



2021 Greenwich Best Brand Awards for U.S. Small Business Banking

Among More Than 500 Banks Evaluated, 13 Have Distinctive Brands

Best Brand—Ease of Doing Business

Chase
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
M&T Bank
Pinnacle Financial
South State Bank
Synovus Financial
Zions Bancorporation

Best Brand—Trust

First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
M&T Bank
Pinnacle Financial
South State Bank
Synovus Financial
United Community Bank
Zions Bancorporation

Best Brand—Values Long-Term Relationships

First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Hancock Whitney
Huntington National Bank
M&T Bank
Pinnacle Financial
South State Bank
Synovus Financial
United Community Bank
Zions Bancorporation

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

Based on nearly 13,000 interviews with businesses with sales of \$1–10 million across the country. Comparisons are based on all banks covered across the United States. Best Brand—Ease of Doing Business, Trust and Values Long-Term Relationships awards are based on distinctive customer ratings.

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