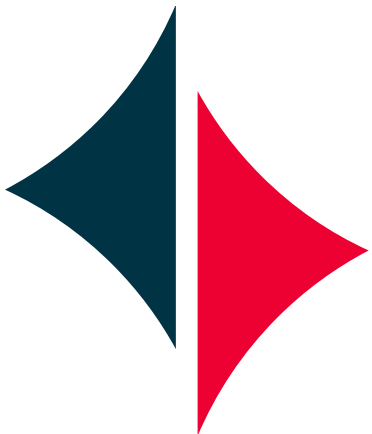


WELCOME TO THE Annual Meeting of Shareholders

TUESDAY, APRIL 29, 2025





Lauris Molbert

CHAIR OF THE BOARD



Business Meeting

- Call to Order
- Approval of Previous Meeting Minutes
- Election of Directors
- Other New Business
- Adjourn the Business Meeting

Retiring Board Members



Rodger Johnson

GRAND FORKS, ND

Board Member Since 1994



Clay Swanson

HOOPLE, ND

Board Member Since 1994



Michael Zenk

MAPLE PLAIN, MN

Board Member Since 2018

Business Meeting

New Election of the following individuals as Directors for Choice Financial Holdings, Inc.

Renominated Directors

- Jason Bristow
- Kristi Carlson
- Paymon Farazi
- Brian L. Johnson
- Lauris Molbert
- Candace Muggerud
- Marie Pillai
- George Wald
- John Wernz

Newly Nominated Individuals

- J. Randolph Bryan
- Andrew Jackson
- Cathleen Nash

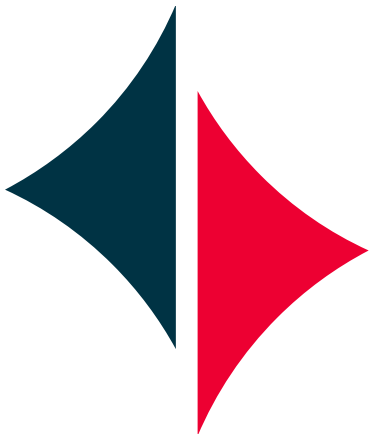


Brian L. Johnson

CHIEF EXECUTIVE OFFICER



Leadership Recognition



Retiring Board Members



Rodger Johnson

GRAND FORKS, ND

Board Member Since 1994



Clay Swanson

HOOPLE, ND

Board Member Since 1994



Michael Zenk

MAPLE PLAIN, MN

Board Member Since 2018

2024 Footprints



LEFT TO RIGHT

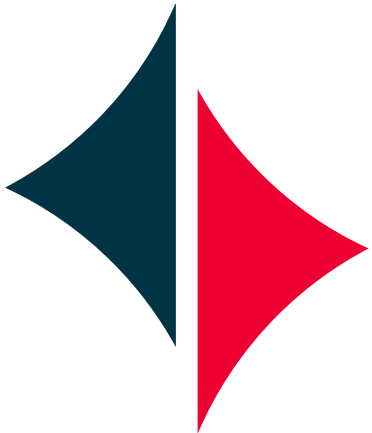
Steven Ouellette
Amber Norton
Lysette Oster

Enrique Ocon
Abby O'Brien
Mark Sand
Justin Lieberg

Jamie Satrom
Jane Karczeuski
Sara Okeson
Amanda Carlson

Brandon Reems
Angie Haugen
Eswari Jampani

2024 Year-End Financial Results



Forward-Looking Statements

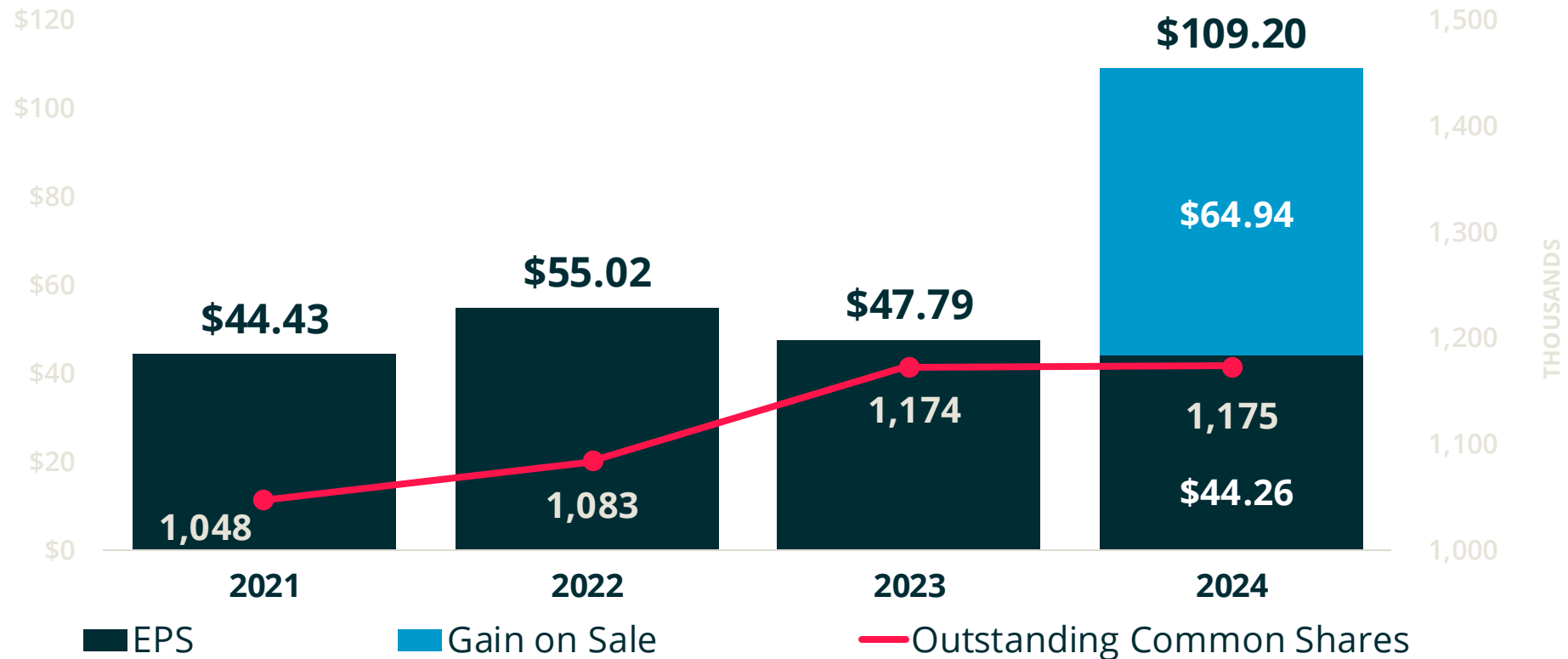
Certain information set forth in this presentation contains “forward-looking information”, including “future-oriented financial information” and “financial outlook”, under applicable securities laws (collectively referred to herein as forward-looking statements). Except for statements of historical fact, the information contained herein constitutes forward-looking statements and includes, but is not limited to, the (i) projected financial performance of the Company; (ii) completion of, and the use of proceeds from, the sale of the shares being offered hereunder; (iii) the expected development of the Company’s business, projects, and joint ventures; (iv) execution of the Company’s vision and growth strategy, including with respect to future M&A activity and global growth; (v) sources and availability of third-party financing for the Company’s projects; (vi) completion of the Company’s projects that are currently underway, in development or otherwise under consideration; (vi) renewal of the Company’s current customer, supplier and other material agreements; and (vii) future liquidity, working capital, and capital requirements. Forward-looking statements are provided to allow potential investors the opportunity to understand management’s beliefs and opinions in respect of the future so that they may use such beliefs and opinions as one factor in evaluating an investment.

These statements are not guarantees of future performance and undue reliance should not be placed on them. Such forward-looking statements necessarily involve known and unknown risks and uncertainties, which may cause actual performance and financial results in future periods to differ materially from any projections of future performance or result expressed or implied by such forward-looking statements.

Although forward-looking statements contained in this presentation are based upon what management of the Company believes are reasonable assumptions, there can be no assurance that forward-looking statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such statements. The Company undertakes no obligation to update forward-looking statements if circumstances or management’s estimates or opinions should change except as required by applicable securities laws. The reader is cautioned not to place undue reliance on forward-looking statements.

Financial Results

Earnings Per Share (EPS)



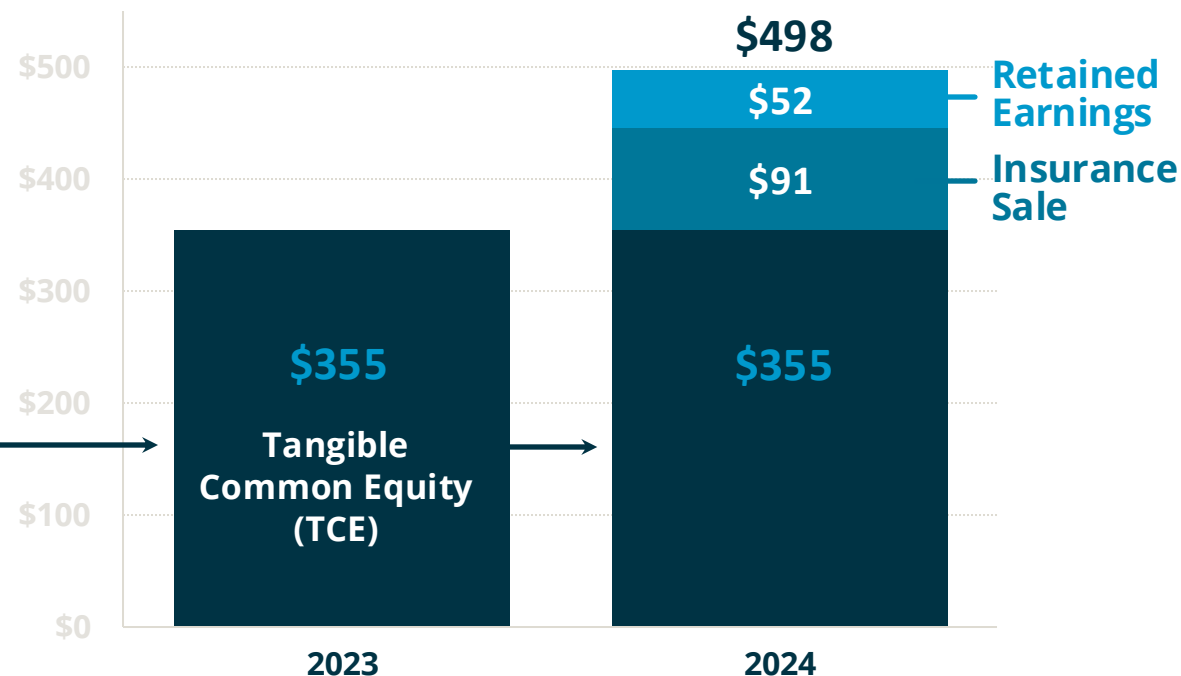
Consolidated Results

Balance Sheet Update – Full Year

- Asset growth of \$400 million, primarily through additions to securities portfolio
- Insurance sale added \$91 million to tangible common equity (TCE)

	2024	2023	Y/Y
1 Total Assets	\$5,413	\$5,000	8%
2 Total Liabilities	\$4,786	\$4,498	6%
3 Total Equity	\$627	\$502	25%
Preferred Equity	\$67	\$67	0%
Intangibles	\$62	\$79	(22%)
Tangible Common Equity	\$498	\$355	40%

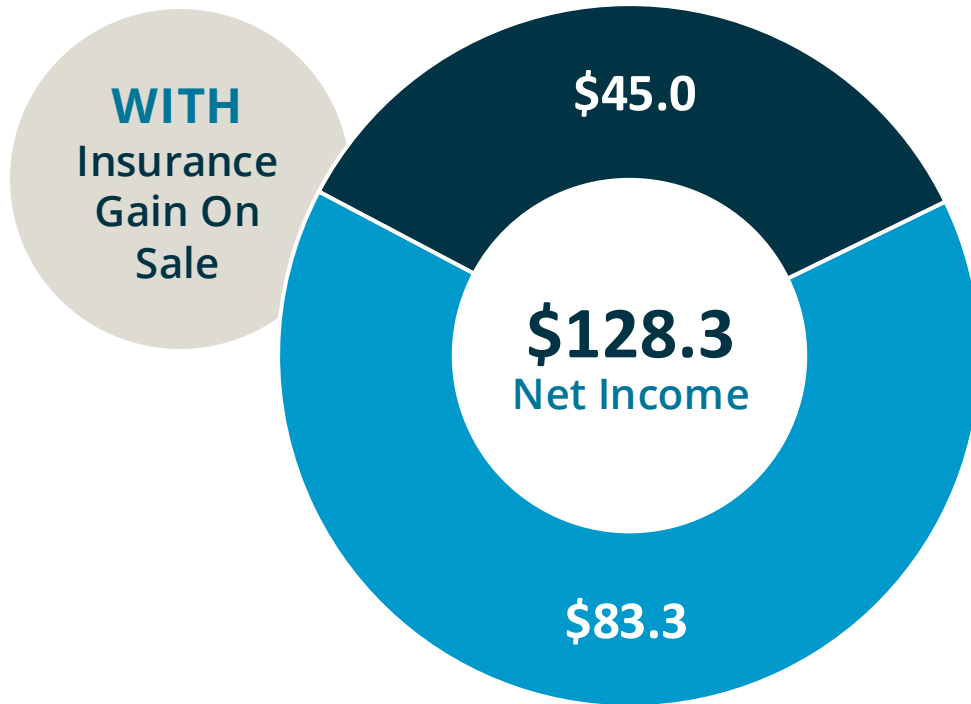
Tangible Common Equity Walk



Financial Results

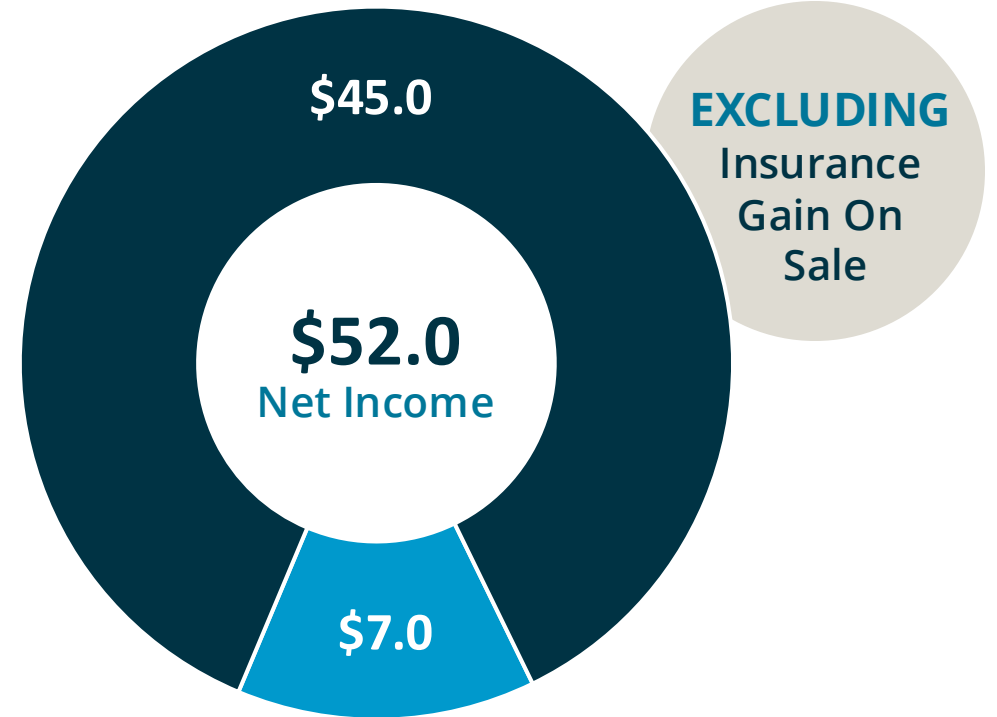
2024 Profitability

2024 Net Income Comparison
IN MILLIONS



■ Insurance

■ Bank



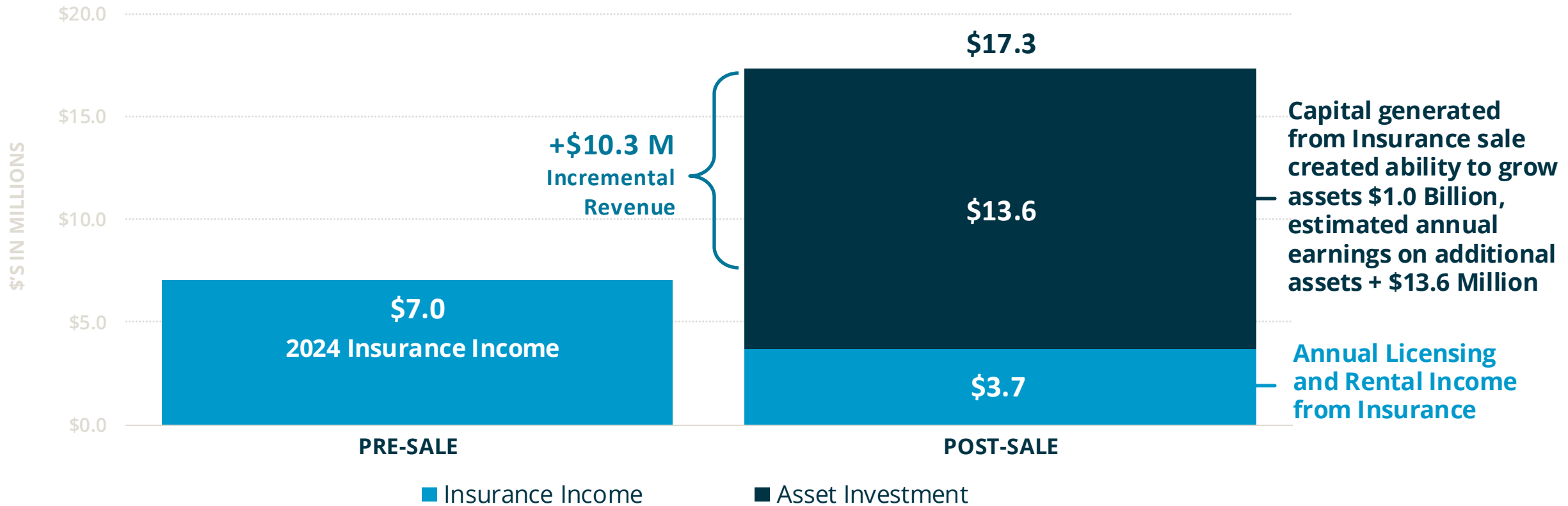
■ Insurance

■ Bank

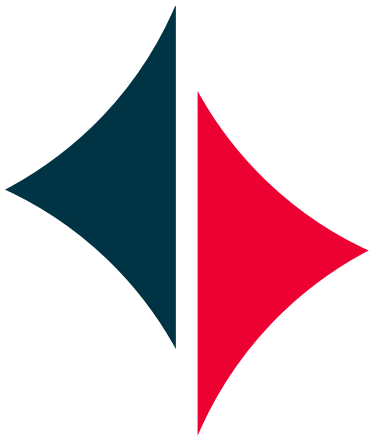
Choice Insurance Sale

How do we replace earnings?

Annual Net Income



Choice Bank is a Hybrid Bank



Choice Bank is a Hybrid Bank

BaaS (Technology) Bank Explained

Uber



MERCURY



NEED

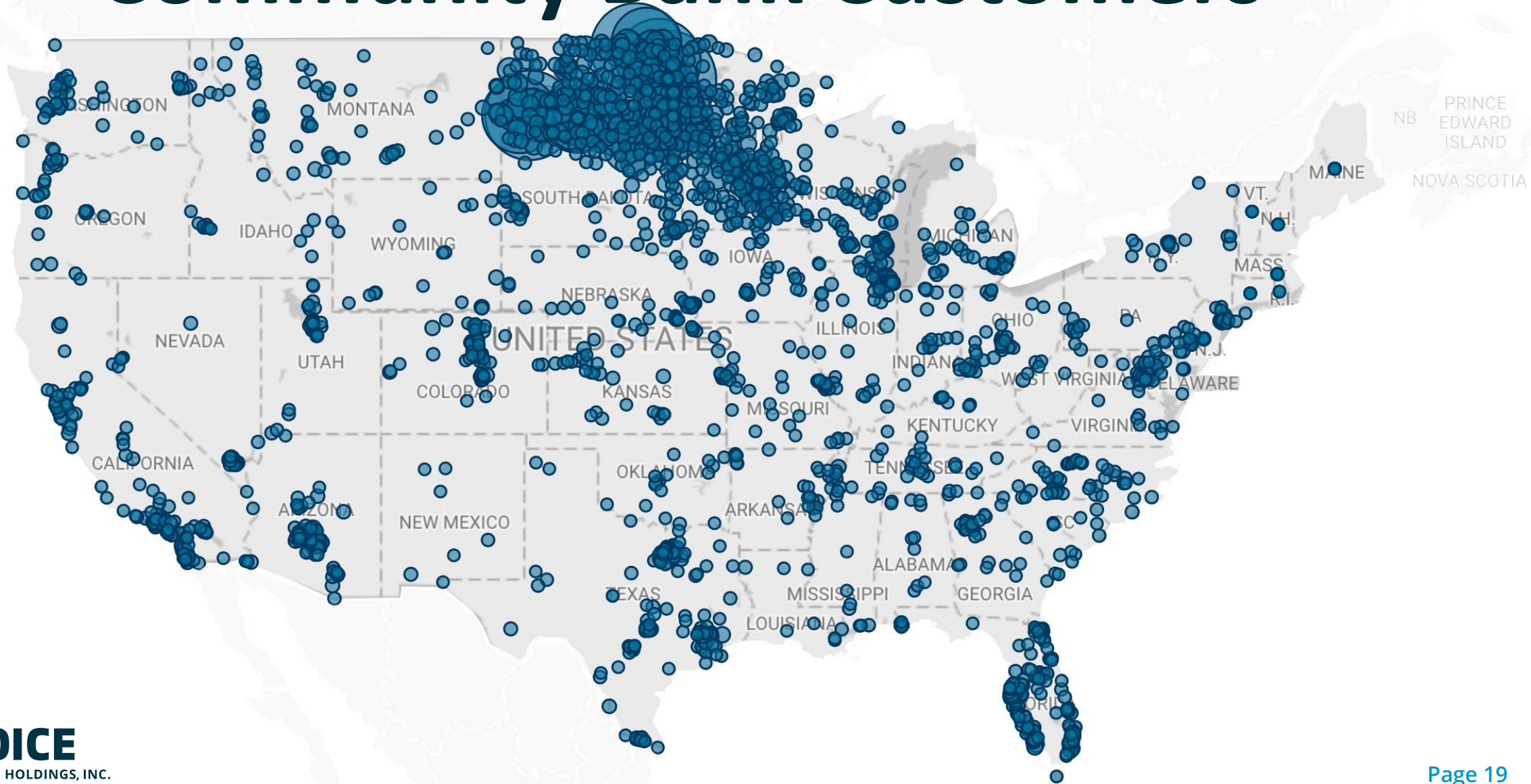
CONNECT

MOVEMENT

EXPERIENCE

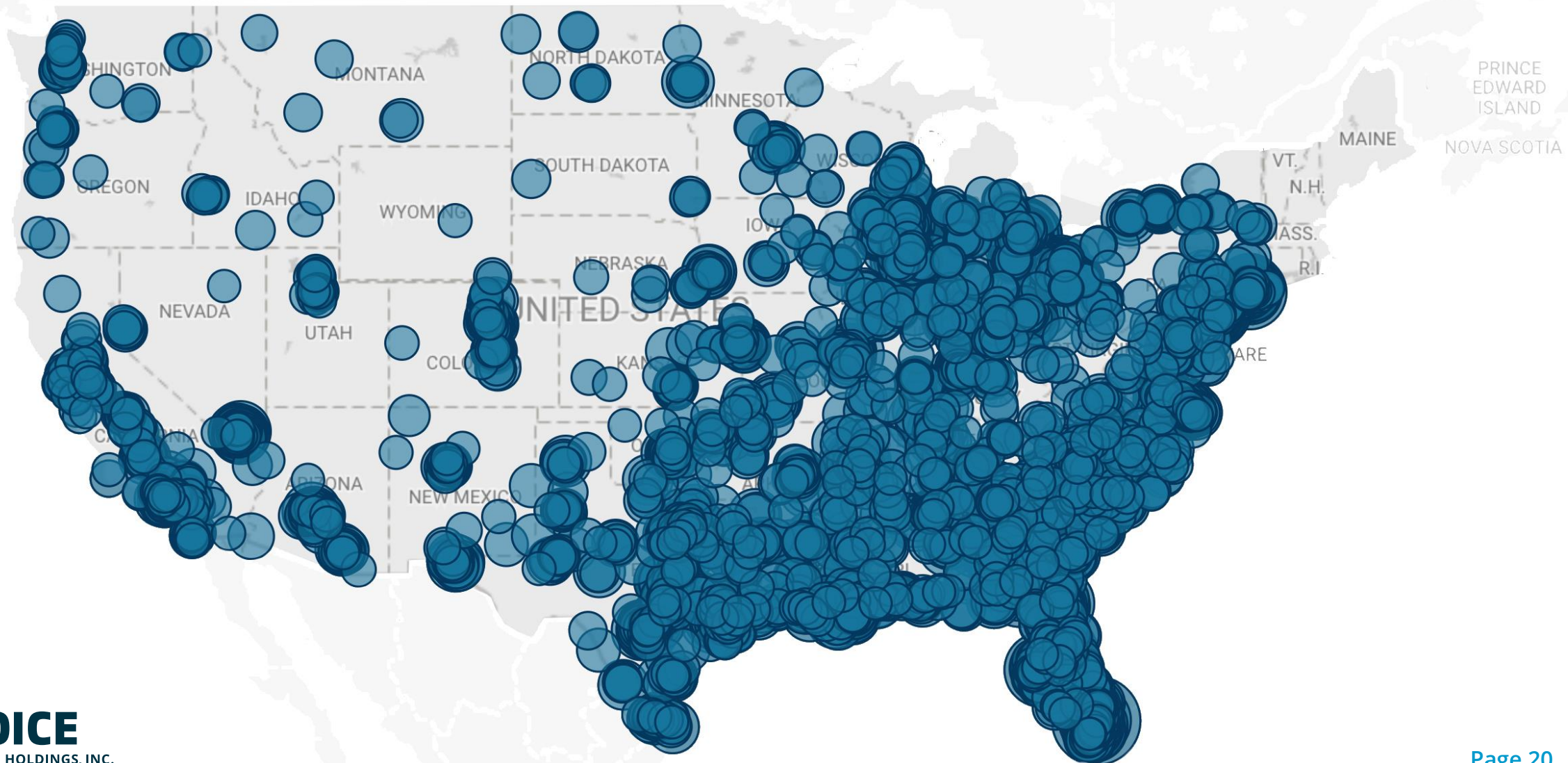
Choice Bank is a Hybrid Bank

Community Bank Customers



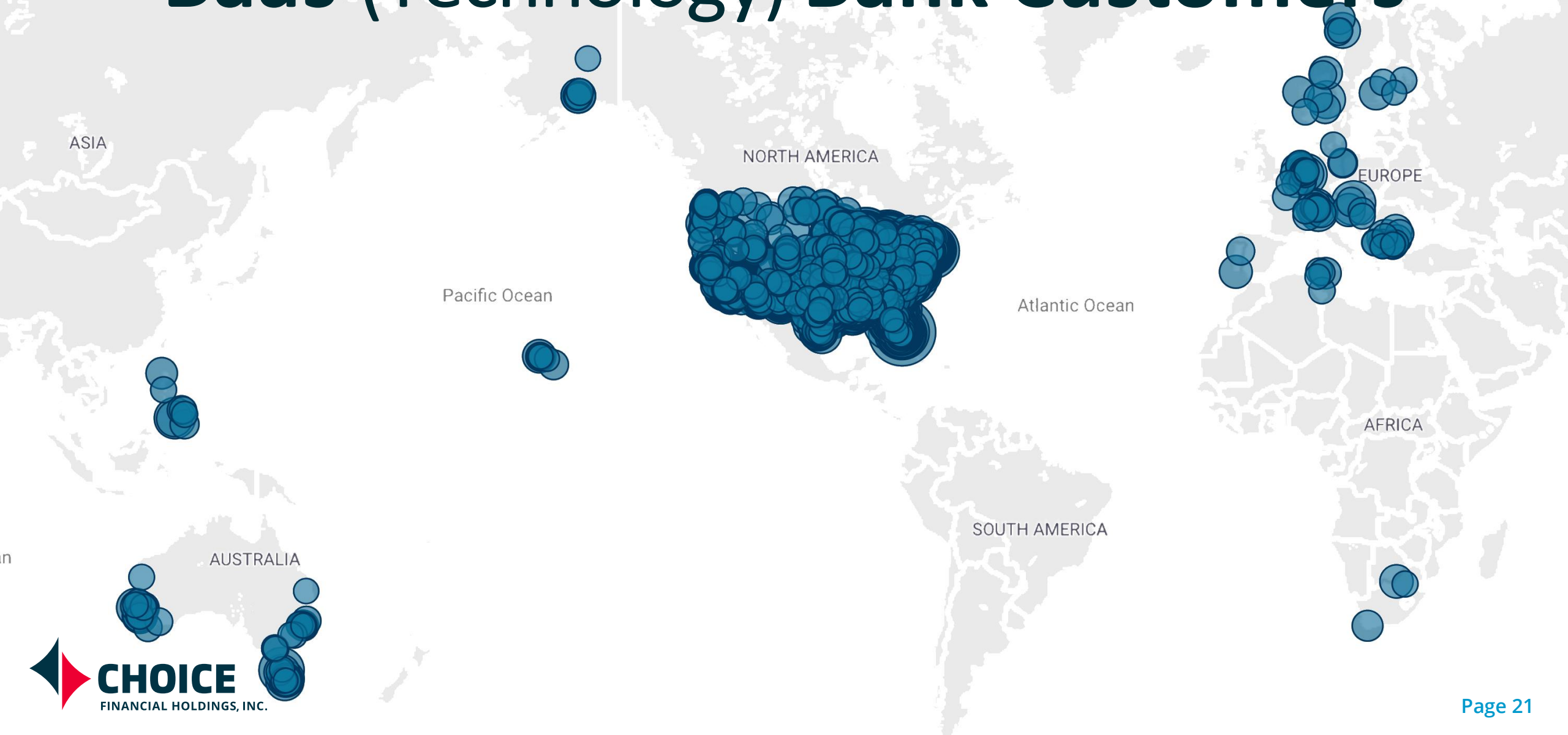
Choice Bank is a Hybrid Bank

Baas (Technology) Bank Customers



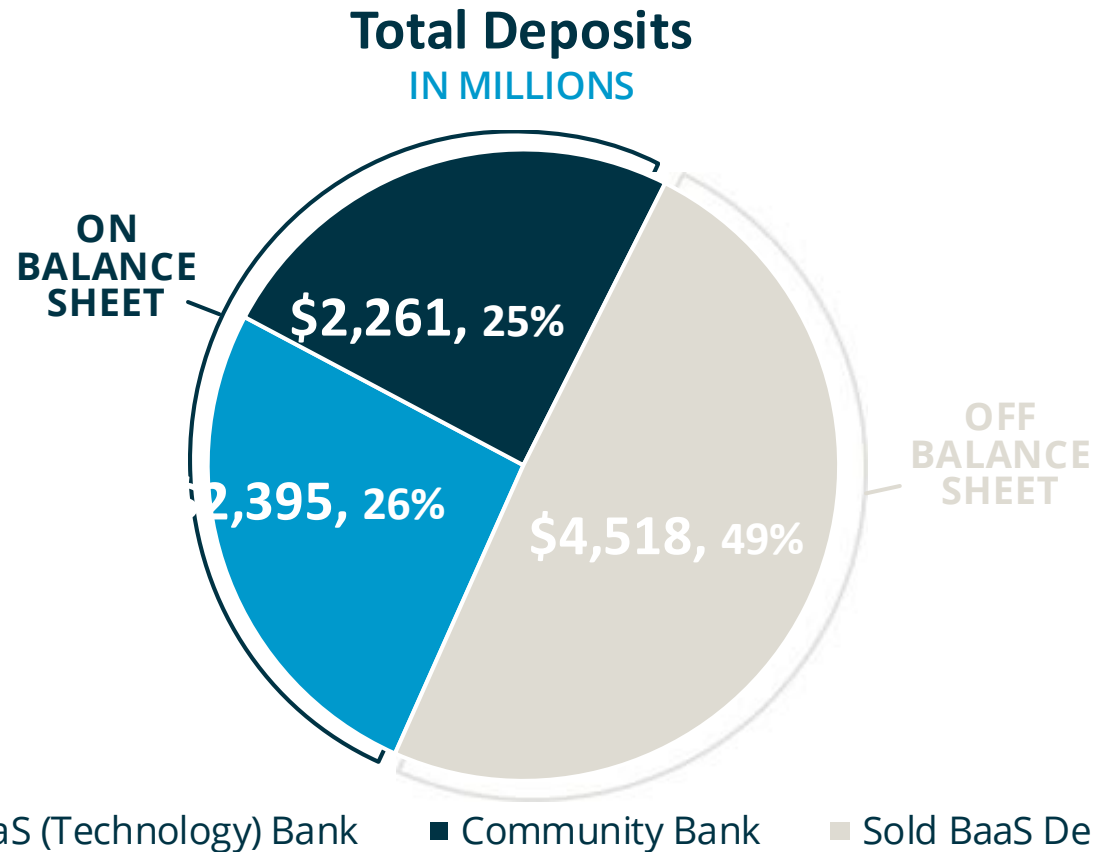
Choice Bank is a Hybrid Bank

Baas (Technology) Bank Customers



Deposit Growth

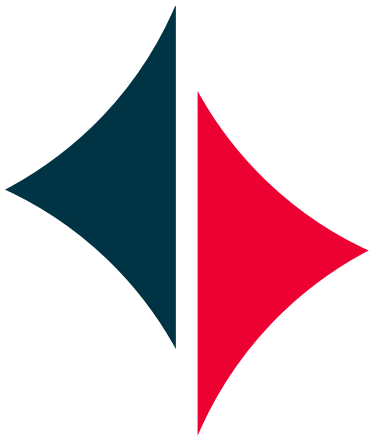
Deposit Balance Composition



- On balance sheet split between Community Bank Deposits and BaaS (Technology Bank) Deposits remains consistent
- Sweep growth 109% from 2023 to 2024

Relationship Study

Voice of Customer



Guiding Future Growth for Community Banking

Voice of Customer Program

2024

Gathered Customer Feedback & Established Baseline for future comparison

2025

Apply feedback and begin Feedback Loop through continued surveying and measurement of impact



Guiding Future Growth for Community Banking

Voice of Customer Program

“Choice Bank advocated for my business and supported me from the early stages as a startup to becoming a high-performance company, meeting us where we were during each growth phase and supporting me as an entrepreneur as I navigated new and more complex business challenges and opportunities.”

– Choice Bank Customer, 2024

78

Net Promoter Score (NPS)

Used to Measure
Customer Satisfaction



20 Points

Higher Than
Industry Average



NPS Range

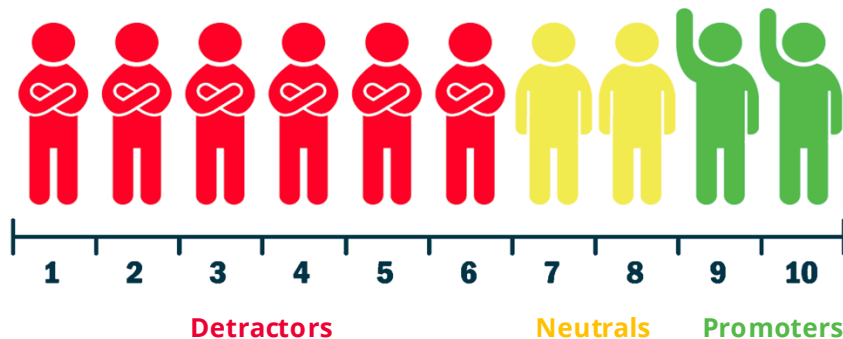
Lowest Possible Score **-100**
Highest Possible **+100**

Guiding Future Growth for Community Banking

Voice of Customer Program

Net Promoter Score (NPS)

On a scale of 1-10, how likely are you to recommend Choice Bank?



% Promoters

-

% Detractors

=

NPS

Our Promoter Trends

- ✓ Available, Helpful & Responsive Customer Service
- ✓ Direct Access to Bankers

Our Detractor Trends

- ✓ Not consistently viewed as a Strategic Partner
- ✓ Asking for Improved Digital Banking Experience

Guiding Future Growth for Community Banking

Voice of Customer Program

Customer Need

A strategic partnership with their Banker.



Business Development Effectiveness Program

We launched a new Business Development Effectiveness Program in Q2 2025 to simplify the training and technology used by Bankers and their internal partners

Customer Need

An improved digital banking experience.



Hybrid Digital Banking Strategy

Community and Technology Bank have partnered to ensure brand strength and gain economies of scale as we establish our Hybrid Digital Banking Strategy.

Shareholder Value

Stock Price



Common Stock Transactions

How has my equity grown?

	2024	2023	2022	2021	2020	2019	2018
Trading Price per Share <i>(Average of Last 10 Transactions)</i>	\$531	\$672	\$613	\$405	\$335	\$313	\$300
Tangible Common Equity (TCE) per Share	\$424	\$303	\$254	\$229	\$188	\$150	\$136
Multiple of Trading Price to TCE per Share	1.25	2.22	2.42	1.77	1.78	2.09	2.21

Thank You
for your continued support!