



## PROVEN. FOCUSED. BETTER TOGETHER.

Two relationship-driven banks, both leaders in banking the Sports & Entertainment (S&E) industry, have joined forces. The combination of First Horizon and IBERIABANK creates a leading financial services company with a dedicated team of bankers committed to the unique financing requirements of the music, sports and motorsports industries.

Our business is knowing your business. Whether it's developing customized strategies for sports professionals in their peak years to retirement, specialized loans to grow music catalogs or an expansion loan for your motorsports team, we have the capital strength and lending capacity to support all of your financial goals. Our dedicated team of S&E bankers understand the nuances, complex financing structures and income streams unique to clients and organizations in these industries.

## PROVEN Track Record of Serving the S&E Industry

- Musicians, songwriters and producers
- Professional athletes, coaches and owners in all major sports
- Drivers, teams and owners in motorsports
- Actors, directors, writers, publishers and producers in film, television and theater
- Business professionals affiliated with S&E industries

## FOCUSED on You

- Holistic, consultative solutions-based approach to each client relationship
- Full suite of tailored financial products to support your short and long term goals
- Collaborative approach to work with your team members, such as attorneys, business managers, accountants and agents

## BETTER TOGETHER Two Strong Banks, One Incredible Future

- Strength and stability of two well-respected financial institutions joining together with more than 288 years of experience.
- Proven, experienced S&E leadership with more than 30 professionals dedicated to banking the S&E industry
- Unique connections with executives and associations across multiple industries
- National footprint



## PRODUCTS AND SERVICES

### Personal Services:

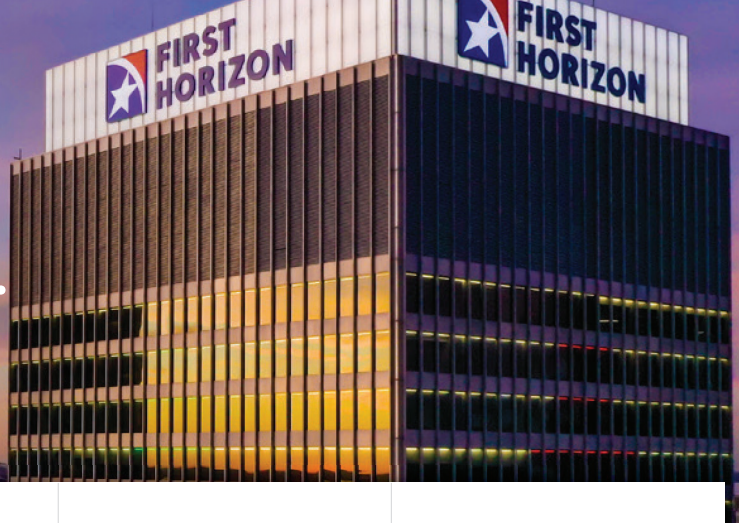
- Customized Lending and Credit Solutions
- Private Client Services
- Trust and Estate Planning
- Retirement Planning
- Philanthropic Giving
- Airplane, Yacht and Tour Bus Financing
- Royalty Advance Loans

### Business Services:

- Customized Lending and Credit Solutions
- Catalog Acquisition Financing
- Treasury Management
- Equipment Finance
- Merchant Services

# TWO STRONG BANKS. ONE INCREDIBLE FUTURE.

Together, we will deliver better technology, broader lending capabilities and an expanded financial network powered by a team you know and trust.



Combined Company  
by the Numbers\*:

**\$82Bn**  
IN ASSETS

**\$67Bn**  
IN DEPOSITS

**\$60Bn**  
IN LOANS

## COMPELLING STRATEGIC BENEFITS



**Strong cultural alignment** with valued-based employee cultures, exceptional relationship-oriented customer service, community and socially-minded organizations



**Market-centric business** models that allow bankers to deliver exceptional customer service and make local-based decisions for their clients



**Well-diversified business mix** with strong core deposit franchise, diversified loan portfolio



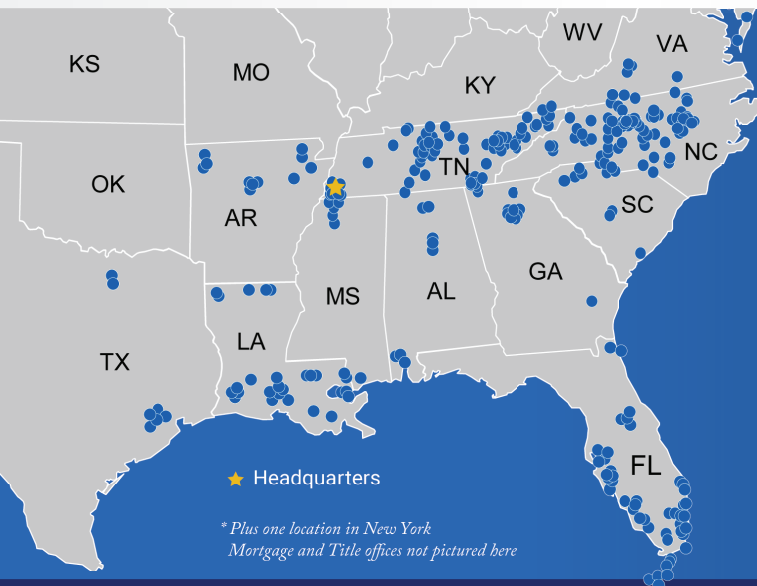
**Proven strong credit culture** and risk management practices



**Enhanced scale** provides resources to strengthen online and mobile platforms and transform products and services through advanced technologies and innovation to provide an even better customer experience



**Well-regarded combined management team** with significant experience leading regional banks and successful acquisition and integration experience



## EXPANSIVE GEOGRAPHIC REACH IN HIGH-GROWTH, ATTRACTIVE MARKETS THROUGHOUT THE SOUTH\*

**15**

of the Top 20 Southern  
MSAs by population

**12**

states across  
combined footprint