



January 23, 2024

Dear Pinnacle Shareholder,

Greetings and Happy New Year to you from Pinnacle Financial Corporation. As we kick off the new year, our team is excited for opportunities of growth in business development, service strategy and community involvement. We are ready to conquer 2024!

Please find attached the preliminary, year-end financial statement for Pinnacle Financial Corporation and its subsidiary, Pinnacle Bank. It was a challenging year for the banking industry with dramatic changes in monetary policy and economic activity. For Pinnacle, we continued our growth trajectory but increases in interest rates negatively impacted the bottom line. We remain confident in our direction and optimistic about the economic opportunities in our state and region.

The Annual Shareholder Meeting is scheduled for Tuesday, April 9, 12:30 pm at 100 Pinnacle Place in Elberton. Formal invitations and a proxy will soon arrive in the mail. I hope you plan to attend the meeting as it is great to reconnect. Plus, you will receive a full briefing on the past year's results coupled with the outlook for the next few years.

Thank you for your investment and confidence in Pinnacle Financial Corporation. As always, I remain open to your comments and questions. My number at the office is (706) 213-3350 and my email address is jmccconnell@pinnaclebank.com.

Sincerely,

L. Jackson McConnell, Jr.
Chairman and CEO

