

2024 ESL IN THE COMMUNITY REPORT

New Business



Growing Our Branch Network

Expansion Through Acquisition

In September, ESL pledged our intent to purchase the assets of **Generations Bank**, a Seneca Falls-based community bank. Once complete, ESL plans to add eight new branch locations to its footprint and \$350 million in assets to our balance sheet. Through the acquisition, ESL will grow its presence in the Finger Lakes communities across Seneca, Ontario, Orleans, and Cayuga counties. What's more, both ESL and Generations have similar values, storied histories, and a strong commitment to serving their communities. We look forward to continuing this path of growth and meeting the individual and business needs of these communities.

Building Our Fifth City of Rochester Branch

We recently received the necessary approvals to begin construction on our newest ESL branch build on **West Main Street in the City of Rochester's Bull's Head Neighborhood**. This branch represents the fulfillment of a commitment we first pledged back in 2021 to build three new branches within the City of Rochester. Since then, we have opened our Lake Avenue and Goodman Street offices to help provide affordable and accessible financial services to city residents and businesses. Currently in the Bull's Head and immediate surrounding neighborhoods, there are no in-person financial institutions available, creating a banking desert. We look forward to creating greater access for financial services and connecting with neighbors.

