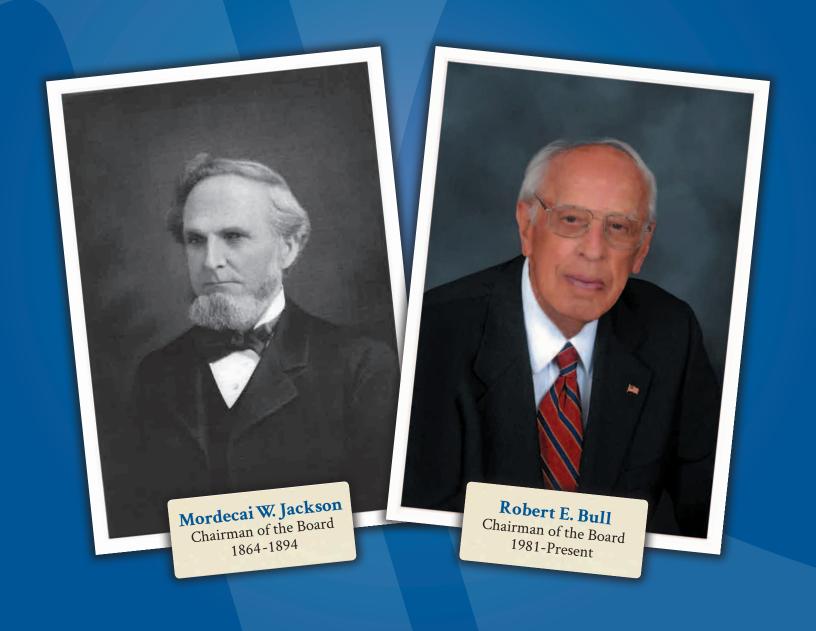
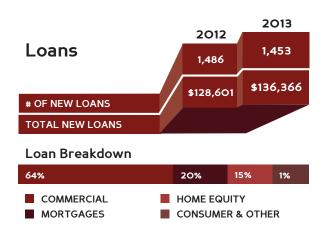
# Yesterday's Traditions Tomorrow's Vision



First Keystone Corporation 2013 Annual Report

## FINANCIAL HIGHLIGHTS

(Amounts in thousands, except per share)	2013	2012	2011	2010	2009
Summary of Operations					
Interest income	\$ 30,961	\$ 34,936	\$ 37,028	\$ 38,154	\$ 37,726
Interest expense	4,954	6,514	9,405	12,742	15,565
Net interest income	26,007	28,422	27,623	25,412	22,161
Provision for loan losses	1,372	1,600	1,900	2,575	800
Investment securities gains (losses)-net	2,900	813	111	163	(138)
Net income	10,273	10,170	9,907	8,961	7,937
Per Common Share Data					
Net income	<b>\$ 1.87</b>	\$ 1.86	\$ 1.82	\$ 1.65	\$ 1.46
Cash dividends	1.04	1.01	.97	.93	.92
Balance Sheet Data					
Assets	\$901,565	\$819,966	\$818,546	\$796,601	\$758,330
Investment securities	359,531	303,756	336,618	316,531	282,798
Net loans	439,999	427,124	410,066	403,950	401,375
Deposits	690,075	608,834	624,349	626,895	580,569
Stockholders' equity	96,351	103,330	93,092	79,060	74,167
Performance Ratios					
Return on average assets	1.23%	1.25%	1.21%	1.09%	1.06%
Return on average equity	10.12%	10.19%	11.57%	10.98%	10.88%
Dividend payout ratio	55.64%	54.18%	53.31%	56.47%	63.06%
Average equity to average assets ratio	12.10%	12.28%	10.43%	9.95%	9.73%





- Trained & Implemented Dodd-Frank Ability to Repay Standards
- Launched Kasasa Checking Products
- Launched New Online Banking Platform



#### Deposit Breakdown

66%

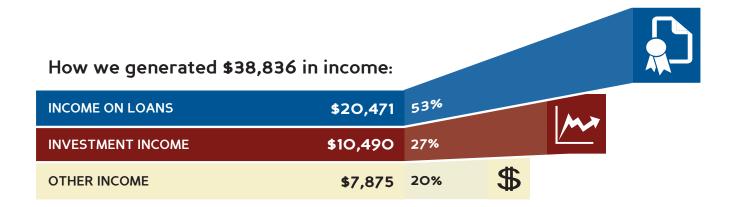
CORE DEPOSITS (Checking, Savings & Money Markets)TIME DEPOSITS (Certificates of Deposits)

34%

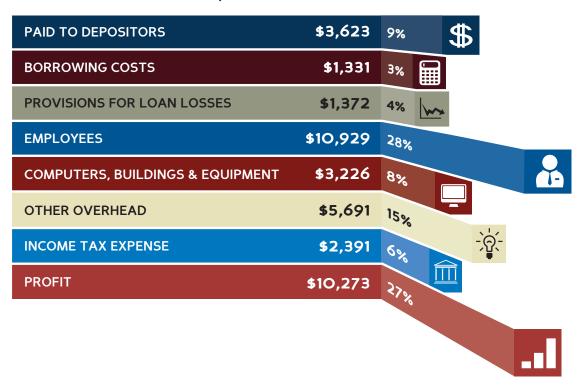
## **Community Offices**

- Completed Expansion and Renovation of the Main Headquarters in Berwick
- Built and Opened New Shickshinny Office
- Opened New Dallas Office

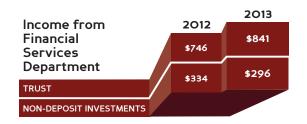
## INCOME STATEMENT IN GRAPHIC FORM



## How we used our \$38,836 in income:

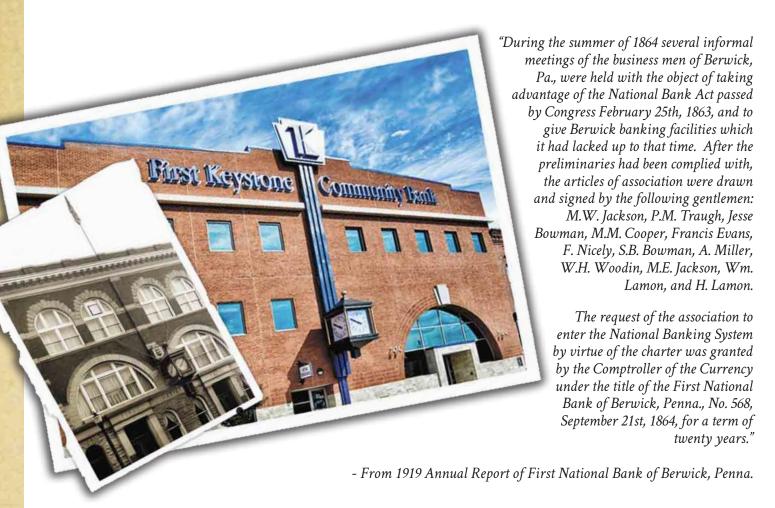


## **COMPONENTS OF OTHER INCOME**





## TO OUR SHAREHOLDERS



This year's Annual Report to Shareholders contrasts the past with the present. As our 150th Anniversary approaches on September 21st of this year, our cover displays a picture of our current Chairman of the Board, Robert E. Bull, and our first Chairman, Mordecai W. Jackson. These men, and many men and women in between, have been instrumental in shaping First Keystone Community Bank over our 150 year history. In 1864, the Bank was chartered with \$50,000 in capital stock and ended its first year with \$112,000 in assets. Today our stockholders' equity is more than \$96 million and as of December 31, 2013, our assets exceeded \$900 million.

During 2013, we opened two new branch offices, remodeled our Main Office lobby, and moved into our newly constructed Administrative Offices on Front Street in downtown Berwick. Our expansion into the "Back Mountain" was initiated with the opening of our 17th office on Memorial Highway in Dallas. Later in the year we completed the construction of a new office on Main Street in Shickshinny. We are proud to be a part of these two new "First Keystone Communities".

Our vision of the future continues with the introduction of a new line of Rewards Checking products offering high interest, cash back or iTunes credit. For the first time in our history, these accounts can be opened over the Internet, without ever entering the Bank. Soon our customers will have the ability to deposit a check just by taking a picture of it with their smartphone. These technological improvements will give us the ability to match 'big bank' products with the high quality, personal service our customers have come to expect from your community bank.

## Financial Highlights

During 2013, the Corporation had net income of \$10,273,000 as compared to \$10,170,000 for the year 2012, a 1.0% increase. Total interest income fell as a result of the continuing low interest rate environment. The replacement of maturing investments and loan repayments were nearly all completed at lower interest rates. Total interest income was down by nearly \$4,000,000. Total interest expense was lower, as well, for similar reasons. The result was a decline in net interest income of \$2,415,000.

Non-interest income increased primarily as a result of higher net gains taken on sales of investment securities. This offsets the decline in gains on sales of residential mortgage loans due to the reduction in home mortgage refinancing activity. Non-interest income in total was up \$1,942,000. Non-interest expense declined from 2012 to 2013. While salaries and employee benefit expenses were up by more than \$500,000, the costs of collecting non-performing loans and foreclosed real estate declined dramatically. Occupancy and equipment expenses rose slightly as a result of new construction, but overall non-interest expense was lower by more than \$500,000.

The Corporation was successful in growing assets during 2013 above the \$900,000,000 mark. Growth came in both loans and investments. Net loans grew to almost \$440,000,000, up \$12,875,000, or more than 3.0%. The growth was spread evenly between the commercial and industrial and residential real estate loan portfolios. The investment portfolio grew as the Corporation moved away from longer-term municipal bonds and into shorter-term mortgage backed securities. This was done to reduce the risk of rising interest rates and to increase cash flow from the investment portfolio.

Funding for the increase in assets came from both deposits and borrowings. We were successful in attracting \$80,000,000 in new deposits throughout our market area. Borrowings increased as well, by a little more than \$9,000,000. As in 2012, the bank prepaid one higher rate, long-term borrowing with the proceeds of investment security sales made at a gain. The result was increased net income and reduced sensitivity to rising interest rates.

Total stockholders' equity declined during 2013. Adding to stockholders' equity, the Corporation retained more than \$4,557,000 in profits after paying out dividends of \$5,716,000. However, accumulated other comprehensive income declined by more than \$12,500,000. A combination of rising interest rates and sales of securities at a net gain were responsible for the reduction in accumulated other comprehensive income. Overall, stockholders' equity declined by nearly \$7,000,000. However, we continue to be well capitalized

by bank regulatory measures and we remain in a position to grow as the economy improves.

During 2013, we paid a dividend of \$1.04 per share, an increase of 3.0% from 2012. Based upon the closing share price on December 31, 2013 of \$25.00, that equals a dividend yield of 4.2%.

"Yesterday's Traditions...Tomorrow's Vision" is a fitting summary of our ideals at First Keystone Corporation. Please join us in celebrating our 150th year. From the Directors, senior management and all of the employees, we thank you for your continued support of First Keystone Corporation during the past and into our future.

> Matthew P. Prosseda President & Chief Executive Officer

Matthew Trosseda



## FROM "YESTERDAY'S TRADITIO

In September 1864, while still deep in the throes of the Civil War, the incorporation of a small community bank in Northeast Pennsylvania may have been dwarfed by the events of the day, but it was no doubt a big deal to residents of Berwick, Pennsylvania. Fast forward 150 years and First Keystone Community Bank continues to grow and prosper as a leader in the financial services market. What started out as a single 16' x 25' building has developed into a network of eighteen full-service branches dedicated to helping local people and businesses navigate the ever-changing financial landscape.

Our forefathers could never have imagined the complexities of today's banking environment. As an example, 1864 was the first year that the phrase "In God We Trust" appeared on the nation's currency. In 2014, First Keystone broke its own new ground by introducing a menu of rewards and high-yield checking and savings accounts called "Kasasa". First Keystone will be the first local institution to take on the megabanks by offering innovative products paired with the excellent customer service that people demand from their bank. It may sound "too good to be true," but Kasasa's rewards and high-yield accounts are the future of banking in this market area.

In 2014, First Keystone renews their commitment to maintaining "Yesterday's Traditions," but highlights the opportunities that come with "Tomorrow's Vision." As our reliance on the Internet and online banking continues to grow, First Keystone is a leader in providing products and services that stress convenience and flexibility, such as bill payment, mobile banking, remote deposit capture, and online account opening.

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Celebrating



## NS" TO "TOMORROW'S VISION"

Your bank has also positioned itself to be a key strategic resource for the area's small business community. While the economy continues to stabilize, local businesses count on the dedication and expertise of First Keystone's commercial services team to promote growth and provide the tools needed to excel in today's competitive market.

But one thing hasn't changed in a century and a half – the bank's dedication to supporting local communities and the people that live and work here. From Danville to Wilkes-Barre to Stroudsburg, First Keystone Community Bank believes in the individuals and businesses that it serves and strives to be a resource for the financial products and customer service that consumers expect from a community bank.





## FIRST KEYSTONE CORPORATION BOARD OF DIRECTORS



Front Row Left to Right: David R. Sacarino, Don E. Bower, Robert E. Bull, Matthew P. Prosseda, Dr. Joseph B. Conahan, Jr., Robert A. Bull, J. Gerald Bazewicz Back Row Left to Right: John G. Gerlach, Jerome F. Fabian, John Arndt

#### John Arndt

Owner Arndt Insurance Agency

### Robert A. Bull

Attorney Bull, Bull & McDonald, LLP

#### Jerome F. Fabian

Owner/President Tile Distributors of America, Inc.

## David R. Sacarino

Retired Vice President & CFO First Keystone Community Bank

#### J. Gerald Bazewicz

**Retired President & CEO** First Keystone Community Bank

## Robert E. Bull

**Retired Attorney** Bull, Bull & McDonald, LLP

#### John G. Gerlach

Retired President First Keystone Community Bank Pocono Division

## Don E. Bower

President Don E. Bower, Inc.

## Dr. Joseph B. Conahan, Jr. Ophthalmologist/Managing Partner

Pocono Ambulatory Surgery Center

#### Matthew P. Prosseda

President & CEO First Keystone Community Bank

Officers

Robert E. Bull Chairman

Diane C.A. Rosler Chief Financial Officer

J. Gerald Bazewicz

Vice Chairman

John Arndt Secretary

Matthew P. Prosseda

President & Chief Executive Officer

Cheryl L. Wynings Assistant Secretary

## FIRST KEYSTONE COMMUNITY BANK OFFICERS

Robert E. Bull

Chairman of the Board

J. Gerald Bazewicz

Vice Chairman

Executive Management -

John Arndt Secretary

Matthew P. Prosseda

President Chief Executive Officer Kevin L. Miller

**Executive Vice President Chief Operating Officer** 

Elaine A. Woodland

**Executive Vice President** Director of Lending

Diane C.A. Rosler

Senior Vice President

Barbara J. Robbins

Senior Vice President Chief Financial Officer & Cashier Deposit Operations Manager Mark J. McDonald

Senior Vice President Chief Credit Officer

James S. Szewc

Vice President Senior Trust Officer

Gabriel D. Alessi

Vice President, Mortgage Services Manager

> Wendy L. Bacher Asst. Trust Officer, IRA Manager

Anthony P. Cartiglia

Vice President, Commercial Services Officer

Marcia H. Dobey

Asst. Vice President, Mortgage Underwriter

Edgar A. Gower, Jr.

Vice President, Commercial Services Officer

Lee A. Hess Vice President, Commercial Services Officer-Security Officer

Rebecca A. Hooper Trust Officer

Theresa E. Johnson

Asst. Cashier, Community Office Manager

Michelle E. Kozak

Asst. Cashier, Marketing Officer

Leona W. Luongo

Vice President, Mortgage Loan Consultant

Eugene W. Morrison

Vice President,

Commercial Services Officer

Deborah C. Orendi Asst. Cashier,

Community Office Manager

Michael W. Rider

Asst. Vice President, IT Manager/ Information Security Officer

Sally J. Sitler Asst. Vice President, Computer Operations Manager

Jeffrey T. Wozniak

Asst. Vice President, Technology Systems Manager

> Christopher Zlobik Asst. Cashier, Asst. IT Manager

Jodi L. Alley Vice President, Loan Operations Manager

Charlotte M. Bishop

Asst. Vice President, In Store Sales Manager

Carmelita A. Cleaver

Vice President, Retail Operations Officer

Andrew S. Faytko Vice President,

Commercial Services Officer Brenda L. Grasley

Vice President, Consumer Loan Manager

Jason P. Holloway

Asst. Cashier,

Consumer Loan Officer

Toney C. Horst Asst. Vice President,

Controller

Donna J. Keefer Vice President,

**Product Support** 

Kevin Krieger

Vice President, Compliance Officer & BSA Officer

Kristi A. McClintock

Asst. Cashier, Commercial Loan Document Specialist

**Bonnie Nevel** Asst. Cashier,

Trainer

Marilynn Palmer

Vice President, Community Office Manager

Holly M. Rodzon

Asst. Cashier, Asst. Community Office Manager

Sherri A. Sitler

Asst. Vice President, Deposit Review Officer

Cheryl L. Wynings Asst. Cashier, Exec. Administrative Asst. & Asst. Secretary

Lesa A. Angell

Vice President, Retail Banking & Sales Manager

Patricia Buccieri

Asst. Vice President, Asst. Community Office Manager

Sandra L. Cole

Asst. Cashier, Asst. Community Office Manager

Elizabeth Goll

Asst. Vice President, Asst. Community Office Manager

Tina M. Gray

Vice President, Community Office Manager

Richard L. Holloway

Asst. Vice President, Community Office Manager

Kathleen M. Jarski

Asst. Vice President, Community Office Manager

Brian M. Klinefelter

Asst. Vice President, Credit Department Manager

Martin B. Leandri

Asst. Cashier, Community Office Manager

Matthew W. Mensinger

Vice President, Commercial Services Officer

Laurie Nudo

Asst. Cashier,

Customer Service Officer

Mary E. Pascucci

Assistant Cashier,

Training Director

Frances I. Seward Asst. Vice President,

Community Office Manager

Kim R. Stroup

Asst. Cashier, Community Office Manager

Linda K. Yerges

Vice President, Human Resource Manager John J. Babskie Asst. Cashier,

Community Office Manager

Leighton E. Bull

Asst. Vice President, Mortgage Loan Consultant

Beverly A. Cruikshank

Vice President, Community Office Manager

James T. Gorman

Sr. Vice President, Commercial Services Officer-Sr. Market Manager

Herbert Harmon, Jr.

Asst. Cashier,

Facilities Manager

June Honorowski

Vice President,

Regional Branch Administrator

Rachel Jennings

Asst. Cashier, Post Closing Document Specialist

Steven M. Kotch

Assistant Cashier,

Collector

Jonathan Littlewood

Asst. Vice President,

Commercial Services Officer

Linda M. Meshinski Asst. Vice President,

Community Office Manager

John J. O'Reilly

Trust Officer, New

**Business Development Officer** 

John Procopio Exec. Vice President, Commercial Services Officer-Sr. Market Manager

Kimberly S. Shiner

Asst. Vice President, Community Office Manager

Kimberly A. Volkel Asst. Cashier, Community Office Manager

Robert A. Young

Vice President, Loan Review Officer

## **Advisory Boards**

Wyoming Valley

Timothy Connolly Daniel Fierman Michael Jezewski James Mangan Stephen Phillips Edward H. Poggi, III

James V. Reino, Jr.

**Pocono Community** 

Charles M. Hannig Richard L. Price, Jr. William E. Rinehart Joel D. Rossi Jacob E. Seip, Jr.

## Bloomsburg/Danville

Michael E. Boone Walter Deacon Tim Flick Dan W. Hartman Michael H. Kuziak Nancy Marr Michael Nardone

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## CORPORATE INFORMATION

## The Corporation

First Keystone Corporation is a bank holding company incorporated under the Pennsylvania Business Corporation Laws. Its assets consist primarily of the assets of its whollyowned subsidiary, First Keystone Community Bank.

First Keystone Community Bank serves Columbia, Montour, Luzerne, and Monroe Counties. The Bank engages in general banking business and also provides fiduciary services.

## Corporate Headquarters

First Keystone Corporation 111 West Front Street Berwick, Pennsylvania 18603 Telephone: 570-752-3671

Fax: 570-752-4022

## **Notice of Annual Meeting**

The 2014 Annual Meeting of Shareholders will be held at 10:00 a.m., Eastern Daylight Time, on Tuesday, May 6, 2014 at:

McBride Memorial Library, Community Room 500 Market Street Berwick, Pennsylvania 18603

## Annual Report on Form 10-K

The Annual Report on Form 10-K as filed with the Securities and Exchange Commission may be obtained, without charge, by contacting:

Cheryl Wynings Investor Relations P.O. Box 289 Berwick, Pennsylvania 18603 Telephone: 570-752-3671, extension 1175

## **Stock Listing**

First Keystone Corporation common stock is traded on the Over the Counter (OTC) Bulletin Board under the symbol "FKYS".

## Transfer Agent and Registrar

To change or transfer registration of your stock, report a lost certificate, or other related inquiries, please contact our transfer agent at:

Registrar & Transfer Company 10 Commerce Drive Cranford, New Jersey 07016 Telephone: 1-800-368-5948 Website: www.rtco.com Email: info@rtco.com

## **Direct Deposit**

Shareholders may have their cash dividends deposited directly into the account of their choice at any banking institution, with no charge. Additional information and enrollment materials for direct deposit can be obtained by calling 1-800-368-5948.

## **Dividend Reinvestment**

The Plan, open to residents of Pennsylvania, provides the opportunity to have dividends automatically reinvested into First Keystone Corporation stock. Participants in the Plan may also elect to make cash contributions to purchase additional shares of common stock. For information regarding the Plan, contact the Plan Administrator at:

Registrar and Transfer Company Investor Relations Department 10 Commerce Drive Cranford, NJ 07016 Telephone: 1-800-368-5948

#### Investor Information

Information regarding First Keystone Corporation is available online at www.firstkeystonecorporation.com. The website also includes additional information of interest to shareholders such as: historical stock prices, dividend declarations, press releases and governance documents.

Requests for information or assistance regarding the corporation should be directed to Shareholder Relations at 1-888-759-2266, extension 1175.

## **Stock Purchase Inquiries**

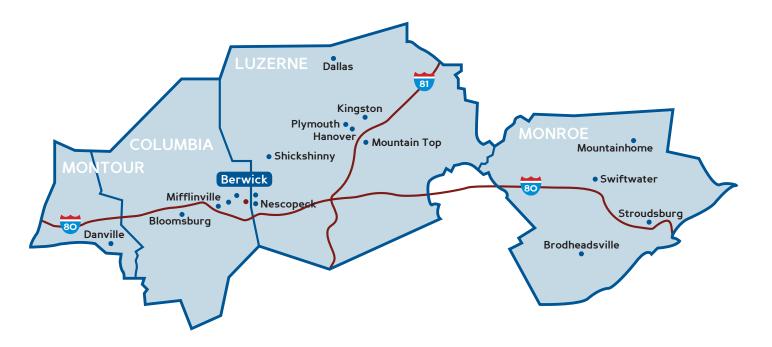
The following brokerage firms make a market in First Keystone Corporation common stock:

RBC Dain Rauscher, (800) 223-4207 Janney Montgomery Scott LLC, (800) 526-6397 Stifel Nicolaus & Co. Inc., (800) 223-6807 Boenning & Scattergood, Inc., (800) 883-1212

## Independent Public Accountants

J. H. Williams & Co., LLP 270 Pierce Street Kingston, Pennsylvania 18704 Telephone: 570-288-3651

## **OFFICE LOCATIONS**



## FIRST KEYSTONE COMMUNITY BANK

#### Main Office

111 West Front Street Berwick, PA 18603 570-752-3671

#### **Briar Creek Office**

50 Briar Creek Plaza Berwick, PA 18603 570-802-0541

### **Scott Township Office**

2301 Columbia Boulevard Bloomsburg, PA 17815 570-784-0354

## **Kingston Office**

299 Wyoming Avenue Kingston, PA 18704 570-718-1110

#### **Dallas Office**

2325 Memorial Highway Dallas, PA 18612 570-674-1030

#### Mountainhome Office

154 Route 390 Mountainhome, PA 18342 570-595-9700

## Salem Township Office

400 Fowler Avenue Berwick, PA 18603 570-759-2628

#### Nescopeck Office

437 West Third Street Nescopeck, PA 18635 570-759-2767

#### **Danville Office**

1519 Bloom Road Danville, PA 17821 570-275-8000

## **Mountain Top Office**

18 North Mountain Boulevard Mountain Top, PA 18707 570-715-0720

## **Shickshinny Office**

107 South Main Street Shickshinny, PA 18655 570-542-6060

#### **Swiftwater Office**

2070 Route 611 Swiftwater, PA 18370 570-839-7880

#### Freas Avenue Office

701 Freas Avenue Berwick, PA 18603 570-752-1244

#### Mifflinville Office

Third & Race Street Mifflinville, PA 18631 570-752-5750

### **Hanover Township Office**

1540 Sans Souci Highway Wilkes-Barre, PA 18706 570-825-7352

### Plymouth Office

463 West Main Street Plymouth, PA 18651 570-719-1400

## Stroudsburg Office

559 Main Street Stroudsburg, PA 18360 570-424-9700

### **Brodheadsville Office**

Route 209 Brodheadsville, PA 18322 570-402-2008

## From Yesterday's Traditions To Tomorrow's Vision

The front cover portrays photographs of our first Chairman of the Board, Mordecai Jackson, who served from 1864 through 1894 and our current Chairman of the Board, Robert E. Bull, who has held this position since 1981. It is because of their vision and dedication, we are able to exist and thrive today.

As we begin to celebrate our 150 years in the banking business, we reflect on the progress and growth of the Corporation and of the Bank. First Keystone began as a single office located on Front Street in Berwick and has grown to 18 branches in a four county market. This success is attributed to maintaining our core values and by fulfilling the visions of our founders. With this strong foundation in place, we can continue to serve our valued customers with the service and dedication they deserve and to fulfill their banking and investment needs. Our customers and shareholders have always been and will continue to be the priority of First Keystone Community Bank.

We would like to take this opportunity to thank you for your business and continued support.

