

BANK CASE STUDY

4 YEAR RESULTS



CLIENT RESULTS



11

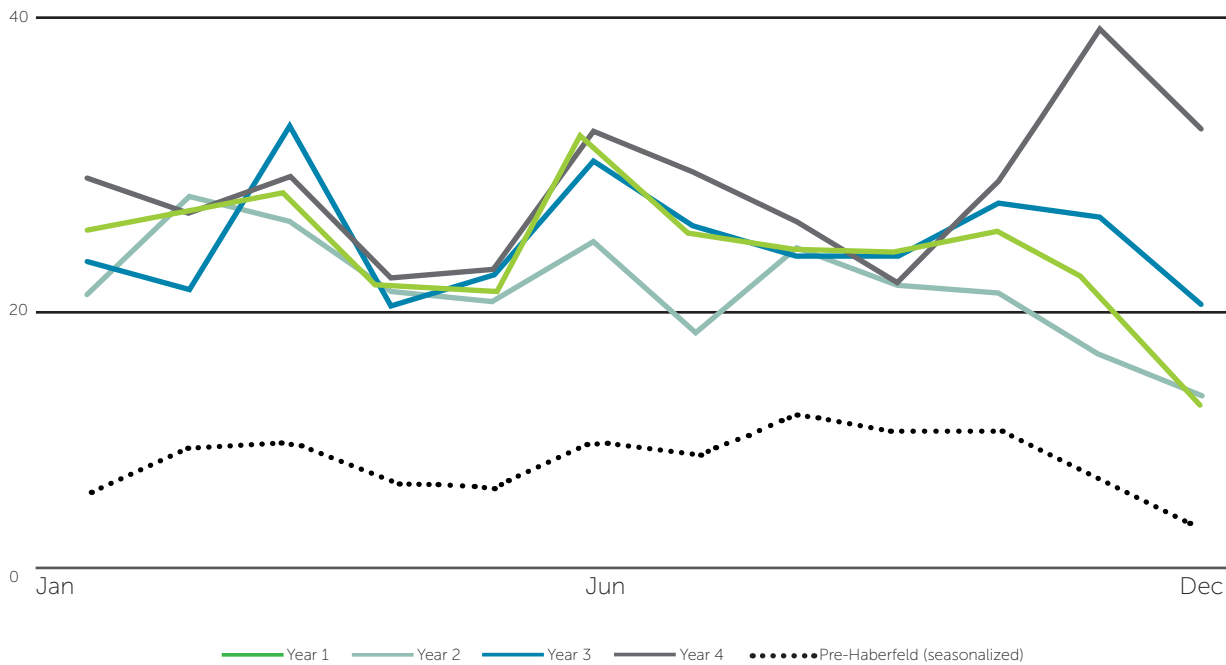
OFFICE FI
BASED IN
INDIANA

\$763

MILLION

HIGH PERFORMANCE GROWTH (HPG™) STRATEGY RESULTS SINCE KICKOFF

Openings Per Branch Per Month



NET NEW ACCOUNTS

9,899 NET NEW RETAIL CHECKING ACCOUNTS

1,716 NET NEW BUSINESS ACCOUNTS

\$134 MILLION IN NEW LOANS since kickoff (retail and business)

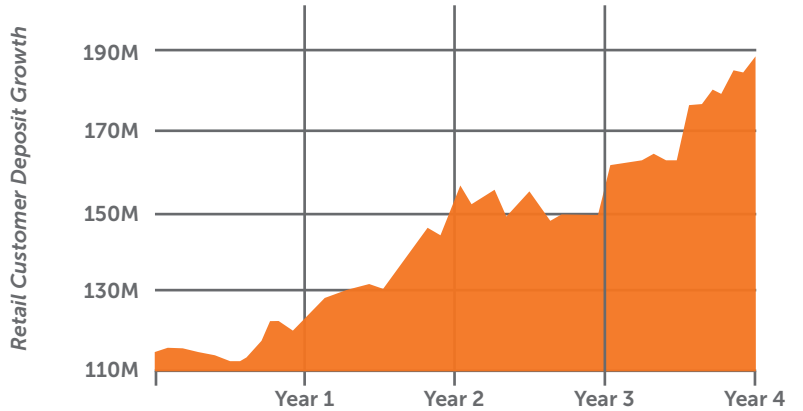
NEW CUSTOMER DEPOSIT GROWTH

\$59.6

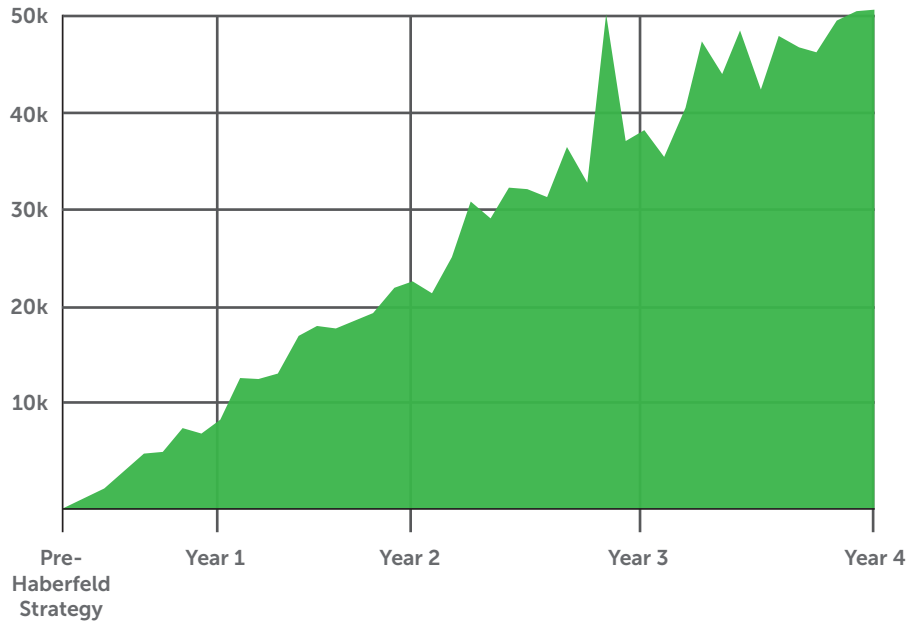
**MILLION IN NEW
RETAIL CHECKING
DEPOSITS**

\$33.6

**MILLION IN NEW
BUSINESS CHECKING
DEPOSITS**



INTERCHANGE INCOME GROWTH PER MONTH FROM NEW RETAIL AND BUSINESS CUSTOMER HOUSEHOLDS



CLIENT TESTIMONIAL

"Partnering with Haberfeld is so much more than marketing! Their approach and structure have made us better at not only "getting business", but also having clear goals, holding each other accountable, and accepting feedback on our performance. We didn't anticipate that, but it's been a tremendous value add."

-SVP, Chief Administration Officer



**YOUR BANK CAN ACHIEVE THESE RESULTS.
WE CAN SHOW YOU HOW.**

