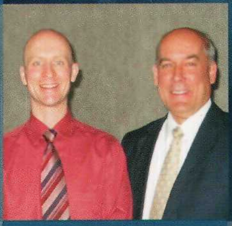
Harleysville Savings

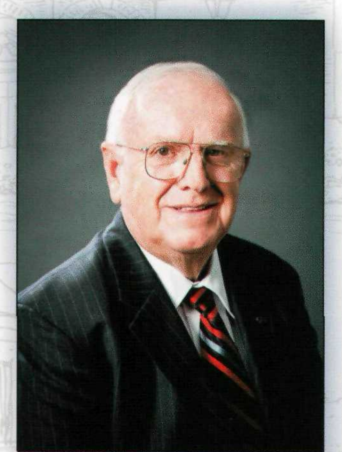
FINANCIAL CORPORATION

Creating Value In Our Communities Since 1915

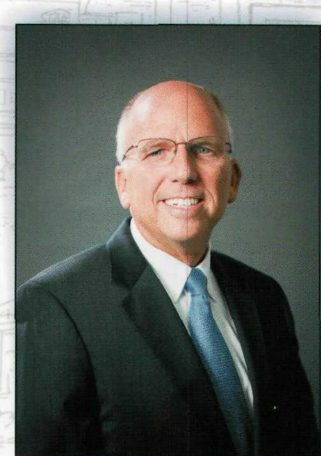


Annual Report 2014

BOARD OF DIRECTORS

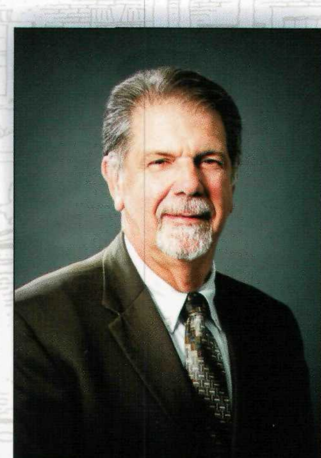


Edward J. Molnar
Chairman of the Board



Ronald B. Geib
Chief Executive Officer

Brendan J. McGill
President
Chief Operating Officer

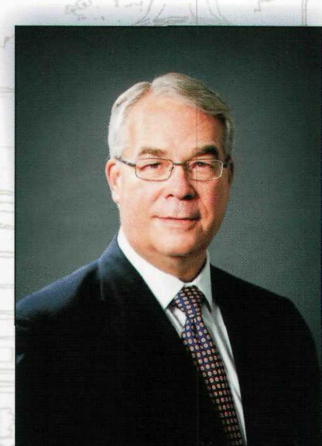


Sanford L. Alderfer
President
Sanford Alderfer Companies

Thomas D. Clemens
Senior Vice President
Clemens Family Food Group

Mark R. Cummins
Former EVP & CIO
Harleysville Insurance Companies

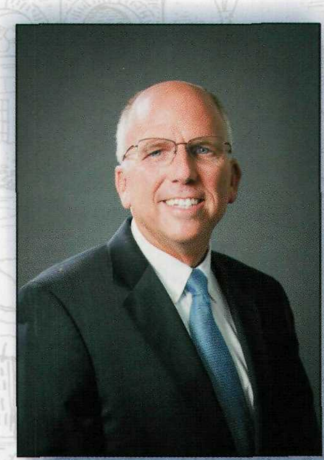
Charlotte A. Hunsberger
Partner
Bricker, Landis, Hunsberger & Gingrich



George W. Meschter
President
Meschter Insurance Group

James L. Rittenhouse
Shareholder
Detweiler, Hershey & Associates

EXECUTIVE OFFICERS



Ronald B. Geib
Chief Executive Officer

Brendan J. McGill
President
Chief Operating Officer

Stephen J. Kopenhaver
Senior Vice President
Chief Lending Officer

Adrian D. Gordon
Senior Vice President
Chief Information Officer

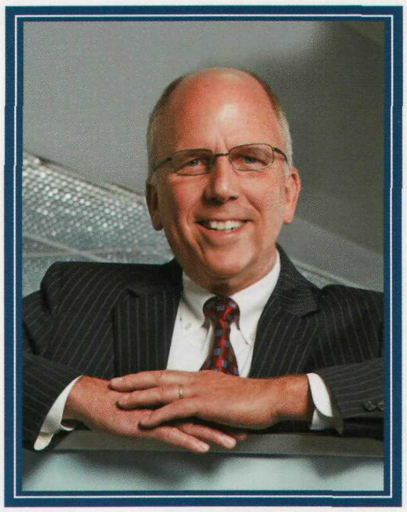
M. Shane Michalak
Senior Vice President
Chief Financial Officer

Sheri L. Strouse
Senior Vice President
Chief Retail Officer

MANAGEMENT TEAM

Michelle A. Beck, *Vice President and Security Officer*
Daniel P. Brasch, *Assistant Vice President and Hatfield Branch Manager*
Suzette Gardner, *Assistant Vice President, Controller and Accounting Manager*
Bethany Holsendorff, *Assistant Vice President and Upper Providence Branch Manager*
Sarah Kelsh, *Assistant Vice President and Sumneytown Branch Manager*
Rodney A. Kipp, *Vice President and Technology Operations Manager*
Kim A. Licata, *Vice President and Loan Customer Service Manager*
Scott R. Little, *Vice President and Commercial Loan Officer*
Thomas E. McAteer, *Assistant Vice President and Lansdale Branch Manager*
Dominick Merlo, *Assistant Vice President and Souderton Branch Manager*
Denise L. Monaghan, *Vice President and Loan Administration Manager*
Craig M. Munson, *Vice President and Senior Credit Officer*
Christine L. O'Neill, *Assistant Vice President and Harleysville Branch Manager*
Joseph V. Pawlowski, *Assistant Vice President and West Norriton Branch Manager*
Dean L. Shollenberger, *Vice President and Commercial Loan Officer*
Patricia Swan, *Vice President and Human Resource Manager*
John H. Weierman, *Vice President and Commercial Loan Officer*
Jean Wieder, *Vice President and Business Services Specialist*

CEO'S MESSAGE TO STOCKHOLDERS



As we anticipate celebrating our first 100 years, I look back at what has helped us reach this significant milestone. At Harleysville Savings Bank, succeeding as a financial institution is measured by how well we meet the expectations of the people we serve. To the communities in which we are located, it's helping to improve the overall quality of life. To our customers, it's providing them with the services they need and an experience they enjoy. To our team members, it means providing a nurturing workplace with opportunity for advancement, both personal and professional. To our stockholders, it's a strong return on their investment which is the product of prudent decisions tempered by the highest of ethical standards.

Over the past year we have continued to work on consistent, balanced organic growth and profitability by understanding the needs of our customers. We have seen growth in our transaction accounts, as well as in both our consumer and commercial loan balances. This growth has resulted in an improving interest rate spread on our balance sheet. Earlier this year, we launched an updated version of our mobile banking. This updated version allows customers to check account balances, history and info, transfer money, pay bills and deposit checks using their phones. We have strengthened our commercial lending team by adding a new lender, Scott Little; and anticipate a stronger mortgage origination process with the implementation of a new origination system, which will save money and provide better customer service. Over the coming year we will be adding Rewards Checking and instant issue debit cards to our list of products. We will continue to deepen our banking relationships and emphasize our customer loyalty as our customers select Harleysville Savings Bank as their primary banking partner.

As people who live and work in the communities in which we do business, contributing to the betterment of that community is simply a way of life. This past year our team members contributed over 6,500 hours to our community. Our team also participated in North Penn United Way's Day of Caring by donating sets of sheets, bath towels, many cleaning products, paper towels and toiletries to Laurel House. We also offer a special Community Homebuyers Program for first time homebuyers, and participate in community revitalization loans through the Community Lenders Community Development Corporation.

This year, our commitment to the community earned us Pennsylvania Association of Community Banker's Grow Your Community Award, in recognition of our Trusty Birthday Parties. The Grow Your Community Award was established as a way to recognize those banks that go above and beyond to exceed normal business practices and impact their communities in meaningful ways. Our corporate donations focus on community involvement, housing and education. We are proud that we can continue to put dollars into our communities through sponsorships and donations to local community events and sports teams.

We are pleased with the solid financial results of this past year in spite of the extended low interest rate environment and overall economic uncertainty. Our credit quality remains high and we continue to focus on controlling expenses and practicing sound capital management. American Banker Magazine named Harleysville Savings Bank as one of the Top 200 Community Banks in the country, which were ranked by three-year return on investment. In 2013, the FDIC approved new capital requirements, which require additional and higher quality regulatory capital for U.S. banking organizations, that we must begin complying with January 1, 2015. I am proud to say that we already meet these new requirements and were still able to increase our book value over 3% in addition to the cash dividend. Our cash dividend continues to be strong, which allows us to deliver consistent, ongoing returns for our shareholders.

The success that Harleysville Savings Bank has enjoyed these past 99 years is a tribute to our greatest assets, our talented team members who serve our customers. We are intentional about providing a work environment that allows our team members to grow. This past year, we had the honor of promoting 21 team members internally, the majority of them through our Teller Career Program. Part of being intentional about growing our team members is our leadership succession planning. Leadership succession planning is essential in order for us to remain a profitable, independent community bank going forward. In September, the Board took a step in assuring the future leadership of the Bank when they appointed Brendan McGill as the President and Chief Operating Officer. Through Brendan's hard work and dedication he is prepared to serve as only the sixth President of Harleysville Savings Bank.

As we look ahead to the coming year and celebrating our first 100 years, I am confident our position as a community bank will be stronger than ever. We will continue to honor the safe and conservative principles that have served us well over the years. On behalf of our Directors and our team, I thank you for your continued trust, confidence and investment in our Company.

Chief Executive Officer

FINANCIAL RATIOS & SUMMARY OF KEY INFORMATION

Selected Balance Sheet Data:	As of September 30,				
(Dollars in thousands, except per share data)	**2014**	2013	2012	2011	2010
Total Assets	**$ 791,353**	$ 810,363	$ 802,626	$ 835,713	$ 857,140
Cash and investment securities	**70,067**	81,394	99,582	122,306	166,063
Mortgage-backed securities	**176,590**	213,625	162,710	150,547	131,628
Total Cash and Investments	**246,657**	295,019	262,292	272,853	297,691
Consumer loans receivable	**380,554**	359,573	394,634	424,424	431,966
Commercial loans receivable	**127,473**	120,091	103,765	97,373	80,631
Allowance for loan losses	**(3,336)**	(3,345)	(4,032)	(3,311)	(2,504)
Total Loans Receivable Net	**504,691**	476,319	494,367	518,486	510,093
Total Loans held for sale	**-**	373	3,515	-	-
FHLB stock	**9,858**	9,070	10,165	13,110	16,096
Checking accounts	**113,955**	110,583	98,688	85,213	69,200
Savings accounts	**187,014**	175,910	162,719	138,805	139,818
Certificate of deposit accounts	**201,282**	248,225	279,171	295,450	317,370
Total Deposits	**502,251**	534,718	540,578	519,468	526,388
Advances	**218,467**	208,058	194,829	255,127	273,759
Total stockholders' equity	**63,162**	61,617	59,736	57,082	53,351
Book value per share	**16.76**	16.27	15.85	15.19	14.47

Selected Operations Data:	Year Ended September 30,				
	2014	2013	2012	2011	2010
Interest income	**$ 29,238**	$ 30,587	$ 34,533	$ 37,573	$ 40,018
Interest expense	**10,161**	12,527	15,095	19,034	21,747
Net interest income	**19,077**	18,060	19,438	18,539	18,271
Provision for loan losses	**880**	890	930	1,150	600
Net interest income after provision for loan losses	**18,197**	17,170	18,508	17,389	17,671
Gain on sale of investments	**709**	68	34	-	-
Gain on sales of loans	**-**	624	34	-	-
Other income	**2,083**	2,292	2,102	2,986	1,987
Other expense	**13,632**	12,982	13,488	13,125	12,702
Income before taxes	**7,357**	7,172	7,190	7,250	6,956
Income tax expense	**2,440**	2,359	2,137	1,855	1,948
Net income	**4,917**	4,813	5,053	5,395	5,008
Earnings per share - basic	**$ 1.30**	$ 1.28	$ 1.35	$ 1.45	$ 1.37
Earnings per share - diluted	**1.27**	1.25	1.33	1.44	1.36
Dividends per share	**0.84**	0.83	0.78	0.76	0.76

Selected Other Data:	Year Ended September 30,				
	2014	2013	2012	2011	2010
Return on average assets (1)	**0.62%**	0.60%	0.61%	0.63%	0.59%
Return on average equity (1)	**7.88%**	7.96%	8.69%	9.79%	9.73%
Dividend payout ratio	**66.14%**	66.40%	58.65%	52.38%	55.41%
Average equity to average assets (1)	**7.81%**	7.54%	7.06%	6.46%	6.07%
Interest rate spread (1)	**2.30%**	2.14%	2.25%	2.07%	2.04%
Net yield on interest-earning assets (1)	**2.46%**	2.32%	2.43%	2.23%	2.21%
Ratio of non-performing assets to total assets at end of period	**1.61%**	1.58%	1.85%	0.40%	0.30%
Ratio of interest-earning assets to interest-bearing liabilities at end of period	**111.99%**	110.93%	109.08%	107.30%	106.47%
Full service banking offices at end of period	**7**	7	7	7	7

(1) All ratios are based on average monthly balances during the indicated periods.

CORPORATE INFORMATION

ANNUAL MEETING
Indian Valley Country Club
Telford, PA
Wednesday, January 28, 2015
9:30 AM

STOCK LISTING
Harleysville Savings Financial Corporation common stock is traded under the symbol HARL.

TRANSFER AGENT
Direct questions regarding dividend checks, address and name changes or lost certificates to Computershare Shareholder Services, PO Box 30170, College Station, TX 77842-3170; Website: www.computershare.com.

DIVIDEND REINVESTMENT PLAN
The Company has a Dividend Reinvestment and Stock Purchase Plan. Interested stockholders can obtain more information regarding the plan by contacting Computershare Shareholder Services, PO Box 30170, College Station, TX 77842-3170 and by telephone 877-373-6374.

DIVIDEND DIRECT DEPOSIT
Shareholders not participating in the Dividend Reinvestment Plan may opt to have their dividends deposited directly into their checking or savings account by contacting Computershare Shareholder Services.

Member
FDIC

AUDITORS
S.R. Snodgrass, AC
2100 Corporate Drive
Suite 400
Wexford, PA 15090
724.934.0344

SPECIAL COUNSEL
Silver, Freedman, Taft & Tiernan, LLP
3299 K Street, N.W., Suite 100
Washington, D.C. 20007
202-295-4500

GENERAL COUNSEL
James J. Garrity
Wisler Pearlstine, LLP
Blue Bell Executive Campus
460 Norristown Road, Suite 110
Blue Bell, PA 19422 610.825.8400

INVESTOR INFORMATION
Investors, analysts and others seeking financial information may contact Brendan J. McGill, Chief Operating Officer, Harleysville Savings Financial Corporation, 271 Main Street, Harleysville, PA 19438 215.256.8828

Upon request, the Company's Annual Report for the year ended September 30, 2014, will be furnished without charge to any stockholder. It is also available on the financial section of our website. Visit harleysvillesavings.com.

Harleysville Savings Financial Corporation

Harleysville Savings Bank

271 Main Street, Harleysville, PA 19438
1.800.243.8700
harleysvillesavings.com

Locations

271 Main Street, Harleysville
1550 Cowpath Road, Hatfield
640 East Main Street, Lansdale
741 N. County Line Road, Souderton
3090 Main Street, Sumneytown
1889 East Ridge Pike, Upper Providence
2301 West Main Street, West Norriton

MISSION STATEMENT

To create value for our customers, team members, stockholders and community by consistently providing an exceptional community banking experience.