

5 YEAR RESULTS

CLIENT RESULTS

12

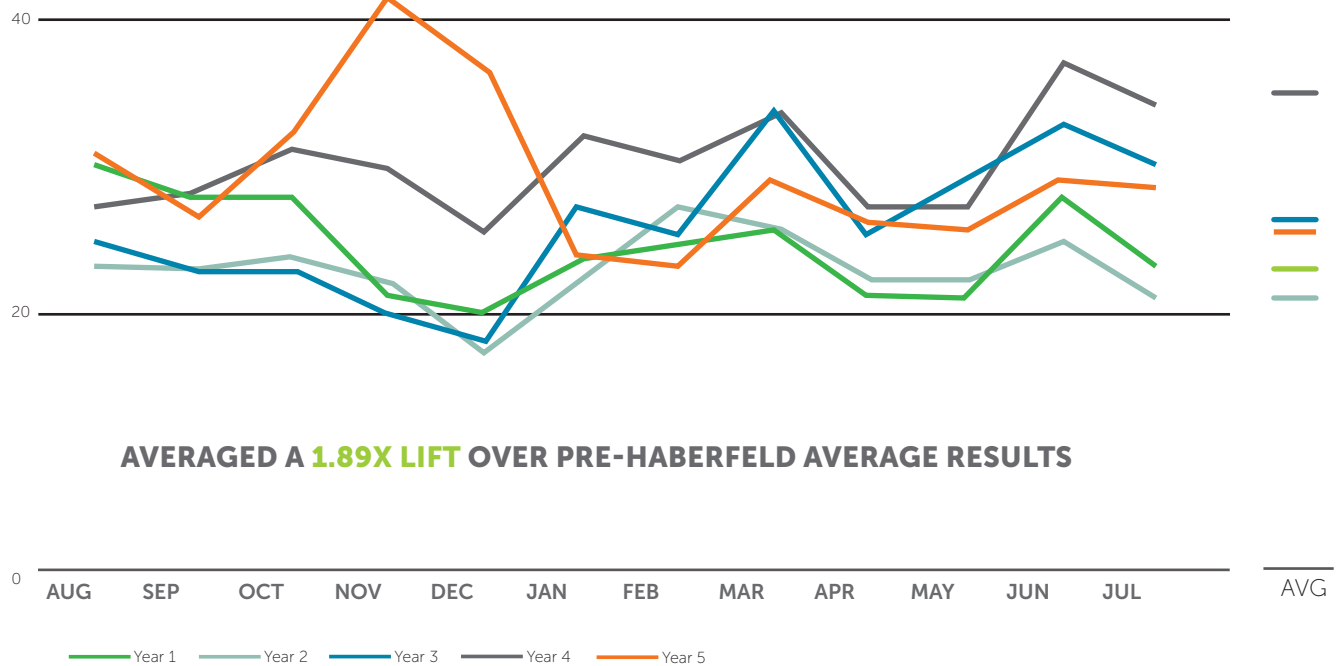
OFFICES

\$836

MILLION
IN ASSETS

HIGH PERFORMANCE GROWTH (HPG™) STRATEGY RESULTS SINCE KICKOFF

Retail Openings Per Branch Per Month



AVERAGED A **1.89X LIFT** OVER PRE-HABERFELD AVERAGE RESULTS

NET NEW ACCOUNTS

12,398 NET NEW RETAIL CHECKING ACCOUNTS

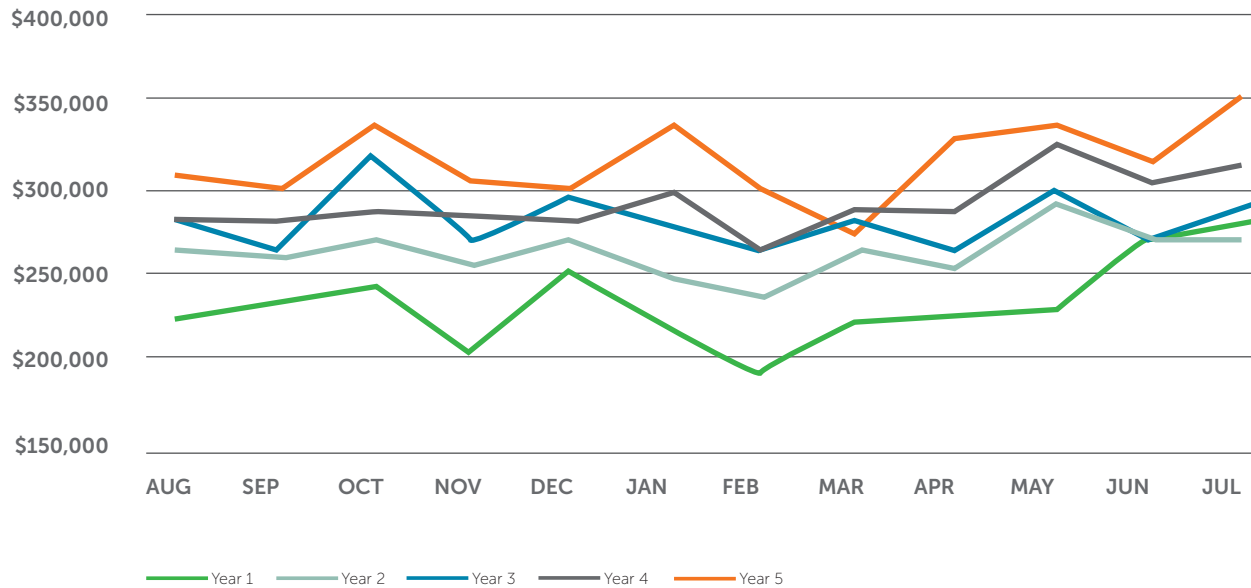
2,170 NET NEW BUSINESS ACCOUNTS

DEPOSIT/LOAN GROWTH PER CHECKING HOUSEHOLD

	RETAIL		BUSINESS	
	ALL CHECKING	FREE CHECKING	ALL CHECKING	FREE CHECKING
TOTAL DEPOSITS	\$23,323	\$22,264	\$63,912	\$61,605
TOTAL LOAN VOLUME	\$38,261	\$55,071	\$199,628	\$200,704

NET DEBIT INTERCHANGE & COLLECTED NSF FEES

AVERAGED A **\$241K (8%)** LIFT YOY



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.

