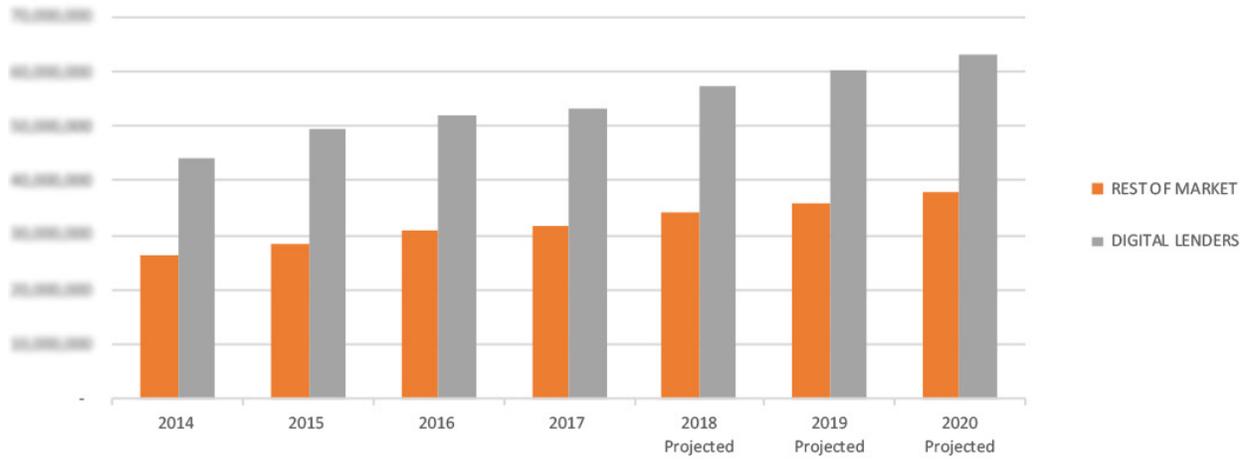


WINNING IN BUSINESS LENDING
SAMPLE COMPETITIVE MARKET ANALYSIS

2019

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Business Lending in the US: Loan Originations in All Segments (\$0 - \$100k) /



2014			2017			Growth	Digital Lender	Market Share
Rank	Bank	(000's)	Rank	Bank	(000's)			
1	WELLS FARGO BANK N.A.	12,434,188	1	AMERICAN EXPRESS FSB	13,590,302	40.13%	YES	16.43%
2	AMERICAN EXPRESS FSB	9,698,488	2	WELLS FARGO BANK N.A.	12,452,828	0.15%	YES	15.05%
3	JPMORGAN CHASE BANK NA	6,664,609	3	JPMORGAN CHASE BANK NA	9,071,270	36.11%	YES	10.97%
4	BANK OF AMERICA N.A.	6,664,609	4	BANK OF AMERICA N.A.	6,664,609	0.00%	YES	10.97%
5	CAPITAL ONE N.A.	6,664,609	5	CAPITAL ONE N.A.	6,664,609	0.00%	YES	10.97%
6	US BANK NA	6,664,609	6	US BANK NA	6,664,609	0.00%	YES	10.97%
7	PNC BANK N.A.	6,664,609	7	CITIBANK N.A.	6,664,609	0.00%	YES	10.97%
8	CITIBANK N.A.	6,664,609	8	US BANK NA	6,664,609	0.00%	YES	10.97%
9	BRANCH BANKING AND TRUST CO	6,664,609	9	BRANCH BANKING AND TRUST CO	6,664,609	0.00%	YES	10.97%
10	GE CAPITAL BANK	6,664,609	10	BRANCH BANKING AND TRUST CO	6,664,609	0.00%	YES	10.97%
Total Market		79,882,000			95,882,000	21%		
AMERICAN EXPRESS FSB MARKET SHA		12.78%			15.99%		CHANGE:	32.00%

- \$85B was issued across small business loan (<100k) segments by US banks in 2017. Digital Lenders in the Top Ten accounted for 63% overall, including American Express, Wells Fargo, Chase, Bank of America, Capital One, Citibank, and US Bank in the Top Ten.
- While the market grew 21%, the 10 largest lenders grew all business loan segments by 24%.
- American Express grew 40% across small business loan (<100K) segments and increased its market share from 13.78% to 15.99%.

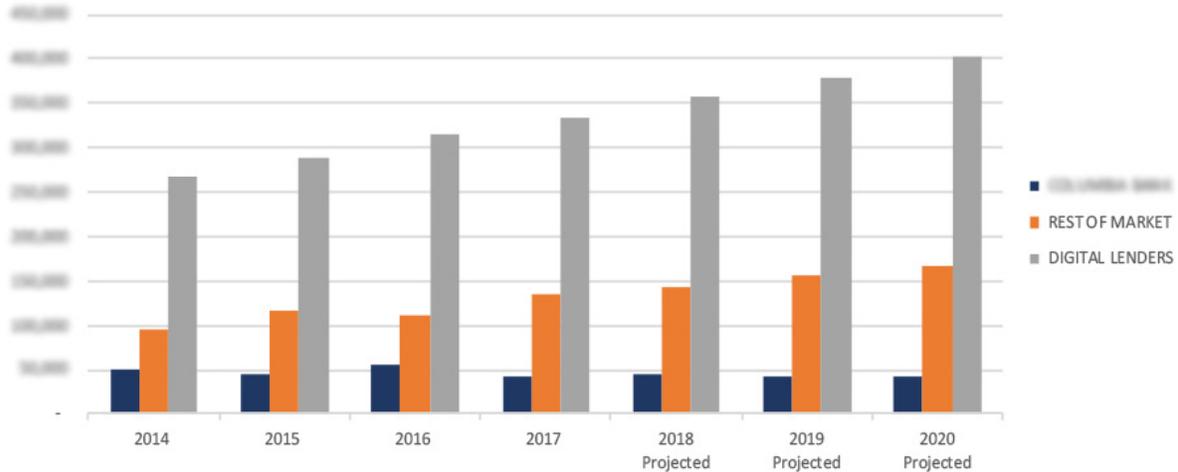
Local Market Analysis: Sample Bank: Branch, Deposit, and Market Share /

Market Share Data*							
Institution (ST)	2018 Rank	2017 Rank	2018			2017	
			Number of Branches	Total Deposits In	Total Market	Total Deposits In	Total Market
GEOGRAPHY MARKET 1							
Bank of America Corporation	1	1	35	8,502,385	15.39	8,884,432	16.45
Toronto-Dominion Bank	2	2	38	7,601,073	13.76	7,830,019	14.50
JPMorgan Chase & Co.	3	3	47	6,068,044	10.99	5,587,424	10.34
Wells Fargo & Co.	4	5	28	2,440,244	4.50	2,387,244	4.53
Truist Financial Services	5	7	19	2,174,144	4.00	2,044,221	4.00
Cherwell Inc.	6	6	5	2,044,221	3.75	2,044,221	4.00
United Financial Corp.	7	8	19	2,020,944	3.73	2,044,221	4.00
WBT Bank Corp.	8	4	28	2,021,244	3.67	2,044,221	4.00
Connecticut Business Bank	9	9	7	2,019,271	3.66	2,044,221	4.00
First Financial Services Group	10	10	28	2,019,271	3.66	2,044,221	4.00
Total For Institutions In Market			400	56,258,244		56,258,244	
GEOGRAPHY MARKET 2							
PNC Financial Services Group	1	1	26	9,500,758	27.08	10,301,525	29.09
Bank of America Corporation	2	2	22	3,999,865	11.40	3,948,194	11.15
Wells Fargo & Co.	3	3	24	3,705,379	10.56	3,681,657	10.40
Toronto-Dominion Bank	4	5	19	2,440,244	7.00	2,440,244	7.00
First Citizens Financial Services (NC)	5	6	21	2,044,221	6.00	2,044,221	6.00
JPMorgan Chase & Co. (NC)	6	6	19	2,044,221	6.00	2,044,221	6.00
Bank of America (NC)	7	8	19	2,044,221	6.00	2,044,221	6.00
Capital One Financial Corp. (NC)	8	7	5	2,044,221	6.00	2,044,221	6.00
Bank of America	9	9	19	2,044,221	6.00	2,044,221	6.00
First Citizens Bank (NC)	10	10	19	2,044,221	6.00	2,044,221	6.00
Total For Institutions In Market			208	56,258,244		56,258,244	
GEOGRAPHY MARKET 3							
Toronto-Dominion Bank	1	1	10	1,618,677	26.67	1,575,795	27.37
Fulton Financial Corp.	2	2	11	839,679	13.84	849,161	14.75
Parke Bancorp Inc.	3	4	2	598,944	9.87	423,592	7.36
Wells Fargo & Co. (PA)	4	5	5	479,271	7.75	479,271	8.33
Northwest Bank (PA)	5	6	7	357,750	5.80	357,750	6.00
First Citizens Bank (PA)	6	6	4	314,221	5.00	314,221	5.00
First Financial Services Group (PA)	7	7	5	289,144	4.67	289,144	5.00
Bank of America Corporation (PA)	8	8	4	289,144	4.67	289,144	4.67
Total For Institutions In Market			58	6,382,244		6,382,244	
YOUR BANK -- GEOGRAPHY 1,2,3			57	6,382,244	100.00%	6,382,244	100.00%
Total For Institutions in Market -- 1,2,3			765	56,258,244		56,258,244	

This analysis was exclusively prepared for ██████ Bank and is focused on ██████ Bank's three main operating counties by geography: Geography Market 1, Geography Market 2, and Geography Market 3.

CRA data from ffiec.gov as well as data from FDIC.gov was used for this analysis. CRA data includes business term loans; lines of credit including the entire line amount, not just utilizations; renewals; and any home equity loans that are indicated by the owner for small business usage.

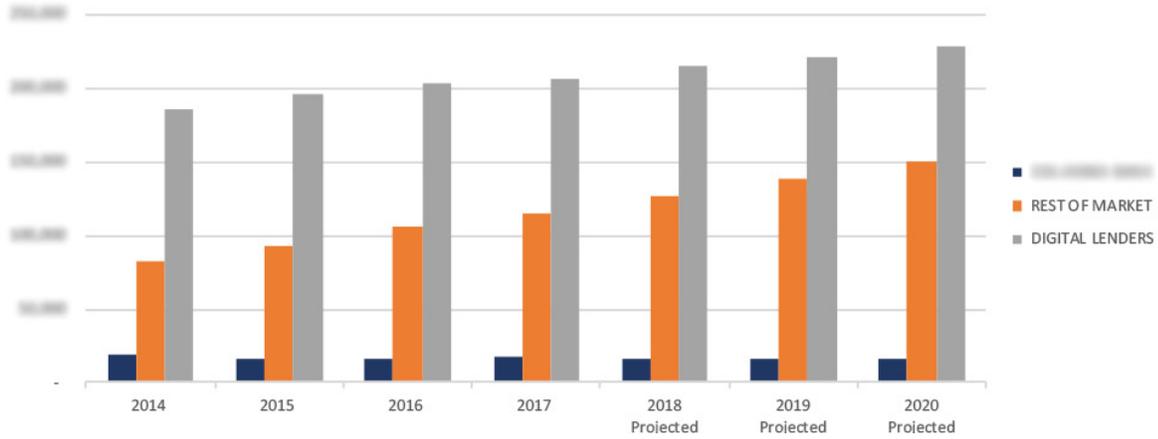
Sample County-1, Loan Originations (\$0 - \$100k) /



2014			2017			Growth	Digital Lender	Market Share
Rank	Bank	(000's)	Rank	Bank	(000's)			
1	AMERICAN EXPRESS FSB	72,474	1	AMERICAN EXPRESS FSB	113,793	57.01%	YES	22.32%
2	JPMORGAN CHASE BANK NA	62,008	2	JPMORGAN CHASE BANK NA	81,173	30.91%	YES	15.92%
3	PNC BANK N.A.	56,829	3	PNC BANK N.A.	61,873	8.88%	NO	12.14%
4	WELLS FARGO BANK N.A.	36,498	4	WELLS FARGO BANK N.A.	36,498	-3.11%	YES	9.39%
5	BANK OF AMERICA N.A.	36,000	5	BANK OF AMERICA N.A.	36,000	0.00%	YES	8.60%
6	TD BANK N.A.	31,498	6	TD BANK N.A.	31,498	25.43%	NO	5.49%
7	CAPITAL ONE N.A.	22,798	7	CAPITAL ONE N.A.	22,798	7.87%	YES	6.67%
8	CITIBANK N.A.	20,000	8	CITIBANK N.A.	20,000	0%	NO	2.89%
9	FIRST NATIONAL BANK	1,000	9	FIRST NATIONAL BANK	1,000	41.66%	YES	2.85%
10	TRUIST CAPITAL BANK	1,000	10	TRUIST CAPITAL BANK	1,000	28.57%	NO	2.22%
22	YOUR BANK	2,100	22	YOUR BANK	2,100	-28.57%	NO	0.41%
Total Market		400,000	Total Market		400,000	0%		
YOUR BANK'S MARKET SHARE		0.41%	YOUR BANK'S MARKET SHARE		0.41%		CHANGE:	-62.87%

- A total of \$510M in business loans and lines, all segments were issued in Sample County-1, in 2017, up 24% from 2014.
- Digital Lenders in the Top Ten accounted for 68% overall with American Express, Chase, Wells Fargo, Bank of America, Capital One, and Citibank in the Top Ten.
- [REDACTED] Bank originated \$2.1M in business loans and lines in 2017.
- At the end of 2017, [REDACTED] Bank ranked 22nd for loans up to \$100K in Sample County-1.

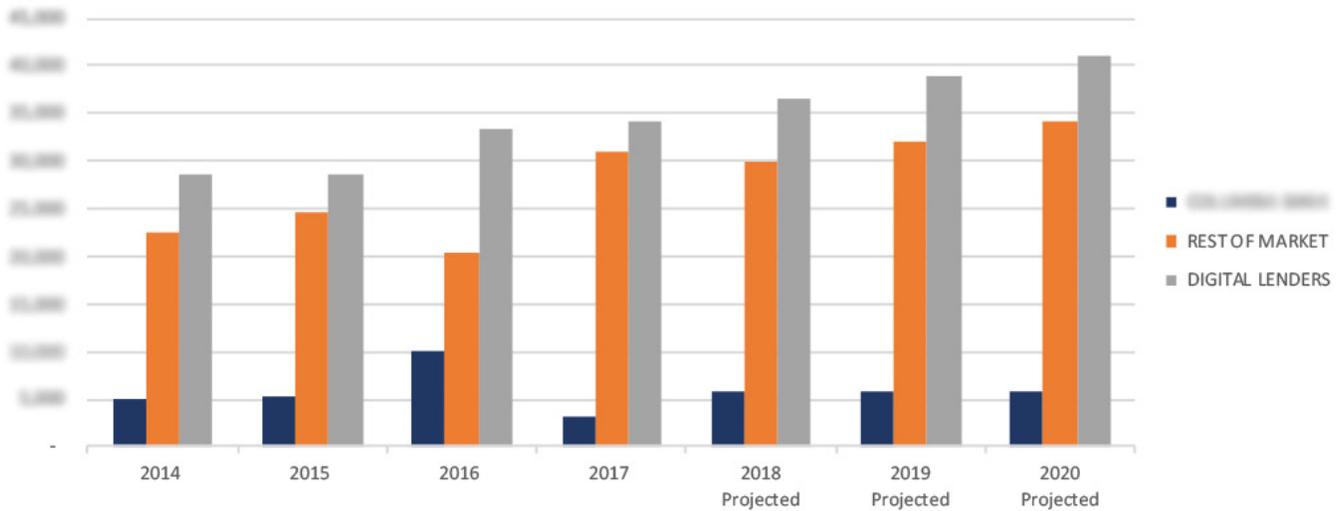
Sample County-2, Loan Originations (\$0 - \$100k) /



2014			2017			Growth	Digital Lender	Market Share
Rank	Bank	(000's)	Rank	Bank	(000's)			
1	WELLS FARGO BANK N.A.	54,517	1	AMERICAN EXPRESS FSB	56,804	25.64%	YES	16.81%
2	AMERICAN EXPRESS FSB	45,210	2	PNC BANK N.A.	50,173	12.30%	NO	14.84%
3	PNC BANK N.A.	44,676	3	WELLS FARGO BANK N.A.	49,536	-9.14%	YES	14.66%
4	JP MORGAN CHASE BANK NA	31,708	4	JP MORGAN CHASE BANK NA	28,174	11.08%	YES	11.41%
5	BANK OF AMERICA N.A.	21,080	5	BANK OF AMERICA N.A.	24,480	15.61%	YES	10.18%
6	CAPITAL ONE N.A.	20,087	6	WELLS FARGO BANK N.A.	22,080	10.00%	NO	8.70%
7	TD BANK N.A.	11,880	7	TD BANK N.A.	14,700	23.68%	NO	6.20%
8	WELLS FARGO BANK N.A.	10,017	8	CAPITAL ONE N.A.	10,017	0.00%	YES	4.00%
9	CITIBANK N.A.	7,000	9	WELLS FARGO BANK N.A.	7,100	1.43%	NO	2.80%
10	JP MORGAN CHASE BANK NA	5,000	10	CITIBANK N.A.	5,000	0.00%	YES	1.00%
26	YOUR BANK	895	26	YOUR BANK	895	0.00%	NO	0.00%
Total Market		280,000			280,000	0%		
YOUR BANK'S MARKET SHARE		0.32%			0.32%		CHANGE:	0.00%

- A total of \$338M in business loans and lines, all segments were issued in Sample County-2, in 2017 up 18% from 2014.
- Digital Lenders in the Top Ten accounted for 62% overall with American Express, Wells Fargo, Chase, Bank of America, Capital One, and Citibank in the Top Ten.
- [REDACTED] Bank originated \$895k in business loans and lines in 2017.
- At the end of 2017, [REDACTED] Bank ranked 26th for loans up to \$100K in Sample County-2.

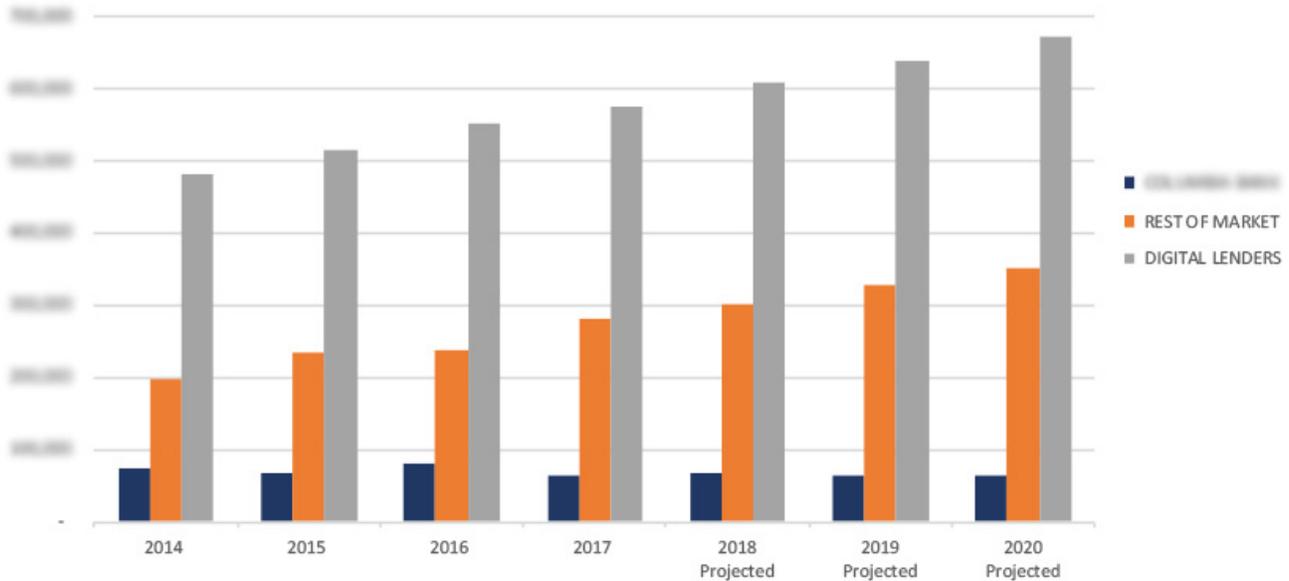
Sample County-3, Loan Originations (\$0 - \$100k) /



2014			2017			Growth	Digital Lender	Market Share
Rank	Bank	(000's)	Rank	Bank	(000's)			
1	WELLS FARGO BANK N.A.	9,428	1	AMERICAN EXPRESS FSB	11,137	61.08%	YES	16.28%
2	PNC BANK N.A.	8,377	2	PNC BANK N.A.	9,652	15.22%	NO	14.11%
3	TD BANK N.A.	7,521	3	WELLS FARGO BANK N.A.	8,828	-6.36%	YES	12.90%
4	AMERICAN EXPRESS FSB	6,000	4	TD BANK N.A.	6,000	10.00%	NO	6.70%
5	AMERICAN EXPRESS FSB	5,000	5	CAPITAL ONE N.A.	5,000	10.00%	YES	4.80%
6	BANK OF AMERICA N.A.	4,000	6	BANK OF AMERICA N.A.	4,000	0.00%	YES	4.40%
7	AMERICAN EXPRESS FSB	3,000	7	AMERICAN EXPRESS FSB	3,000	0.00%	YES	4.17%
8	CAPITAL ONE N.A.	2,700	8	US BANK N.A.	2,700	10.00%	YES	3.40%
9	US BANK N.A.	2,000	9	CITIBANK N.A.	2,000	10.00%	YES	3.00%
10	CITIBANK N.A.	1,500	10	AMERICAN EXPRESS FSB	1,500	10.00%	NO	2.80%
33	YOUR BANK	164	33	YOUR BANK	164	0.00%	NO	0.24%
Total Market		36,827			36,827	0.00%		
YOUR BANK'S MARKET SHARE		0.44%			0.44%		CHANGE:	0.00%

- A total of \$68M in business loans and lines, all segments were issued in Sample County-3 in 2017, up 22% from 2014.
- Digital Lenders in the Top Ten accounted for 53% overall with American Express, Wells Fargo, Capital One, Bank of America, Chase, US Bank, and Citibank in the Top Ten.
- [Redacted] Bank originated \$164k in business loans and lines in 2017.
- At the end of 2017, [Redacted] Bank ranked 33rd for loans up to \$100K in Sample County-3.

Sample Counties-1,2,3 combined. Loan Originations (\$0 - \$100k) /

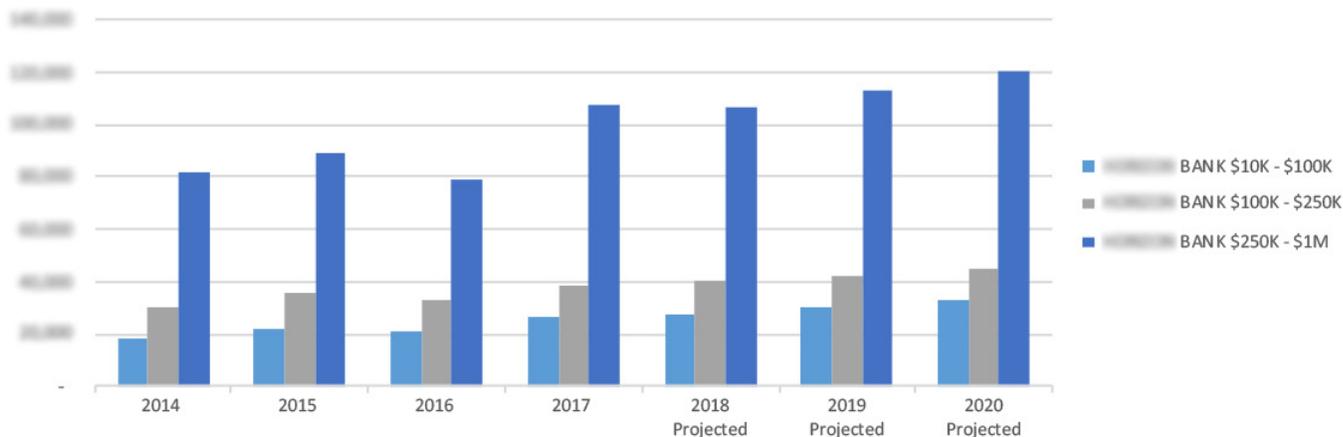


2014			2017			Growth	Digital Lender	Market Share
Rank	Bank	(000's)	Rank	Bank	(000's)			
1	AMERICAN EXPRESS FSB	124,598	1	AMERICAN EXPRESS FSB	181,734	45.86%	YES	19.84%
2	WELLS FARGO BANK N.A.	114,395	2	JPMORGAN CHASE BANK NA	122,602	26.75%	YES	13.38%
3	PNC BANK N.A.	109,882	3	PNC BANK N.A.	121,698	10.75%	NO	13.28%
4	JPMORGAN CHASE BANK NA	96,736	4	WELLS FARGO BANK N.A.	107,146	4.23%	YES	11.71%
5	BANK OF AMERICA N.A.	76,897	5	BANK OF AMERICA N.A.	81,000	6.17%	YES	8.88%
6	TD BANK N.A.	76,839	6	TD BANK N.A.	86,100	11.98%	NO	5.38%
7	CAPITAL ONE N.A.	59,668	7	CAPITAL ONE N.A.	61,600	4.96%	YES	4.54%
8	CITIBANK N.A.	17,185	8	LAKE FOREST BANK AND TRUST	17,186	0%	NO	2.98%
9	SANTANDER BANK N.A.	15,761	9	CITIBANK N.A.	25,787	63.86%	YES	2.81%
10	TECH CAPITAL BANK	12,639	10	SANTANDER BANK N.A.	21,719	86.96%	NO	2.81%
17	██████████ BANK	3,761	22	██████████ BANK	3,100	-14.78%	NO	0.34%
Total Market		750,000			760,000	1%		
YOUR BANK'S MARKET SHARE		0.88%			0.88%		CHANGE:	-28.88%

- A total of \$916M in business loans and lines, all segments were issued in the Sample Counties 1,2,3, up 22% from 2014.
- Digital Lenders in the Top Ten accounted for 64% overall with American Express, Chase, Wells Fargo, Bank of America, Capital One, and Citibank in the Top Ten.
- ██████████ Bank originated \$3.2M in business loans and lines in 2017.
- At the end of 2017, ██████████ Bank ranked 22nd for loans up to \$100K in Sample Counties 1,2,3.

Summary & Conclusions /

- The business lending market is changing rapidly. National lenders have transformed the borrowing experience with technology. Banks that have digitized credits are dominating the small business market, and are now leveraging their digital lending capabilities to move upmarket into larger credits. In particular, American Express is growing significantly across business lending segments.
- In the three sample counties, ██████ Bank’s share of small business loans (<\$100K) is far less than its deposit share (0.34% versus 2.84%). The disparity may indicate that existing business customers are borrowing from competitors. This is concerning as lending is often the “tip of the spear” product that leads to the acquisition of an entire business relationship. This is especially true of small businesses that are less sophisticated and prefer a consolidated banking relationship.
- Additionally, ██████’s business loan growth is not keeping pace with the market (down 30% from ’14 to ’17). We often see deterioration in business loan market share among banks with traditional marketing and underwriting approaches; real-time approvals can address this issue while also driving a whole new level of loan profitability and deposit growth.
- First implemented in 2017 at ██████ Bank (\$4B in assets), Numerated proved that Real-Time Lending leads to profitable business lending growth and new customer acquisition in competitive markets.
- After only 18 months, ██████ Bank ranked 1st in small business lending (<1M) in their primary city metro area, beating many of the largest national lenders, including American Express, Chase, Wells Fargo, and Capital One, and has seen overall portfolio growth of 88% from 2014 to 2017:



2014			2017				
Rank	Bank	(000's)	Rank	Bank	(000's)	Growth	Market Share
1	██████ BANK \$10K - \$100K	2,863	1	██████ BANK \$10K - \$100K	5,666	97.90%	29.21%
1	██████ BANK \$100K - \$250K	4,892	1	██████ BANK \$100K - \$250K	6,015	22.96%	35.85%
1	██████ BANK \$250K - \$1M	7,531	1	██████ BANK \$250K - \$1M	16,989	125.59%	45.97%
	BANK TOTALS	15,286			28,670	88%	
	Total Market	65,932			78,950	20%	
	BANK MARKET SHARE	23.18%			36.31%	CHANGE:	56.63%