



# Blueprint for Success in High Growth Markets

Proven | Focused | Better

Carol Yochem | Nashville Market President  
Jeff Jackson | South Florida Market President

*Portions of this presentation use non-GAAP financial information. Each of those portions is so noted, and a reconciliation of that non-GAAP information to comparable GAAP information is provided in a footnote or in the appendix at the end of this presentation. Annualized, pro forma, projected and estimated numbers are used for illustrative purpose only, are not forecasts and may not reflect actual results. This presentation also includes certain non-GAAP financial measures related to “tangible common equity”, “pre-provision net revenue”, “economic profit”, “RAROC” and certain financial measures excluding notable items, including merger-related charges. Notable items include certain revenue or expense items that may occur in a reporting period which management does not consider indicative of ongoing financial performance. Management believes it is useful for the investment community to consider financial metrics with and without notable items in order to enable a better understanding of company results, facilitate comparability of period-to-period financial results, and to evaluate and forecast those results. Although FHN has procedures in place to ensure that these measures are calculated using the appropriate GAAP or regulatory components, they have limitations as analytical tools and should not be considered in isolation, or as a substitute for analysis of results under GAAP. For more information on these calculations and to view the reconciliations to the most comparable GAAP measures, please refer to the appendix of this presentation.*

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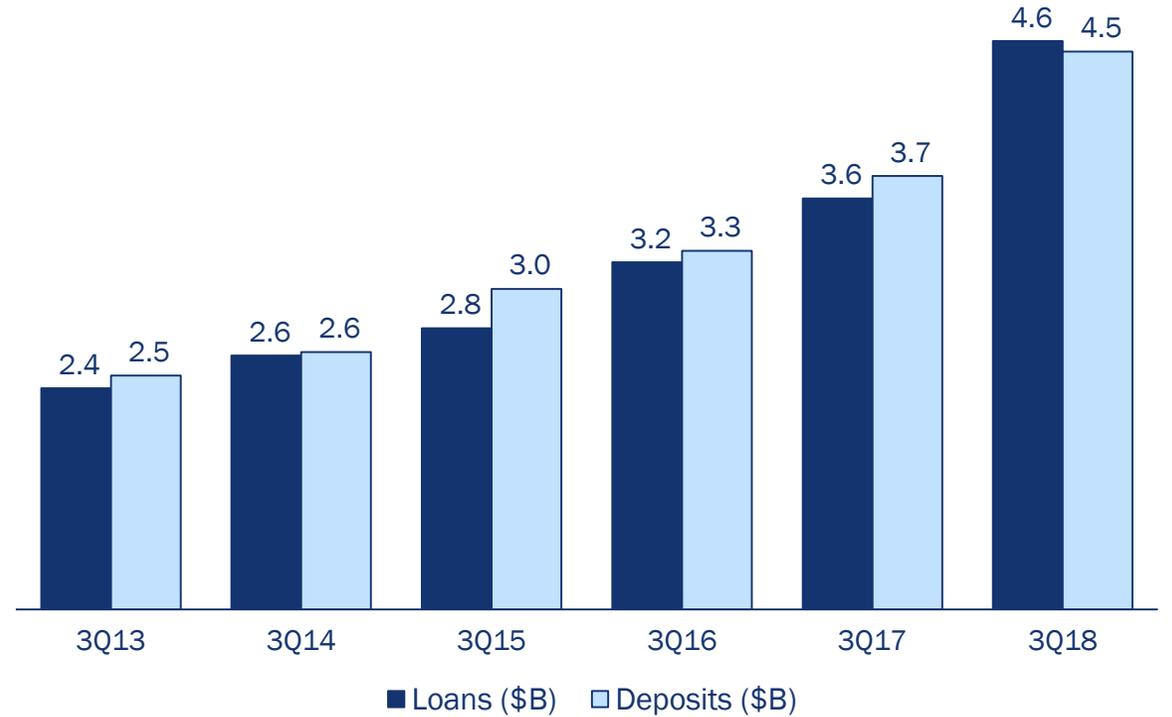


# Our Nashville Strategy Is a Blueprint for New Markets

- ① We have delivered strong results in Nashville
- ② Nashville is our blueprint for profitable growth
- ③ We will adapt our strategy to fast-growing markets

We have delivered top tier growth in Nashville, Tennessee's fastest growing market

Driving Profitable Growth Since 3Q13



242%

Pretax Contribution Increase

91%

Loan Growth

83%

Deposit Growth

2.3x



Loans: +91%

Deposits: +83%

Investing in talent  
Elevating the brand  
Targeted industry focus



We will adapt our strategy  
to new, high-growth markets

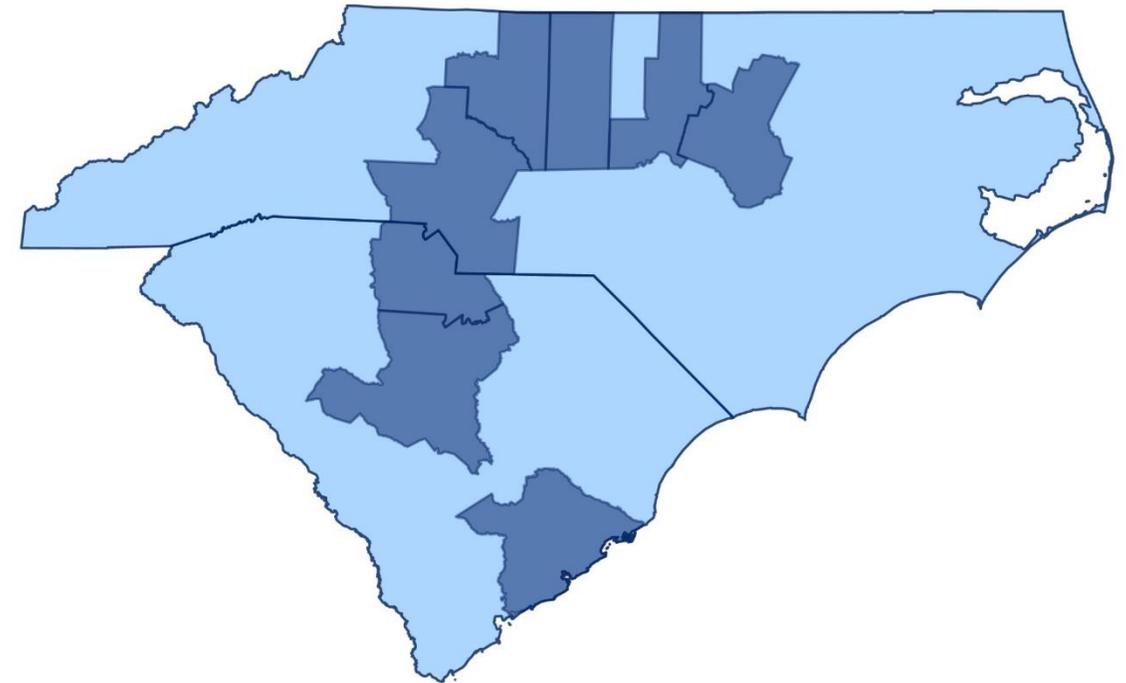
# Sizable Growth Opportunities in North and South Carolina

Leveraging strong platform for deposit growth

Deepening commercial relationships

Moving up-market in commercial relationships

Building industry specialization



2x

NC and SC Population Growth vs Nat'l Avg<sup>1</sup>

1.3x

NC and SC HH Income Growth vs Nat'l Avg<sup>1</sup>

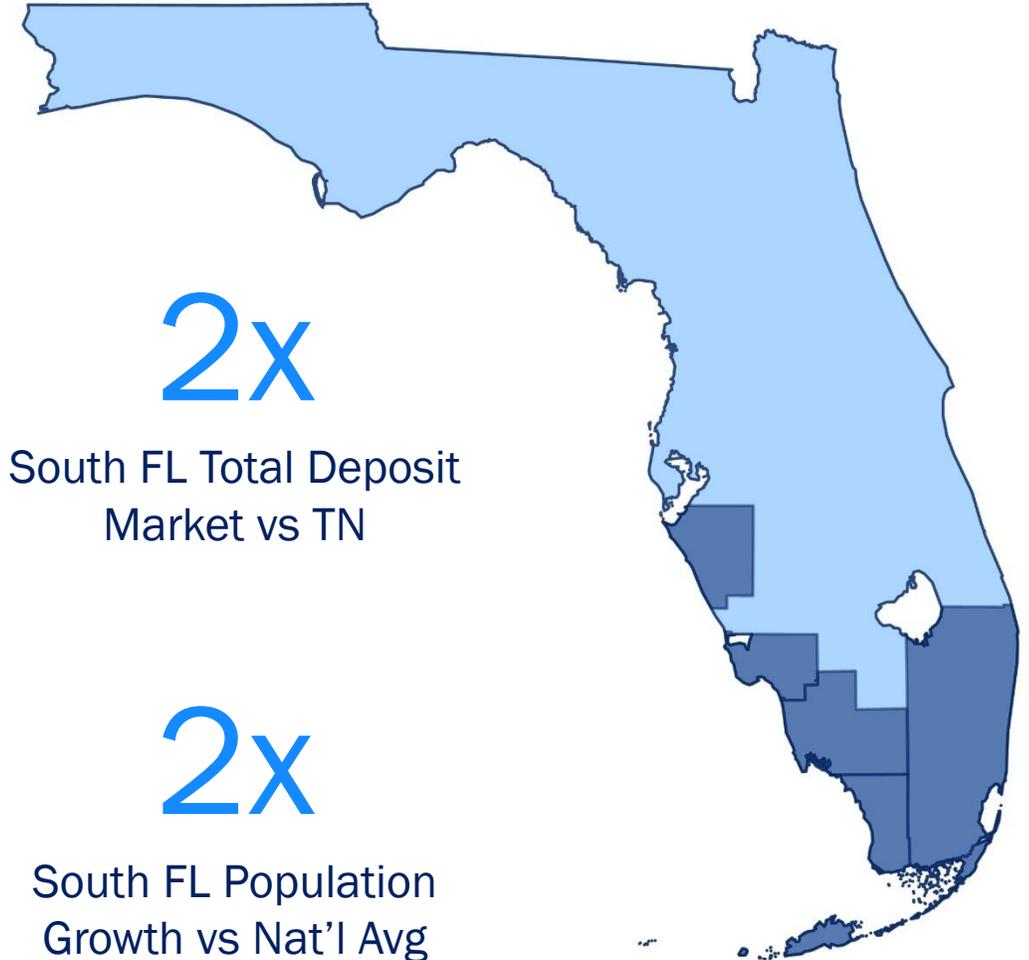
# Targeting Profitable Growth Opportunities in South Florida

Exploiting meaningful deposit opportunities

Recruiting and retaining top tier talent

Building brand awareness

Targeting key growth industries



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# Notes

| <u>Slide</u> | <u>Note</u> | <u>Comment</u>   |
|--------------|-------------|--|
| 8            | (1)         | Key MSA's in North and South Carolina include Raleigh, NC; Charlotte, NC; Greensboro, NC; Winston-Salem, NC; and Charleston, SC. All comparisons are of expected demographic changes from 2019 to 2024. The expected growth in national average household income is 8.8%. The expected growth in national population is 3.6%. Demographic Data Source: S&P Global Market Intelligence.                       |
| 9            | (1)         | Deposit data as of 6.30.18. Source: FDIC.  |
| 9            | (2)         | Key MSA's in South Florida include Miami, FL; Key West, FL; Naples, FL; Cape Coral, FL; and Sarasota, FL. All comparisons are of expected demographic changes within the MSAs for these respective markets from 2019 to 2024. The expected growth in national average household income is 8.8%. The expected growth in national population is 3.6%. Demographic Data Source: S&P Global Market Intelligence. |





# 2018 FHN INVESTOR DAY