

Small Business: Big Opportunity

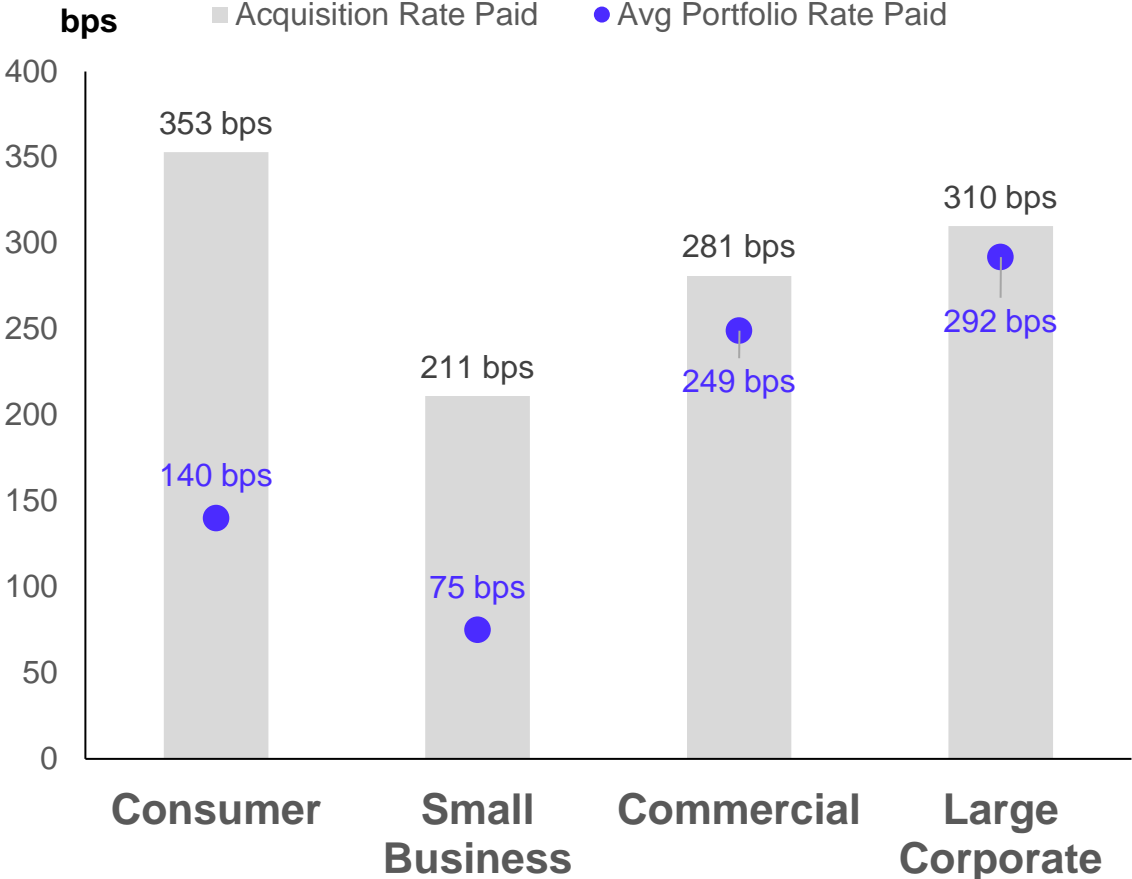
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Navigate today.
Anticipate tomorrow.

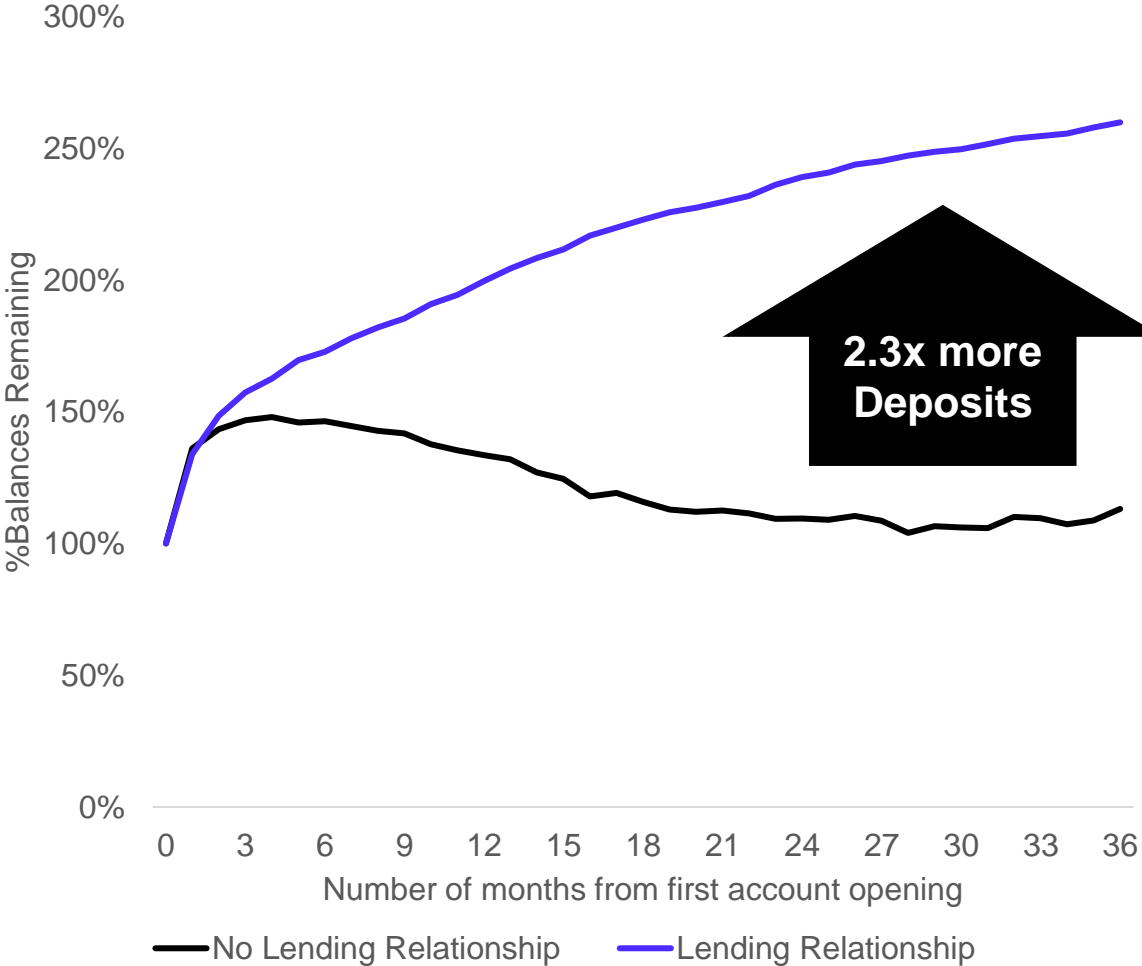
November 15, 2023

Small business deposits are some of the most valuable

Average Industry Rates Paid
All Products | September 2023



Lending relationship drives deposits

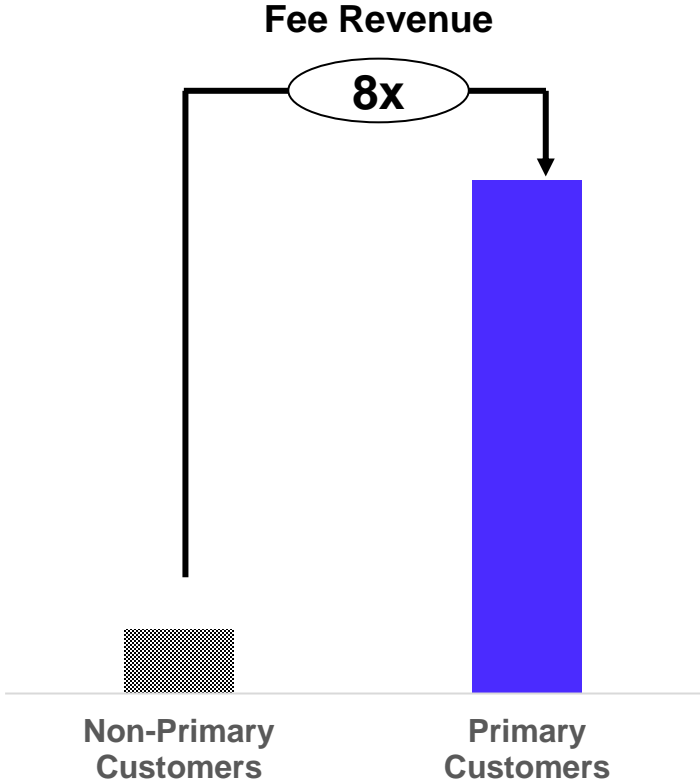


Source: Curinos Consumer, Small Business, Commercial Deposit Analyzers

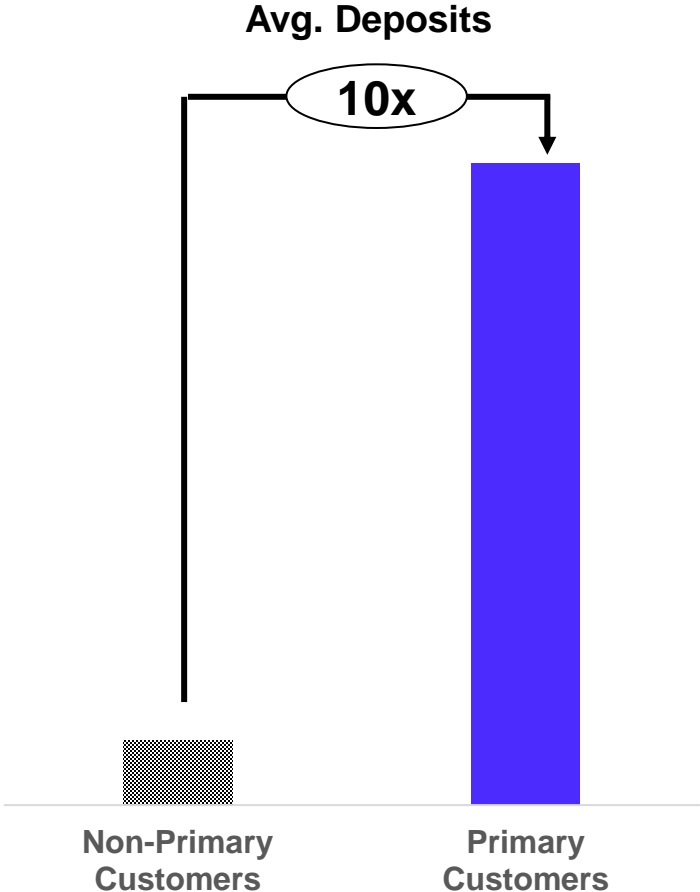
Primacy is critical to *realizing* the deposit value

Primacy drives...

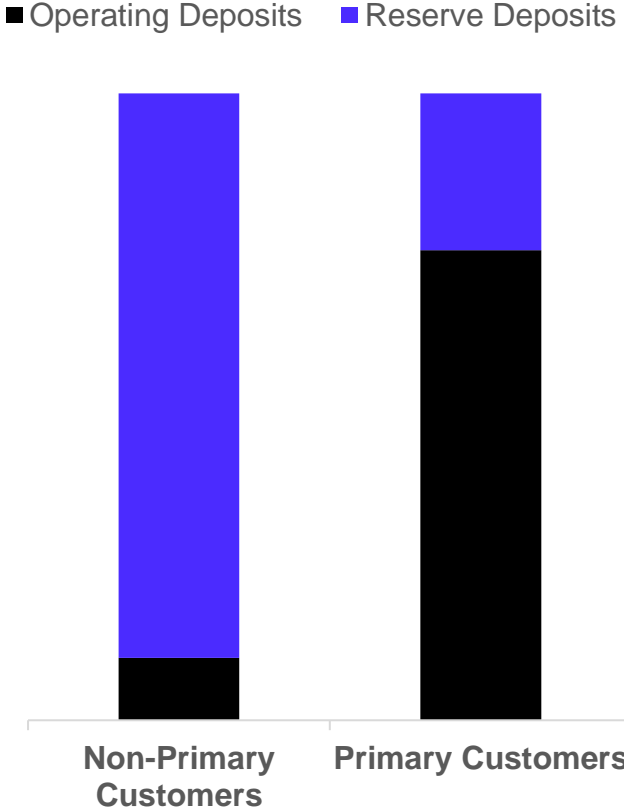
8x fee revenue



10x deposit balances



7x operating deposits

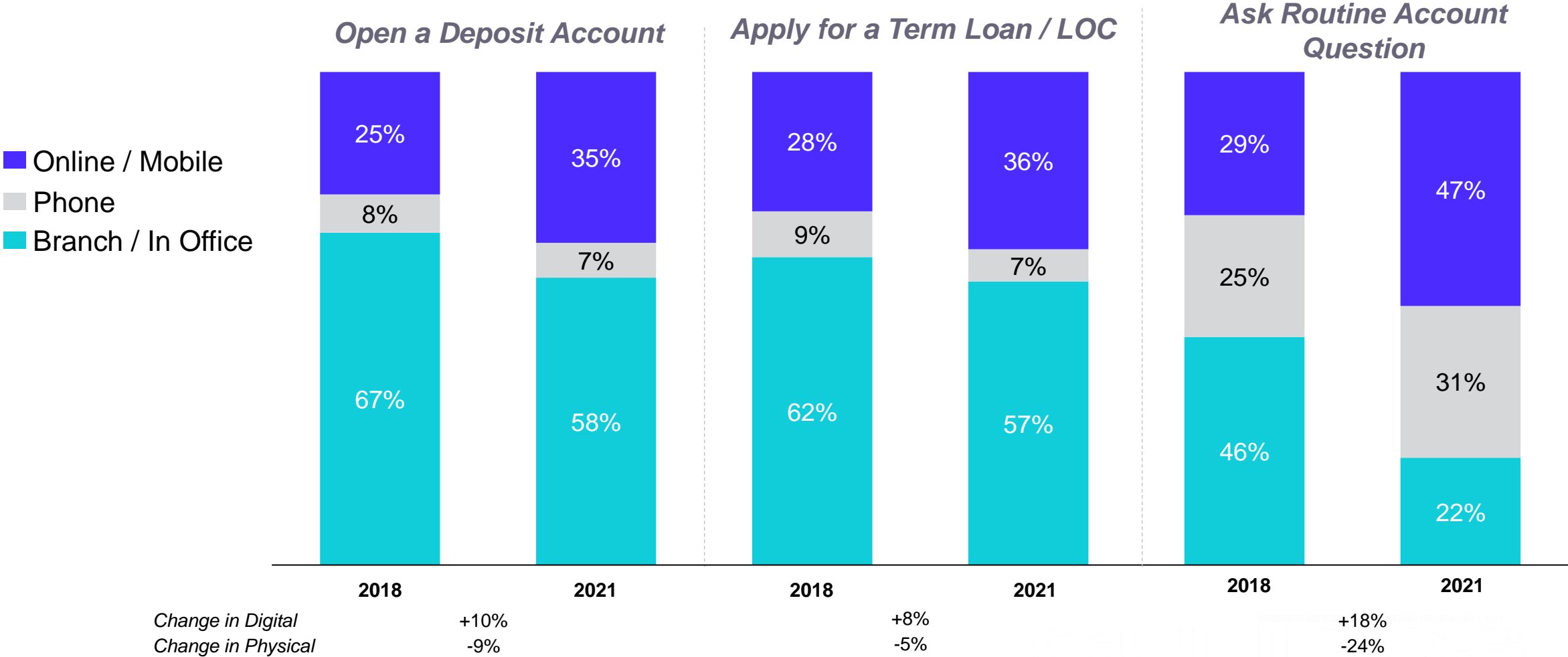


Source(s): Curinos Analysis, Curinos Comparative Deposit Analytics [Deposit Analyzer]

Digital is now critical (following earlier Consumer shifts)

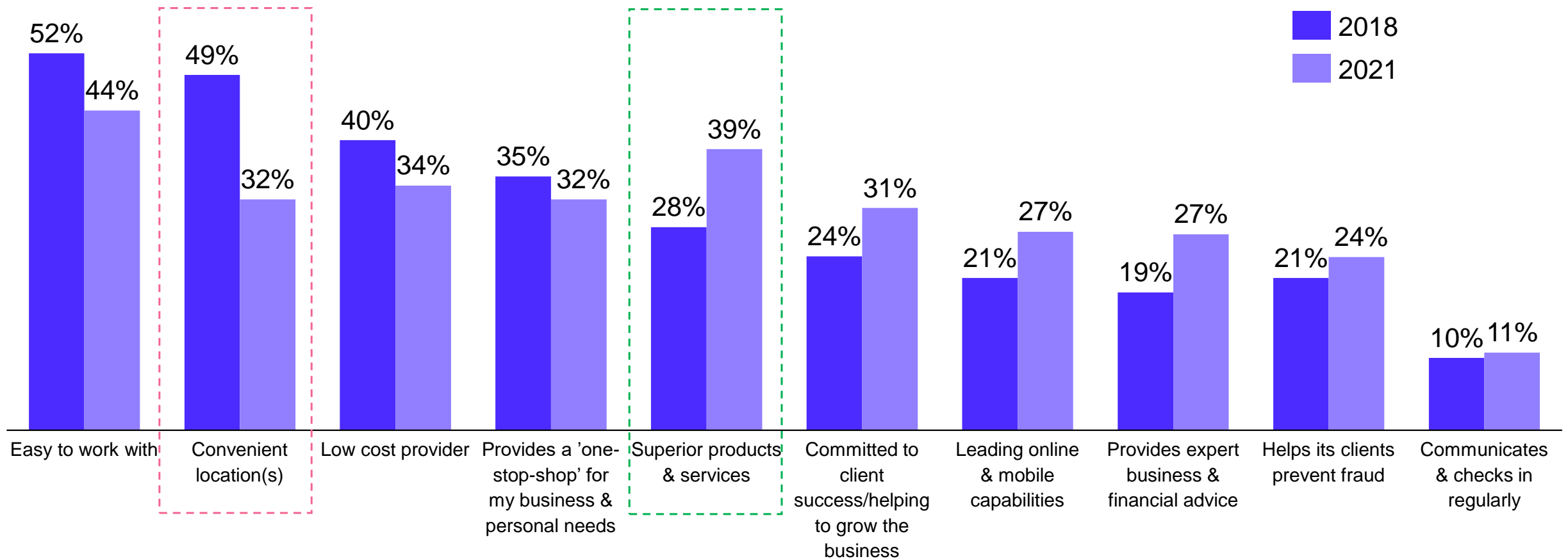
Channel Preference

Up to \$10M in Revenue









Product, digital & advice are more important; branches less

Attribute Importance to Choosing a Primary Business Checking Bank



Source: Curinos Customer Knowledge | 2018 & 2021 Business Banking | 2018 n = 2,414 | 2021 n = 2,390
Q 22. Please select the three attributes that are most important to your company when selecting a primary bank

Fintechs are speaking a segment language – are you?

	 Dreamers	 Traditionalists	 Solution Seekers									
Size	34%	19%	10%									
Looking for	<ol style="list-style-type: none"> 1. Great product 2. Industry knowledge 3. Business intelligence 	<ol style="list-style-type: none"> 1. Branches & ATMs 2. Access to financing 	<ol style="list-style-type: none"> 1. Business intelligence 2. Holistic advice 3. Cash flow tools 									
Servicing Preference	<table border="1"> <tr> <td>Person 26%</td> <td>Remote 65%</td> <td>Omni 10%</td> </tr> </table>	Person 26%	Remote 65%	Omni 10%	<table border="1"> <tr> <td>Person 18%</td> <td>Remote 67%</td> <td>Omni 15%</td> </tr> </table>	Person 18%	Remote 67%	Omni 15%	<table border="1"> <tr> <td>Person 9%</td> <td>Remote 86%</td> <td>Omni 4%</td> </tr> </table>	Person 9%	Remote 86%	Omni 4%
Person 26%	Remote 65%	Omni 10%										
Person 18%	Remote 67%	Omni 15%										
Person 9%	Remote 86%	Omni 4%										
	 Digitally Inclined	 Penny Pinchers	 Partner Seekers									
Size	16%	14%	7%									
Looking for	<ol style="list-style-type: none"> 1. 24/7 access 2. Fast credit approval 	<ol style="list-style-type: none"> 1. Simple, low fee structures 2. Affordable financing 	<ol style="list-style-type: none"> 1. Industry expertise 2. Great tools 3. Fraud support 									
Servicing Preference	<table border="1"> <tr> <td>Person 17%</td> <td>Remote 65%</td> <td>Omni 18%</td> </tr> </table>	Person 17%	Remote 65%	Omni 18%	<table border="1"> <tr> <td>Person 34%</td> <td>Remote 53%</td> <td>Omni 13%</td> </tr> </table>	Person 34%	Remote 53%	Omni 13%	<table border="1"> <tr> <td>Person 32%</td> <td>Remote 65%</td> <td>Omni 3%</td> </tr> </table>	Person 32%	Remote 65%	Omni 3%
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Source: Curinos Customer Knowledge | 2021 Business Banking | Curinos Analysis

Thank You

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