

## **Canandaigua National Corporation: Scott B. Trumbower, Director of Shareholder Relations**

### **CNC Stock Sales – “Dutch Auction”**

Canandaigua National Bank & Trust was incorporated in 1887 and granted trust powers in 1919. Over that time the organization has grown into the Rochester area’s only local, full-service, community owned financial institution. Many of our shareholders live, work, and play in the Finger Lakes and Monroe County areas.

As the Director of Shareholder Relations, I am always amazed by the fact that our stock has been cherished and continuously held by multiple generations of our founding members dating back to 1887. CNC takes pride in not being like Wall Street and encourages long term relationships with our shareholders. We Answer to Main Street - Not Wall Street!

Canandaigua National Corporation (CNC) is a one-bank holding company. Its wholly owned subsidiaries include Canandaigua National Bank & Trust (CNB), Canandaigua National Trust Company of Florida (CNTF), and CNB Mortgage Company and CNB Insurance Agency, as well as a few other entities.

CNC stock is not traded on an exchange like other Wall Street stocks, but in periodic “Dutch” auctions based on purchase and sale bids submitted in a sealed bid process.

If a CNC shareholder desires to sell some shares, the prospective seller should contact CNC Shareholder Relations (585-394-4260, ext. 36067) to better understand the process and complete some simple paperwork to sell/transfer shares. Once we have all the proper documents in hand, we add the shares to the next stock auction. CNC Shareholder Relations schedules approximately 6 auctions per year to assist the sellers in selling their shares to interested individuals. Every stock auction is advertised on the CNB public website and in the Rochester region’s newspapers. Shareholder Relations collects sealed bids to purchase shares right up to the time the auction begins. All bids are un-sealed and tabulated from the highest bid to the lowest. For example: if there are 4,000 shares available to be sold, the highest share bids will be successful in purchasing those 4,000 shares. This is a true Dutch auction where the bidders are bidding against each other and the highest bids “win” and purchase the available shares. Successful bidders purchase shares at the exact amount they bid. A word of caution as it is acceptable to bid for multiple blocks of stock on one bid form – just beware as you could be a winning bidder for all of them! The group of sellers all receive the new average price/value – less a prorated cost for advertising. Sellers can indicate a minimum sales price (in writing) if they so desire. The new average price/value per share for each auction is posted on the CNB public website under the Shareholder Relations tab along with the date of the next auction. [https://www.cnbank.com/Your\\_Bank/About\\_Us/Shareholder\\_Relations/](https://www.cnbank.com/Your_Bank/About_Us/Shareholder_Relations/)

