,000
JUNIOR ACHIEVEMENT
STUDENTS IMPACTED
by Our Financial
Literacy Program



\$284,125
AWARDED
TO STUDENTS ACROSS
OUR FOOTPRINT



CORPORATE LEADERSHIP

Executive Management



BARTOW MORGAN, JR.
Chief Executive Officer



RICHARD FAIREY
President & Chief Operating Officer



ROB COCHRAN
Chief Financial Officer



DAVID BLACK
Chief Commercial Officer



J. CRAIG ADDISON
Chief Human Resources Officer



WES REAGAN
Chief Risk Officer/
Chief Credit Officer

Board of Directors



JIM LIENTZ,
CHAIRMAN
Partner, Safe Harbor Consulting



ART ANTON
Former Chairman & Chief Executive Officer of Swagelok Company



ROSS ARNOLD
President, Quest Capital Corporation
Chairman, Norcom, Inc.



SARAH BORDERS
Retired Partner, King & Spalding



MIKE CLARKE
Senior Portfolio Advisor, FJ Capital



JIM DEUTSCH
Partner, Patriot Financial Partners



DAVID FISHER
Executive Managing Director, Cresset Capital



LITT GLOVER
President & Chief Executive Officer, Batson-Cook Development Company



RYAN GLOVER
Chairman & Co-Founder, Greenwood, LLC



ELLIOTT MILLER
Former President & Chief Executive Officer, Georgia Banking Company



BARTOW MORGAN, JR.
Chief Executive Officer, Georgia Banking Company



SUNNY PARK
President, Global Sun Investments, Inc.



LEE TUCKER
Founding Partner, Mahaffey Pickens Tucker, LLP

LOCATIONS



1. ALPHARETTA

5225 Windward Parkway
Alpharetta, GA 30004

LOBBY HOURS

Mon – Fri (9:00 am – 4:00 pm)

DRIVE THRU HOURS

Mon – Fri (9:00 am – 4:00 pm)



2. BUCKHEAD

1776 Peachtree Street NW, Suite 150
Atlanta, GA 30309

LOBBY HOURS

Mon – Fri (9:00 am – 4:00 pm)

WALK UP VTM HOURS*

Mon – Fri (8:00 am – 5:00 pm)



3. DULUTH

6340 Sugarloaf Parkway, Suite 100
Duluth, GA 30097

LOBBY HOURS

Mon – Fri (9:00 am – 4:00 pm)

DRIVE THRU HOURS

Mon – Fri (8:00 am – 5:00 pm)



4. GARDEN HILLS

2827 Peachtree Road NW
Atlanta, GA 30305

LOBBY HOURS

Mon – Fri (9:00 am – 4:00 pm)

DRIVE THRU HOURS

Mon – Fri (8:00 am – 5:00 pm)



5. GRIFFIN

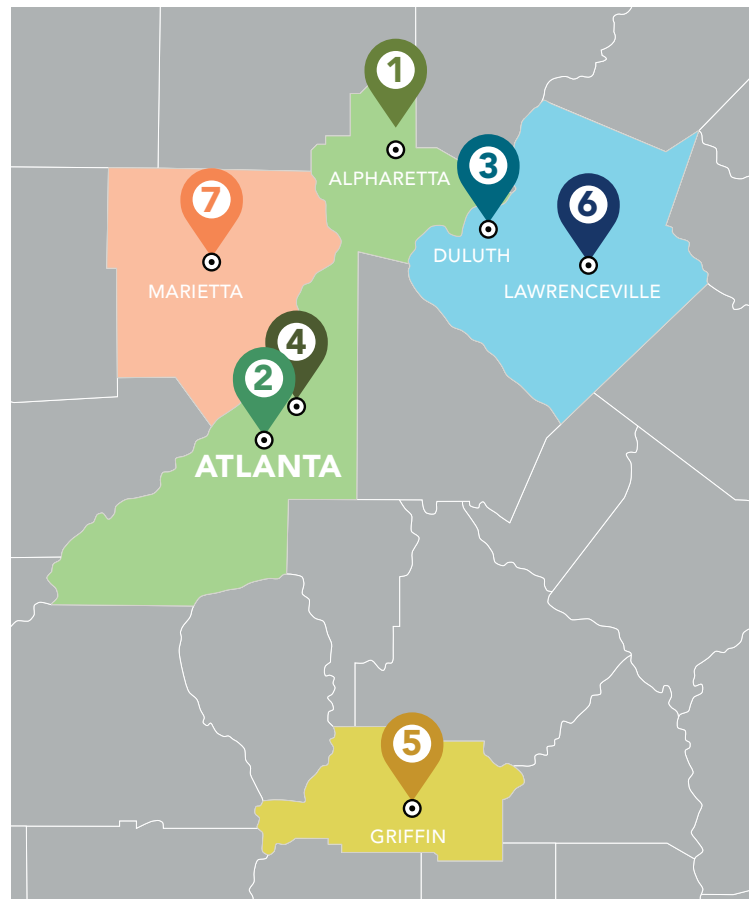
1624 North Expressway
Griffin, GA 30223

LOBBY HOURS

Mon – Fri (9:00 am – 4:00 pm)

DRIVE THRU HOURS

Mon – Fri (9:00 am – 4:00 pm)



6. LAWRENCEVILLE

690 Collins Hill Road
Lawrenceville, GA 30046

LOBBY HOURS

Mon – Fri (9:00 am – 4:00 pm)

DRIVE THRU HOURS

Mon – Fri (8:00 am – 5:00 pm)



7. MARIETTA

4895 Lower Roswell Road
Marietta, GA 30068

LOBBY HOURS

Mon – Fri (9:00 am – 4:00 pm)

DRIVE THRU HOURS

Mon – Fri (8:00 am – 5:00 pm)

*Virtual Teller Machine

All locations have 24/7 access to on-site Night Drop and ATM.





NMLS ID #418473



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