

SYNOVUS FINANCIAL AND USAA BANK TOP ANNUAL LIST OF MOST REPUTABLE BANKS

Two Banks Now Earn an Excellent Overall Reputation, Compared to None Last Year

BOSTON, MASSACHUSETTS (June 28) – Synovus Financial and USAA Bank top the 2017 list of the most reputable banks in the United States, Reputation Institute and American Banker announced today with the release of the 2017 Annual Survey of Bank Reputations.

“Governance has become the most important driver of reputation in banking. In particular, ethical behavior and fairness are key trigger points for enhancing reputation in 2017,” said Stephen Hahn-Griffiths, vice president and consulting director, US, for Reputation Institute. “For a bank, having a strong reputation is important, because it ensures customers will do business with you, policymakers and regulators will give you license to operate, and potential employees will be more willing to work for you. For the year ahead Products / Services and Innovation are also key dimensions -- indicating that product quality assurances and innovative delivery experience are also foundational to building reputation strength for banks.”

Now in its seventh year, the survey — a partnership between Reputation Institute and American Banker — measures U.S. consumers’ perceptions of major bank brands. Companies were drawn from the Federal Reserve’s list of large commercial banks, with final selections determined by American Banker, based on the size of each firm’s assets and deposits. Only companies with significant retail businesses and/or significant retail brands were considered.

The Top 10 banks in the 2017 survey are:

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| 1. Synovus Financial | 6. Northern Trust |
| 2. USAA Bank | 7. Webster Bank |
| 3. BOK Financial | 8. BMO Harris Bank |
| 4. Cullen/Frost Bankers Inc. | 9. First Citizens |
| 5. First Tennessee | 10. BankUnited |

The top two banks earned “excellent” reputations —defined as a Pulse score above 80.0 — compared with none in 2016.

Customers’ confidence in their own banks stayed strong, with over half of banks surveyed receiving excellent scores from customers this year.

At the same time, non-customer averages significantly increased relative to customer averages, as non-customer scores increased 5.0 points, while customer scores rose 1.2 points.

Regional banks and non-traditional banks have an excellent reputation among customers. As a group, non-traditional banks earned an “excellent” average Pulse score of 82.0 from their own customers. Regional banks earned an average score of 80.6 from their customers, while large banks earned an average score of 72.1 from their customers.

“For banks such as BOK Financial, this is among the best of times. There are significant gains on all dimensions driven by excellent scores among Customers and strong scores among Non-Customers – coupled with an increase in CSR credentials, including Governance,” Hahn-Griffiths said.

The 2017 Annual Survey of Bank Reputations scores and rankings are based on more than ratings collected via an online questionnaire in the first quarter of 2017. They measure the general public’s perception where the company stands on seven key rational dimensions of reputation: products and services, innovation, workplace, governance, citizenship, leadership and performance.

The full list of the most reputable banks in the United States, including breakdowns of how banks performed on the individual dimensions of reputation, can be found online at <https://www.reputationinstitute.com/research/Annual-RepTrak-Research>

About Reputation Institute

Reputation Institute’s RepTrak® methodology is the gold standard in the science of reputation. Reputation Institute helps global companies unlock the power of their reputations for competitive advantage. Reputation Institute has conducted research over the last 20 years on 7,000 companies across 40 countries developing the largest global normative database in the world on reputation management, KPI’s, benchmarks, metrics and best practices.

Learn more at: <http://www.reputationinstitute.com>

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