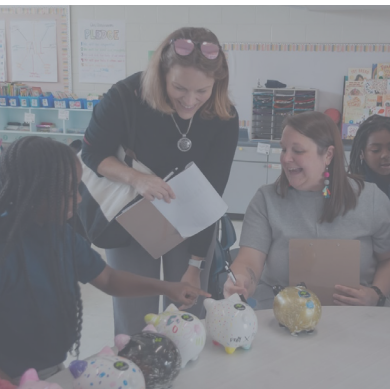


2024

Community Engagement Recap



Living Our Values

At Primis, corporate social responsibility means more than supporting outside organizations. Guided by our core pillars, we embrace the needs of our leaders, team members and customers—driving initiatives that strengthen the communities we serve. These efforts don't just reflect our story; they bring our values to life.

EMPOWERING WOMEN AND GIRLS

Primis brings this pillar to life through **Primis Works**, a four-month, full-time paid apprenticeship program for single mothers. This initiative blends classroom learning, mentorship, personal and professional development, and hands-on job training across a variety of departments at the bank.

A rallying cry for our team, 2024 marked another year of growth and impact for Primis Works. Nearly 50 team members participated, serving as mentors and “buddies” after attending dedicated training workshops. Recognizing a critical need, the program also expanded its services to include credit restoration support.

In 2024, two classes graduated from the program with a total of six women completing the experience—and two of those graduates accepted permanent positions at Primis. With a refined curriculum and continued investment, Primis Works continues to evolve to better serve its participants.

For the second consecutive year, Primis Works was honored as one of the top internship programs in Virginia by the Virginia Talent + Opportunity Partnership (V-TOP) and received an Honorable Mention for the **Outstanding DEI Innovation Incentive Award** from the American Bankers Association Foundation.

ADVANCING STEM OPPORTUNITIES FOR WOMEN AND MINORITIES

Innovation is at the heart of our mission at Primis—and that includes fostering the next generation of technology leaders. By supporting STEM education

for women and minorities, we help build pathways to opportunity, empower future visionaries, and expand access to skills that drive real impact.

Our **Sheflett Memorial STEM Challenge** (formerly the Primis STEM Pursuit Challenge) continued to grow in 2024, expanding partnerships with high schools, universities, and regional organizations throughout our Central, Eastern and Northern regions.

In 2024, Primis collaborated with:

- Appomattox Regional Governor's School
- Chesapeake Bay Governor's School
- Dr. Henry A. Wise, Jr. High School
- Hampton Family YMCA
- Norfolk State University
- Rappahannock Community College
- Virginia State University

When women in STEM are given the tools to succeed, the possibilities are limitless—and we're proud to support the journey.



SHARPENING MINDS OF ALL GENERATIONS

At Primis, we believe financial stability begins with the basics: saving, spending and investing. When our teammates share their knowledge, they help promote confident decision-making and empower others to build a more secure future.

In 2024, we launched a new initiative designed to bring financial education directly into the classroom—the **Maggie L. Walker Piggy Bank Challenge**. Inspired by Maggie Walker, the first Black woman to charter and serve as president of a bank in the U.S., the program honors her legacy of teaching financial literacy to young savers.

Through this challenge, our in-market specialists teach students the fundamentals of saving and the difference between needs and wants. Students then decorate their own piggy banks with art supplies and savings goals. Primis team members return to judge the designs, awarding \$100 to grade-level winners and giving all participants a gift to kickstart their banking journey.

Primis also continued its strong focus on fraud prevention education in 2024. Through social media, marketing, blog content and direct communications, we empowered our communities with tools and knowledge to safeguard their financial well-being. The bank also promotes fraud-prevention services like Positive Pay, ACH Reporting, and Zero Balance Accounts to protect business clients.

Additionally, our partnership with the Commonwealth's Attorney of Henrico County remains a cornerstone of our fraud prevention efforts. Together, we lead the Elder Financial Abuse Prevention Campaign, educating seniors and caretakers about the risks and warning signs of elder fraud. Since its launch in spring 2023, this collaboration has demonstrated the power of public-private partnerships. In recognition of its impact, the ABA Foundation honored the program with a 2024 Community Commitment Award (Honorable Mention) for Protecting Older Americans.



Getting Involved, Giving Back

In 2024, Primis team members continued to show up for their communities in meaningful ways—volunteering their time in food distribution efforts, coaching youth sports, and serving in schools, churches and nonprofit organizations.

With the reorganization of the bank into focused regions, our community engagement efforts became more locally tailored and impactful:

- **Central Region:** Teammates supported **Northside Coalition for Children** in Richmond, Virginia, collecting school supplies for students as part of the annual back-to-school drive.
- **Northern Region:** Primis branches teamed up with **Northern Virginia Family Service** to provide school supplies to local students in need.
- **Eastern Region:** The team revived its **Pack the Bus** initiative to gather and distribute school essentials across several counties in the Northern Neck.
- **Atlee Operations Center:** Staff responded to the needs of **REAL LIFE** by collecting cleaning supplies for the nonprofit's female housing unit.
- **Corporate Offices in Glen Allen:** Employees participated in multiple regional drives, reinforcing the bank's commitment at every level.

Through our Community Champions program, each full-time team member receives paid time off to volunteer in ways that are meaningful to them. In 2024, we proudly announced that this benefit will double—from eight hours to sixteen hours beginning in 2025—giving our teammates even more time to follow their passion for service.



2024 SURVEY SNAPSHOT

Primis held its 3rd Employee Survey in 2024. Here's what our team had to say:

- **124 employees** responded—representing 21% participation, up from 16.7% in 2023
- All questions **scored 3.6 or higher** on a 5-point scale
- Team members expressed strong interest in age-specific financial literacy programming
- Top communication preferences: email newsletter, website and conference calls
- When asked what they value most about their work, many teammates cited Primis' **positive culture and team spirit**.

Thank you to everyone who shared their voice!

Together, We Make It Happen

At Primis, we know that making a meaningful difference starts with strong community relationships. In 2024, we proudly partnered with organizations that share our commitment to empowerment, education and lasting change.



APPOMATTOX REGIONAL GOVERNOR'S SCHOOL FOR THE ARTS AND TECHNOLOGY

This Governor's School provides gifted students with a rigorous, differentiated education. Its focus on artistic and technological development cultivates creativity, promotes cultural awareness, and fosters strong community partnerships.

FORWARD FOUNDATION

Forward Foundation supports working, single parents and their children in the Greater Richmond area who are navigating financial hardship. Their mission is rooted in resilience—empowering families to move forward, together.

HEALTHY HARVEST FOOD BANK

Serving Virginia's Northern Neck and Upper Middle Peninsula, Healthy Harvest delivers comprehensive hunger solutions to vulnerable populations. The food bank also offers nutrition-focused education for children and clients with special dietary needs.



MASSEY CANCER CENTER

Massey is committed to advancing health equity and closing care gaps across race, ethnicity and geography. Their work combines world-class cancer research with deep community engagement—keeping loved ones where they belong: in our lives.

NORTHERN VIRGINIA FAMILY SERVICE

This organization empowers individuals and families to improve their quality of life. NVFS builds strong, connected communities through support services that respond to evolving family needs.

REGINALD F. LEWIS COLLEGE OF BUSINESS AT VIRGINIA STATE UNIVERSITY

VSU's College of Business prepares diverse students to become ethical, socially responsible professionals. Through a technology-driven curriculum and real-world business experiences, students build the tools to lead with purpose and innovation.

Making It Count

The numbers behind our 2024 impact.



PRIMIS WORKS

6th and 7th cohorts graduated in 2024

22

women graduated from the program

8

graduates offered full-time positions

43

community partners supported the initiative

7

departments hosted interns over 4 months

STEM & STUDENT ENRICHMENT

29

students participated in the STEM Challenge

7

schools and organizations engaged

\$8,400

awarded in scholarships and prizes

332

books distributed to schools via *Virginia Reads One Book*

COMMUNITY CONTRIBUTIONS

\$228,765

in sponsorships for community events

\$62,916

in donations to support community needs

\$3,000

in gift cards donated to *FosteringHope RVA* for foster children

16

bicycles collected and donated through the *Polar Bear Initiative*

VOLUNTEERISM & OUTREACH

2,400+

hours volunteered by Primis employees

1,663 lbs

of school supplies donated

1,163 lbs

of food donated to regional food banks

300+

seniors and caretakers attended *Senior Fraud Prevention Workshops*