

A Note From Paul Hoffmann



Summer is here, finally. July 1st marks the 28th anniversary of the founding of Monona Bank and I'm excited that our bank continues to thrive. In fact, at the end of 2018, Monona Bank was the 20th largest bank in Wisconsin out of 200 banks. Not bad for a bank that just 28 years ago was transacting business in a trailer at the bottom of Monona Drive!

I would like to thank all shareholders who have referred potential shareholders and clients to us recently. Since the Annual Shareholder meeting in April, we've seen a substantial increase of interest in Monona Bankshares stock. I've had some shareholders tell me recently that they didn't believe that their referrals of new shareholders or clients had any impact on our bank. This could not be further from the truth; I sincerely believe your referrals are truly the best thing we have as far as getting the word out about how great our bank is. As owners in Monona Bank, every referral you make to your family and friends, whether it is for a new client or potential shareholder, makes a big difference to both the bank and in turn, the value of your stock.

We do a lot of marketing to promote our bank, but we know that positive word of mouth from you means a lot more to someone in convincing them to move to or buy shares in our bank than any advertising we can do. So, keep your referrals coming!

On a related note, you may have heard recently about research showing how younger Americans are struggling to build wealth. In fact, a new Deloitte study released last month shows the average net worth of Americans aged 18 to 35 to be less than \$8,000. That is incredibly low. One thing you can do to help your millennial family members and their friends is talk to them about the importance of starting to save early. Be sure to remind them that Monona Bank offers all the latest products millennials want, including an online app that lets you deposit checks, set alerts, pay your friends, transfer money between accounts and much more using your phone.

Let them know that the sooner they can start a regular savings program, the better off their financial future can be. Remind them that investing just a \$100 a month can be life changing — after 50 years that \$60,000 total investment would conservatively be worth more than \$450,000. Just like our knowledgeable team helps our clients plan for their financial futures, you too can help the younger people in your life get started on a savings plan for their future. Refer them to one of our experienced investment or banking associates today to help them get started on a plan.

Dividend Update

Your 2019 second quarter dividend of \$0.18 per share was approved by our board. This dividend is payable on July 15, 2019 to shareholders of record as of June 18, 2019. On an annualized basis, this dividend is \$0.72 per share. For shareholders in our Dividend Reinvestment Plan (DRIP), the purchase price of additional shares is \$32.07/ share. If you are not enrolled in our DRIP, your dividend check is enclosed. **If you are not currently enrolled in our DRIP but would like to take advantage of this plan to purchase additional shares, contacts are listed on the back.**

DID YOU KNOW?

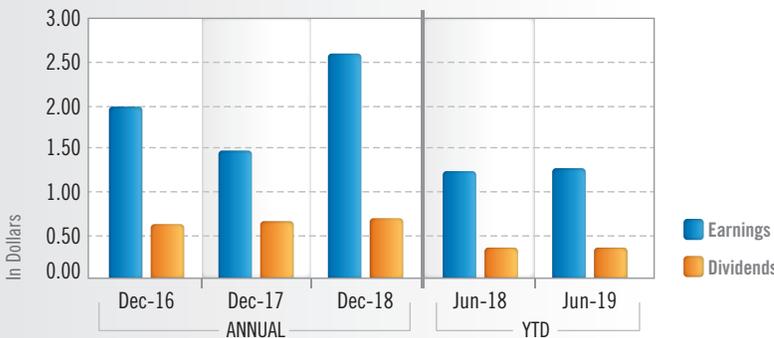
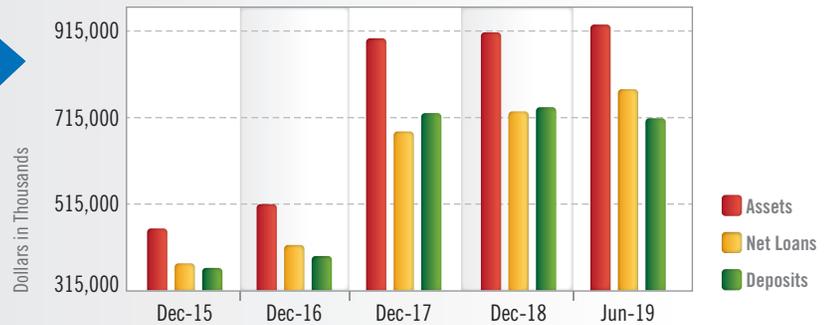
The price of purchasing a Brandy Old-Fashioned is 125.57% higher in 2019 than it was in 1991. This means a \$5 drink purchased in 1991 would cost you \$11.28 today.



WHEN WE SAY "LOCALLY-OWNED", WE MEAN IT.

ASSETS, NET LOANS AND DEPOSITS

- Assets total \$931.2 million; 8.0% in growth since Jun-18
- Net loans \$780.5 million; 10.9% in growth since Jun-18
- Deposits \$714.0 million; 3.5% growth since Jun-18
- Middleton Community Bank (MCB) transaction added \$307.0 million in total assets



PER SHARE DATA

- MCB operations included for all of 2017
- December 2017 data includes expense of \$0.46 per share related to MCB merger
- Dividend is being paid at an annualized rate of \$0.72 per share
- Total shares outstanding of 2,909,134 as of June 2019 reflects 3 for 1 stock dividend paid May 2019

BOOK VALUE PER SHARE

- Book value includes issuing 826,664 shares for the MCB transaction
- Book value has increased 17.2% since Dec-2016
- 70% of Shareholders participate in dividend reinvestment plan



Year	Total Shares Bought/Sold	High	Low
June - 2019	15,158	\$37.00	\$35.00
2018	42,136	\$36.25	\$33.75
2017	56,536	\$36.25	\$26.25
2016	42,432	\$26.25	\$23.54
2015	55,068	\$26.25	\$22.75

STOCK SALE INFORMATION

Have questions about your stock?
 Interested in buying or selling shares?
 Want to enroll in the dividend reinvestment plan (DRIP)?

PLEASE CONTACT:

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