



2019 Greenwich Best Brand Awards for U.S. Middle Market Banking

Among More Than 600 Banks Evaluated, 16 Have Distinctive Quality

Best Brand—Overall

Bank of America
Chase

Best Brand—Loans/Lines of Credit

Bank of America
Chase

Best Brand—Cash Management

Bank of America
Chase

Best Brand—Ease of Doing Business

BB&T now Truist
First Horizon
FNB Corporation
Frost Bank
Fulton Bank
Hancock Whitney
IBERIABANK
Pinnacle Financial
Regions Bank
Synovus Financial

Best Brand—Trust

BB&T now Truist
Bank of Oklahoma
City National Bank (CA)
First Citizens Bank
First Horizon
Frost Bank
Hancock Whitney
IBERIABANK
M&T Bank
Pinnacle Financial
Synovus Financial

Inquiries can be directed to Kevin Seiler (kevin.seiler@greenwich.com) at Greenwich Associates — +1 203.625.5177

Based on over 13,000 interviews with businesses with sales of \$10–500 million across the country. Comparisons are based on all banks covered across the United States.

Best Brand—Overall and by product is awarded to providers that are statistically differentiated in earning consideration among customers and non-customers.

Best Brand—Ease of Doing Business and Trust awards are based on distinctive customer ratings.

The findings reported in this document reflect solely the views reported to Greenwich Associates by the research participants. They do not represent opinions or endorsements by Greenwich Associates or its staff.