

A COMPANY DRIVEN

by *Purpose*



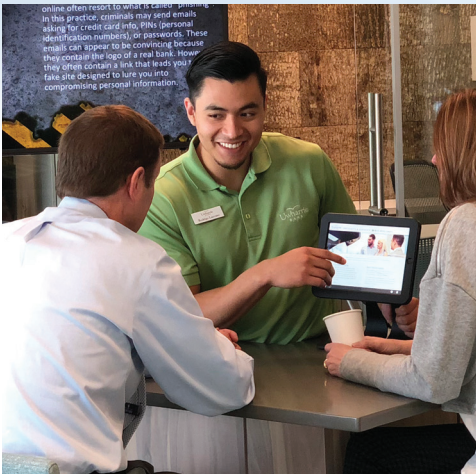

Uwharrie
CAPITAL CORP
making a difference®

A DESIRED *Vision*

Uwharrie Capital Corp is a financial organization that places the needs of our community first. We strive for a robust local economy that helps our neighbors obtain a quality of life that promotes traditional values: values that inspire us to care for one another and create opportunities where our children and grandchildren can achieve financial security.



For the people, by the people...Roger Dick (left) and Leonard Mabry set out to bring financial empowerment back to local communities. Circa 1984



WE THE *People*

Over time, we have not only grown in assets, but in our understanding of building community. The community comprises a group of people united through a common cause and a shared vision and purpose. We understand that community is not defined by geography, but by purpose. Today, we are a community of people that believes maintaining control of our wealth is consistent with protecting our freedoms.

"We the people" are the customers, associates and shareholders of Uwharrie Capital Corp and its subsidiaries. We are the bank to independent family-owned businesses, the same companies that are providing the majority of our nation's new jobs. We are the bank that is about building Main Street communities, financing homes, helping to manage the family nest egg...securing futures.

PEOPLE
WITH

Purpose

Companies that thrive in today's economy share the pursuit of purpose, alongside the pursuit of profit. A purpose mobilizes people in a way that pursuing profits alone never will.

An organization without purpose manages people and resources, while an organization with purpose mobilizes people and resources. Purpose is a key ingredient for a strong, sustainable, scalable organizational culture. It's an unseen-yet-ever-present element that drives an organization.

Thirty-seven years ago, when we set out to build a bank, our goal was to build our community. We saw that the trends and economic restructuring taking place shifted away from the traditional jobs and industries that had been our mainstay for much of the 20th century.

We committed to each other from day one that our guiding principle would be to always do the right thing for the right reason. Decades later, we've invested tens of millions in Main Streets and helped thousands of families purchase homes, start businesses and maintain dignity.

Uwharrie Capital Corp, as an economic engine, puts capital in the hands of local people and remains committed to reclaiming our local economics. Unfortunately, in our modern work, control seldom rests with local people. More often, it resides with conventional establishments or with distant corporations that lack the capacity or incentive to deal with local needs. We create local economics and control by supporting and putting capital in the hands of local owner-manager enterprises located in the communities where they live. They share in the community's values and have a personal stake in its future and, by doing so, are creating community wealth.

As a company, it's important to think about why you are in the business you're in. What drives you? If your business succeeds, what would your ideal world look like? When a company demonstrates an authentic purpose, consumers feel a connection to the products and the company. They will choose the authentically purposeful company's products, even if it's not the cheapest offering.

Small Business Lending

Ideas, visions and goals are not words commonly heard in the banking world, but they are what an entrepreneur can achieve when backed by a sound plan and supported by a bank committed to turn aspirations into reality.

Main Street Investing

Our Main Street businesses are still the backbone of America and provide most of the new job creations across our nation.

Charitable Giving

Last year Uwharrie Capital Corp supported more than 200 non-profit and civic groups. Our associates donated more than 5,000 hours of their time, and donated \$5 each to dress casually in jeans once a month through our Denim Difference initiative. Through this effort, nearly \$14,000 was distributed to charities in our communities. We know good financial products can solve many problems. But others require basic human kindness and care.



Local and family-owned businesses are attracted to our community banking philosophy because we combine responsiveness with a consultative approach to serving their financial needs.

DEMONSTRATING

Purpose

Economic value and social value are not mutually exclusive. Today's sophisticated business leader recognizes the concept of shared value: creating economic value while addressing social needs and challenges. As Michael Porter and Mark Kramer wrote in Harvard Business Review in 2011: "Shared value is not social responsibility, philanthropy, or even sustainability, but a new way to achieve economic success."

We have often stated that your company is positioned for solid long-term growth. We have created an entity through which the people of this region can exercise control over capital and the future development of our local communities. With this strategy, we are able to enhance relationships and provide long-term value to our shareholders. Uwharrie Capital Corp and its subsidiaries are about helping local citizens and business entities within our communities.

Growth for growth's sake has never been our goal, yet your Company currently serves the financial needs of close to 20,000 households in Anson, Cabarrus, Mecklenburg and Stanly counties. Together, we can create this future that leaves a legacy of hope, confidence and sufficient financial resources that places the control of our destiny back in the hands of the people.

As we continue to embrace our vision of making a difference, we remain even more committed to this region, its people and the places we call home.

Home Ownership

Our commitment to save our customers' money, coupled with our dedication to provide the best home buying experience possible, led the way for us to help over 700 families purchase homes.

Investment Advisory

We help our clients design and achieve their best possible financial futures. Our advisors make a commitment to always strive to do the right thing for our clients: putting their interests first, tailoring strategies to their unique goals and values, and treating them like family. So we get to know them deeply before advising them about any investments. Through these relationships, we've built confidence across a community of investors who now have entrusted us with more than \$200 million in assets under advisement.

Financial Education

Teaching people good habits with money, showing them what financial independence looks like and modeling excellent stewardship is what we are about. Every day, we create opportunities to teach through social media, on our website, over the phone, in our branches and through presentations to schools and civic groups.



Though we've kept our small bank character, we're able to offer a complete range of mortgage products including Federal Housing Authority (FHA) and Fannie Mae loans and Veterans Affairs (VA) mortgages.

THE POWER OF

Purpose

From our foundation, we have operated Uwharrie consistent with the high ideals of serving and educating our community, providing for its financial service needs and doing so with an understanding of our responsibilities to our shareholders and the regulatory agencies. As the **F.A.C.E.S.** of our community, the associates and shareholders of Uwharrie Capital Corp pledge to serve as passionate advocates for our Vision and Mission.

Fiscal Responsibility:

We will always strive to achieve a balanced approach to meeting the needs of our stakeholders. We will be responsible stewards of our shareholders' money.

Accountable To The People:

We will strive to fulfill our unique mission as a financial services provider. We will maintain a broad shareholder base and be guided by a Board of Directors which represents the various interests and financial needs for the communities we serve.

Customer Service:

We will provide our customers exceptional service, competitive rates, money management, professional assistance and technology to help meet their diverse financial needs.

Economic Education:

We will contribute to the financial literacy and/or economic benefit of our community.

Social Awareness:

We will incorporate social responsibility and community altruism in our investment decisions.

Uwharrie Capital Corp remains strong and focused on improving economic opportunities for our customers and our communities. We hold a special mission that does not define ourselves as just a bank, but as an economic engine providing both capital and intellect for facing and building a sustainable economic future for the communities we serve.

Investing in People

Building economic opportunity starts with creating well-paying, stable jobs. We support our associates' career growth and long-term financial well-being. That's why many of our associates have been with us for more than 30 years and why they can offer the best of themselves every day to our customers.

Creating a Family

Uwharrie Capital Corp isn't just a community banking organization. It's a community. When one of us gets sick or is in need, our associates rally to help. We're there for one another in good times and bad, and consider each other to be family.

In December 2018, one of our associates Jason Andrew and his wife, Kellie, took their youngest child to the doctor.

They heard a diagnosis no parent ever wants to hear. Brinn, a brave nineteen-month-old girl, had Stage 3 high-risk neuroblastoma. Through the extended and taxing treatment plan, the Uwharrie family was with the Andrews every step of the way. "Everyone rallied behind us. During the toughest time of our life, we were on the receiving end of a tremendous amount of love from my work family. The list is endless. There will never be enough I could do to repay all the support my family has received. I am truly thankful for this organization, its people, its purpose and its mission."

– Associate Jason Andrew



Above is a recent photo of Brinn with her big brother Nash.



Associates gather non-perishables and supplies for our military troops.

A Double Bottom Line

At Uwharrie Capital Corp, we try to exemplify the right balance between community and profits. It's never just been about money. How we work and what we do is simply an extension of our character. We are accountable to the people and we don't take our leadership role lightly. We love our community, and it's only natural that we want to make a difference. Positive community impact and shareholder financial return are the metrics we aim for and we know these go hand-in-hand.

A Track Record of Success

We've seen many ups and downs in the national and local economy since 1983. By holding strong to our values, we've endured and overcome through downturns and recessions, operating profitably and increasing wealth and benefits to the community.

A Values-Driven Board

A fundamental element of Uwharrie Capital Corp is the role of our dedicated directors. We believe that a deep understanding and a close relationship with the communities we serve can be achieved only when we are interwoven in the fabric of those markets. Local civic and business leaders, serving as directors and community representatives, provide the insight to local needs that ensure we deliver on the promise of making a difference.

A COMPANY DRIVEN

by *Purpose*

At Uwharrie, we are creating
Opportunity | Security | Relationships | Strength | Generosity | Growth
We welcome you to join our community and we look forward to meeting you.

Uwharrie Capital Corp¹

Uwharrie Investment Advisors^{1,2}

Uwharrie Bank Mortgage³

Uwharrie Bank¹



132 N. First Street | Albemarle, North Carolina

uwharrie.com

¹ Securities are not FDIC insured, are not guaranteed by any financial institution and may involve investment risk and/or loss of principal. Risks will vary depending on investments made by the client. A Uwharrie Investment Advisor, Inc. representative will review these risks with the client prior to investing. Past performance is not a guarantee of future results. Retail brokerage and insurance products are offered through (Private Client Services, LLC., 2225 Lexington Rd, Louisville, KY 40206, phone: 502-451-0600), Member FINRA and SIPC under the marketing name of Uwharrie Investment Group. Private Client Services, LLC, and Uwharrie Capital Corp, along with its affiliates and/or subsidiaries, are separate, distinct and unaffiliated entities.

² Uwharrie Investment Advisors, Inc. is an investment advisor. Uwharrie Investment Advisors, Inc. is a subsidiary of Uwharrie Capital Corp and an affiliate of Uwharrie Bank.

³ MEMBER FDIC | EQUAL HOUSING LENDER