

Fort Wayne Market Update

Eric Ottinger
Senior Vice President

Retail Branch Expansion Timeline



Dupont – June 1999



Illinois Road – October 2000



Indiana
Capital
2003



West Jefferson – August 2007

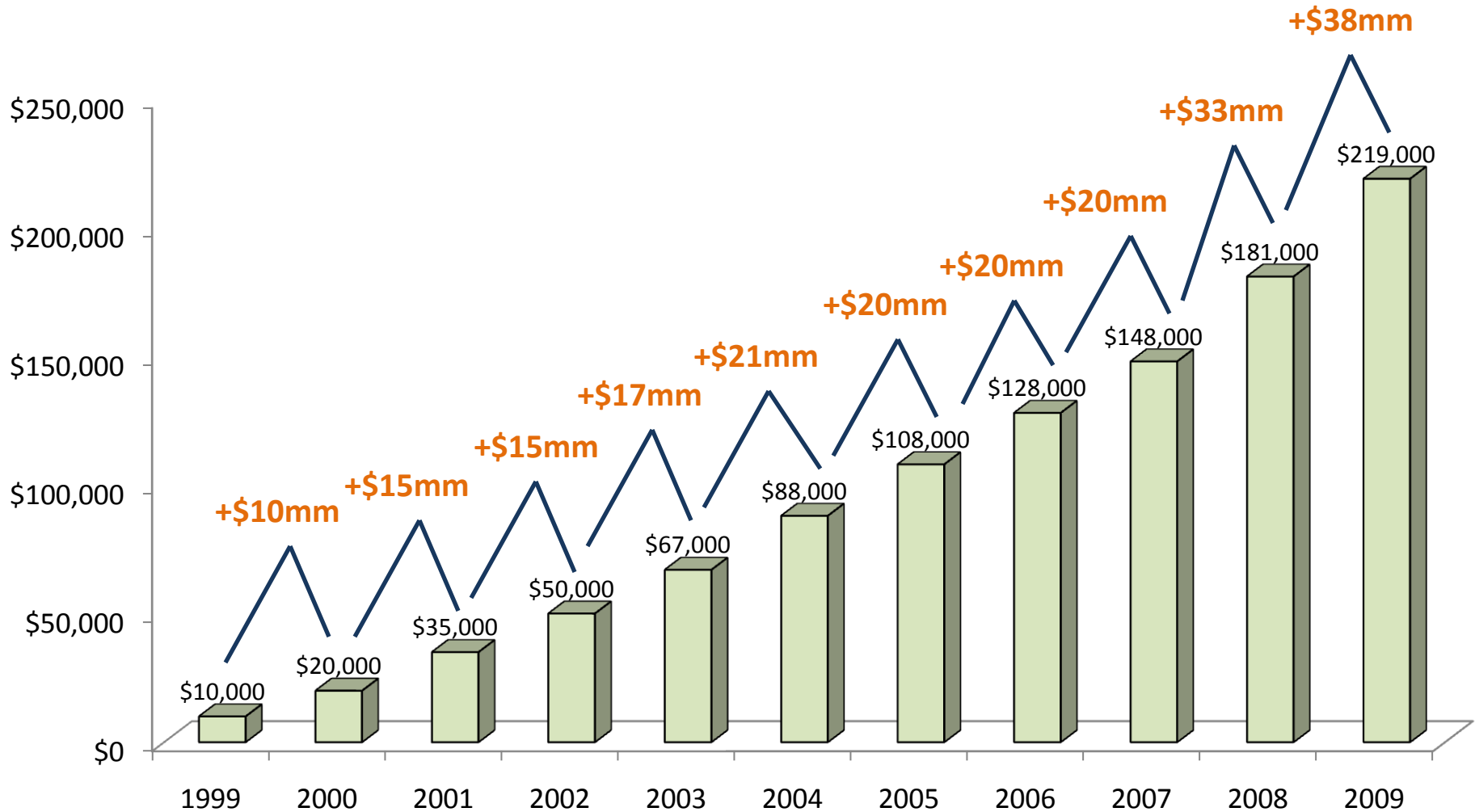


Maysville Road – September 2001

Fort Wayne Statistics

| Then (June 1999) | Now (April 2010) |
|---|--|
| 1 Branch ➤ Dupont (1999) | 4 Branches ➤ Dupont (June 1999) ➤ Illinois Road (October 2000) ➤ Maysville Rd (September 2001) ➤ West Jefferson (August 2007) |
| 3 Departments & 4 Bank Officers ➤ Retail/1 officer ➤ Commercial/2 officers ➤ Mortgage/1 officer | 7 Departments & 24 Bank Officers ➤ Retail/5 officers ➤ Commercial/8 officers ➤ Mortgage/1 officer ➤ Brokerage/1 officer ➤ Wealth Advisory Group/7 officers ➤ Private Banking/1 officer ➤ Corporate & Institutional/1 officer |
| 8 Total Employees | 46 Total Employees |
| 0 Demand & 0 Time Deposit Accounts | 4,400 Demand & 1,860 Time Deposit Accounts |
| \$0 deposits per branch | \$55 million deposits per branch (2nd highest average in Allen County) |
| <5 Commercial Loan Customers | 608 Commercial Loan Customers |

Then and Now Deposits



Greater Fort Wayne Business Weekly: We're #1!

Banking & Finance

■ InFocus ■

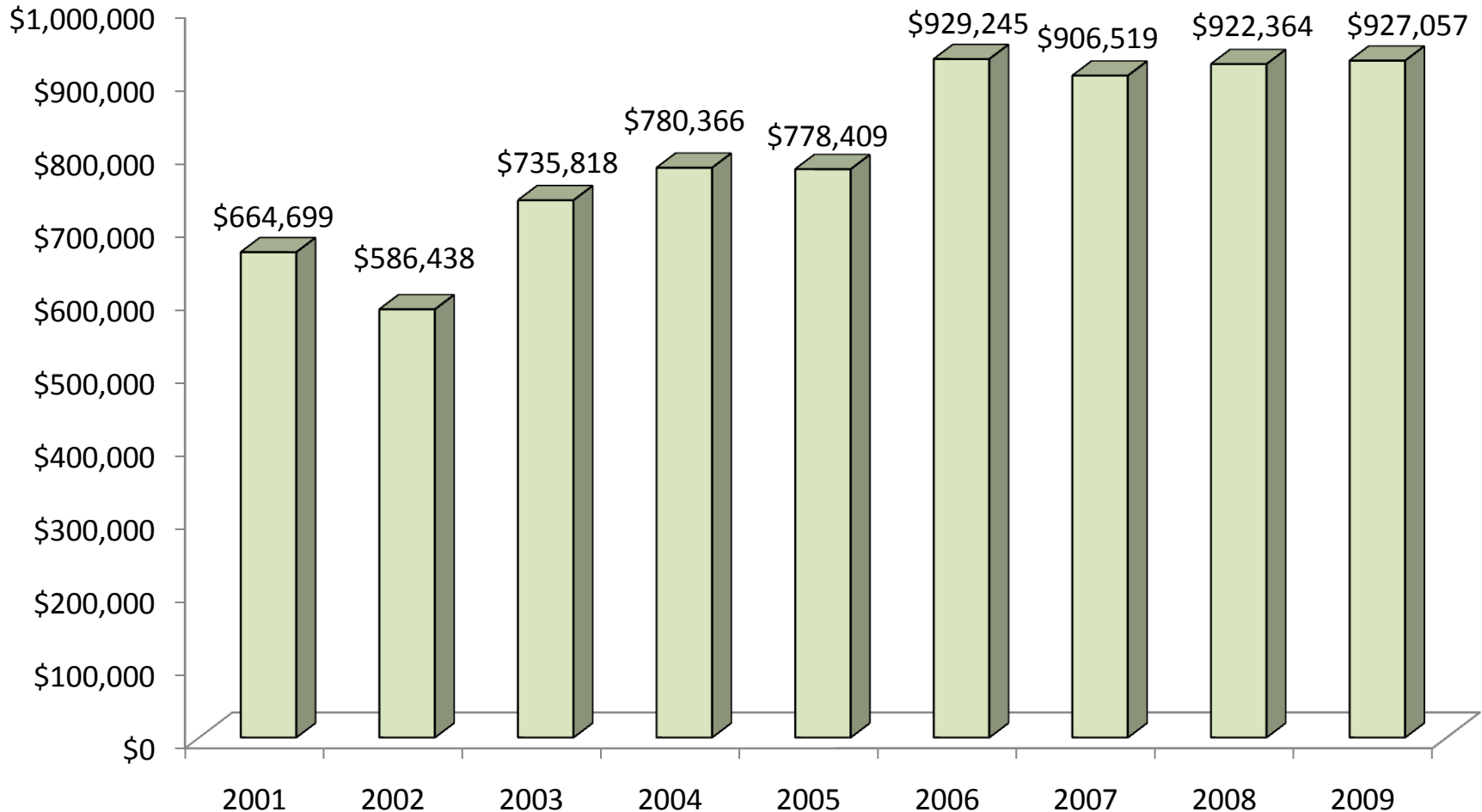
November 6-12, 2009 ■ GREATER FORT WAYNE Business Weekly

www.fwbusiness.com 9

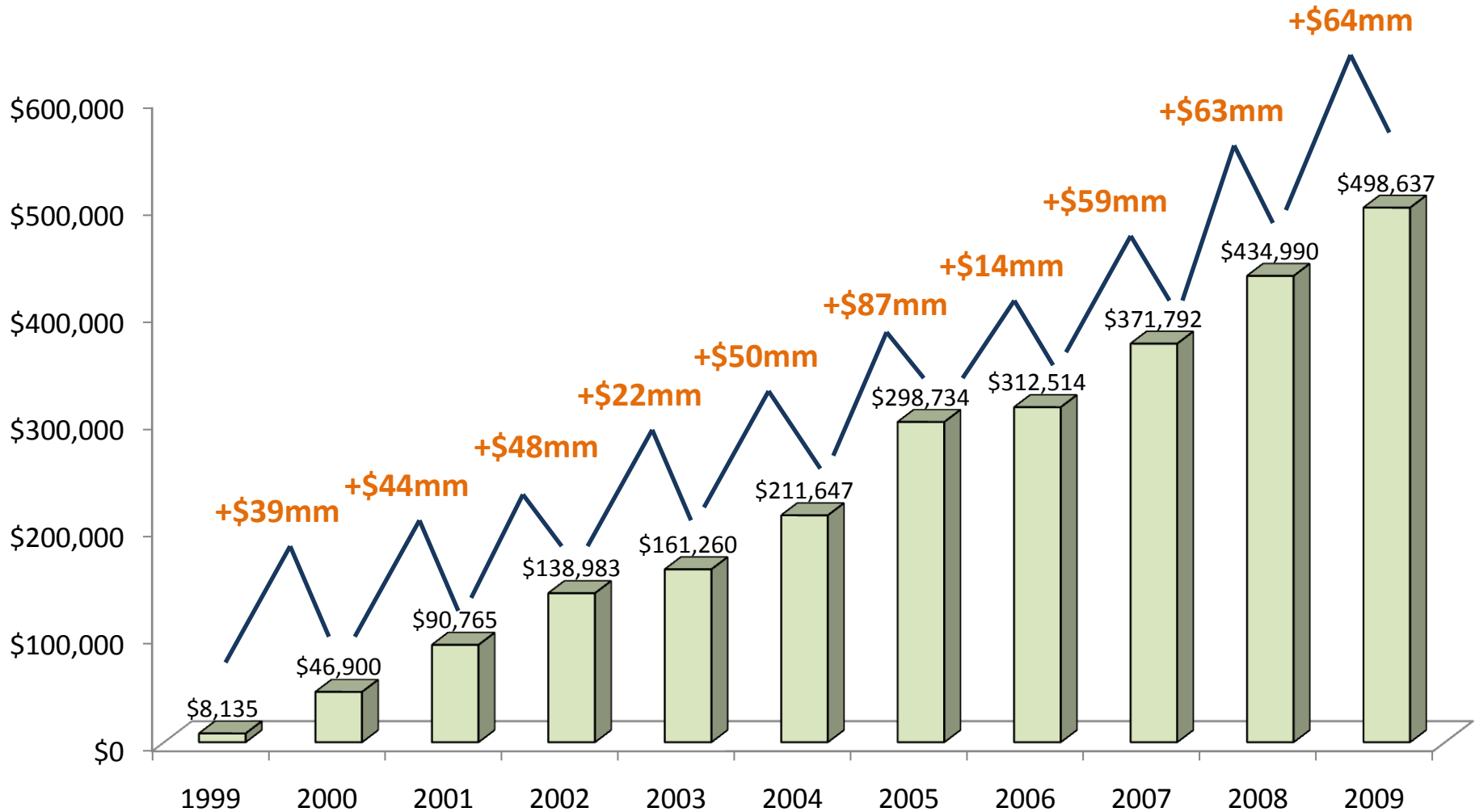
Steady growth leads Lake City Bank to No. 1

It has the largest market share by deposits in BW's coverage area, according to FDIC data

Wealth Advisory Group



Then and Now Commercial Loans



Medical



Cohen & Associates



ONE



Dupont Veterinary
Clinic

Manufacturing



Gladieux Trading and Marketing Co., LP

Wholesale & Service



Classic Products Corporation



Current Mechanical, Inc.

Retail



Rustic Hutch



Shindigz

Keys to Success

Core Values

- Honesty
- **Customer Service**
- Profitability
- Community Service
- Professional Development
- Stewardship
- Independence

- **Dedicated Staff**
- **Experienced Team**
- **Full services delivered local**

Keys to Success

Core Values

- Honesty
- Customer Service
- Profitability
- **Community Service**
- Professional Development
- **Stewardship**
- Independence
- **Board Involvement**
- **Community Involvement**
- **Community Reinvestment Act focus**

Keys to Success

Core Values

- Honesty
- Customer Service
- Profitability
- Community Service
- **Professional Development**
- Stewardship
- Independence

Internal:

- Lake City University

External:

- Risk Management Association (RMA)
- Indiana Bankers Association (IBA)
- American Bankers Association (ABA)

Success Factor Summary

- **Support and direction provided by Board of Directors**
- **Presence and leadership of Senior Management**
- **Ability to attract and retain experienced bankers**
- **Great product and service offerings**
- **Strong alliance with centers of influence**
- **Quality and diversification of client base**



Lakeland Financial Corporation | Lake City Bank

Thank you for

"Our business model is more relevant than ever."

Annual Report

2009

your support!