

The New Deposit Landscape

Deposit Competition is Starting to Ramp Up

Small banks prepare to go big on deposits

S&P Global Market Intelligence, March 14, 2018

Higher funding costs loom as deposit betas jump at some large US banks

S&P Global Market Intelligence, March 14, 2018

Higher Deposit Rates May Finally Be Coming to Your Bank Account

Wall Street Journal, March 19, 2018

Buyers acquire taste for deposit-rich banks

American Banker, March 20, 2018

Biggest Three Banks Gobble Up \$2.4 Trillion in New Deposits Since Crisis

Now that many transactions are done online or through smartphones, customers are increasingly choosing national banks

Wall Street Journal, March 22, 2018

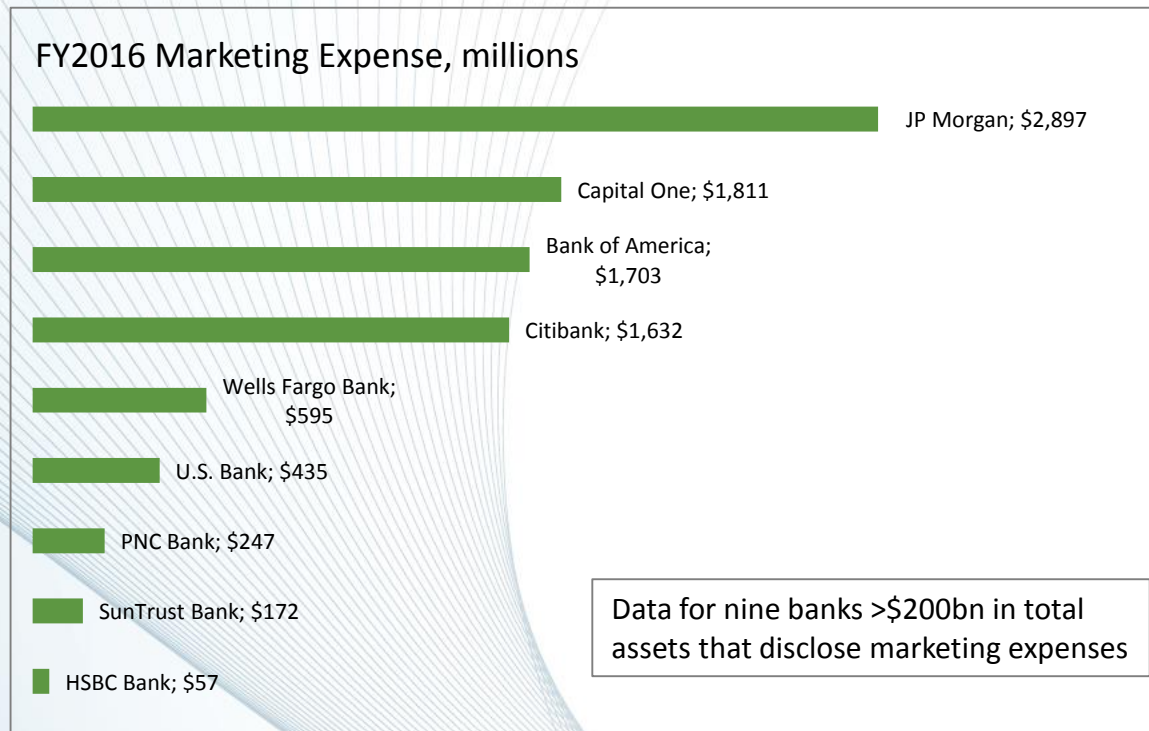
U.S. Banks in “arms race” for deposits as rates rise

Financial Times, March 22, 2018

Banks are starting to selectively raise rates. We hope it is just a matter of time until others find it necessary to get on-board

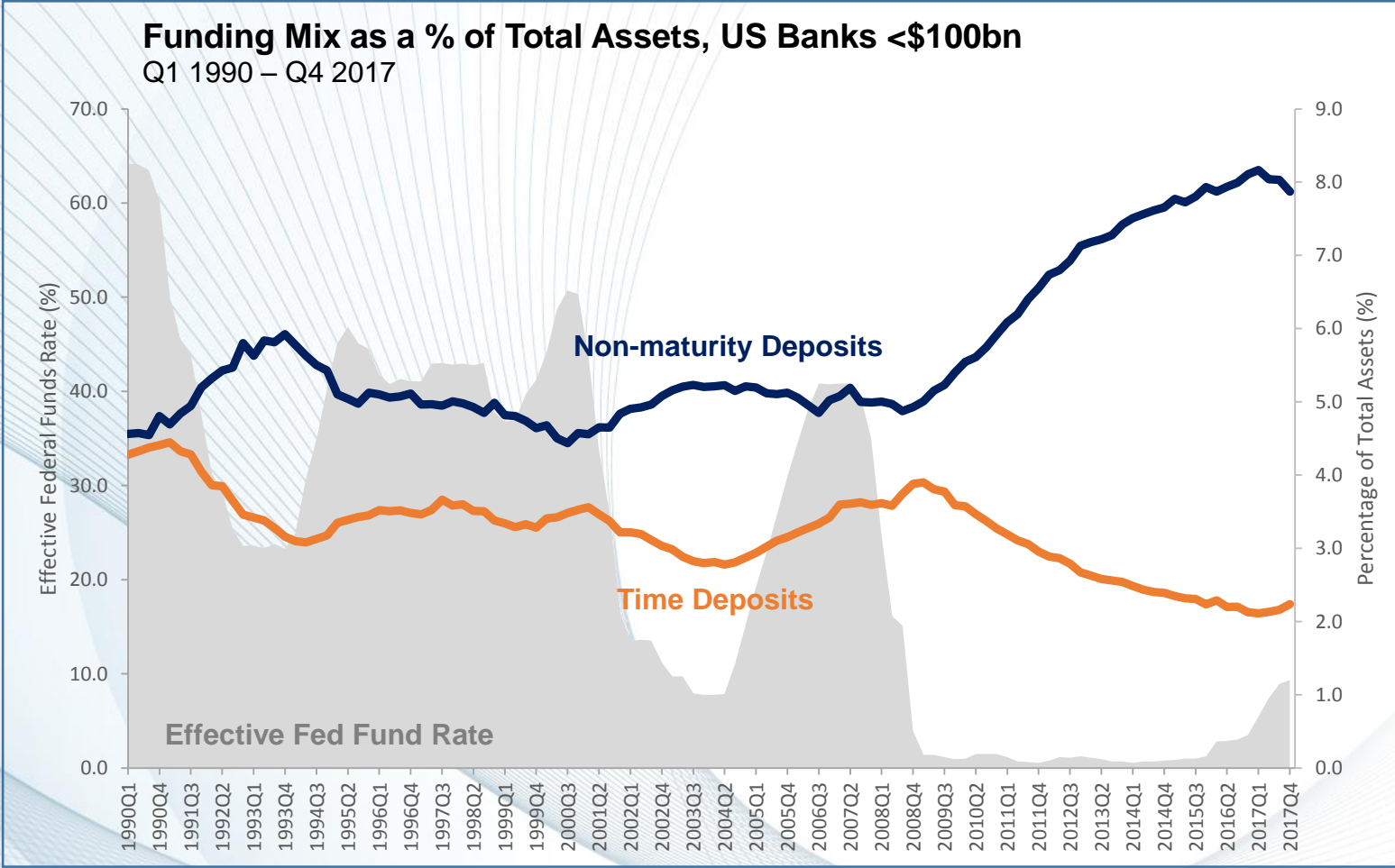
Large banks are investing billions in branding and technology to attract deposits

Additionally, aggressive retail deposit promotions have begun.



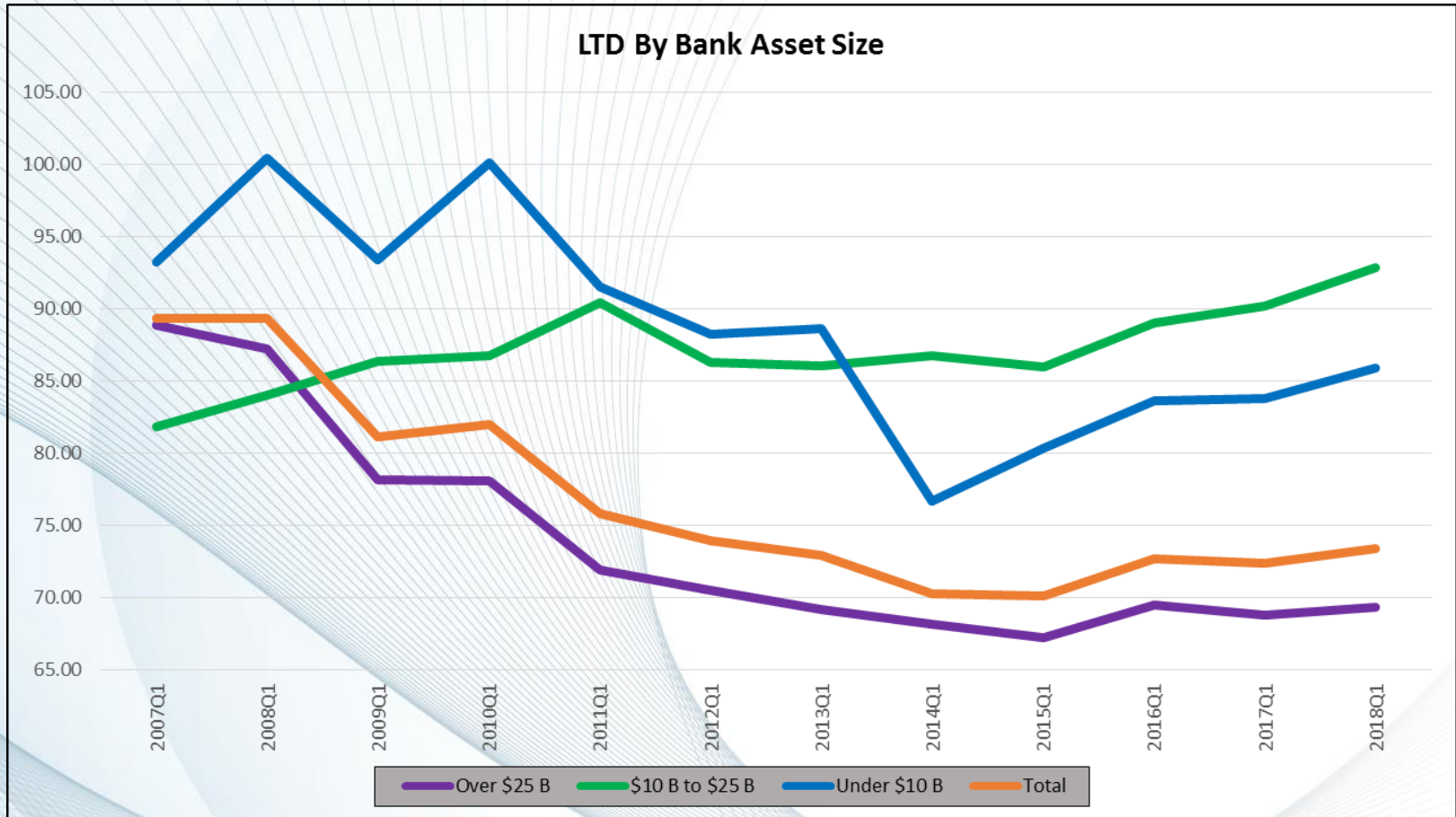
Source: S&P Global Intelligence; company filings, transcripts, and press releases, data as of March 31, 2017.

And as rates start to rise, the deposit mix is starting to shift



Sources: Federal Reserve Bank of St. Louis. S&P Global Market Intelligence. Data through Q4 2017

LTD Returning to Normal Levels



Sources: S&P Global Market Intelligence. Data through Q1 2018