



What Matters to You,
Matters to Us.



**Eastman
Credit Union®**

2025 Annual Report

Message from the Chair and CEO

Dear Members,

As we look back on 2025, we are proud to share the incredible strides Eastman Credit Union has made in serving our members and strengthening the communities we call home. This year was filled with milestones that reflect the credit union's mission of People Helping People and our pledge of extraordinary service.

Our members are our top priority, and that commitment shines through in the happiness of the people we serve. In 2025, ECU achieved a record-breaking Happy Member Index of 88.1%, resulting in an industry-leading Net Promoter Score (NPS), ranking ECU among the top organizations nationwide.

We also celebrated a major achievement in our Member Contact Center, which answered its 9 millionth call on December 16 and closed the year ranked #1 among credit unions in our peer group for service satisfaction.

In addition, we announced another Extraordinary Dividend for January 2026, bringing total returns to members to \$225 million since 1998. Beyond these milestones, we continued investing in future branch locations and upgrading technologies to serve you better. Our commitment to financial wellness remained strong as we launched Savvy Money within our mobile and online banking applications and partnered with more than 200 schools to provide free financial literacy resources.

2025 also marked our first full year of Volunteer Paid Time Off, with employees contributing 1,042 hours to organizations such as Salvation Army, Second Harvest Food Bank, and United Way. ECU donated \$1.3 million to community organizations, including a marquee contribution of \$100,000 to Healing Hands Health, and celebrated completed projects from past donations alongside Indian Path Medical Center and Isaiah 117 House. Through our Casual for a Cause program, employees directed more than \$58,000 to local charities, bringing total contributions since 2020 to over \$276,000.

We desire to exemplify the Credit Union Difference every day and be mindful of how we can serve our members and communities when they need us most. During the federal government shutdown, we provided discounted personal loans to cover missed paychecks, waived loan payments for federal workers, and donated \$60,000 to local food banks to support members and communities requiring assistance amid disruptions to government Supplemental Nutrition Assistance Program benefits.

Serving you is an honor and a privilege, and we thank you for allowing ECU to be your financial partner—because what matters to you, really does matter to us.



Norris P. Sneed
Chair



Kelly F. Price
President & Chief Executive Officer



Our Shared Values

At ECU, we share a common set of values that guide how we operate and ensure we are all working toward the same goals. Here are the ways we lived out these values in 2025.

We are Member Focused.

- New member survey processes were implemented this year, allowing members an easier way to provide feedback regarding our products and services.
- ECU returned a \$16 million Extraordinary Dividend to its members, resulting in over \$225 million being returned to members since 1998. Members are rewarded just for doing business with ECU!
- ECU was ranked among the top of our peer group for Net Promoter Score (NPS) in our branches and Member Contact Center, based on feedback from our members. We're continuing to listen to member feedback and identify areas where we can improve across all our service experiences.
- We hosted a series of Shred Day events to show appreciation for our members. These events took place at various branches across our service area. Members were able to safely destroy personal files they no longer needed, reducing the risk of theft and security breaches.

We are Innovative.

- In an effort to offer more personalization and a more intuitive experience, we updated the look and feel of Online Banking and the ECU Mobile App.
- Our members now have access to free credit score monitoring within the ECU Mobile App and Online Banking.
- We updated our digital payments platform to allow members to electronically transfer funds between ECU deposit accounts and accounts at other financial institutions.
- The new Subscription Manager in the ECU cards app allows cardholders to see and manage merchants and recurring transactions.
- We debuted new lobby tracking software to assist with branch traffic and reduce wait times allowing members to book appointments online across our field of membership.
- We implemented system changes to streamline the in-branch account opening process.
- We launched our new Indirect Merchant Lending program, allowing members and potential members to apply for a personal loan at select merchants with the same great rates and terms offered online or at any ECU branch. We look forward to adding more merchants to our program in 2026.

Our Shared Values continued

We are Invested in Our Communities.

- ECU donated \$1.3 million to community organizations across our field of membership, including a marquee contribution of \$100,000 to Healing Hands Health.
- ECU staff used 1,042 hours of volunteer time off to support charitable organizations across our field of membership.
- Through our Casual for a Cause program, ECU staff members contributed more than \$58,000 to nine organizations.
- Through a \$200,000 commitment, ECU joined other credit unions across the state of Tennessee to help fund financial literacy work performed by the TN Financial Literacy Commission.
- When federal lawmakers considered reforms that could negatively impact credit unions, ECU joined forces with other credit unions to protect our members! ECU collected more than 21,000 member signatures to show the importance the Credit Union Difference makes to our members of Congress, and it worked! Through grassroots efforts across the country, we preserved the credit union tax exempt status.
- During the federal government shutdown, we helped federal employee members keep \$370,000 in their pockets, providing critical relief that allowed them to better manage their finances during an unexpected disruption in pay. When Supplemental Nutrition Assistance Programs were disrupted due to the shutdown and our food pantries needed support, ECU donated \$60,000 to local food banks to support members and communities.



Awards and Recognition



Greeneville Sun

Best Credit Union
Best Financial/Loan Company



Rogersville Review

Best Credit Union
Best Mortgage Lender
Best Bank/Credit Union Officer
Best Bank/Credit Union Teller



Kingsport Times News

Best Credit Union
Best Local Mortgage Lender
Best Customer Service
Best Place to Work



Longview News Journal

One of the Best Credit Unions
One of the Best Mortgage Lenders
One of the Best Bankers



Johnson City Press

Best Credit Union
Best Investment Firm, ECUAM



Second Harvest Food Bank of Northeast Tennessee

Corporation of the Year



Bristol Herald Courier

Best Credit Union

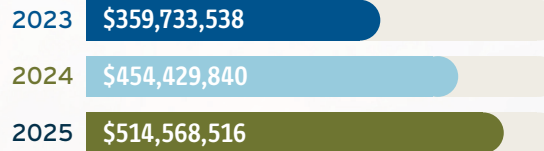


Financial Performance Trends (unaudited)

Total Members



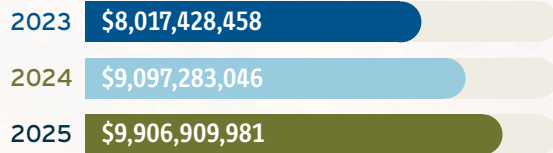
Interest Income



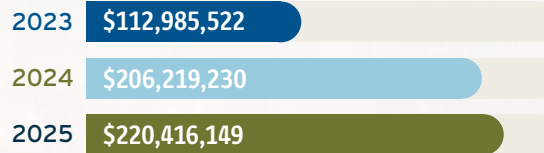
Return on Assets



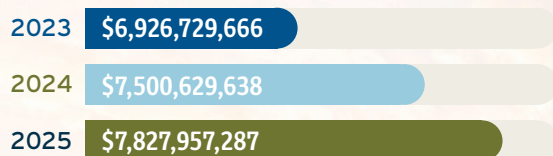
Total Assets



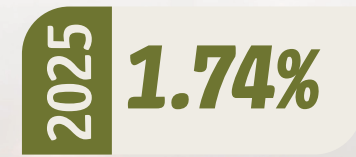
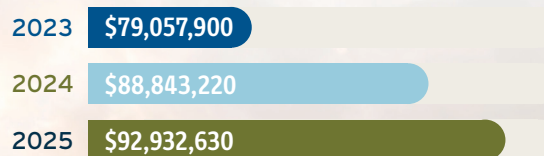
Interest Expense



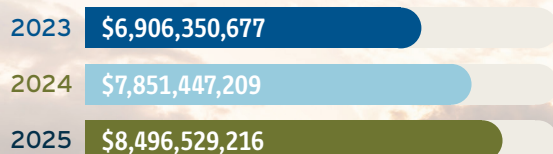
Total Loans



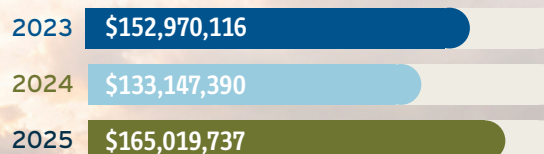
Net Operating Expense



Member Deposits and Other Liabilities



Net Income



Net Worth



Audit Committee Report

The Audit Committee, appointed by the Board of Directors, assists in overseeing the integrity of financial statements, internal controls, and the performance of internal and external auditors. Their review of audits helps fulfill the Committee's oversight responsibility. Based on these reviews, the Audit Committee believes ECU continued to operate in a safe and sound manner in 2025.

Leadership Team

Board of Directors



Jeff W. Anderson



Gary A. Bass



Kristie J. Hammonds



J. Andrew Hatfield, Jr.



Saul A. Hernandez



Jennifer P. Keller



Brian K. Miller
Secretary/Treasurer



Kelly F. Price
President/CEO



Norris P. Sneed
Chair



Jennifer L. Stewart
Vice Chair

Executive Team



Russell G. Ayscue
Chief Information Officer



Darrell E. Dinsmore
Chief Administrative Officer



Tonja R. Fish
Chief Financial Officer



Dolly T. Linkous
Chief Lending Officer



Jeremiah E. Lounds
Chief Operating Officer



Mark E. Millwood
Chief Human Resources
Officer



Kelly F. Price
President/Chief Executive
Officer



Matthew S. Smith
Chief Marketing &
Analytics Officer



Matthew H. Wimberley
Chief Legal & Risk Officer

Audit Committee

Jeff W. Anderson
Kristie J. Hammonds
J. Andrew Hatfield, Jr., Chair
Jennifer P. Keller

Compensation and Management Development Committee

Gary A. Bass
Kristie J. Hammonds
Kelly F. Price
Norris P. Sneed, Chair
Jennifer L. Stewart

Credit Committee

Thomas W. Kennedy
Dolly T. Linkous
Kelly F. Price

Finance Committee

J. Andrew Hatfield, Jr.
Kelly F. Price
Norris P. Sneed
Jennifer L. Stewart, Chair

Governance and Nominating Committee

Jeff W. Anderson, Chair
Brian K. Miller
Kelly F. Price

Risk Committee

Jeff W. Anderson
Gary A. Bass
Saul A. Hernandez
Brian K. Miller, Chair



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ecu.org

