

Jefferson Bank

MEMBER FDIC

VIEW & OVERVIEW

Fourth Quarter 2012

www.JeffersonBankFL.com

Issue 4 Vol 5

CHAIRMAN'S LETTER



Dear Fellow Jefferson Shareholder:

On behalf of the Board of Directors and your team of Jefferson Bankers, I am pleased to report the unaudited results for the Fourth Quarter, 2012.

Net Income after tax for 2012 was \$1,344,000 and \$688,000 for the Fourth Quarter.

Operating profits were \$353,000 for the year and \$77,000 for the quarter.

Net Extraordinary Income was \$991,000 for 2012 which were primarily gains on sale of investments. Opening Palm Harbor and Tarpon Springs offices in a nine month span strained our short term operating profitability however Jefferson remains profitable from operations and the offices continue to grow.

Loans and deposits grew 29% and 28% respectively during 2012. Asset Quality remains very high and the loan loss reserve ended the year at a conservative 2.17% of loans.

In November, Jefferson purchased the former

Wachovia office outparcel at the southwest corner of Alderman & U.S. 19 where we will relocate the existing Palm Harbor office in mid-2013.

The response to last quarter's shareholder letter about buying or selling Jefferson Bank common stock was six buyers and only two willing to sell. The Board is looking into an Electronic Bulletin Board (EBB) listing for Jefferson Bank stock. While this will not require full SEC reporting, it will facilitate the buying and selling of our stock and allow "street name" at your brokerage account making that more convenient for our shareholders. We will let you know in advance of any change.

I am pleased to announce Rose Fasano was elected Assistant Vice President in December. Well deserved Rosie! Also, in December Cheryl Holly joined Jefferson from Synovus to run the Oldsmar office.

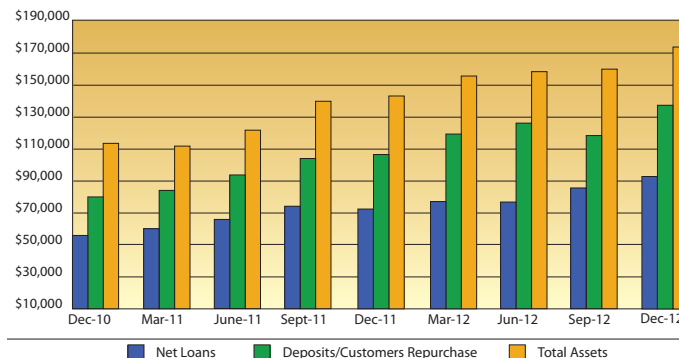
Your referrals are the strongest endorsement we can receive. Please remember to tell your friends, family and business associates about the great service at Jefferson Bank.

Thank you for your confidence and business,

Sincerely,

Robert B. McGivney
Chairman / CEO

Financial Highlights \$(000)
(Unaudited)



JEFFERSON BANK OF FLORIDA OLDSMAR, FLORIDA FOURTH QUARTER, 2012 (UNAUDITED)

ASSETS

LIABILITIES AND STOCKHOLDERS' EQUITY

Cash & Due From Banks	\$ 2,266,000	Deposits	\$131,981,000
Securities	73,829,000	Customer Repurchase Agreements	4,034,000
		Total Deposits & Repurchase Agreements	\$136,015,000
Total Loans	\$ 94,905,000		
Allowance for Loan Loss	(2,059,000)	Total Borrowings	\$ 15,000,000
Net Loans	\$ 92,846,000	Other Liabilities	754,000
		Total Liabilities	\$151,769,000
Premises & Equipment	\$ 2,951,000		
Other Assets	1,595,000	Stockholders' Equity	21,718,000
Total Assets	\$173,487,000	Total Liabilities & Stockholders' Equity	\$ 173,487,000

Jefferson Bank

Jefferson Bank Focus



Rose Fasano
Branch Manager

We are pleased to announce Rose Fasano has been promoted to Assistant Vice President and Branch Manager of the Palm Harbor office.

Rose joined the Jefferson Bank team in November, 2007 and

has been at Jefferson Bank from day one! Her dedication to the bank and her customers as well as her positive attitude has set her apart and made her an invaluable member of the Jefferson team.

When asked how she sees herself at Jefferson Bank, Rose replies. "At Jefferson Bank I am able to offer our customers and shareholders straight forward banking. We value deposits but mostly we value your relationship. We understand that it is your hard earned money and you want to keep it safe."

You will find Rose and her beautiful smile and great sense of humor at 727-787-2222 or email her for more information rfasano@JeffersonBankFL.com.

Jefferson Bank Focus



Cheryl Holly
Assistant Branch Manager

Cheryl Holly joins Jefferson Bank as the Assistant Branch Manager of the Oldsmar Branch.

Cheryl was born and raised in Dayton Ohio and has 2 grown daughters and 5 grandkids who all reside in Ohio.

She moved to Palm Harbor in July of 1994 where she started a career in Real Estate which led to the beginning of her banking career. In 1995 she started as a teller at Suntrust and then became a personal Banker. From November 2001 to December 2012 she was employed with Synovus Bank holding various positions.

"I am thrilled to be a part of Jefferson Bank and reuniting with previous team members and existing and new customers. I look forward to growing with the bank and helping to grow the bank."

Jefferson Bank Focus



Beth Larson, VP
Residential Lending

Jefferson Bank's Mortgage Department has experienced steady growth and success in 2012. We have built a strong and experienced sales team, support staff and market presence here in our community.

We are looking forward to an even better 2013 with promising market conditions and a favorable interest rate environment. Thanks for all of the client referrals and please continue to call for all your mortgage questions or needs.

Beth Larson, VP Residential Lending
Direct # 813-749-2750

Free
withdrawals
at ALL **Publix**.
Presto! ATMs
for Jefferson
Customers.



Jefferson Bank

Toys for Tots

In the month of December Jefferson Bank customers and staff collected toys for Toys for Tots which were delivered to the Marines at the Oldsmar Walmart by Jefferson Bank couriers Peter Fletcher and Chris Casey. Pictured L- R is Chris Casey, Chad and Kristi (Magic 94.9) and Peter Fletcher



Jefferson Bank Board of Directors

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Real Estate Developer and Investor

David L. Brandon,
President Brandon Construction Company, Inc.

Ronald S. Hockman,
President Hockman Insurance Agency, Inc.

Stephen H. Jacobs, M.D.,
Board Certified Internal Medicine and President of Morton Plant Mease Primary Care

Robert B. McGivney,
Chairman/CEO,
Jefferson Bank of Florida

Joseph L. Oliveri, A.I.A.,
Oliveri Architects

Paul J. Wikle,
CCIM, Coldwell Banker/Commercial NRT/Real Estate Investor

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Mickey Orr
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Vice President / Branch Manager

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Vice President/Commercial Credit Analyst

Larry Witt
Vice President Operations/IT

Tammy D. Brigmond
Administrative Officer

Vala Cox,
Assistant Vice President/Accounting

Rose Fasano
Assistant Vice President/Branch Manager

Cheryl Holly
Assistant Vice President/Assistant Branch Manager

Linda Jouben
BSA/Bank Compliance Officer

Elena Katsulos
Reverse Mortgage Specialist Mortgage Loan Originator

George Loumakos
Business Banker

Jefferson Bank

We will be
happy to
help you
at our new
Tarpon
Springs
branch



Located at the corner of S. Pinellas Avenue and Lemon Street
116 S. Pinellas Avenue
Tarpon Springs, FL 34689

Jefferson Bank
Member FDIC.

Jefferson Bank

V I E W & O V E R V I E W

3711 Tampa Road
Oldsmar, FL 34677

Jefferson Bank
A Better Banking Experience

