



Dear Peoples Bank Customer,

Advantages are growing for you! We are excited to announce that Advia Credit Union is purchasing the assets and assuming the liabilities of Peoples Bank. We'd like to take this opportunity to welcome you as a new member of Advia, positioned within the top 3% of credit unions in terms of asset strength nationally.

We are committed to providing quick and easy access to solutions that will maximize the financial value provided to you. Advia is equally dedicated to advancing lives in our communities and plays an integral part in the southern Wisconsin community through outreach, volunteerism, and financial literacy education.

While this letter serves to officially notify you about the purchase and acquisition as well as a change in deposit insurance coverage, we are including a special insert that will help you navigate all immediate questions you might have about this transition. You are also encouraged to contact us with any additional questions by phone or email.

Purchase & Acquisition Date

The purchase transaction (or "acquisition") is scheduled to be completed on or before September 1, 2017, pending regulatory approvals of the Federal Deposit Insurance Corporation ("FDIC") and National Credit Union Administration ("NCUA"). Upon the completion of the purchase transaction, when Advia Credit Union purchases and assumes all of Peoples Bank's loans and deposits, all customers of the bank will automatically become members of Advia Credit Union. For Peoples Bank customers who do not have at least \$5 in a deposit account with the bank, Advia Credit Union will fund a \$5 share account as required for membership. There will be no additional changes in your account structure or servicing until we combine and integrate our systems ("core systems integration") – planned for early 2018. You will be provided a minimum of thirty (30) days prior notice of any scheduled account changes.

Deposit Insurance (FDIC and NCUA)

Peoples Bank is required by 12 CFR 307.3 to inform you that the insured status of Peoples Bank, under the provisions of the Federal Deposit Insurance Act, will terminate after completion of the purchase transaction with Advia Credit Union. Insured deposits in Peoples Bank will continue to be insured by the FDIC, to the extent provided by law, until Peoples Bank's insured status is terminated ("termination date"). Peoples Bank will not accept, and the FDIC will not insure, any new deposits or additions to existing deposits made by you after the termination date. Please contact Peoples Bank's main office located at 837 North Wisconsin Street; Elkhorn, WI 53121, or call 262.723.4200, if additional information is needed regarding this portion of this notice or the insured status of your account(s).

After the termination date, your deposits will be insured by the National Credit Union Share Insurance Fund ("NCUSIF") and not by the FDIC. All of your current deposits **will continue to be federally insured** up to \$250,000 for each account category through the NCUA who administers the NCUSIF. We have included a chart comparing FDIC and NCUA insurance coverage with this letter.

No Interruption in Service

All Peoples Bank locations will remain open to continue serving you during normal business hours. In addition, all bank ATMs will remain available, and you will continue to have access to property in your safe deposit box. Employees you know from the bank will continue to serve you as employees of Advia Credit Union. Please see our special insert to answer any additional questions you might have about your account access.

Watch for additional information from us as we look to provide you a seamless transition to becoming a member of Advia Credit Union. We look forward to continuing to serve you.

Sincerely,

A handwritten signature in black ink that reads "Thomas A. Oehler".

Thomas A. Oehler
Peoples Bank
President & CEO

A handwritten signature in black ink that reads "Cheryl A. DeBoer".

Cheryl DeBoer
Advia Credit Union
President & CEO

Advantages are Growing

News about our acquisition plans – and the value it brings for you.

We are very excited to announce that membership with Advia Credit Union provides you with great value. Our combined team will offer you a greater variety of financial solutions, innovative access to your accounts, and competitive savings and loan rates – both for commercial and consumer relationships. We will be able to ultimately serve you in more ways, and in ways that also enhance our commitment to our local communities.

We understand that you may have some additional questions related to what it's all about ... so we're providing answers to some of these questions. Please review these helpful Q&A's and let us know if you have others we can help answer.

About the Acquisition

Why is Peoples Bank being acquired by Advia Credit Union?

This acquisition provides us greater ability to operate with efficiency to be able to give back to our clients in the form of better technology, innovative services and with great deposit and loan rates.

What size is Advia Credit Union and where are they located?

Advia Credit Union is headquartered in Parchment, Michigan. They hold a community-based membership with over 134,000 members. Their assets are nearly \$1.4 Billion and they operate with twenty-four (24) branches throughout Southern Wisconsin (Beloit, Janesville, Williams Bay, and Waukesha), Northern Illinois (Rockton) and Michigan. Currently membership is open to anyone living and working in Dane, Green, Jefferson, Milwaukee, Rock, Walworth and Waukesha counties in Wisconsin, Winnebago County in Illinois, and the entire lower peninsula of Michigan. Advia anticipates adding the additional counties of Kenosha and Racine as a result of this acquisition.

About the People

Will there be changes to your staff?

This acquisition will not result in the closing of any Peoples Bank branches or changes to the service team that you know. Further, it provides us with opportunity to add new positions as our financial services and locations continue to grow.

Who will be the President/CEO?

Cheryl A. DeBoer is the President & CEO of Advia CU.

About the Future

Where will the headquarters be of the credit union?

The headquarters of our credit union will be in Parchment, Michigan (Advia CU's current headquarters). We will maintain a strong local and community focus in each area where we have branch locations.

When will I see signage begin to change at branch locations?

Branch signage will change following official regulatory approvals and completion of the acquisition, anticipated on September 1, 2017.

Are you planning to close any branch locations?

We do not have any plans to close branches. We continually monitor the performance of each branch location to the needs of our membership. Our branches will grow to twenty-eight (28), with twelve (12) in Southwest Michigan, four (4) branches in Port Huron area (East Michigan), two (2) in Southeast MI, nine (9) in Wisconsin and one (1) in Illinois. Another full-service location is also being planned for Madison, Wisconsin.

About My Accounts

What's the benefit to me related to this acquisition?

You will experience great rewards in the form of competitive rates and easy access tools to financial services. Large credit unions are equipped to provide greater member return, and enhanced delivery channels such as online services. Large credit unions are also able to provide additional career opportunities to employees. Advia's strength provides the size, resources and commitment necessary to competitively meet the financial needs of our consumer, commercial, agricultural, municipal and non-profit customers now and in the foreseeable future.

Will my account number change?

It's anticipated to be in early 2018 that we will complete our core systems integration, which may require a slight change to account number structures. We will work to minimize any changes made to accounts, including your account number. We understand that this type of change may cause disruption, so our commitment will be to make any transition needed in the future such that you experience no hiccups in accessing your account information.

How will this affect my rates and service charges/fees?

When our core systems integration is complete, we will review all services provided to members, including service charges, to make sure that we provide consistent, low cost access to the most innovative financial services you're requesting. To review Advia Credit Union's current service pricing information, please visit <https://www.adviacu.org/disclosures/>.

Will my deposits continue to be federally insured?

Advia Credit Union is insured by the NCUA (National Credit Union Administration) through the NCUSIF (National Credit Union Share Insurance Fund). Your deposits will continue to be federally insured to the maximum amount available – currently to at least \$250,000 per depositor, and backed by the full faith and credit of the United States Government. Please see a helpful comparison guide at the end of the document for reviewing differences between NCUA and FDIC insurance.

Will I be able to access my account at new branches?

Immediately following our acquisition, you will have access to all branch locations and ATM networking as you do currently. Limited account access may be available at other Advia CU locations until our core systems integration is complete (planned for early 2018). Following our core systems integration, in addition to enjoying access at all Advia CU branch locations, you will also be able to access your account at our Co-Op Network of over 30,000 Surcharge-Free ATMs, and select Credit Union Family Service Center locations nationwide.

Will I still be able to use my current checks?

Yes, you will continue to be able to use your current checks following our acquisition. At the time of our core systems integration, if new checks are necessary, a complimentary box will be provided to you.

Will I still be able to use my credit card?

Yes, you will continue to be able to use your current Credit Card following the purchase transaction. At some point, we will introduce a new card to you, and we will make sure you're made aware of all the many benefits of choosing the right card option.

Will I still be able to use my debit card?

Yes, you will continue to be able to use your current Debit Card following the purchase transaction. At the time of our core systems integration, we will provide you with a new card.

Will my online banking change?

Until our core systems integration is complete, you will continue to access your online banking as you do now. We are continually reviewing our electronic service options to bring you the newest technology to manage your transactions and stay connected to your account information. We will be introducing more robust features to our online and mobile banking to make it faster and more intuitive as to how you access your funds. You will be notified well in advance of any changes, new apps, and whether these changes include any new requirements in accessing your information.

When your name changes, will my direct deposit still work?

Your direct deposit will continue to work without interruption. When we complete our core systems integration, and our routing number changes, we will work with you related to the change and confirm no interruption to your electronic direct deposit or automated regular withdrawals.

How will I get to the credit union's website?

Leading up to the acquisition, continue to visit Peoples Bank online at www.peoplesbankwi.com. Following our acquisition and name change, you will still be able to access us from that website address for a period of time. At some point, our official website and links to online banking will become accessible from www.adviacu.org. For updates on our acquisition plan and systems integration schedule, you may also visit www.adviacu.org/peoplesbank/

Will employee emails change?

Following the acquisition, employees will be provided new email addresses. For a time following this change, you may continue to email our staff at the current email address that you have on record.

Will employee phone numbers change?

We will notify you with anticipated changes in our contact information well in advance of any changes.

Will there be changes to your hours?

We continually review our hours of operations in all the regions where we operate to best serve our growing membership. Service hours you currently enjoy will continue uninterrupted leading up to and following the completion of our acquisition.

Will there be any changes to my account notices and statements?

At the point when we complete our core systems integration, your monthly and quarterly statements and notices may have an updated look.

How will I receive additional information about this acquisition?

We will keep our website updated regularly about the progression of our acquisition and systems integration plans. You will also receive periodic mailings and have access to updates available at all branch locations. We also send periodic emails with updates and important notices, so please take this opportunity to update your email address on file.

Who do I contact if I have additional questions?

We want to hear from you to help answer any additional questions you might have about our announcement and partnership plan. Please call Peoples Bank at 262.723.4200 (toll-free at 866.923.4200) or Advia Credit Union at 844.238.4228. You may also email us at becomingadvia@adviaacu.org.

NCUA and FDIC Insurance Compared						
Insurer	Single Account – one owner	Joint Account – more than one owner	Retirement Accounts – includes IRAs	Revocable Trust Accounts	Corporation, Partnership, and Unincorporated Association Accounts	Government Accounts
NCUA	\$250,000 per owner	\$250,000 per co-owner	\$250,000 aggregate for Roth and Traditional; \$250,000 for Keogh. All IRA coverage is separate and in addition to coverage for other credit union accounts.	\$250,000 per owner per beneficiary up to 5 beneficiaries (Coverdell Education Savings Accounts insured in this category.)	\$250,000 per corporation, partnership or unincorporated association	\$250,000 per official custodian
FDIC	\$250,000 per owner	\$250,000 per co-owner	\$250,000 per owner	\$250,000 per owner per beneficiary up to 5 beneficiaries	\$250,000 per corporation, partnership or unincorporated association	\$250,000 per official custodian

See NCUA's website at www.ncua.gov and FDIC's website at www.fdic.gov where more detailed information about share and deposit insurance can be found.

ADVIA CREDIT UNION MEMBER PRIVACY NOTICE

FACTS	WHAT DOES ADVIA CREDIT UNION DO WITH YOUR PERSONAL INFORMATION?	
Why?	Financial companies choose how they share your personal information. Federal law gives consumers the right to limit some but not all sharing. Federal law also requires us to tell you how we collect, share, and protect your personal information. Please read this notice carefully to understand what we do.	
What?	<p>The types of personal information we collect and share depend on the product or service you have with us. This information can include:</p> <ul style="list-style-type: none"> • Social Security Number • Transaction history, account balances and payment history • Credit history and credit scores <p>When you are no longer our member, we continue to share your information as described in this notice.</p>	
How?	All financial companies need to share member/customers' personal information to run their everyday business. In the section below, we list the reasons financial companies can share their customers' personal information; the reasons the credit union chooses to share; and whether you can limit this sharing.	
Reasons we can share your personal information	Does the credit union share?	Can you limit this sharing?
For our everyday business purposes – such as to process your transactions, maintain your accounts, respond to court orders and legal investigations, or report to credit bureaus	YES	NO
For our marketing purposes – to offer our products and services to you	YES	YES
For joint marketing with other financial companies	YES	YES
For our affiliates' everyday business purposes – information about your transactions and experiences	YES	YES
For our affiliates' every day business purposes – information about your credit worthiness	NO	N/A
For our affiliates to market to you	YES	YES
For Non Affiliates to market to you	YES	YES
To limit our sharing	<p>Call 844-238-4228 – our menu will prompt you with steps to reach a Member Service Specialist to help you.</p> <p>Please note: If you are a new member, we can begin sharing your information thirty (30) days from the date we sent this notice. When you are <i>no longer</i> our member, we continue to share your information as described in this notice.</p> <p>However, you can contact us at any time to limit our sharing.</p>	
Questions?	Call 844-238-4228 or go to www.adviacu.org	
Who are we		
Who is providing this notice?	Advia Credit Union	
What we do		
How does the credit union protect my personal information?	To protect your personal information from unauthorized access and use, we use security measures that comply with federal law. These measures include computer safeguards and secured files and buildings.	
How does the credit union collect my personal information?	<p>We collect your personal information, for example, when you</p> <ul style="list-style-type: none"> • Open and account or deposit money • Pay your bills or apply for a loan • Use your credit or debit card 	
Why can't I limit all sharing?	Federal law gives you the right to limit only	

	<ul style="list-style-type: none"> • Sharing for affiliates' everyday business purposes – information about your creditworthiness • Affiliates from using your information to market to you • Sharing for non-affiliates to market to you <p>State laws and individual companies may give you additional rights to limit sharing</p>
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What happens when I limit sharing for an account I hold jointly with someone else?	Your choices will apply to everyone on your account.
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Definitions

Affiliates	<p>Companies related by common ownership or control. They can be financial and nonfinancial companies.</p> <ul style="list-style-type: none"> • Advia Financial Advisors (CUNA Mutual Brokerage Services, Inc.) • Mortgage Center
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Non-affiliates	<p>Companies not already related by common ownership or control. They can be financial and nonfinancial companies (may vary regionally)</p> <ul style="list-style-type: none"> • Credit Union National Association (CUNA) • CUNA Mutual Group
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Joint marketing	A formal agreement between nonaffiliated financial companies that together market financial products or services to you
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Other important information

Please contact us with questions or concerns at our Main Office Location: 550 South Riverview; Parchment, MI 49004. Phone 844-238-4228.