

"As the economy and banking industry continue to recover, your board has taken governance steps that, when combined with management's operating measures, will position the company for success for the next generation."

A View from the Boardroom

Dear Fellow Shareholders:

On behalf of your board of directors, we write to share with you our vision for the company, management, and ourselves. In this letter, we hope to supplement the informative President's Letter that has always been, and remains a part of the Annual Report, by highlighting some of the specific board-level developments from the past year.

Well over a year ago we began a formalized process to assess the effectiveness of the board's work with management to create and sustain a world-class organization. This process led to a board succession plan that started in 2011 and continues today.

Your board has always taken the long-term view. With this mindset, we identified in the course of our self-assessment an age bubble on the board that, if not addressed, would create a cliff of retirements of very experienced board members within a relatively short period of time while possibly missing opportunities to refresh the board with new talent. We also decided that a slightly smaller board would be more nimble and effective. Consequently, as explained in last year's proxy, three directors retired from the board.

We also announced that we would begin the search for new members that could add unique knowledge and skills to the board. As a result two new directors have been nominated. They are Eleuthère (Thère) I. du Pont, President of the Longwood Foundation and David G. Turner, Vice President/Partner, IBM Global Business Services. Further information about both individuals is included in the proxy materials.

Continuing that process, two members, Dennis Klima and Bill Chandler, will be retiring from the board effective with the annual meeting. We thank both of them for their many contributions.

Moreover, Ted Weschler has decided to not stand for reelection. Ted has been associated with WSFS since 1992—most of that time as a significant shareholder and director. While Ted continues to personally own approximately 7.3% (including exercisable warrants) of WSFS, in early 2012 he joined Berkshire Hathaway, Inc. Ted has been a very important contributor to the success of WSFS for over 20 years. The board will miss his regular counsel. We wish him great success in this new chapter of his career.

Our focus on the long term is also the primary reason we maintain a classified board structure in which approximately one-third of the directors stand for election each year. The most important community bank in Delaware should not allow itself to be an easy target for opportunists who might seek to replace the entire board at one meeting. Although we believe the performance of the company is the best defense in this regard,

we also believe that any change of such magnitude should be done carefully and not in one winner-take-all contest.

Similarly, we want our CEO motivated and rewarded for the long-term performance of our stock. As a result, you will read in the proxy that the board made a very significant grant, subject to shareholder approval, of stock options to Mark Turner, our President and CEO. We did this because Mark is incredibly important to the success of WSFS and is uniquely talented to lead the organization. The board wanted to convey that to Mark in a significant way. At the same time, we wanted him to be able to earn significant compensation only as shareholders are rewarded through the performance of the company. As a result, Mark was granted a special one-time award of 250,000 options. These options were granted at a strike price that was 20% over the then-current price of the stock when the Board met in December 2012. In addition, Mark gave up any future equity awards that he would have been eligible for over the next 5 years as well as previously granted performance based restricted stock. The board unanimously concluded that this change in future compensation structure was in the best interests of shareholders and ensured Mark's alignment with those interests.

This change in compensation is contingent upon shareholders approving this plan through voting at the Annual Meeting. We suspect that certain proxy advisory services will recommend a "no vote" on this plan because they employ one-size-fits-all metrics that fail to take into account the unique nature of our company and its needs. As explained in the proxy, however, we strongly believe this plan is in the best interests of your company.

Another step that we took in 2012 was the adoption of a formal Board Principles and Guidelines document. This document is available on our website at investors.wsfsbank.com/governance.cfm. It is intended to give the board specific accountabilities that flow from the board's mission.

As the economy and banking industry continue to recover, your board has taken governance steps that, when combined with management's operating measures, will position the company for success for the next generation.

On behalf of the entire board, we would encourage any shareholder that would like to discuss this letter or any matter pertaining to the performance of WSFS to contact us at Chairman@wsfsbank.com or by phone at 302-571-7264.

Sincerely,



Marvin N. Schoenhals
Chairman



Charles G. Cheleden
Vice Chairman and Lead Director