

BankDirector.

Breakout 6:
**Building Strong
Foundations: Enhancing
Commercial Relationships
in Today's Market**

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#A0BA24

Building Strong Foundations: Enhancing Commercial Relationships in Today's Market



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Synovus Financial Corp. (~~NYSE: SNV~~) is a financial services company based in Columbus, Georgia, with approximately \$59 billion in assets. Through its wholly-owned subsidiary, Synovus Bank, the company provides commercial and consumer banking, including private banking, mortgage services, treasury management, wealth management, premium finance, asset-based lending, structured lending, capital markets and international banking. Synovus also provides financial planning and investment advisory services through its wholly-owned subsidiaries, Synovus Trust, and Synovus Securities, as well as its Global One, and Creative Financial Group divisions. Synovus' range of products and services, along with its industry-leading reputation and focus on local communities, make the company a compelling choice for clients in some of the best markets in the southeast.

Key Figures

Assets

\$59_{bn}

Deposits

\$50_{bn}

Loans

\$44_{bn}

Branches

246

across five states



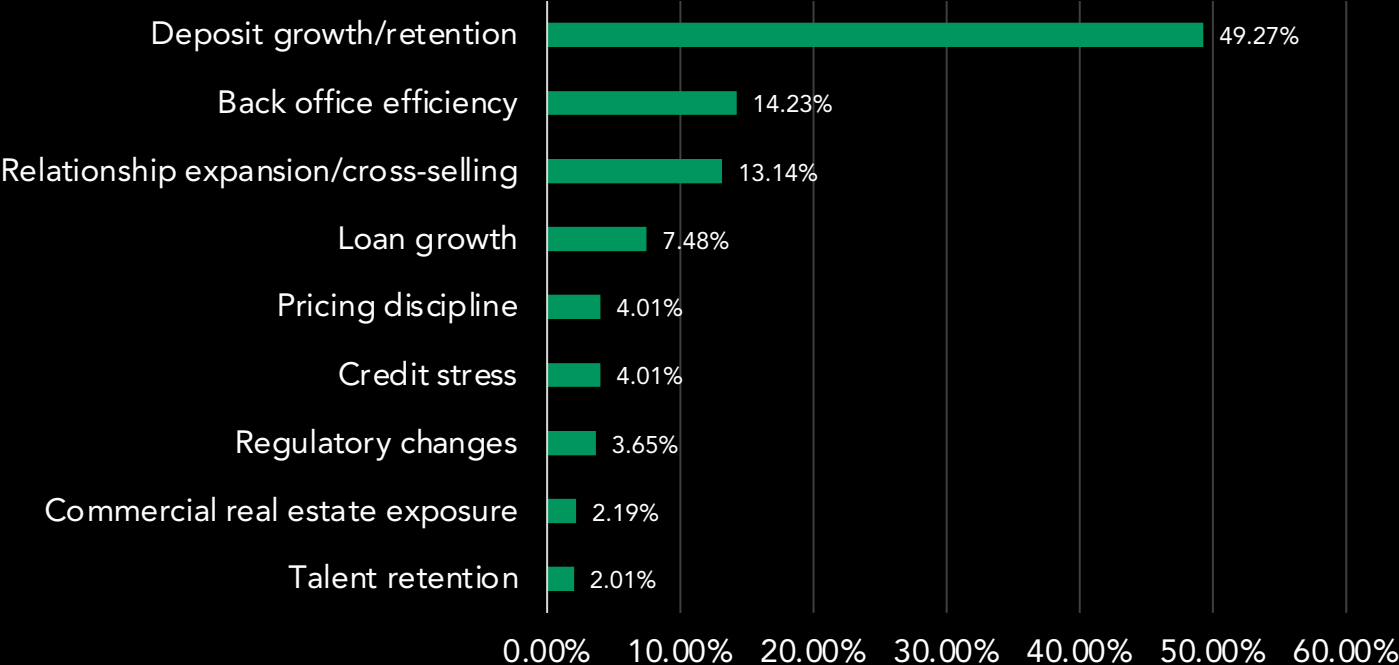
20 Greenwich Excellence and Best Brand Awards

Rising Deposit Costs



Rapid deposit outflow drives strategic focus

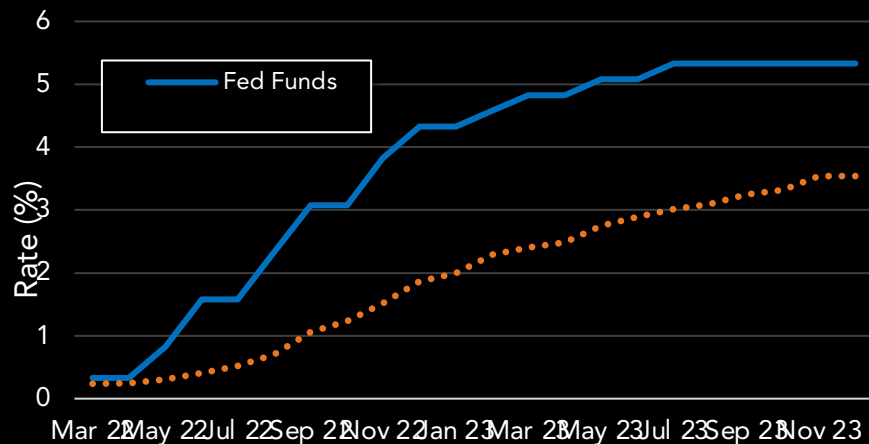
What is top of mind entering 2024 (Priorities and challenges)



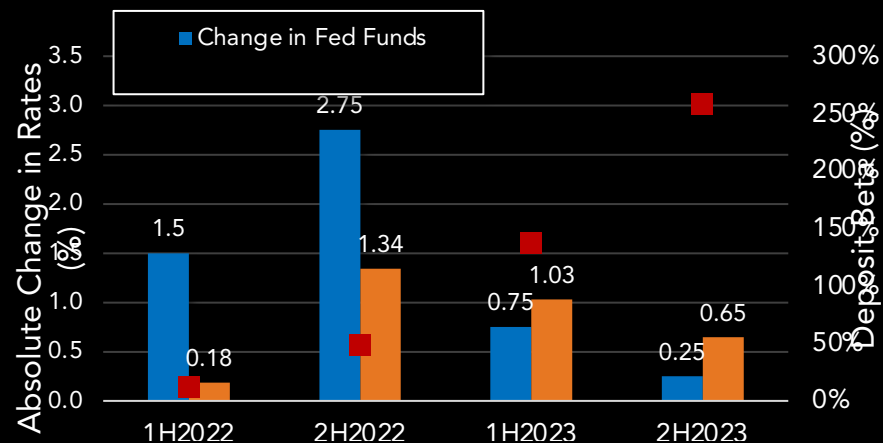
*Source: Q2 | PrecisionLender

Sharp rise in deposit betas

Deposit Rate Increases Accelerate

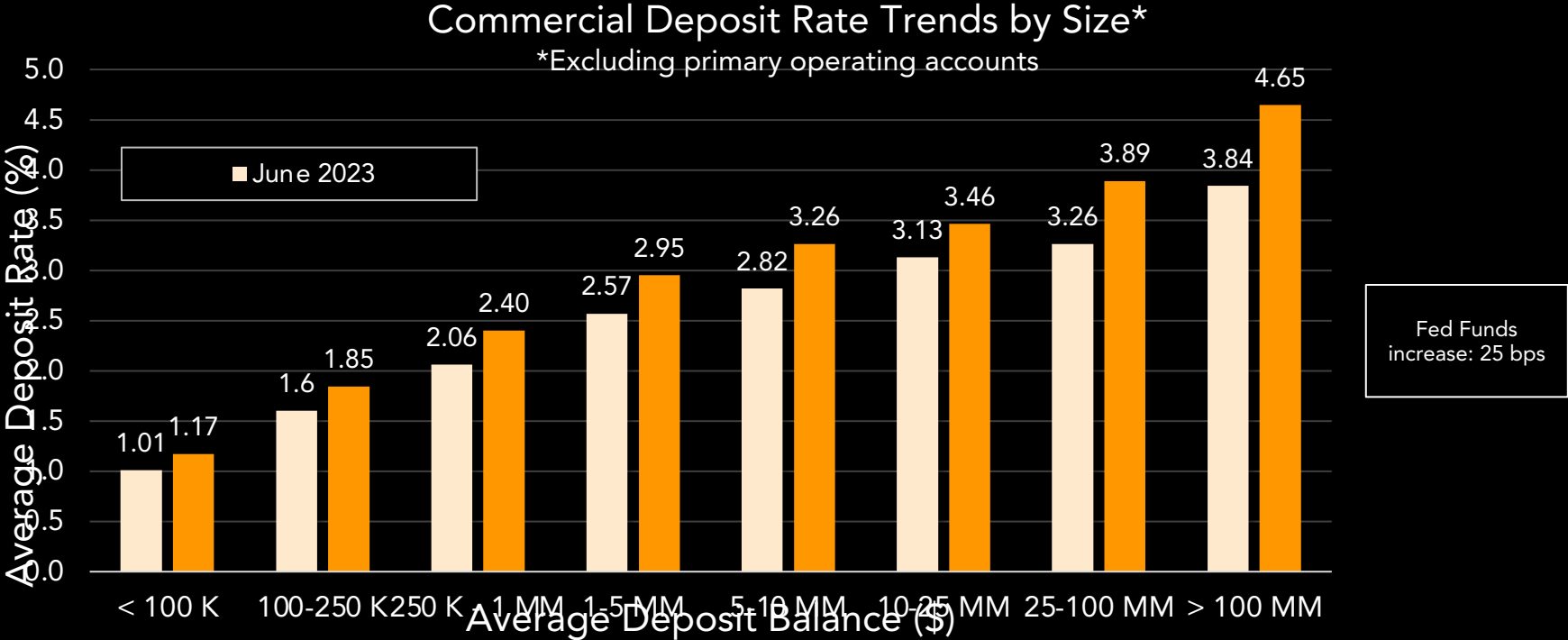


Sharp Rise in Deposit Betas in 2023



*Source: Fed H15 Release and Q2 | PrecisionLender

Deposit betas outpace Fed Funds on largest accounts



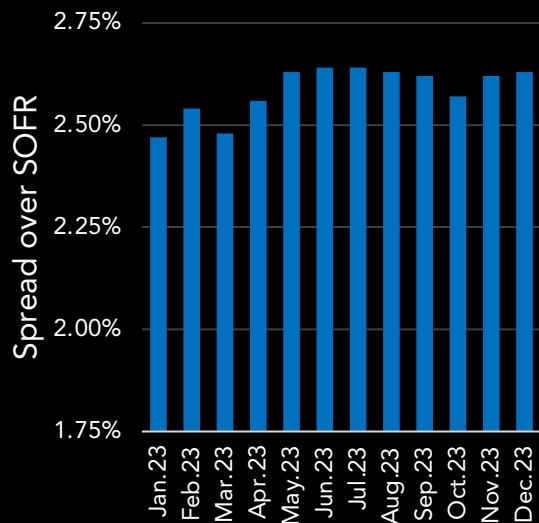
*Source: Q2 | PrecisionLender

Credit Pricing and Profitability

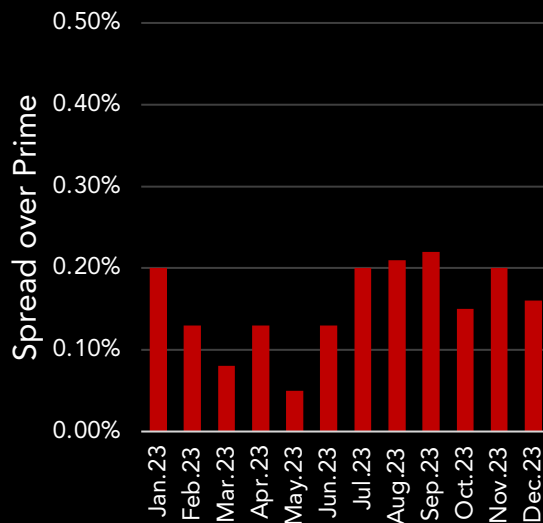


Spreads move in a narrow range

SOFR Spreads



Prime Spreads

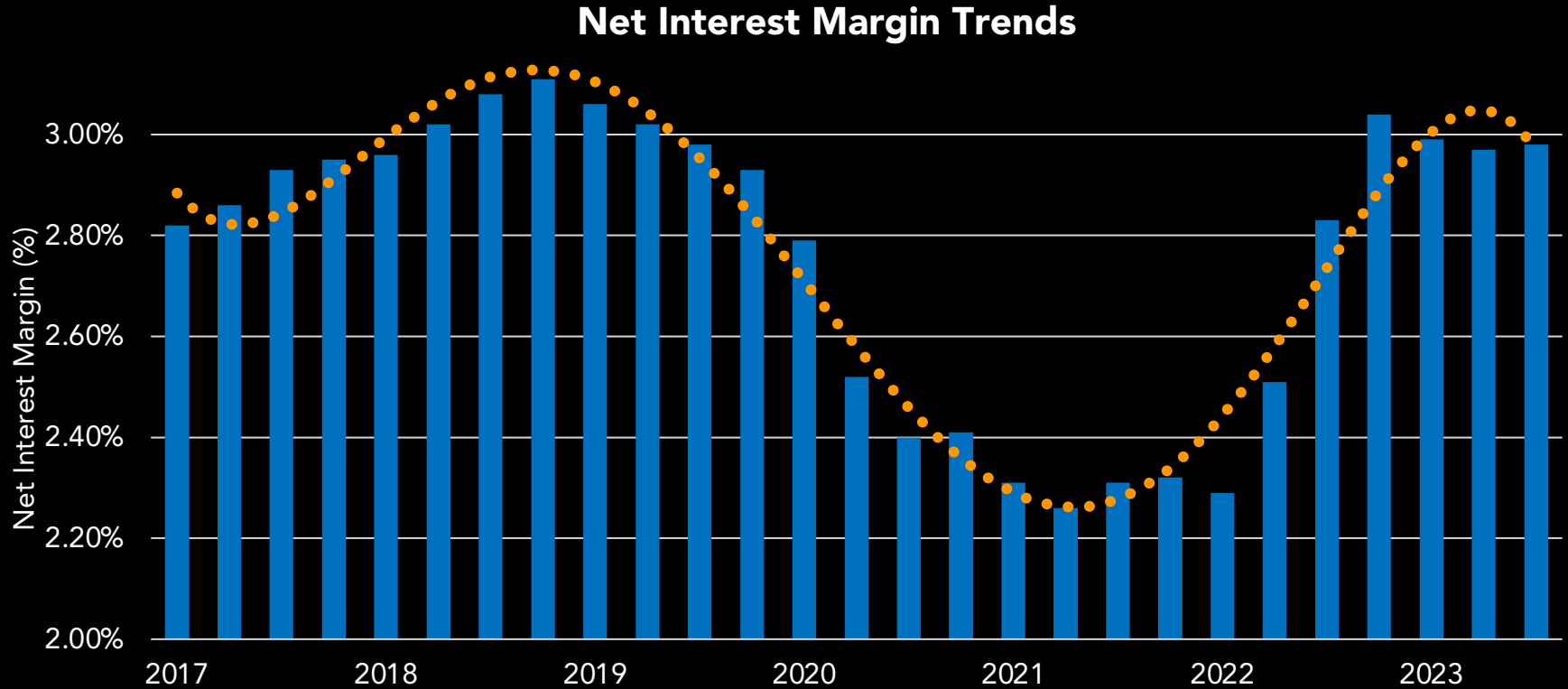


Fixed Rate Spreads



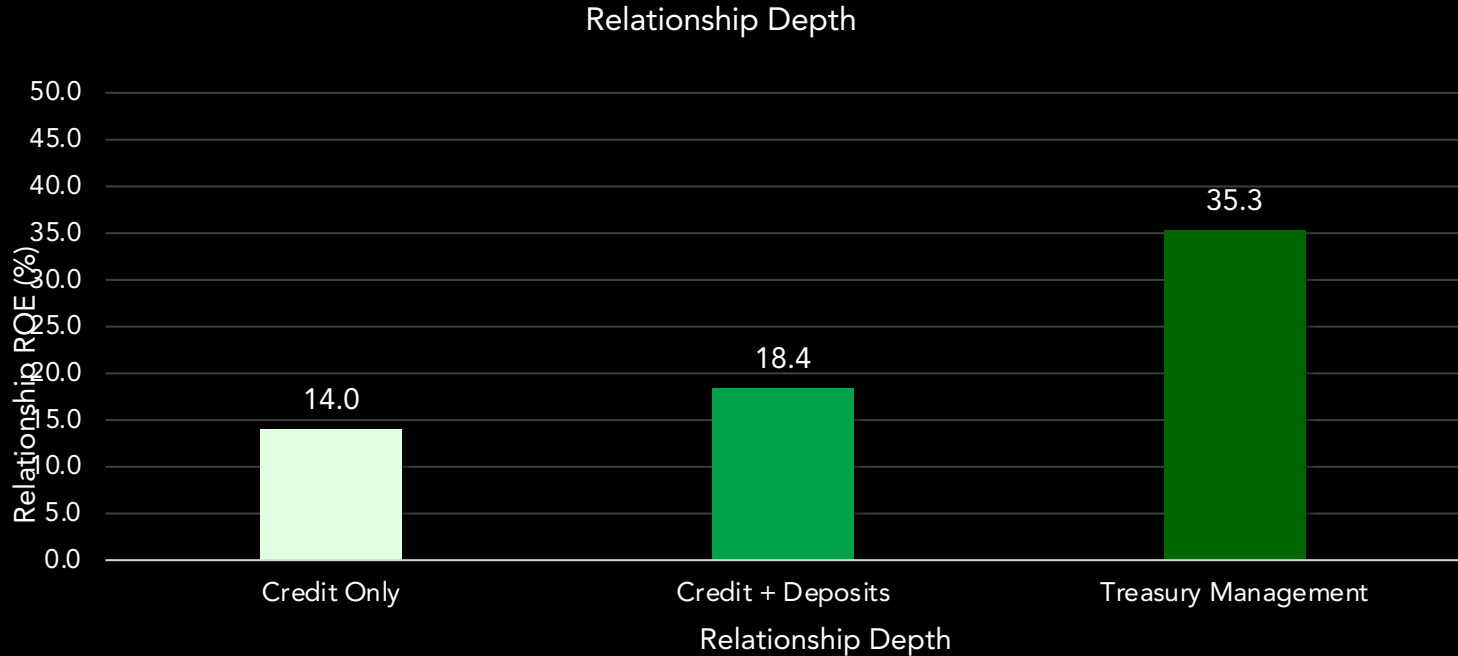
*Source: Q2 | PrecisionLender

Gains in NIM reverse in 2023



*Source: FDIC

Material gains in relationship returns from deposits and cross-sell

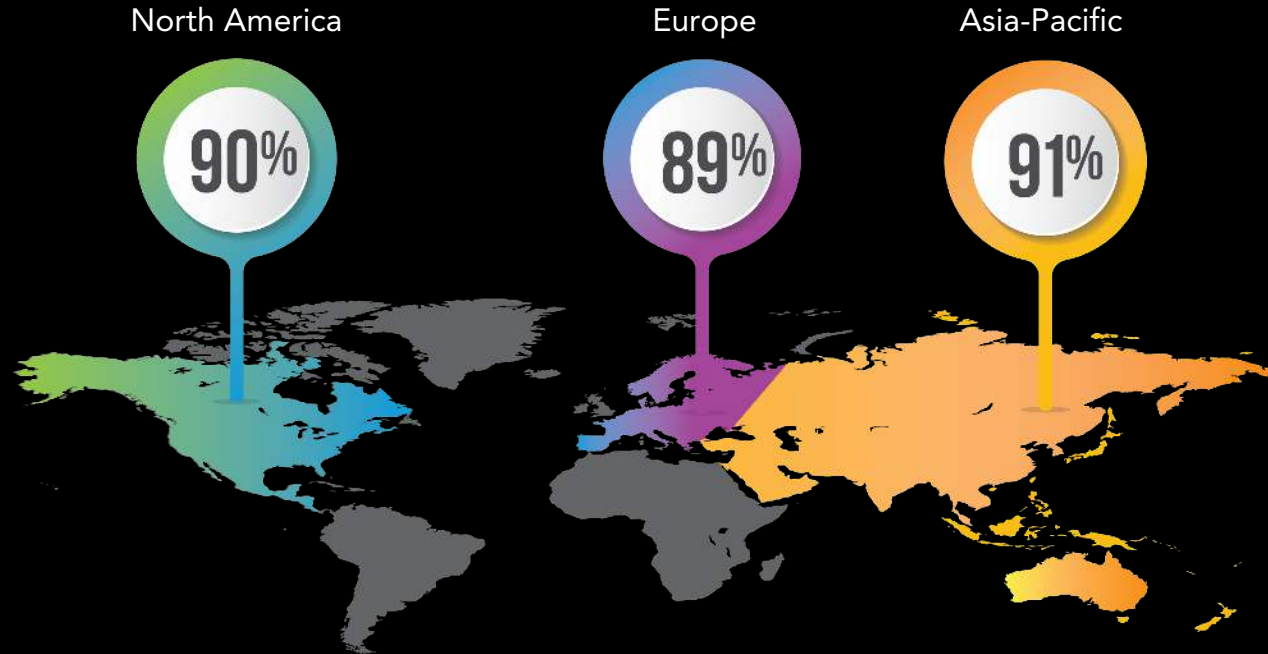


*Source: Q2 PrecisionLender

Efficiency and Payments Modernization

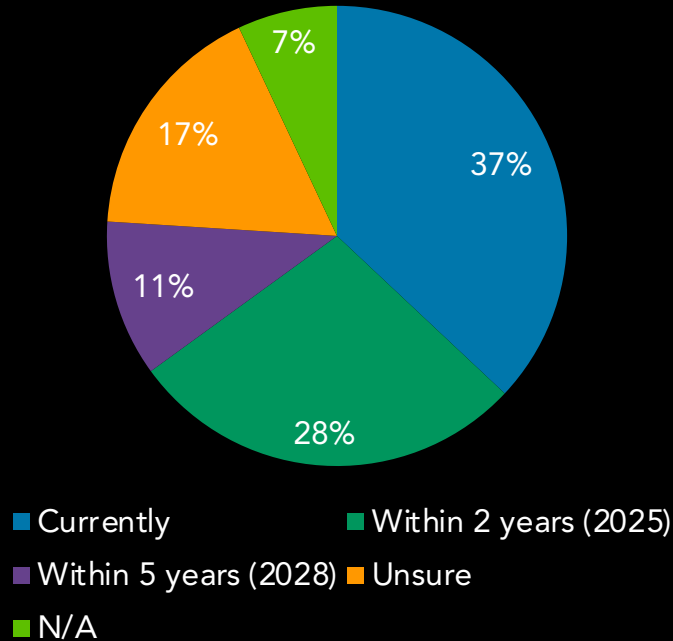


Share of Companies by Region Who Say It's Very Important or Important to Run Banking Operations From Their Enterprise System



Source: Datos Insights survey of 1,037 mid-size and large organizations, Q3 2023

Timeframe for Sending Real-Time Payments (Percentage Distribution of Organizations)



*Includes Fedwire

Source: 2023 AFP Real-Time Payments Survey Report

AI in Banking



Impact of AI on Financial Institutions by End of 2023

77%

FIs intending to
boost AI investment

Source: PwC

40%

Reduction of
fraud due to AI

Source: Juniper
Research

25%

% of customer
service
engagements
supported by AI

Source: Gartner

30%

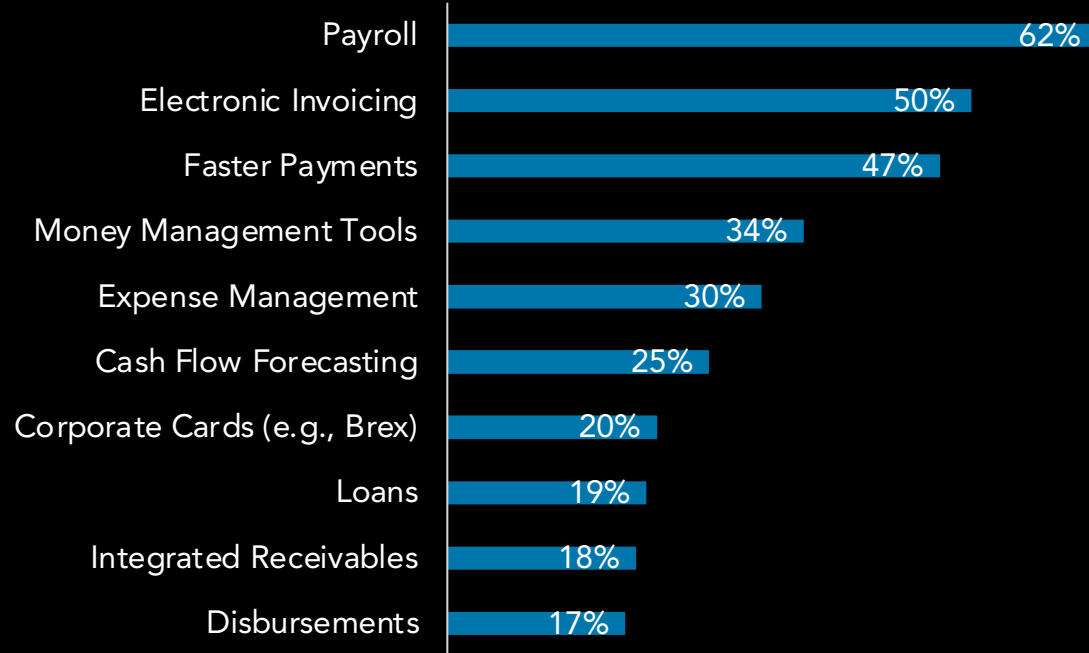
Drop in credit
risk

Source: Deloitte

Small Business Growth

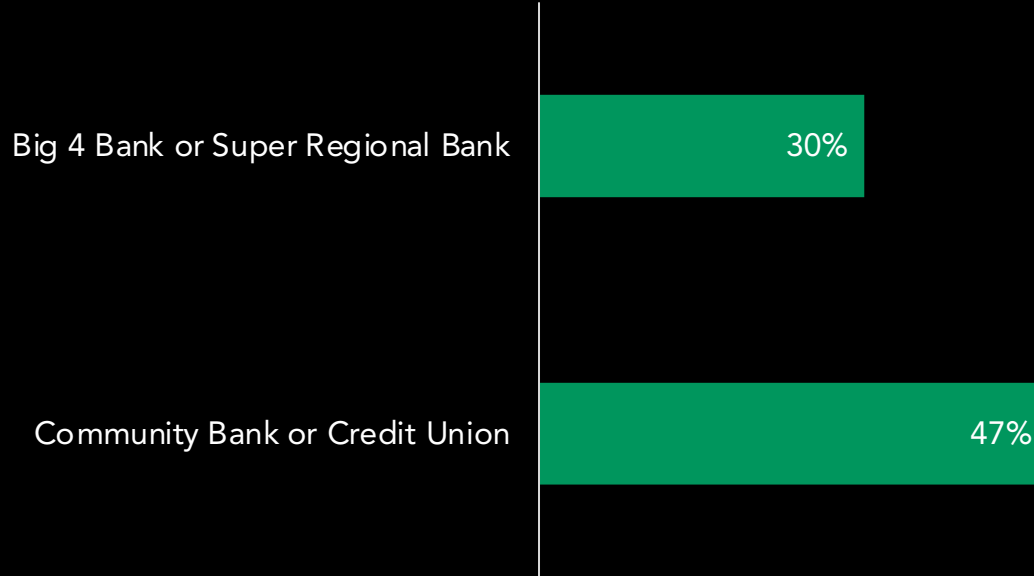


Capabilities Small Businesses Are Most Likely to Seek From a Fintech Company



Source: Delivering Value to Small Businesses, Datos Insights, August 2023

Comparison of Businesses Using but Not Paying for Check Positive Pay by Primary Bank Type (n=87)



Source: The Opportunity Your FI Is Missing by Not Effectively Selling Positive Pay, Datos Insights, January 2024



Q&A

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this session.



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