



Katahdin Trust's Ruba Haddad Earns Financial Marketing Certification

HOULTON, Maine (September 9, 2025) - Katahdin Trust is pleased to announce that Ruba Haddad, Digital Marketing and Financial Education Specialist, has recently earned her Certified Financial Marketing Professional (CFMP) designation from the American Bankers Association (ABA).

The CFMP credential is a mark of excellence in financial marketing, recognizing professionals who demonstrate advanced knowledge in strategic marketing, planning, and campaign execution within the financial services industry. This achievement reflects Ruba's commitment to professional growth and to delivering customer-focused marketing solutions.

"We're so proud of Ruba for reaching this milestone and earning her CFMP. Her creativity and drive continue to push our marketing efforts to the next level," said Krista Putnam, Executive Vice President, Chief Marketing Officer.

Ruba joined Katahdin Trust in 2021 and has played a key role in enhancing Katahdin Trust's brand visibility and driving financial literacy engagement.

The CFMP designation requires rigorous coursework, demonstrated experience, and a comprehensive examination, making it one of the most respected certifications in financial marketing.

About Katahdin Trust

Founded in 1918, Katahdin Trust is a community bank based in Houlton, Maine with more than \$1.08 billion in assets and 180 employees. The Bank offers financial services to individuals and businesses from 16 bank branch locations throughout northern Maine and the greater Bangor and Portland regions with a suite of digital and online banking solutions. Katahdin Trust is designated as a 2024 Best Places to Work in Maine, and a 2025 Best Place for Working Parents®. The parent company of Katahdin Trust, Katahdin Bankshares Corp, common stock is quoted on the OTC Markets (OTCQX) under the symbol KTHN. Learn more about the Bank at www.katahdintrust.com and follow Katahdin Trust on Facebook, X, LinkedIn, and Instagram.

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