

2025
Annual
Report



Ashland

CREDIT UNION

Own Your Journey



Ashland Credit Union (ACU) has a long history of serving members. I joined ACU in 1985 when I was a new employee of Ashland Oil Inc. At that time, ACU served only Ashland employees, primarily with savings accounts and loans. As Ashland Oil changed, other sponsor organizations were added. Eventually, the credit union began to also serve community members too.

Over the years, I have had multiple car loans, added a checking account, gotten a home mortgage, and have been very happy to have an ATM right where I worked. More recently, I've taken advantage of the savings rates on certificates.

As testament to our continued growth and dedication to serving members, ACU has added branches and expanded technology over time to allow for online banking and Interactive Teller Machines (ITMs).

ACU is a credit union that can serve you, our member, as you go through each phase of life, from borrowing to saving and everything in between. Our warm and welcoming staff serve our members by offering financial products along with updated technology to conduct financial transactions and oversee member accounts. Management and the Board of Directors regularly monitor the finances of ACU as well as the economic climate to keep funds safe and adjust rates as needed.

I'm proud that ACU is my credit union, and I hope you are, too!

—Marita Werner, Board Chair

2025 was a year of intentional investment for ACU, focused on strengthening the experience we deliver to our members and preparing for the future. While much of our work took place behind the scenes, it was purposeful. We made progress on key initiatives to enhance account opening, lending, and internal reporting. These investments are not yet fully visible to our members, but they lay the groundwork for meaningful improvements in both service and efficiency.

From an economic standpoint, 2025 presented a shifting and uncertain environment. Consumer demand remained modest, and the rate environment continued to evolve as the yield curve adjusted and the Federal Reserve began reducing rates. This led to changes in member behavior, particularly as funds moved from certificates into money market accounts. In response, we remained disciplined: prioritizing strong capital, stable margins, and sound liquidity. As a result, our growth was measured and controlled, positioning ACU for long-term strength.

In 2025, members experienced the benefits of our enhanced service model. With the addition of ITMs, expanded hours, and multiple convenient locations, we significantly improved accessibility. Most notably, wait times have been dramatically reduced. Where lines once extended around the building in the drive-thru and out the front door of the lobby in our previous headquarters, members today are served with little to no wait, even as our membership continues to grow.

Economic pressures also impacted many of the members we serve. In response, we implemented a formal loss mitigation process designed to work individually with members facing financial hardship. This reflects our commitment to being more than a financial institution—we are a partner, especially in times of need.

We expect the economic environment to remain challenging, with modest growth across the industry. However, we are confident in the foundation we have built. The investments made in 2025 position us to deliver an improved member experience and greater efficiency for our staff. The work we have done this year positions us well for what comes next.

Thank you for being a part of our journey.

—Larry Lucas, President & CEO



Balance Sheet (\$,000)*

As of December 31, 2025, unaudited

Assets	2024	2025
Loans to Members (Net)	\$290,158	\$285,964
Investments	\$74,678	\$85,148
Cash	\$3,109	\$2,884
Fixed Assets	\$29,272	\$27,453
Other Assets	\$6,820	\$7,330
Total Assets	\$404,037	\$408,779
Liabilities & Equity		
Regular Shares	\$23,222	\$21,275
Share Certificates	\$162,796	\$152,938
Money Market Accounts	\$102,717	\$112,696
IRAs	\$25,903	\$26,278
Checking	\$26,469	\$27,780
Other Shares	\$7,844	\$9,649
Other Liabilities	\$12,055	\$10,861
Members' Equity	\$43,031	\$47,302
Total Liabilities & Equity	\$404,037	\$408,779

Statement of Income (\$,000)*

As of December 31, 2025, unaudited

	2024	2025
Loan Income	\$19,423	\$19,817
Investment Income	\$3,282	\$3,443
Insurance & Other Income	\$3,119	\$5,102
Total Income	\$25,824	\$28,362
Operating Expenses	(\$14,243)	(\$15,521)
Income Before Dividends	\$11,581	\$12,841
Share Dividends	\$1,482	\$1,533
Money Market Dividends	\$1,931	\$2,100
Share Certificate Dividends	\$7,144	\$6,183
Total Dividends Expense	(\$10,557)	(\$9,816)
Net Income (Loss)	\$1,024	\$3,025

Train our employees to be member-focused

Uphold ACU's financial safety and soundness

Teach financial education principles

Reward members with valuable products

Satisfy our members in all their experiences

*(Dollars in Thousands)

Balance Sheet (\$,000)*

As of December 31, 2025, unaudited

Loan Balance	2024	2025
New Vehicles (Includes RV)	\$38,827	\$33,864
Used Vehicles (Includes RV)	\$79,669	\$82,622
First Mortgages	\$86,409	\$80,937
Home Equity	\$52,676	\$58,271
Credit Cards	\$6,387	\$6,411
Unsecured	\$11,799	\$11,798
Motorcycles	\$8,172	\$6,569
Boats	\$3,984	\$3,497
Share & Certificate Secured	\$1,057	\$1,445
Other Secured	\$582	\$464
Commercial	\$3,098	\$2,772
Allowance for Loan Loss	(\$2,502)	(\$2,686)
Total Loan Balances	\$290,158	\$285,964

Misc. Statistical Information

As of December 31, 2025, unaudited

	2024	2025
Ratio of Loans to Shares	83.87%	82.33%
Liquidity Ratio	12.23%	8.09%
Net Capital Ratio	11.62%	12.23%
Year-End Net Loan Yield	6.68%	6.82%
Number of Loans Written	4,536	4,339
Total Number of Members	44,555	46,137
Total Members with Loans	7,559	7,606

Financial Summary

In 2025, the Federal Reserve implemented total cuts of 75 basis points (bps) to the federal funds rate. These cuts aimed to manage a cooling labor market and rising economic uncertainty while lowering inflation toward their 2% goal. This monetary policy approach yielded benefits for our members by reducing interest rates on variable-rate debt, notably credit cards and Home Equity Lines of Credit (HELOCs), by 100 bps. Furthermore, offered rates on fixed rate loans, such as new and used autos, decreased by up to 75 bps.

During this period, we experienced a modest growth in deposits, with an increase of \$1.67 million or 0.5%. Conversely, total loan balances saw a decline of \$4.01 million or -1.4%. Consequently, our loan-to-share ratio decreased by 154 bps to 82.33%. Additionally, the liquidity ratio decreased by 414 bps to 8.09%, as we strategically allocated excess funds into investments.

Net income for the year totaled \$3.03 million, complemented by asset growth of \$4.74 million. This performance contributed to a year-end net capital ratio of 12.23%, surpassing the 7% regulatory benchmark for a well-capitalized credit union. Overall, we navigated through a challenging economic landscape while maintaining a solid capital position and upholding our commitment to help our members take control of their finances.

*(Dollars in Thousands)

We continually think outside the box to find solutions, not just for our members, but for the communities we call home. In 2025, we rebranded our Community Spirit Card Program and added a local nonprofit as a Community Spirit Partner. We believe financial wellness is for everyone, and we seek to provide innovative solutions that contribute to the financial health of our community.

Community Spirit Rebrand

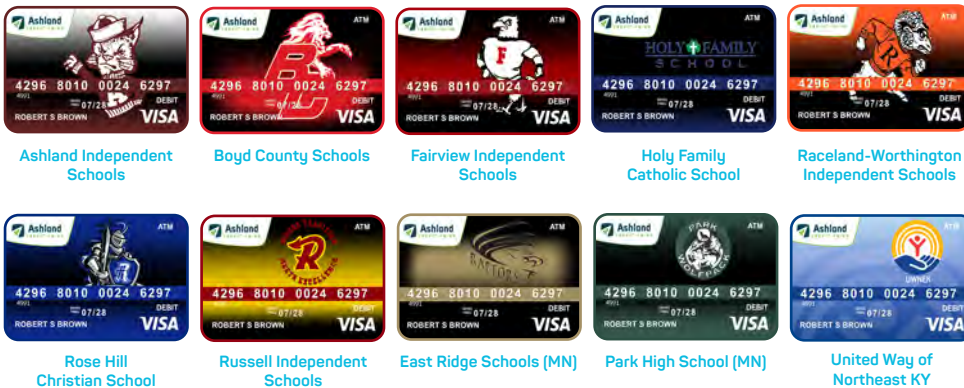
Our Affinity Card Program originally launched in 2013 with a focus on supporting local schools, beginning with just one partner. The program allows ACU members to give back simply by using a branded debit card, with ACU donating \$0.10 on the member's behalf to their selected participating organization for every signature-based transaction. In September, we expanded the program beyond schools by adding United Way of Northeast Kentucky. This growth marked an important evolution, leading us to rebrand the initiative as the Community Spirit Card Program to better reflect its broader community impact. Today, the program supports 10 Community Spirit Partners, helping fund meaningful projects and organizations that make a direct difference across our community.

2025 Community Spirit Funds

- Ashland Independent Schools: \$24,000
- Boyd County Schools: \$11,000
- Fairview Independent Schools: \$9,550
- Holy Family Catholic School: \$1,835
- Raceland-Worthington Ind. Schools: \$8,925
- Rose Hill Christian School: \$1,925
- Russell Independent Schools: \$1,600
- East Ridge Schools (MN): \$245
- Park High School (MN): \$2,764
- United Way of Northeast KY: \$107



Show Your Spirit!



As part of our commitment to empowering our community, we seek to equip members, businesses, and organizations with tools to grow, succeed, and experience financial wellness. We cultivate relationships with businesses through our Select Employer Group Program, offering support in reaching their financial goals. Our scholarships for graduating high school seniors allow us to invest in the next generation's higher education pursuits. Through each of these initiatives, we enable our community to reach higher, achieve more, and take control of their financial future.

Empowering Our Partners



We are committed to providing our Select Employer Group partners and their employees with tools that support their ongoing financial wellness. Through these partnerships, we offer a variety of exclusive benefits, from site visits and Lunch and Learns to participating in benefit fairs and open enrollments.

Throughout 2025, we traveled to approximately 14 counties and 20 Select Employer Group partner locations across Kentucky and West Virginia. Each visit allowed us to connect with employees and businesses, especially those who may not have access to a local ACU branch. During these visits, we focus on one-on-one engagement and sharing information about ACU and the value of belonging to our credit union. New and existing members can trust that we will work to find solutions that meet their unique needs.



Empowering Our Students

Because we believe everyone deserves access to education, we are proud to offer \$1,000 scholarships to 10 graduating high school seniors in recognition of their higher education pursuits.

2025 Scholarship Winners

- Marlee Coburn-Russell High School
- Davanna Grubb-Raceland-Worthington High School
- Dirk Hay-Paul Blazer High School
- Payton McFarlin-Fairview High School
- Avary Newell-Rose Hill Christian School
- Sydney Ramey-Boyd County High School
- Karelina Rodriguez-Fairview High School
- Caylee Tackett-Paul Blazer High School
- Emma Eades-Marysville High School (OH)
- Calissa Newton-Park High School (MN)



With major building projects behind us, 2025 allowed us to prioritize connection and spending time with local businesses and organizations. We participated in fundraisers and events that support those who need it most and joined in community traditions that bring people together. From Family Fun Day gatherings to educational efforts and annual celebrations, these moments created meaningful opportunities to engage, build relationships, and connect more closely to the people we serve.

Site Visits & Employer Groups

This was our second year attending Marathon Marine's Family Fun Day, where we engaged with more than 500 employees and their families. Marathon Petroleum Corporation is one of our largest employer groups, and events like Family Fun Day allow us to spend time with current and prospective members in a casual setting.

We were also proud to support Marathon Marine in their annual golf tournament benefitting the United Way of Northeast Kentucky (UWNEK). UWNEK works hard to strengthen families and support those who need it most. UWNEK is one of our valued community partners; throughout our relationship, multiple ACU staff have served on their Board. Through these relationships, we remain closely connected to the organizations and people shaping our community.

Our local businesses and organizations are the heart of our community. We actively strengthen these partnerships by engaging with these groups during site visits as well as Family Days and community events. We are fortunate to partner with a diverse group of businesses and organizations. These include realtors and other small business owners, nonprofits, healthcare resources, refineries and coal mines in our 'backyard' and in locations from West Virginia to Wyoming and Colorado.

One of our WV partner mines, Coal Mac, acquired Civic LLC in early 2025. We were able to work closely with Coal Mac's HR Representatives, Georgene and Nichole, to invite these new employees to learn more about becoming ACU members. ACU staff visited Coal Mac in June to continue these conversations and meet with the employees in person.

Each Fall, we dedicate two weeks to site visits with our West Virginia partner mines. These visits are an annual highlight, enjoyed by both ACU staff and the mine employees. This Fall, several ACU staff attended these visits. Over two weeks, they visited the Leer, Leer South, Mountain Laurel, Beckley, and Coal Mac mines, where they opened a total of 130 accounts and engaged in conversations about ongoing support and meeting financial goals.

In 2025, we also attended a variety of career and benefits fairs, open enrollment sessions, and other community events where we engaged with our Select Employer Group partners. Each of these interactions created opportunities to connect, answer questions, and build relationships that support their goals throughout each step of life's journey.



Whether we are connecting through site visits or celebrating occasions like Teacher's Week or Pi(e) Day, we are committed to supporting our community in a variety of ways. Community outreach and connection with the organizations doing invaluable work in our communities is an important part of living out our mission and values. These moments allow us to engage on a more personal level, reinforce existing partnerships, and remain an active, approachable part of the communities we serve.

Community Events

For the past three summers, we have joined Hope's Place on their Riverboat Cruise fundraiser. This year, ACU staff members stepped back in time to the Roaring 20's and spent an evening aboard a chartered riverboat in support of a great cause.

Also during the summer, we attended the annual Greenup County Farm to Table dinner. This event benefitted Greenup County High School's Future Farmers of America, 4-H classes, and the historic McConnell House located in Greenup, KY.



In the Fall, we joined Chili Fest for the second year. Chili Fest is one of the largest fundraisers for the Ashland Community Kitchen. We have a few talented chefs on staff! The chefs cooked up a hearty batch of chili that had attendees coming back for seconds! Team ACU 'Loan Rangers' brought home three awards: Best Decorated Booth, Best Bank Team, and Third Place Judge's Choice!

The Ashland Christmas Parade always helps us to get into the holiday spirit, and this year was no exception. 30 employees and their family members spread holiday cheer and passed out candy to parade goers. Rain and cold can't dampen our spirits! We value our place in our communities and any chance to give back to the places we call home. We are looking forward to another year of building relationships and participating in community events!



Financial literacy is a key foundation of our mission, which is to **embolden our members to reach higher, achieve more, and take control of their financial future**. Our 2025 financial education efforts focused on three areas: community, schools, and internal development.



Community Classes

Through partnerships with Pathways, Ramey-Estep, The Neighborhood, The Flatwoods Senior Center, Boyd and Greenup Adult Education Centers, and Ashland Independent School District's FRYSC program, we provided community classes on a variety of topics designed to expand financial literacy.

We also joined Pathways' "Discussion over Desserts" series, hosting open-forum sessions to connect with unhoused and low-income community members who may be hesitant to engage with financial institutions. Through these efforts, we reinforced our commitment to serving those who need it most.

School Classes

Our school curriculum focuses on budgeting, saving, credit and loans, money safety, and spending habits. Each partner school can participate in a five-class, monthly series supplementing classroom learning; they may also opt for annual or bi-annual visits using an age-appropriate version of ACU's Financial Foundations training. For younger students, we offer introductory lessons on Needs vs. Wants and other relevant topics. Throughout 2025, we doubled our school-based education efforts, offering 138 classes across 10 schools and programs.



This year, we expanded our partnership with Jobs for America's Graduates (JAG). We hosted JAG classes from Ashland and Russell High Schools for a hands-on look at credit union operations and career opportunities. Students attended a workplace culture session and toured our Headquarters, where they learned how each department supports our mission.



We fully rebranded the Mad City Money Reality Fair into the Own Your Journey Reality Fair, establishing full program ownership and connecting our tagline to our commitment to financial education. In 2025, we brought the Reality Fair to over 800 students across six of our partner schools. The Own Your Journey Reality Fair provides students with a hands-on budgeting experience that pairs them up in "families" and requires them to make sound financial decisions and learn the consequences of poor money management.



ACU Learning Academy

The ACU Learning Academy (ACULA) is an in-house training program launched in August 2025 to provide ongoing training and education to employees. ACULA was created and developed in-house with a focus on both role-based and non-role-based learning and combines interactive SharePoint learning modules with videos, quizzes, and traditional classroom instruction from 9 Subject Matter Experts. Employees also complete Financial Foundations, a course centered on personal financial wellness, helping them apply ACU's mission to their personal financial journeys. Since its launch, we have successfully delivered 43 classes and fully trained 12 new employees.

In Memoriam

John Mollineaux

1947-2026

Here, we honor the life and legacy of our former Senior Vice President, John Mollineaux, who served Ashland Credit Union from 1978 to 2010. Over his 32-year tenure, John helped lead the credit union through a period of remarkable growth, with assets increasing from \$15.5 million to \$174 million and membership expanding from 9,000 to 24,000.

John played a pivotal role in shaping many of the services our members rely on still today, including the introduction of checking accounts, VISA cards, online banking, First Mortgages, HELOCs, and drive-thru services. He also contributed to the expansion of membership policies, championing initiatives such as "Once A Member, Always A Member," and extending membership to family members. During his service, the organization also underwent its final name change. Previously known as Ashland Oil Employees Credit Union, it was renamed Ashland Credit Union as a reflection of its expansion to community membership in addition to Ashland Inc. employees. Also during this time, the credit union grew from 7 full-time employees to 33.

Known for his commitment to operational excellence, John oversaw day-to-day functions with a strong focus on member service. Much of our longstanding service reputation can be traced to his leadership. He emphasized accountability, consistency, and approaching every decision with integrity and responsibility.

In June 2025, we recognized John's contributions by naming him an ACU Legend, in honor of his decades of dedication to our mission. While we are saddened by his passing, we are deeply grateful for the foundation he helped to build. John will be greatly missed, but his impact on ACU and those who had the privilege of working alongside him will not be forgotten.



Ashland Credit Union is built on the dedication of volunteers who give their time and expertise to serve our members. Our volunteer Board of Directors shapes the vision and direction of the credit union. Our Supervisory Committee plays a crucial role in safeguarding member assets, upholding strong policies, overseeing our annual audit, and addressing elevated member concerns. Their commitment ensures that ACU remains a trusted, member-focused financial institution.

Ashland Branch (HQ)

Lucas, Larry-President & CEO
Davis, Audrey-Executive VP
Blevins, Jan-Chief Experience Officer
Short, Gretchen-Chief Financial Officer
Stanley, Candace-Chief Marketing Officer
Ulincoy, Jon-Chief Technology Officer
Wellman, Khrista-Chief Risk Officer

Adams, Lisa-Remote Sales Experience Manager
Coffman, Kimberly-Loan Risk Manager
Easthom, Lisa-Collections Manager
Fetters, Misty-Sr. Manager of Branch Networks
Fisher, Johnda-Controls Manager
Fitch, April-Mortgage & Business Manager
McClanahan, Janelle-Asst. Remote Services Manager
Salyers, Marla-Accounting Manager
Simpson, Alexandria- Remote Services Manager
Tackett, David-IT Manager
Wyatt, Josh-VP of Remote Experience

Adkins, Derrick
Adkins, Kaitlyn
Artis, Kerry
Bailey, Hailey
Barber, Sam
Bennett, Amanda
Brown, Gynell
Brown, Jackie
Brown, Ryan
Burke, Jo
Burris, India
Butcher, Heather
Caplinger, Candis
Cartmill, Maeghan
Chianesi, Katelyn
Duke, David
Evans, Katie
Fraleigh, Cathy
Hinch, Ryan
Holland, Megan
Hurst, Brooke
Lange, Tracy

Lewis, Brandi
Manning, Joy
Mantle, Kevann
Marinich, Alex
Moore, Amber
Myers, Michelle
Nichols, Angela
Osborne, Robert
Prough, Elisha
Rase, Jen
Reaper, Stephanie
Sallie, Judy
Salyers, Grayson
Slone, Ashley
Speaks, Jo Ann
Stapleton, Brooke
Vasvary, Nick
Webb, Carson
Whaley, Terra
Whitlock, Elizabeth
Whitt, Anna

Ashland Branch (HQ)

Hern, Shandi- Branch Manager
Cox, Simeon-Asst. Branch Manager
McKenzie, Christy
McMillen, Julie
Molter, Matthew
Morgan, Chris
Salyers, Emily
York, Sarah

Cannonsburg Branch

Tackett, Laura-Branch Manager
Parsons, Kylie
Russell, Allie
Watts, Chloe

Cottage Grove Branch

Quast, John-Branch Manager
Day, Alisha-Asst. Branch Manager
Garrison, Brenda
Patel, Mittal
Terry, David

Lexington Branch

Thomas, Bree'ana
Young, Amanda

Russell Branch

Sexton, Riccara-Branch Manager
Wade, Sydney-Asst. Branch Manager
Adams, Cindii
Barker, Brenda
Stokley, Sarah

Board of Directors

Werner, Marita-Chairperson
Hsu, Joseph-Vice Chairperson
Dearing, Tom-Treasurer
Garlinger, Michael-Secretary
Burge, Tony
Hunley, Kirbie

Morrison, Michael
Mottet, Chris
Schifsky, Michael
Sheer, Jordan
Tague, Kerry

Supervisory Committee

Cross, Janet-Chairperson
Adelsperger, Mark
Blackburn, Adam
Caudill, Marjorie
Crutcher, Wilma
Dietrich, Mary

Luckman, Brandon
Lundvall, Shilo
Pousette, Gustav
Stelton, David
Thompson, Leerona



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