

Welcome Shareholders

January 18, 2024

F&M TRUST

Franklin Financial
Services Corporation

Forward Looking Statements

Certain statements appearing herein which are not historical in nature are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements refer to a future period or periods, reflecting management's current views as to likely future developments, and use words "may," "will," "expect," "believe," "estimate," "anticipate," or similar terms. Because forward-looking statements involve certain risks, uncertainties and other factors over which Franklin Financial Services Corporation has no direct control, actual results could differ materially from those contemplated in such statements. These factors include (but are not limited to) the following: general economic conditions particularly with regard to the negative impact of severe, wide-ranging and continuing disruptions caused by the spread of the coronavirus COVID-19 pandemic and responses thereto, changes in interest rates, changes in the Corporation's cost of funds, changes in government monetary policy, changes in government regulation and taxation of financial institutions, changes in the rate of inflation, changes in technology, the intensification of competition within the Corporation's market area, and other similar factors.

We caution readers not to place undue reliance on these forward-looking statements. They only reflect management's analysis as of this date. The Corporation does not revise or update these forward-looking statements to reflect events or changed circumstances. Please carefully review the risk factors described in other documents the Corporation files from time to time with the SEC, including the Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and any Current Reports on Form 8-K.

Welcome & Introductions

Warren Elliott, Chairman of the Board

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Franklin Financial Services Corporation

Board of Directors



Warren Elliott
Chairman of the Board



Skip Jennings
Vice Chairman of the Board



Tim Henry
President & CEO

Board of Directors



Marty Brown



Kevin Craig



Greg Duffey

Board of Directors



Dan Fisher



Stanley Kerlin

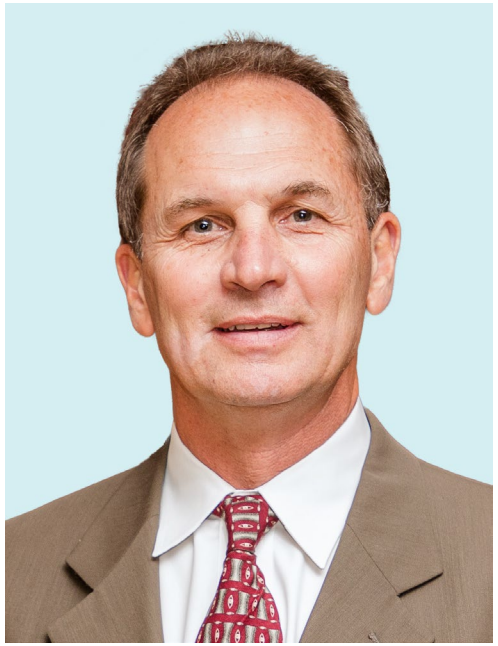


Don Mowery

Board of Directors



Kim Rzomp



Greg Snook

Agenda

- Stock Performance
- Bank Highlights
- Questions
- Closing Comments
- Tour of Corporate Headquarters *(Optional)*

Company Highlights

Tim Henry, President & CEO

Chad Carroll, Executive VP & COO

Mark Hollar, Executive VP & CFO

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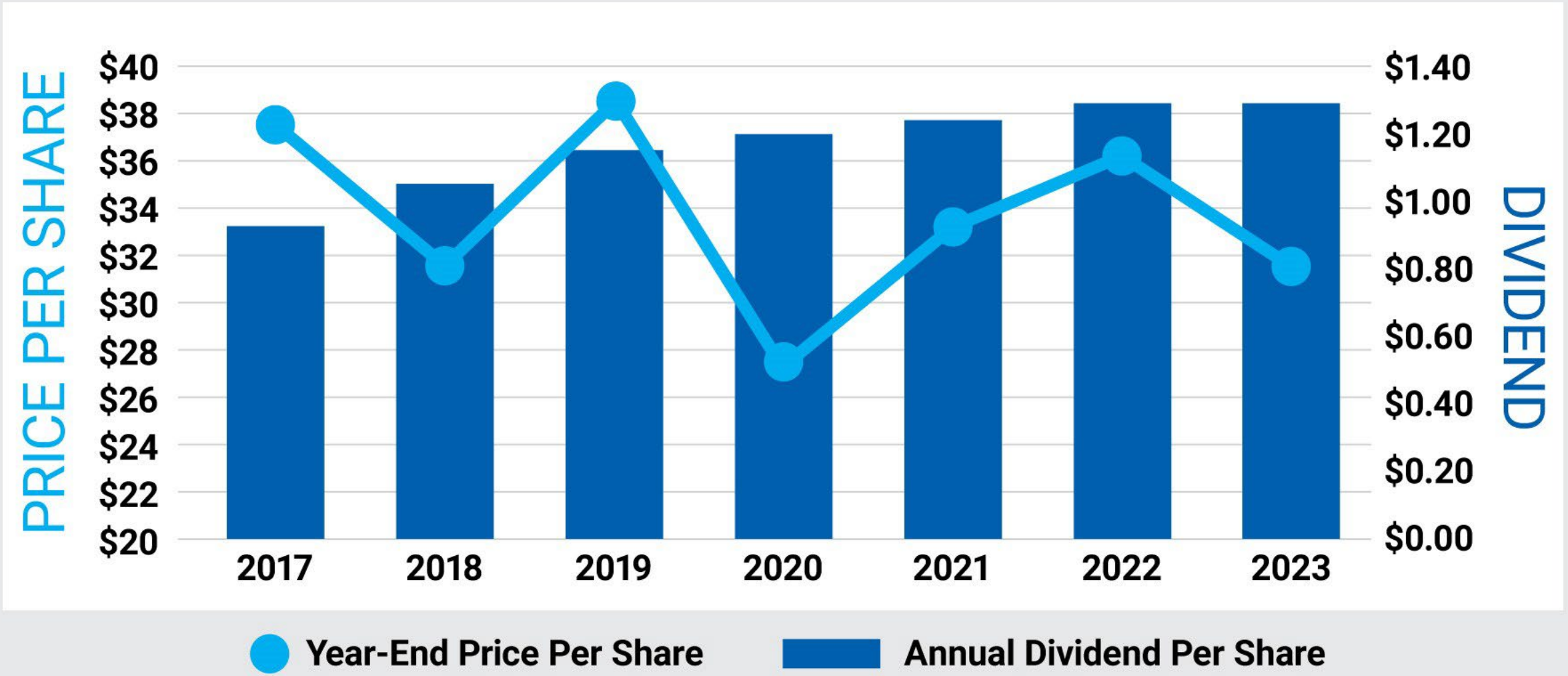
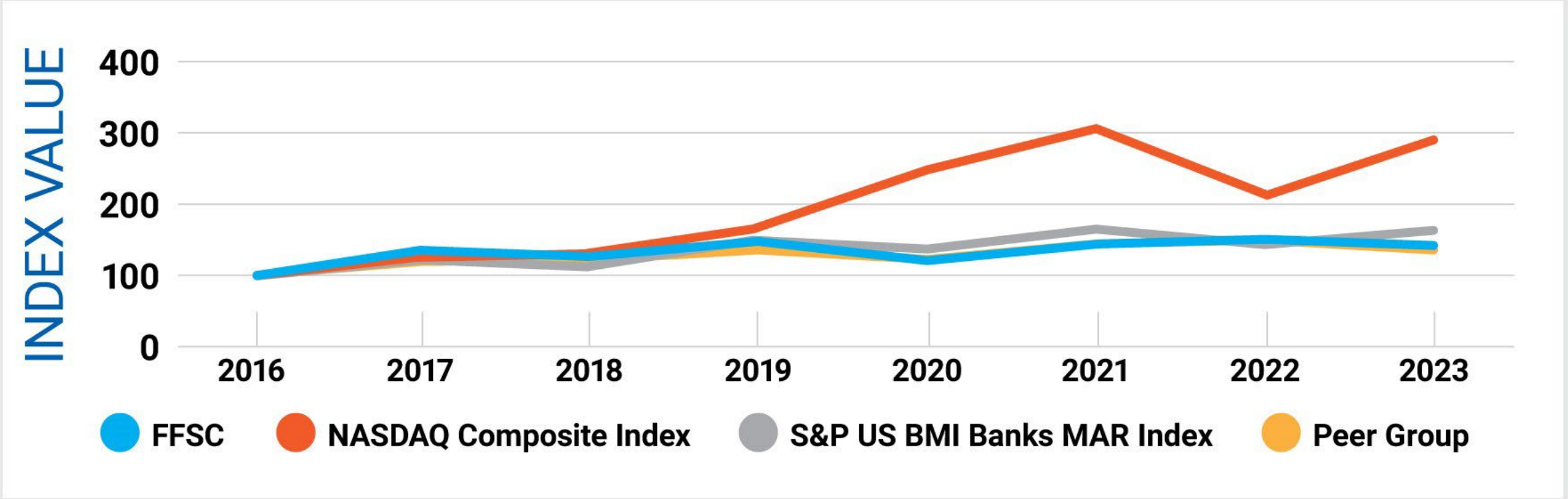
Franklin Financial Services Corporation

Stock Price and Dividend



Total Return Performance



INDEX	12.31.16	12.31.17	12.31.18	12.31.19	12.31.20	12.31.21	12.31.22	12.31.23
Franklin Financial Services Corporation	100.00	134.41	116.78	148.08	107.96	137.67	156.24	142.51
NASDAQ Composite Index	100.00	129.64	125.96	172.18	249.51	304.85	205.66	297.47
S&P US BMI Banks Mid-Atlantic Region Index	100.00	122.56	104.72	148.90	134.59	169.99	143.57	174.07
Peer Group (Mid-Atlantic Banks with assets between $1B-$2B as of 9.30.23)	100.00	117.85	116.87	134.93	108.49	140.16	142.48	140.77

Source: S&P Global Market Intelligence ©2024

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(800) 368-5948 or www.computershare.com

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Franklin Financial Services Corporation



Amanda Ducey

Corporate Secretary

(717) 261-3553

amanda.ducey@f-mtrust.com



Zoe Clayton

Assistant Corporate Secretary

(717) 261-3551

zoe.clayton@f-mtrust.com

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Franklin Financial Services Corporation

Company Highlights

- Senior Management Introductions
- Innovation and Technology
- Market Area Expansion
- Customer Services
- Community Investments

Senior Management



Tim Henry
President & CEO

Senior Management



Chad Carroll
Executive Vice President
Chief Operating Officer



Mark Hollar
Executive Vice President
Chief Financial Officer
& Treasurer



Lorie Heckman
Senior Vice President
Chief Risk Officer

Senior Management



Steve Butz
Senior Vice President
Chief Commercial Services Officer



Scott Ehrig, CFP, CIMA
Senior Vice President
Chief Wealth Management Officer



Lou Giustini
Senior Vice President
Chief Retail Services Officer

Senior Management



Karen Carmack, DM
Senior Vice President
Chief Human Resources Officer



Dave Long
Senior Vice President
Chief Technology Officer



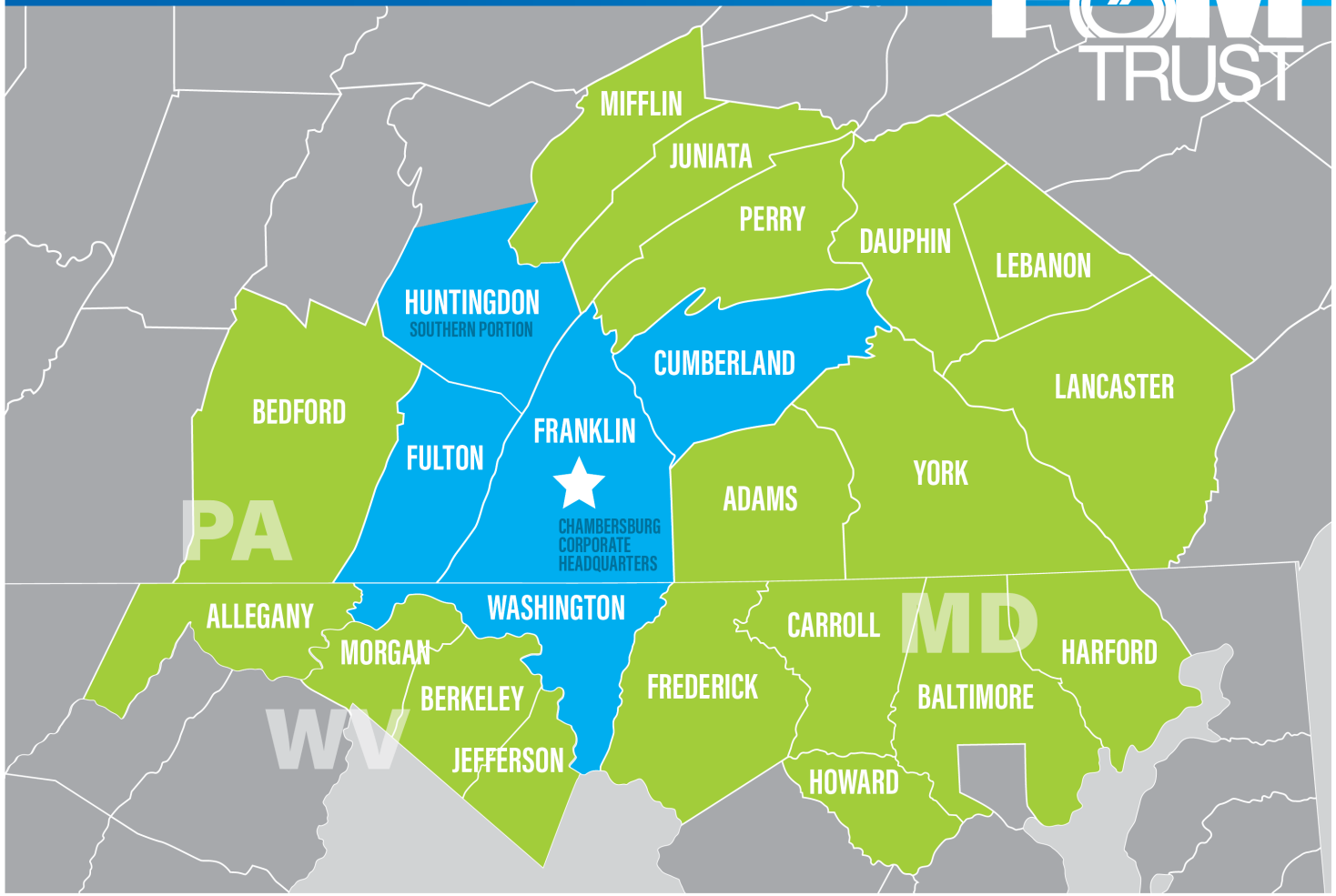
Matt Weaver
Senior Vice President
Chief Marketing Officer

Innovation and Technology



- Salesforce
- Data Analytics
- ATMs / ITMs
- Bots

MARKET AREA EXPANSION



Customer Services



- Treasury Management
- Community Champions
- Wealth Management

Community Investments



- More than **250 employees** participated in the bank's annual Banktoberfest event
- More than **500 trees and shrubs** were planted on **3 acres** of Shippensburg farmland
- Water quality increased and pollution was reduced for **18 million people** and **3,000 species of animals** across **64,000 square miles** of the Chesapeake Bay watershed

Community Investments



- F&M Trust donates more than **$500,000** annually, including more than **$100,000** for scholarships
- Employees contribute more than **1,500** annual volunteer hours to community groups
- Employees hold positions of leadership and serve on boards of directors for dozens of local organizations and nonprofit agencies

Questions

Tim Henry, President & CEO

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Closing Comments

Skip Jennings, Vice Chairman of the Board

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Closing Comments

F&M Trust – 22 Years

- What hasn't changed
- What has changed
- Where are we going?
- How do we get there?

Franklin Financial Services Corporation

Annual Meeting

Tuesday, April 23, 2024

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Thank You

(Tours available following the presentation)

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Franklin Financial
Services Corporation

Stock Symbol: **FRAF** (*Nasdaq*)

www.franklinfin.com

www.fmtrust.bank

