

PIONEER

BANCORP, INC.



Community
Impact
Report

2022

Building Community

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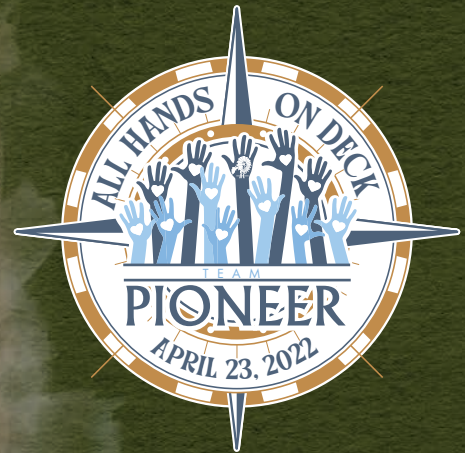
21 Transforming Our Communities One Loan at a Time



PRESIDENT'S MESSAGE



All Hands on Deck was the rallying cry for Team Pioneer in 2022. This was a year of renewed enthusiasm and growth for Pioneer Bank. After emerging from a global pandemic, the need for partnerships amongst ourselves and our communities is greater than ever. This community impact report demonstrates how a Team and a plan put into action can make a meaningful impact on the well-being of our communities. Year after year we strive toward our vision of being “The standard by which all other Community Banks measure themselves”. In 2022, we gave each of our Team Members \$100 to donate to a non-profit organization of their choosing. This allowed us to reach many different organizations and helped our Team Members cultivate relationships with organizations that are meaningful to them. Our mission of making a positive difference in the lives of those who work, bank, invest at Pioneer is something that guides us in each decision we make. This report celebrates the efforts of Team Pioneer. I am incredibly proud of how this program has grown and hope you will be inspired by the dedication of our Team.



“Individual commitment to a group effort – that is what makes a team work, a company work, a society work, a civilization work.”

— Vince Lombardi

BEYOND PROFIT: PIONEER BANK'S CONTRIBUTION TO OUR COMMUNITIES

Pioneer Bank is not only making a difference through our financial impact but also through our positive social impact. As a Community Bank, we serve the needs of individuals and small businesses within our geographic area. We firmly believe in our Mission, "To make a positive difference in the lives of those work, bank, invest at Pioneer".

We enjoy building stronger relationships between people in the community. We foster personal connections between customers,

Team Pioneer members, and local businesses. The personal touch we provide makes banking less transactional and more relational, building a sense of community and trust.

We also take pride in our involvement in community activities, and support of local events and charities. We continue to sponsor local events, youth groups, non-profits, and activities that enhance the community's social well-being. We hope this creates a ripple effect where everyone in the community feels



connected, included, and cared for. Small businesses are the backbone of our economy, and Pioneer plays an important role in providing loans and other financial services to help businesses start, grow and succeed. By supporting local businesses, we help create jobs, boost the local economy, and promote a sense of ownership and pride in the community.

Pioneer reinvests our profits back into the local economy. This is because we are locally owned and operated, and our Team Members live and work in the same community as our customers. This means that we have a vested interest in the local economy's success. Our positive social impacts make Pioneer Bank central to a thriving and interconnected community.



OUR MISSION

To make a positive **difference** in the lives of those who work, bank, invest at Pioneer

OUR VISION

To be **The Standard** by which all other Community Banks measure themselves

WE ARE

- People first
- Continuously improving
- Bringing out the best in each other
- All hands on deck
- Leaders creating leaders
- Connected
- Data-driven
- Accountable
- Having fun
- Relentless

COMMUNITY BANKERS



TEAM PIONEER: CREATING LASTING COMMUNITY

TOTAL ASSETS
**\$999+
MILLION**

DONATIONS
\$115K +

BRANCHES
11

TEAM MEMBERS
141

VOLUNTEERING
**3100+
HOURS**

"I AM VERY BLESSED TO WORK FOR A COMMUNITY BANK LIKE PIONEER BANK THEY TRULY WANT TO MAKE A POSITIVE DIFFERENCE IN THEIR EMPLOYEES LIVES AND HELP THEM LEARN AND GROW AS AN PERSON. PIONEER BANK ENCOURAGES US TO BE INVOLVED IN OUR COMMUNITY AND GIVE BACK."

MELODY PARRA
VICE PRESIDENT/
RETAIL BANKING MANAGER
LAS CRUCES

SECRETARY, BIG BROTHERS BIG SISTERS
MOUNTAIN REGION
BOOKEEPER, PIONEER CHURCH OF
CHRIST





"I LOVE WORKING FOR PIONEER BANK, I'VE BEEN HERE FOR 23 YEARS, AND THEY ARE THE MOST UNDERSTANDING, FAMILY-ORIENTED BUSINESS I KNOW. THEY ARE WONDERFUL TO THEIR EMPLOYEES, WE HAVE WORK GET-TOGETHERS, AND THEY ALWAYS CELEBRATE OUR MILESTONES. THEY INVEST TIME AND MONEY IN THEIR EMPLOYEES SO WE CAN BETTER SERVE OUR CUSTOMERS! WE ARE ALWAYS QUICK TO VOLUNTEER TO HELP THE COMMUNITY AS WELL."

JESSICA PONCE
AVP RETAIL OPS
HPC



It is no small feat for a company to maintain such a positive impact on a community for over 120 years. We have been able to achieve this longevity and beneficial effect by putting the needs and interests of the community at the forefront of our operations.



We recognize that our success is intertwined with the success of our customers, businesses and the community, and take steps to ensure that we are contributing to them in meaningful ways.



We are committed to sustainability and responsible business practices. By doing so, we are able to create a legacy and presence in our communities that will benefit generations to come.

PRESIDENT'S VOLUNTEER SERVICE AWARDS

To earn awards, Team Members must volunteer:

- Gold 500+ hours
- Silver 250-499 hours
- Bronze 100-249 hours



Since Team Pioneer was established in 2017, 27 awards have been earned.

The Presidential Volunteer Service Award is a prestigious honor bestowed upon individuals who have demonstrated a commitment to volunteering and community service. This award is available to Team Members who have dedicated a significant amount of time and effort to serving their communities through various nonprofit organizations and causes. Earning this award not only recognizes our Team Member's dedication to giving back, but it also highlights their leadership skills, teamwork abilities, and willingness to make a positive impact in their communities. Awarded by the President of the United States and the Points of Light Foundation, such recognition is a source of pride and motivation for Team Members, encouraging them to continue their philanthropic efforts and inspire others to do the same.

SILVER



LEIGH HUMBLE
AVP/INTERNAL AUDITOR



ADRIANN RAGSDALE
GENERAL COUNSEL



JULIANA HALVORSON
VP/MARKETING DIRECTOR



KIEL HOFFMAN
EVP/MARKET PRESIDENT

BRONZE



LANIE SMITH
VP/BSA/COMPLIANCE/
CRA OFFICER



VERONICA GARCIA
CSR III / TELLER III



ALMA SALAS
VP/DIRECTOR OF RETAIL
BRANCH OPERATIONS



DARLENE STALDER
CSR III / TELLER III



THE PATH TO EXCELLENCE

We are proud to have earned the Forbes' Best Bank in New Mexico for the second time. We have also earned the Top Workplace USA and Albuquerque Journal Top Workplace awards for the eighth year in a row.

Earning Forbes' recognition as the top bank in New Mexico and being named a Top Workplace in the USA and by the Albuquerque Journal are three significant achievements that speak to our commitment to exceed expectations. These recognitions signify that we have surpassed our competitors in delivering high-quality services to our customers while maintaining a positive and engaging work environment for our Team Members.

Forbes' top bank in New Mexico distinction is based on a range of criteria, including financial strength, customer satisfaction, and innovation. Banks that receive this honor have demonstrated a track record of consistently delivering superior financial services, leveraging technology to enhance customer experiences, and building strong relationships with clients. As a top bank in New Mexico, we are a proven trusted financial

partner for the community we serve.

Being named a Top Workplace in the USA as well as by the Albuquerque Journal for New Mexico is also a notable achievement. These recognitions are awarded to businesses that create a positive and inclusive work environment, foster a culture of Team Member engagement, and invest in the professional growth and development of their staff. By earning this distinction, we have demonstrated that we value our Team Members and are committed to providing a fulfilling and rewarding work experience.

Together, these three accolades demonstrate that Pioneer is not only committed to delivering excellent financial services but is also dedicated to cultivating a supportive, collaborative, and fulfilling work environment for our Team Members. Such recognition serves as a

source of pride and motivation for both customers and Team Members, further cementing Pioneer Bank's reputation as a leader in the industry.



Forbes
2022
BEST-IN-STATE BANKS

TOP WORK PLACES
USA

TOP WORK PLACES
2017-2023
AlbuquerqueJournal

Pioneer Bank is a 2023
Top Workplace!
7 Years Running

INSPIRING INNOVATION: FOSTERING CREATIVITY AND GROWTH

Great leadership is the cornerstone of any successful organization. Pioneer is blessed to have leaders who inspire, motivate, and guide our Team Members towards achieving common goals. They provide a clear vision for Pioneer Bank and instill a sense of purpose in Team Pioneer. Our leadership understands the importance of having a strong team and know how to develop and empower our Team Members to become the best versions of themselves.

Our leadership knows how to identify and cultivate the unique talents and strengths of our Team Members. They provide opportunities for professional development and growth, which allows Team members to reach their full potential. By investing in our Team's growth and development, they help us build a team of highly skilled and motivated individuals who are committed to achieving Pioneer Bank's objectives.



CHRISTOPHER G. PALMER
CEO/PRESIDENT

CHAIRMAN, INDEPENDENT COMMUNITY BANKERS
ASSOCIATION OF NEW MEXICO
VICE PRESIDENT OF THE SOUTHEASTERN
SOCIETY OF CPAs
PAST CHAIRMAN OF THE ROSWELL CHAVES Co.
ECONOMIC DEVELOPMENT CORPORATION



NICOLE AUSTIN
EVP/CLO

MEMBER, LEADERSHIP NEW MEXICO
BOARD
BOARD MEMBER, UNITED WAY
BOARD MEMBER, ROSWELL-CHAVES COUNTY
ECONOMIC DEVELOPMENT CORPORATION



AARON EMMERT
EVP/CFO

BOARD CHAIR, BOYS AND GIRLS CLUBS OF
CHAVES AND LINCOLN COUNTIES
BOARD CHAIR, BOYS AND GIRLS CLUBS OF
AMERICA NEW MEXICO AREA COUNCIL
DIRECTOR, NEW MEXICO BANKERS
ASSOCIATION



KIEL HOFFMAN
EVP/MARKET PRESIDENT

CHAIR, JUNIOR LEADERSHIP LAS CRUCES
CHAMBER OF COMMERCE
VOLUNTEER, BIG BROTHERS BIG SISTERS
MOUNTAIN REGION (BBBS)
BBBS MUDD VOLLEYBALL COMMITTEE



"PIONEER BANK LIVES IT'S MISSION STATEMENT, 'MAKING A POSITIVE DIFFERENCE', BY VOLUNTEERING SUBSTANTIAL HOURS AND RESOURCES IN EACH COMMUNITY WE SERVE, THEREBY MAKING A DIFFERENCE WHERE WE ALL LIVE, WORK, AND INVEST.."

LEO LOVETT
VICE PRESIDENT/
BRANCH MANAGER
RETAIL BANKING MANAGER
ALAMOGORDO

The positive work environment we foster boosts Team Member morale, job satisfaction, and motivation. Our members feel valued, supported, and appreciated, and are loyal to Pioneer Bank. We appreciate their investment of time and energy in achieving our goals. Our Team Members are more productive and engaged in their work, which benefits our organization in the long run. We prioritize Team Member satisfaction and well-being, understanding how crucial that is in retaining talented and committed Team Members.

NUMBER OF TEAM MEMBERS (EOY 2022)
141

LONGEST TENURE
30 YEARS

AVERAGE TENURE
4.25 YEARS





KIEL HOFFMAN'S FAMILY: SIDNEY, TORI, BETHANY AND MARCEL



JOANN MASCARENAS AND HER HUSBAND, NATE



GLORIA LOVATO AND HER DAUGHTER, MIREYA



SABRINA PALMA AND HER NIECE, AALIYAH

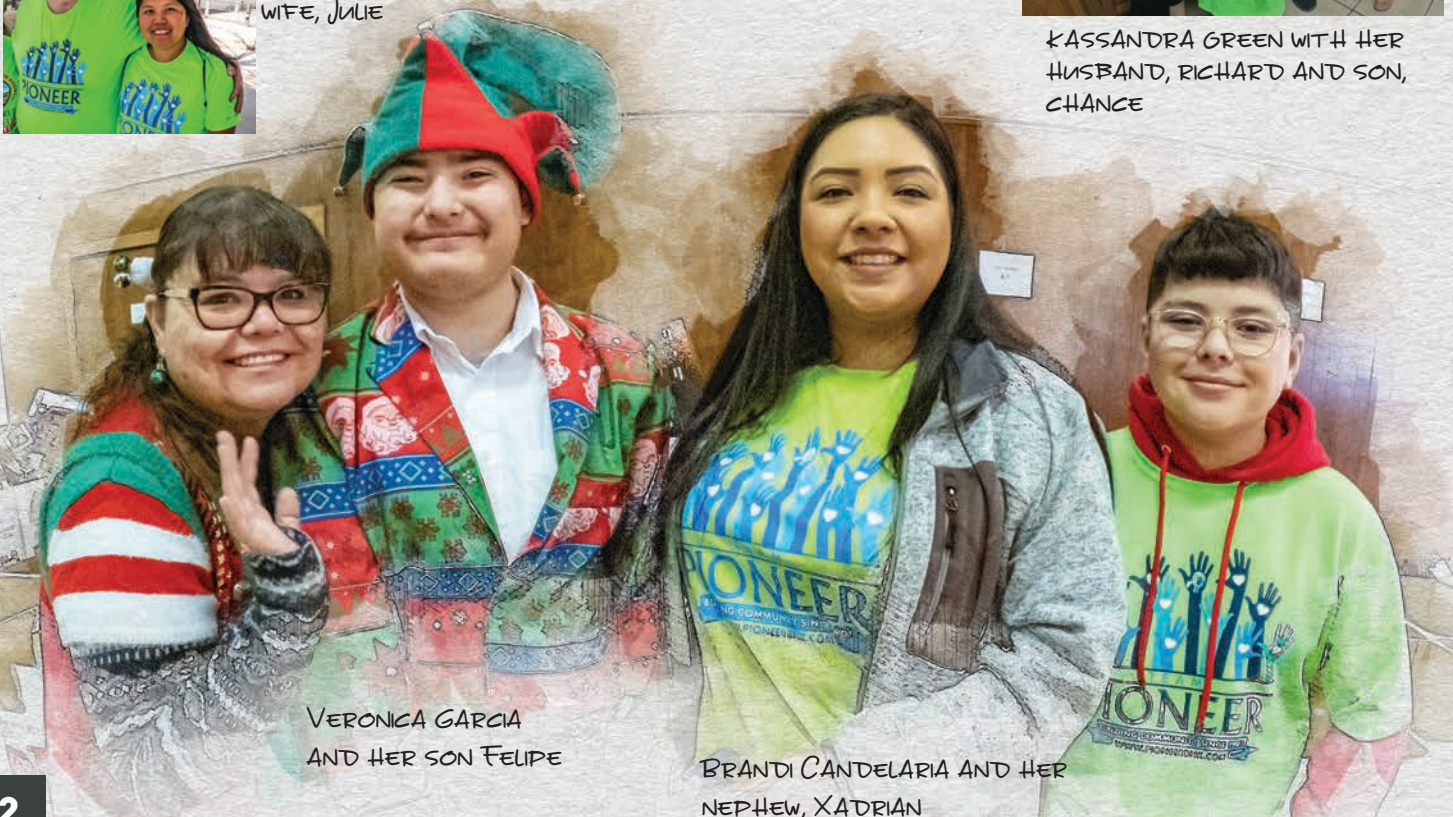
KATRINA AMMERMAN (BACK ROW, SECOND FROM LEFT) AND HER CHILDREN (FRONT ROW); JUSTIN, MADISON, AND JONATHAN



KASSANDRA GREEN WITH HER HUSBAND, RICHARD AND SON, CHANCE



MATTHEW BURKE AND HIS WIFE, JULIE



VERONICA GARCIA AND HER SON FELIPE

BRANDI CANDELARIA AND HER NEPHEW, XADRIAN

FAMILY FUN WITH PURPOSE: VOLUNTEERING TOGETHER



JOSEPHINE LOVATO AND HER DAUGHTERS, ANALICIA, BRIANA, JULIANA, LIANA, MARIANA

Team Pioneer encourages our members to bring their family members along when they volunteer in our communities. Volunteering with family members is an incredibly enriching experience for both our volunteers and the community we serve. When families work together to support a cause, we create a stronger sense of unity and purpose within our community, while also fostering greater empathy and understanding between family members.

One of the biggest benefits of volunteering with our family members is the sense of camaraderie that it fosters. Working together towards a common goal helps our family members feel more connected to one another, strengthening the bonds between siblings, parents, and children. It also provides an opportunity for family members to learn more about one another's strengths, weaknesses, and interests, helping them to develop a deeper appreciation for each other's unique qualities.



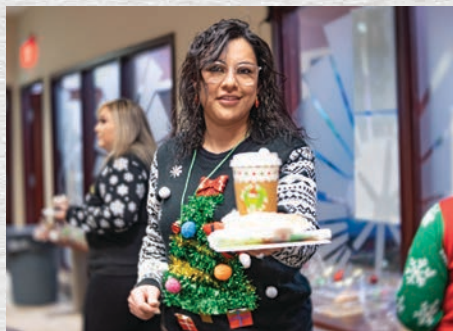
ASHLEY RUIZ AND HER SON, CARTER



GLORIA LOVATO'S DAUGHTERS, NEELA AND ALANA



CHRISTOPHER PALMER'S WIFE, COURTNEY



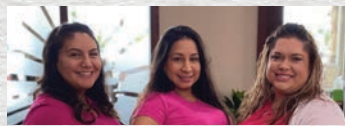


THE POWER OF GIVING BACK



Donations and volunteering are two powerful ways in which Team Pioneer positively impacts our communities. Whether it's donating money, time, skills, or resources, every act of kindness and generosity makes a difference in the lives of others.

In addition to the tangible impacts that Team Pioneer's donations and volunteering have on our communities, these acts of kindness and generosity also help foster a sense of empathy and connection among our Team Members. By working together to address shared challenges and supporting one another, we build stronger, more resilient communities that are better equipped to tackle future obstacles and promote positive change.



ORGANIZATIONS
HELPED
114

ACTIVITIES
1,171

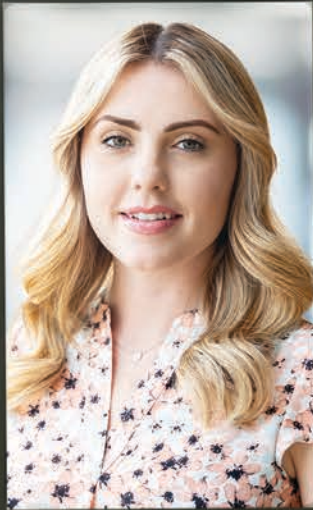


VOLUNTEERS
86

HOURS
3,116

"VOLUNTEERING WITH PIONEER BANK GIVES ME A PURPOSE. NOTHING FEELS BETTER THAN CONTRIBUTING TO THE PEOPLE IN MY COMMUNITY."

ISABELLE VAN DOORN
CSR III/TELLER III
ROSWELL



"PIONEER BANK IS A TRUE COMMUNITY BANK. THEY TRULY CARE ABOUT THEIR TEAM MEMBERS AND VALUE THEIR CUSTOMERS. WORKING AT PIONEER BANK HAS ALLOWED ME TO WORK WITH SOME WONDERFUL AND TALENTED TEAM MEMBERS, AND I'VE HAD THE PLEASURE OF HELPING SOME AMAZING CUSTOMERS."

NATHAN BRANDT
VP | COMMERCIAL LOAN OFFICER



DONATIONS
\$115K+

ANIMAL WELFARE
\$3K+

COMMUNITY INITIATIVES
\$39K+

EVENTS
\$14K

EDUCATION
\$20K

ARTS
\$10K

YOUTH
\$31K+



FROM THE HEART: INSPIRING TEAM MEMBERS TO GIVE BACK



In an effort to give back to the community, Team Pioneer has launched a new initiative that is empowering its employees to make a difference. Under this initiative, every Team Member at Pioneer Bank is given \$100 to donate to a non-profit organization of their choice.

This initiative not only promotes philanthropy and community involvement among Team Members, but also allows them to support causes that are close to their hearts. From animal welfare to homelessness, employees are encouraged to donate to non-profit organizations that align with their personal values and beliefs.

This initiative has received positive feedback from both Team Members and the community, with many praising the company for our commitment to social responsibility. It not only allows Team Members to feel good about making a positive impact in their community, but also helps build a stronger sense of connection and engagement with Pioneer Bank.

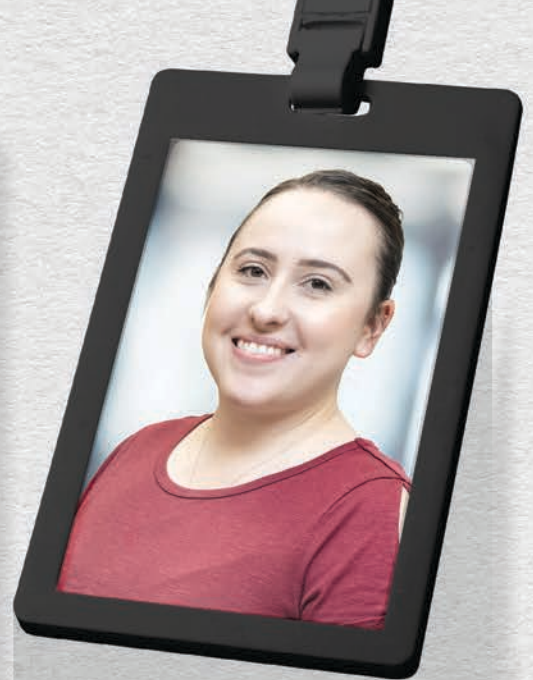
By inspiring Team Members to give back to our communities, Pioneer Bank hopes to set an example for others to follow.





"If you had told me I'd still be in Roswell New Mexico 16-years later when I first started at Pioneer Bank, I would have said you're crazy. Before I met my wife, I feared little in life, but now I have something to lose. Before I knew my extended Pioneer Bank family, I didn't worry about searching for a career or starting over in a new community. Similar to finding a significant other that you can truly call best friend, finding Pioneer Bank is a sort of lotto I could never expect to win twice in a lifetime."

MATTHEW BURKE
VICE PRESIDENT/INFORMATION TECHNOLOGY
ROSWELL

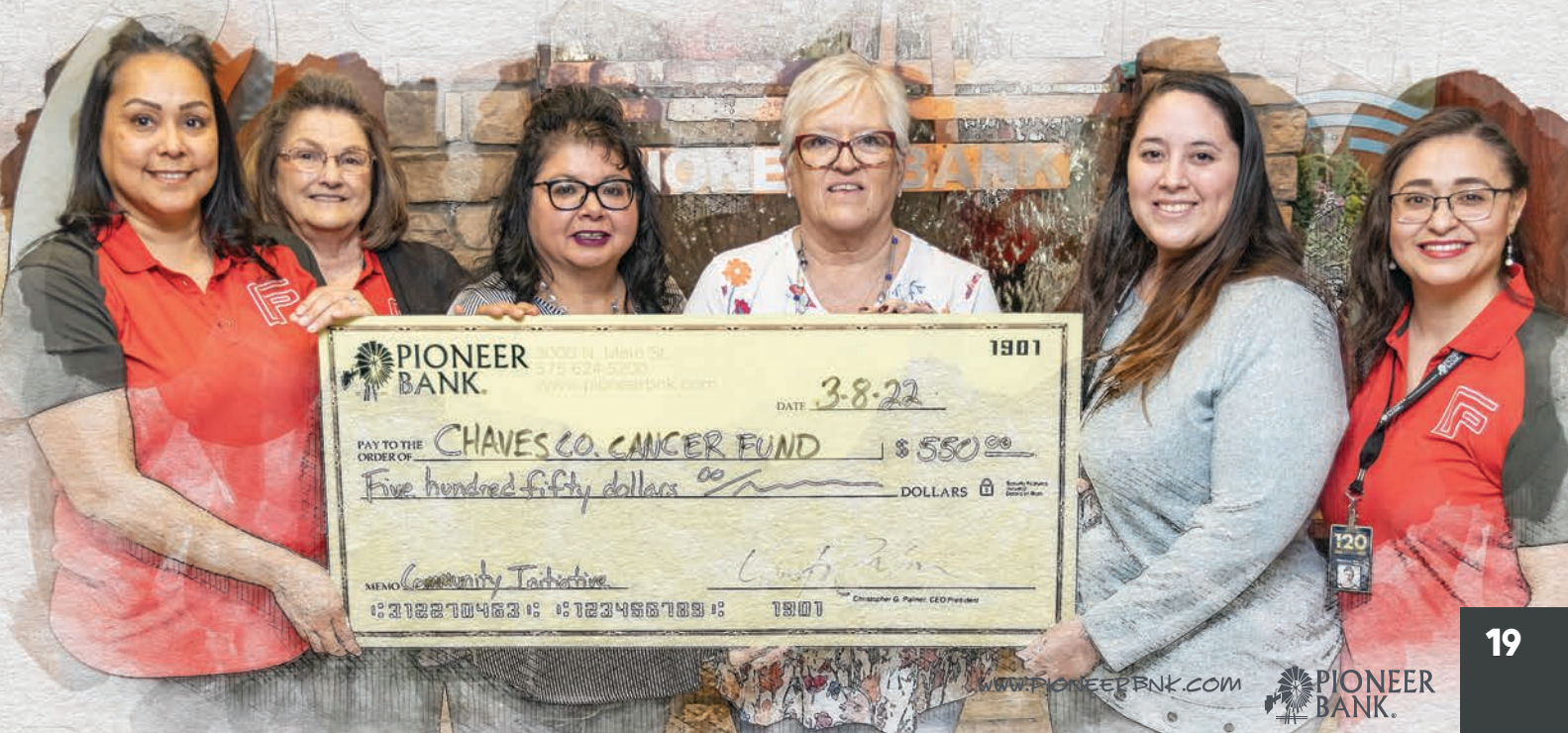


"Joining Team Pioneer has been one of the best life choices I have made. The opportunity I have been given is just amazing! Words cannot fully express how grateful I am! I look forward to seeing what the future holds for myself and Pioneer Bank!"

WHITNEY CANDELARIA
RETAIL BANKING SUPERVISOR
ROSWELL



TEAM MEMBERS
PARTICIPATING
87



PIONEER BANK 1901
DATE 3-8-22
PAY TO THE ORDER OF CHAVES CO. CANCER FUND \$ 550.00
Five hundred fifty dollars DOLLARS
MEMO Community Initiative
312210463 1223466789 1901
Christopher G. Palmer, CEO/President



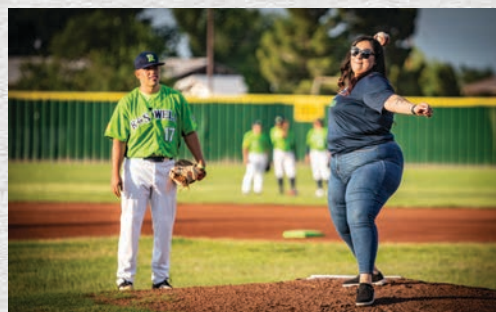
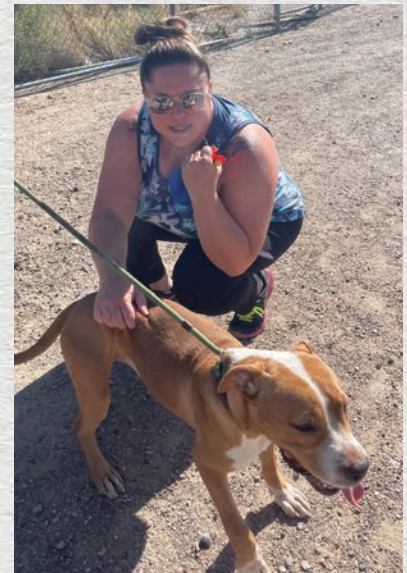
"PIONEER BANK REMINDS ME EVERY DAY THAT I AM VALUED NOT ONLY AS AN IMPORTANT PART OF THE TEAM, BUT ALSO AS AN INDIVIDUAL. BECAUSE OF PIONEER, I HAVE LEARNED TO NOT FEAR CHANGE, BUT EMBRACE IT WITH ENTHUSIASM!!"

BIANCA VELASQUEZ
RETAIL BANKING SUPERVISOR
ROSWELL



"I HAVE WORKED FOR PIONEER BANK FOR THREE YEARS IN A VARIETY OF ROLES, AND IT STILL AMAZES ME HOW WELCOMING THE ENVIRONMENT IS. IT DOES NOT MATTER WHO YOU ARE, OR WHAT YOUR TITLE IS, YOU WILL BE TREATED WITH VALUE AND RESPECT. I BELIEVE, THAT IS WHAT MAKES OUR CUSTOMER SERVICE AS GOOD AS IT IS. PIONEER BANK EMPLOYEES KNOW HOW WE WOULD LIKE TO BE TREATED, AND IN TURN THAT IS HOW WE TREAT OTHERS. THIS CAN BE PROVEN TIME AND TIME AGAIN, WHILE OUR STAFF MAKES A DIFFERENCE VOLUNTEERING IN OUR COMMUNITIES."

KERRI HENDRIX
RETAIL BANKING SUPERVISOR
ROSWELL



TRANSFORMING OUR COMMUNITIES ONE LOAN AT A TIME

As a Community Bank, Pioneer Bank plays a significant role in driving the growth of our communities through lending. We are locally owned and operated, which allows us to have a better understanding of the community's needs and priorities. This knowledge enables us to provide tailored lending solutions to businesses and individuals that promote economic growth and development.

By providing small business loans, Pioneer Bank helps entrepreneurs and start-ups grow and expand. This creates employment opportunities, boosts our local economies, and increases the tax base for local governments. Pioneer Bank also supports funding construction and commercial real estate loans to improve the quality of life for residents which attracts new businesses and residents to our areas.

The lending impact of Pioneer Bank is significant for the growth of our communities. We support small businesses and finance community development initiatives. Our lending focus is on promoting economic growth and development in our local areas.

CONSTRUCTION

**\$155+
MILLION**

CRE

**\$133+
MILLION**

BUSINESS

**\$139+
MILLION**

TOTAL LENDING 2022

**\$440+
MILLION**

INCREASE OF LENDING

OVER 2021

14.3%





"I AM GRATEFUL TO WORK FOR A COMPANY THAT IS FAMILY AND COMMUNITY ORIENTED."

BRANDI CANDELARIA
RETAIL BANKING MANAGER
ROSWELL



"I LOVE PIONEER BANK BECAUSE WE ARE A FAMILY! WE ARE A FAMILY TO NOT ONLY FELLOW EMPLOYEES, BUT TO PEOPLE WHO BANK, INVEST, AND ARE A PART OF OUR COMMUNITY! PIONEER BANK AS A WHOLE IS ALWAYS WILLING TO LEND A HELPING HAND TO ANYONE IN NEED!"

ADDISON MANN
CSR III/TELLER III
ROSWELL



"I LIKE WORKING AT PIONEER BECAUSE WE HAVE AMAZING CUSTOMERS THAT MAKE US FEEL IMPORTANT AND VALUABLE. I ENJOY BEING ABLE TO HELP OUR CUSTOMERS WITH THEIR BANKING NEEDS. I'VE MET SOME REALLY SPECIAL PEOPLE FROM WORKING HERE (COWORKERS AND CUSTOMERS)."

VANESSA BEJARANO
TELLER SUPERVISOR/TELLER III
ROSWELL



As a socially responsible business, we understand the importance of supporting not only our own Team Members but also the wider community and other businesses. In 2023, we are looking forward to expanding our efforts to create a positive impact in these areas.

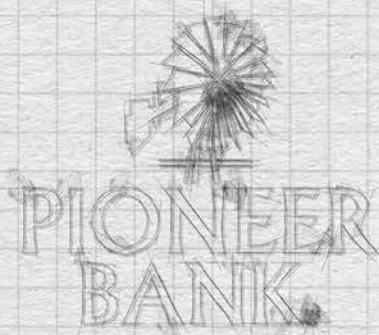
To support other businesses, we plan to establish partnerships and collaborations with local organizations to offer mentorship, training, and resources to entrepreneurs and startups. We believe that supporting other businesses will not only benefit them but also help create a stronger local economy.

Regarding our Team Members, we will continue to prioritize their well-being by

offering competitive benefits, opportunities for growth and development, and a positive work culture that promotes work-life balance. We believe that investing in our Team Members is an investment in the success of our business.

Additionally, we plan to support the community through initiatives such as charitable donations, volunteering, and environmentally sustainable practices. We recognize the role businesses play in contributing to the well-being of society, and we are committed to doing our part to make a positive impact. By supporting businesses, our Team Members, and the community, we hope to create a more prosperous and sustainable future for all.





PIONEER BANK



www.pioneerbnk.com

