

Previously in Growth

Investing in the business was a continued focus in 2019—on people, technology and the products and services we provide. As we look to the future, we will continue to evolve our efforts to expand our reach, improve productivity, optimize operations and generate efficiencies. With strong momentum, solid pipelines and a dedication to customer experience, we remain confident in our ability to remain relevant and differentiated. Univest is a competitive financial institution.

Univest is well positioned to grow and dedicated to building the business with an innovative approach that allows us to maintain our culture and achieve outstanding momentum in serving the communities in which we operate. Thank you for your ongoing trust and investment. We look forward to continuing to support our communities, our employees and each other while providing a fair return to our loyal shareholders.

The Univest Way

Fundamental #1
Always Do the Right Thing

Fundamental #2
Have a Growth Mindset

Fundamental #3
Practice Servant Leadership

Fundamental #4
Invest in Relationships

Fundamental #5
Deliver Exceptional Service

Fundamental #6
Comply With Regulations

Fundamental #7
Don’t Be an Energy Vampire

Fundamental #8
Be Nice

Fundamental #9
Honor Commitments

Fundamental #10
Collaborate

Fundamental #11
Attack the Problem, Not the Person

Fundamental #12
Give Back

Fundamental #13
Provide Solutions

Fundamental #14
Assume Positive Intent

Fundamental #15
Listen Generously

Fundamental #16
Speak Straight

Fundamental #17
Celebrate Success

Fundamental #18
Have Fun

2019 Shareholders’ Meeting

The Annual Shareholders’ Meeting will take place at 9:00 a.m. on Wednesday, April 22, 2020 at RoseCove Country Club, 110 Country Club Drive, Lansdale, PA 19446. A buffet breakfast will begin at 8:00 a.m.

Univest Stock Transfer Agent

For more information on Univest Financial Corporation common stock, please contact Broadridge Corporate Issuer Solutions or visit the investor relations section at www.univest.net.

Univest Shareholder Contact

For more information on Univest Financial Corporation, please call 877.723.5571.

Common Stock Information

Traded on the NASDAQ National Market, symbol: UVSP.
"He gives strength to the weary and increases the power of the weak… but those who hope in the Lord will renew their strength. They will soar on wings like eagles; they will run and not grow weary, they will walk and not be faint."

- Isaiah 40:29, 31

Shareholders’ Meeting
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### 2019 Financial Highlights

#### Basic Book Value Per Share

<table>
<thead>
<tr>
<th>Period</th>
<th>Basic Book Value Per Share ($)</th>
<th>Diluted Book Value Per Share ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$0.54</td>
<td>$0.65</td>
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<tr>
<td>2018</td>
<td>$0.40</td>
<td>$0.49</td>
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#### Income Tax Rate

<table>
<thead>
<tr>
<th>Period</th>
<th>Income Tax Rate (in Thousands)</th>
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</thead>
<tbody>
<tr>
<td>2019</td>
<td>12.6%</td>
</tr>
<tr>
<td>2018</td>
<td>20.1%</td>
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#### Non-Interest Expense

<table>
<thead>
<tr>
<th>Period</th>
<th>Non-Interest Expense (in Thousands)</th>
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</thead>
<tbody>
<tr>
<td>2019</td>
<td>$43,383</td>
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<tr>
<td>2018</td>
<td>$40,291</td>
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#### Net-Interest Income

<table>
<thead>
<tr>
<th>Period</th>
<th>Net-Interest Income (in Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$8,518</td>
</tr>
<tr>
<td>2018</td>
<td>$7,892</td>
</tr>
</tbody>
</table>

### Financial Performance

#### 2019

- Total Assets: $3,598,512 (2018: $4,984,347)
- Total Shareholders' Equity: $3,200,000 (2018: $3,885,933)

#### 2018

- Total Assets: $4,695,624 (2017: $4,984,347)
- Total Shareholders' Equity: $4,554,862 (2017: $4,984,347)

### Focus on Community

- While the markets we serve continue to expand, we have not lost sight of where it all started. We are proud to be longtime residents of the communities in which we operate.
- As we continued to expand our presence into Central Pennsylvania, we supported two capital campaigns that will have an impact on communities in Lancaster County. A three-year, $30,000 commitment to the West Lampeter Township Community Foundation was selected as the winner of the $5,000 donation.
- Univest is committed to providing financial education and improving financial literacy in the region. Throughout the year, our employees shared their expertise to educate more than 3,200 students on topics such as saving, budgeting and using credit wisely.

### Philanthropic Year in Review

- **total Giving:** $2,379,000
- **total Community:** $2,300,000
- **total Room in Our Hearts:** $486,000

- **Sustainability:** 18% of funds raised were from environmental/energy organizations.
- **Health & Human Services:** 486,000
- **Education:** 30,000
- **Community & Economic Development:** 20,300
- **Youth & Education:** 4,400
- **Health:** 400

**Note:** All values are in thousands.}

### Executive Leadership

- **Market President, Central PA, Univest Bank:** Thomas J. Jordan, IV
- **President, Mortgage Banking, Univest Bank:** Brian Grzebin
- **President, Univest Insurance, LLC:** Michael K. Keopklung
- **President, Univest Bank and Trust Co.:** Duane J. Brobst
- **President, Univest Capital, Inc.:** Richard A. Zerman, Jr.
- **President and Chief Executive Officer, Univest Bank and Trust Co.:** Jeffrey M. Schweitzer

### Board of Directors

- **Senior Leadership Team**
  - **Morgan M. Davis:** President, Univest Financial Corporation and Chief Executive Officer
  - **John M. Rodriguez:** Executive Vice President, Chief Financial Officer
  - **Joseph H. Kohley:** Executive Vice President, Chief Investment Officer
  - **Steven D. Zlob**: Executive Vice President and Chief Legal Officer

- **Wholly-Owned Subsidiaries**
  - **Univest Bank and Trust Co.:**
  - **Univest Digital:**
  - **Univest Insurance, LLC:**
  - **Girard Benefits Group, LLC:**
  - **Girard Pension Services, LLC:**
  - **Girard Investment Services, LLC:**

**Note:** Executive and Senior Leadership Team information is as of January 1, 2020.
Poised for Growth

Investing in the business was a continued focus in 2019— in people, technology and the products and services we provide. As we look forward, we will continue to focus on people and technology to enable our efforts to expand our reach, offering innovative products, improve operations and generate efficiencies. With strong momentum, solid pipelines and a dedication to creating customer experiences, we remain confident in our ability to remain relevant and differentiated. Univest in the competitive financial industry.

Univest is well positioned to grow and dedicated to building the business with an innovative approach that allows us to maintain our culture as well as an unwavering commitment to serving the communities in which we operate. Thank you for your ongoing trust and investment. We look forward to continuing to support our communities, customers and each other while providing a fair return to our loyal shareholders.

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Embracing Human Capital

To be successful, we need to not only retain our high-performing employees, but also attract new individuals. By proactively assessing human capital needs, including what skills will be necessary in the next three to five years, we can ensure Univest is prepared for growth.

• Throughout 2019, we focused on attracting highly-talented individuals who align with Univest’s business goals and culture. Strategies included using artificial intelligence software to target potential applicants, grassroots initiatives and building our employer brand through social media and digital marketing initiatives.

• We remain committed to retaining and engaging our current employees. Univest University, our corporate training and development program, delivered 8,100 training hours over the course of the year and saw the number of attendees increase 41% over 2018. New programs included Women’s Leadership, Negotiation Skills and Business Writing.

• In 2019, we began utilizing video conferencing as a way of training in multiple locations at one time.

Enhancing Brand Equity

• In addition to advertising, we continued to build brand awareness for Univest through several high-visibility sponsorships that included video and static advertising via digital and social media platforms, print advertising and Google search.

• We also continued to build awareness of our agricultural and commercial lending teams in the Lancaster market with Serving Families like Yours for Generations messaging. In addition, we supported our new commercial lending team with People you Trust. A Bank to Believe In. messaging through direct mail, billboards, print and digital advertising.

• The new Girard, a Univest Wealth Division, brand was introduced. Throughout the year, advertising and public relations campaigns raised awareness for Girard and its capabilities. Dedicated Girard social media pages were launched on Facebook, Twitter and LinkedIn enabling us to further distribute secured media and authored content to raise brand visibility and build our position as thought leaders in the wealth arena. Print advertising and digital marketing increased brand visibility and drove traffic to meetgirard.com.

• In addition to advertising, we continued to build brand awareness for Univest through several high-visibility sponsorships that also supported our local communities. Some highlights included serving as the sustaining sponsor of Spruce Street Harbor Park in Philadelphia for our fifth year, returning as presenting sponsor of Christkindlmarkt in Bethlehem, continuing as the lead sponsor of the Univest Performance Center in Quakertown, Bucks County, maintaining our partnership with the Saint Joseph’s University Athletic Department and sponsoring the “Univest Quote of the Day” on WFMZ-TV in the Lehigh Valley.

• Through Univest-hosted events, we strengthened relationships with our existing customers while also helping us win new business opportunities and build brand awareness with the more than 2,200 attendees over the course of the year.

• On our corporate social media pages, we continue to share informative blog articles written by our line of business experts to position Univest as a trusted resource and thought leader. In addition, our social media channels allow us to humanize our brand which helps to build loyalty. In our first full year on Instagram, we saw excellent engagement as we highlighted our #CommittedToLocal efforts and shared fun #UnivestFamily moments.

2019 Highlights

Another highlight for the year was being one of only 30 banks named to Sandler O’Neill’s Sm-All Stars Class of 2019. As Sandler O’Neill explains, “The objective of the Sm-All Stars…is to identify the top performing small-cap banks and thrifts in the country. In doing this, we hope to uncover the next crop of stellar mid-cap banks before they are discovered by the rest of the world.” To earn Sm-All Star status, companies needed to have a market cap below $2.5 billion and have superior performance metrics related to growth, profitability, credit quality and capital strength. We are proud of this recognition as it truly demonstrates the strength of our franchise and the value we provide our customers, shareholders, employees and communities.

Throughout our history, we have been blessed with strong, servant leaders who have strategically guided us through both good and challenging times. We are excited to welcome Suzanne Keenan as an Alternate Director. As a member of the Board of Trustees of North American Electric Reliability Corporation and former Chief Information Officer for Wawa, Inc., we are confident her experience and insight will help us move the business forward.

As you review the 2019 annual report, we trust you will be pleased with our accomplishments and plans for continued growth and longevity. We have strong momentum and are well positioned to seize opportunities, strengthen our franchise and enhance shareholder value. On behalf of the entire Univest family, thank you for your support and investment.

Sincerely,

William S. Aichele
Chairman

Jeffrey M. Schweitzer, William S. Aichele
Chairman

To our family of shareholders, customers and employees:

As we reflect on this past year, we are pleased to share 2019 was a strong year for Univest Financial Corporation. Our solid performance was achieved by a continued focus on organic growth while being opportunistic with strategic investments in our brand, people and technology. Guided by a robust strategic plan, we evolved the business, expanded into new markets, improved operational efficiency and strengthened our competitive position. Even as we innovate and adapt, our healthy corporate culture keeps us focused on living out our core values of tradition, excellence, integrity, community and spirituality as we drive performance and achieve our independence.

Over the course of the year, we saw solid loan and deposit growth thanks to a strong local economy and our ability to continue to capitalize on the disruption in our markets caused by mergers and acquisitions. As part of our ongoing focus to grow the business organically, we expanded our commercial banking team in Central Pennsylvania which we anticipate will be a significant driver of our growth. This team will focus on increasing Univest’s presence in western Lancaster County as well as extending our footprint to Cumberland, Dauphin and York counties. In addition, we grew our commercial lending team in South Jersey and will be opening a loan production office in Moorestown, New Jersey early in 2020 to support this regional expansion. We are confident Univest’s local decision making, stability and breadth of services will resonate well with the business community in these additional markets.

During the year, our disciplined business approach fueled organic growth, strong sales execution across all our subsidiaries and allowed us to continue investing in the business. We were dedicated to advancing the progress of our corporate strategic initiatives including our digital evolution and use of technology to remain competitive, enrich the experience of our customers and improve efficiencies. While we continue to invest in technology, we will never forget what makes us successful – our employees and the care they show our customers. Offering a combined approach of strong relationship building and technology will allow us to continue to provide the exceptional service for which Univest is known.

A letter from our Chairman, President and CEO

Making
DIGITAL CONNECTIONS

18.8m DIGITAL ADVERTISING IMPRESSIONS
3.4m SOCIAL CONTENT IMPRESSIONS
77k DIGITAL ADVERTISING ENGAGEMENTS
140k SOCIAL CONTENT ENGAGEMENTS

Jeffrey M. Schweitzer, William S. Aichele
Chairman

18.8m
3.4m
77k
140k
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SOCIAL CONTENT
ENGAGEMENTS
ENGAGEMENTS

Digital Connections

Chairman

Sincerely,

Jeffrey M. Schweitzer, William S. Aichele
Chairman

President and CEO
Growing the Business Organically

Univest Financial Corporation’s strong performance in 2019 is a direct result of the daily contributions of more than 870 employees. It was a year of robust loan and deposit growth as we worked to evolve the business, expand regionally, further penetrate existing relationships and improve operational efficiency. Together, we achieved the following highlights.

- Driven by a strong local economy, our ability to continue to capitalize on the disruption in our markets and our regional expansion, our loan portfolio grew $380.3 million, or 9.5%.
- Our goal continues to be funding our loan growth with deposits. In 2019, we grew deposits by $474.1 million, or 12.2% and our loan-to-deposit ratio averaged 99.1%. Deposit growth was driven by concerted plans and tactics executed by our commercial, consumer, municipal and treasury management teams with the largest dollar growth segment being public funds of $201.9 million.
- As part of our ongoing initiative to grow the business organically, we expanded our commercial banking team in Central Pennsylvania which we anticipate will be a significant driver of our growth as it saw loan volume increase 52.4% and deposits grew 42.8% for the year. The new team members will focus on increasing Univest’s presence in western Lancaster County as well as extending our footprint to Cumberland, Dauphin and York counties.
- We also grew our commercial lending team in South Jersey and will be opening a loan production office in Moorestown, New Jersey early in 2020 to support this regional expansion. In the Lehigh Valley, we are focused on growing both our commercial and industrial and commercial real estate teams and see these as areas of continued growth for 2020 and beyond.
- As we expanded our teams and regional reach, we realigned our commercial banking markets. Led by Michael Fitzgerald, the East Penn and NJ market consists of the Pennsylvania counties of Berks, Bucks, Chester, Delaware, Lehigh, Montgomery, Northampton and Philadelphia as well as the New Jersey counties of Atlantic, Burlington, Camden and Cape May. The Central PA market is led by Thomas Jordan and encompasses the Pennsylvania counties of Cumberland, Dauphin, Lancaster, Lebanon and York.
- Treasury management had another record year for fee income largely attributed to the new insured cash sweep product which provides customers with an expanded FDIC insurance option. By year end, balances grew to $80 million. In addition to fee income, treasury management solutions played an integral role in gathering deposits. The treasury management team continues to grow and hired three new team members over the course of the year including a product manager to support further growth.
- We expanded our commercial product offering to include asset based lending, an important complement to our existing loan product offerings that allows us to provide working capital financing to companies that need a different financing solution than a traditional line of credit. Over the course of the year, we put the people, policies and systems in place that will allow us to further our opportunity for growth in the years ahead.
- Our securities backed lines of credit available to clients of Girard, a Univest Wealth Division is expected to be a significant product offering by Univest Insurance continued to experience strong organic growth led by solid new business sales coupled with strong marketing and delivery. This common brand positions Girard as an independent, full-service wealth firm backed by the strength and stability of Univest.
- The rebrand has been well received by current and new clients as well as the media. It was a year of strong growth as the division reached a new record of $3.8 billion for assets under management and supervision including nearly $285 million in new business.
- Univest Insurance continued to experience strong organic growth led by solid new business sales coupled with strong marketing and delivery. This common brand positions Girard as an independent, full-service wealth firm backed by the strength and stability of Univest.

Maximizing Technology to Improve Efficiency

Over the course of the year, we proactively introduced technology to our business model to remain competitive, meet the expectations of our customers and improve efficiencies.

- We launched a new online banking platform and mobile app for the consumer bank. These digital banking systems deliver a consistent look and feature increased security, a modern interface, and the ability to securely chat with our customer support team.
- In addition to the banking app, we launched a Girard branded wealth app and an app for Univest Insurance clients.
- We continued to leverage the power of ncino to create a streamlined commercial loan origination system. Our focus is on the end-to-end processing and closing of commercial loans with an initial focus on loan amounts of $1.0 million and less. Key accomplishments in 2019 included the successful rollout to select members of our Central PA commercial banking team, completion of credit integration and the creation of an approval scorecard for subsequent validation. ncino is also being used to facilitate the Univest Business Banking Express product allowing for faster decision making and quicker loan bookings.
- Salesforce was fully implemented in 2018 as a sales and customer relationship management tool, giving us a 360-degree view of customer relationships. In 2019, we expanded the use of Salesforce to our customer support team, automated a number of administrative processes utilizing Salesforce and implemented Salesforce Marketing Cloud. In 2020, a data-driven approach to using Salesforce Marketing Cloud will be critical to the success of a marketing strategy that leverages technology and automation to boost awareness of our comprehensive suite of financial solutions and foster penetration of our existing consumer relationships with the goal of increased profitability.
Embracing Human Capital

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- In 2019, we began utilizing video conferencing as a way of training in multiple locations at one time.

Enhancing Brand Equity

- In support of our efforts to improve our digital offerings, we launched the Live Lift. Stay Connected campaign on radio, digital and social media in the Greater Philadelphia market as well as our expansion markets. The goal of the campaign was to increase awareness of our digital capabilities, emphasizing security while striking a balance between technology and the human touch.
- To build further awareness of our financing solutions for businesses, we introduced a commercial banking campaign featuring testimonials from longstanding clients to highlight our solutions as well as our focus on building relationships. The campaign included video and static advertising via digital and social media platforms, print advertising and Google search.
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2019 Financial Highlights

2019 and 2018:

- Diluted-core 1
- Net income per share: $2.24 and $1.72
- Book value per share: $10.20 and $9.11
- Total book value: $5.380 billion
- Total shareholders' equity: $190,488 million
- Total deposits: $29,299 million
- Net loans and leases: $263,596 million
- Investment securities: $2,400 million
- Average total assets: $3,532,512 million
- Return on average total assets: 1.64%
- Return on average tangible common equity: 1.72%
- Net interest margin: 3.49%

For the year ended December 31, 2019:

- Total revenue: $190,488 million
- Interest income: $112,484 million
- Non-interest income: $47,004 million
- Net income: $16,062 million
- Diluted EPS: $2.24

For the year ended December 31, 2018:

- Total revenue: $190,488 million
- Interest income: $112,484 million
- Non-interest income: $47,004 million
- Net income: $16,062 million
- Diluted EPS: $1.72

Expanding our Commitment to the Communities we Serve

Throughout 2019, our communities continued to be the heart of Univest. Our banks have a long tradition of supporting the communities where we do business and are proud to have been longtime supporters of many nonprofits. The companies that make up the Univest Financial Corporation and its subsidiaries have continued to expand their presence into Central Pennsylvania and provide financial support to the communities they serve. As part of our four-year commitment to Penn Foundation’s Your Stripes capital campaign with a $25,000 donation, we support their $650,000 capital campaign and the behavioral health services they provide to our community.

In 2019, we supported the Ronald McDonald House Charities (RMHC®) of the Philadelphia Region’s Hope Within Reach capital campaign. The donation will help Penn Foundation expand their campus and the behavioral health services they provide to our community.

We are proud to be long-time supporters of many nonprofits that operate in the Indian Valley where we were founded including Generations, Montgomery County Foundation’s Room in Our Hearts capital campaign and the behavioral health services they provide to our community. The donation will help Penn Foundation expand their campus and the behavioral health services they provide to our community.

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### Financial Performance

**For the years ended December 31,**

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<th>Total Liabilities</th>
<th>Total Equity</th>
<th>Total Assets</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$29,299,599</td>
<td>$5,380,924</td>
<td>$34,680,523</td>
</tr>
<tr>
<td>2018</td>
<td>$29,270,852</td>
<td>$3,977,210</td>
<td>$33,248,062</td>
</tr>
<tr>
<td>2017</td>
<td>$29,211,039</td>
<td>$3,598,512</td>
<td>$32,809,551</td>
</tr>
</tbody>
</table>

### Diluted Basic Book Value per Share

<table>
<thead>
<tr>
<th>Year</th>
<th>Diluted Basic Book Value per Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>$23.01</td>
</tr>
<tr>
<td>2018</td>
<td>$21.32</td>
</tr>
<tr>
<td>2017</td>
<td>$19.06</td>
</tr>
</tbody>
</table>

**Net Income**

- **2019:** $23,010,000 (1.64%) net income
- **2018:** $21,320,000 (1.75%) net income
- **2017:** $19,060,000 (2.00%) net income

**Net Income before Income Taxes**

- **2019:** $26,350,000 (2.24%)
- **2018:** $24,980,000 (2.24%)
- **2017:** $22,460,000 (2.24%)

**Provision for Loan and Lease Losses**

- **2019:** $169,232,000 (2.24%)
- **2018:** $158,062,000 (2.24%)
- **2017:** $130,713,000 (2.24%)

### Highlights

- **Financial:**
  - AVERAGE ASSETS: $5.4B
  - TOTAL ASSETS: $75,409,608
  - RETURN ON TOTAL EQUITY: 18%
  - NET INTEREST INCOME: $19,826,092
  - NET INTEREST EXPENSE: $2,321,126
  - NET ROYALTY INCOME: $1,342,667
  - NET ROYALTY EXPENSE: $1,371,050
  - NET ROYALTY NET: $71,617
  - BLACK VALUE PER SHARE: $23.01
  - TOTAL REVENUE: $1,600,000
  - TOTAL EXPENSES: $1,250,000
  - PHILANTHROPIC OPPORTUNITIES: $2,000,000
  - PHILANTHROPY: $1,250,000

- **Community:**
  - **Caring for Community Giveaway:** Total of $30,000 to West Lampeter Township Community Foundation's light for the course of the year. Additionally, the company supports $2,000,000 to the Ronald McDonald House Charities (RMHC®) in 2019.
  - **We're Taking the Field:** Improvement of Village Park and a $10,000 donation over two years to help the First Responders. Over the course of the year, we encouraged our employees to volunteer independently and they truly provided our employees with 30 half-day service projects to choose from in support of local charitable organizations.

- **Employees:**
  - We continued to provide financial education and reporting included in the financial performance. The company's total liabilities and shareholders' equity are $32,809,551.

**Highlights**

- **Key Executive Officers:**
  - Brian Grzebin, Market President, Central PA, Univest Bank
  - Duane J. Brobst, Market President, East Penn & Jersey, Univest Financial Corporation

**Board of Directors**

- **William S. Wiesth**: Chairman
- **Jeffrey M. Schweitzer**: Executive Vice President and Chief Experience Officer, Annette D. Szygiel, Executive Vice President and Chief Financial Officer, Brian J. Richardson, Executive Vice President, Consumer Services, Dana E. Brown, Senior Executive Vice President, Univest Financial Corporation

**Wholly-Owned Subsidiaries**

- **Univest Bank and Trust Co.**
  - **Chase Bancorp**
  - **Girard Benefits Group, LLC**
  - **Girard Advisory Services, LLC**
  - **Girard Pension Services, LLC**
  - **Girard Investment Services, LLC**

**104 S. Oakland Ave., LLC**

**Davisville Associates, LLC**

**Girard Pension Services, LLC**

**Girard Investment Services, LLC**

**Girard Advisory Services, LLC**

**Girard Benefits Group, LLC**

**K. Leon Moyer**

**Principal, DunlapSLK, PC**

**Roger H. Ballou**

**Annette D. Szygiel**

**Senior Leadership Team**

**Jeffrey M. Schweitzer**: Executive Vice President and Chief Experience Officer, Annette D. Szygiel, Executive Vice President and Chief Financial Officer, Brian J. Richardson, Executive Vice President, Consumer Services, Dana E. Brown, Senior Executive Vice President, Univest Financial Corporation

**K. Leon Moyer**: Director, FHL Bank Pittsburgh

**Glenn E. Moyer**: Director, Clemens Family Corporation

**Duane J. Brobst**: Market President, East Penn & Jersey, Univest Financial Corporation

**Michael S. Keim**: Senior Executive Vice President, Univest Financial Corporation and Univest Bank and Trust Co.

**Kevin B. Norris**: General Counsel and Corporate Secretary, Univest Financial Corporation and Univest Bank and Trust Co.

**Robert C. Wonderling**: President and Chief Executive Officer, Points of Light Foundation

**Natalye Paquin, Esq.**: Senior Leadership, Calvary Church of Souderton; Philadelphia Chamber of Commerce
Praised for Growth

Investing in the business was a continued focus in 2019 – in people, technology and in the products and services we provide. As we look forward, we will continue to invest in all three areas and in our efforts to expand our reach, enhance productivity, improve efficiency and gain efficiencies.

With strong momentum, solid pipelines and a dedication to the customer experience, we remain confident in our ability to remain relevant and differentiated. Univest in the competitive financial industry.

Univest is well positioned to grow and dedicated to building the business with an innovative approach that allows us to maintain our culture as well as our surging commitment to serving the community in which we operate. Thank you for your ongoing trust and investment. We look forward to continuing to support our communities and customers, and our pipeline, providing a fair return to our loyal shareholders.

The Univest Way

Fundamental #1
Always Do the Right Thing

Fundamental #2
Have a Growth Mindset

Fundamental #3
Practice Servant Leadership

Fundamental #4
Invest in Relationships

Fundamental #5
Deliver Exceptional Service

Fundamental #6
Comply With Regulations

Fundamental #7
Don’t Be an Energy Vampire

Fundamental #8
Be Nice

Fundamental #9
Honor Commitments

Fundamental #10
Collaborate

Fundamental #11
Attack the Problem, Not the Person

Fundamental #12
Give Back

Fundamental #13
Provide Solutions

Fundamental #14
Assume Positive Intent

Fundamental #15
Listen Generously

Fundamental #16
Speak Straight

Fundamental #17
Celebrate Success

Fundamental #18
Have Fun

Shareholders’ Meeting

The Annual Shareholders’ Meeting will take place at 9:00 a.m. on Wednesday, April 22, 2020 at PineCrest Country Club, 101 Country Club Drive, Lansdale, PA 19446. A buffet breakfast will begin at 8:00 a.m.

Univest Transfer Agent

For more information on Univest Financial Corporation common stock, please contact Broadridge Corporate Issuer Solutions to review investor relations terms or www.univest.net.

Univest Shareholder Contact

For more information on Univest Financial Corporation, please call 877.723.5571.

Common Stock Information

Traded on the NASDAQ National Market, symbol: UVSP.