Consumer Banking: Pressing our Advantages, Positioned for Growth
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.

This presentation contains forward-looking statements, which may include guidance, involving significant risks and uncertainties which will be identified by words such as “believe”, “expect”, “anticipate”, “intend”, “estimate”, “should”, “is likely”, “will”, “going forward” and other expressions that indicate future events and trends and may be followed by or reference cautionary statements. A number of factors could cause actual results to differ materially from those in the forward-looking statements. These factors are outlined in our recent earnings and other press releases and in more detail in the most current 10-Q and 10-K. FHN disclaims any obligation to update any such forward-looking statements or to publicly announce the result of any revisions to any of the forward-looking statements to reflect future events or developments.
Consumer Banking Is Building from a Position of Strength

1. We have a strong foundation in Tennessee
2. We are evolving with customer preferences
3. We have multiple deposit growth opportunities
4. We have a blueprint for success in newer markets

Proven | Focused | Better
We delivered exceptional results over the past 5 years.
Exceeded statewide growth rates to enhance #1 deposit market share in Tennessee.
Network optimization facilitates ongoing growth and efficiency

Consolidated 21% of total branches since 2013
94% retention rate following Capital Bank integration

Lower Cost to Serve
Reinvestment
Higher organic growth

Network Optimization Impact

For footnoted item, refer to slide 19 for additional information.
Evolving with our customers’ expectations will drive our growth
Leveraging our distinctive attributes to grow

- Serves all banking needs
- Looks out for customers
- Friendly & helpful

Focused
Balancing Personal and Digital-Led Engagement

Personalized Experience

Technology-Enabled

Friendly & Helpful

Focused
Data-driven insights will inform interactions, innovation, and messaging

Leverage data to improve customer interactions

Agile delivery of distinctive enhancements

INSIGHTS

Understands and looks out for me

PRODUCT & SERVICES

Full suite of capabilities

POSITIONING

Delivered through appropriate channel

Serves all banking needs

Focused
Deposit rich segments provide significant growth potential
Affluent Segments and Small Businesses Provide Significant Deposit Growth Opportunity in Our Markets

$150B+ Consumer Deposits Across Our Footprint

- Affluent (>$500K)
- Mass Affluent ($100-500K)
- Mass Market (<$100K)

$160B+ Small Business Deposits Across Our Footprint

- $0mm-$3mm
- $3mm-$10mm
- $10mm-$20mm

For footnoted items, refer to slide 19 for additional information.
We will grow in key markets using a differentiated approach
#1 in Tennessee with a strong base to build from in the Carolinas and Florida
Multiple delivery strategies to support diverse market opportunities

Press advantage in Core Markets
Memphis, Knoxville, Chattanooga, Florida Keys

Capitalize in our Growth Markets
Nashville, Raleigh

Opportunistic expansion in Target Markets
Fort Lauderdale, Naples, Charleston
Nashville provides a blueprint for success and ongoing growth opportunity.

1.5x Market Deposit Growth
85% Revenue Growth
67% Loan Growth
85% Deposit Growth
558% Pre-Tax Income Growth

Team-based Approach Delivering Full Suite of Banking Products & Services

Focus on Niche Segments
- Women and Wealth
- Medical Private Client
- Music Private Client
- Family Office Services

Market Deposit Growth Source: FDIC data as of 6.30.18 and compared to 6.30.13. Five-year growth rates represent Middle TN Consumer growth from 3Q13 to 3Q18.
Our blueprint for growth in expansion markets builds convenience through multiple channels with more efficient investment.
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Consumer Banking:
Pressing our Advantages, Positioned for Growth

Proven | Focused | Better

Tammy LoCascio | EVP, Director of Consumer Banking
Acquisitions include Mountain National Bank (2013); Bank of America (13 branches) (2014); TrustAtlantic (2015); and Capital Bank (2017).

Source: Claritas 2018 (HHs), FTB BAI Report (average balance).

Source: Novantas Wallet Model (small businesses).

Consumer deposits are segmented by income producing assets (liquid wealth).

Small business deposits are segmented by annual sales.