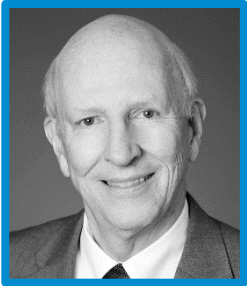




# 2018 Annual Shareholders Meeting

June 14, 2018

# Nominees for SBI Board of Directors



**Jerry Damerow**



**Jim Prouty**



**Glen Jones**



**Sherman Tate**



**Dan Koehler**

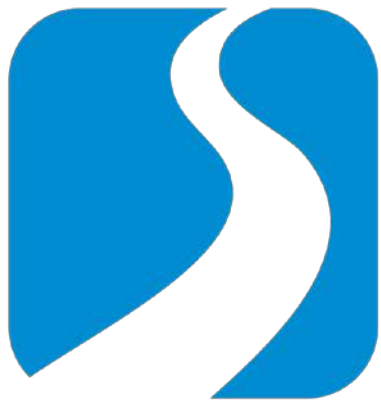
**VOTES NEEDED FOR  
A QUORUM:  
1,167,067 or 33%  
of eligible voting shares**



**Southern**  
**Bancorp**







**Southern**  
**Bancorp**

# We are Wealth Builders for EVERYONE.

## WHY

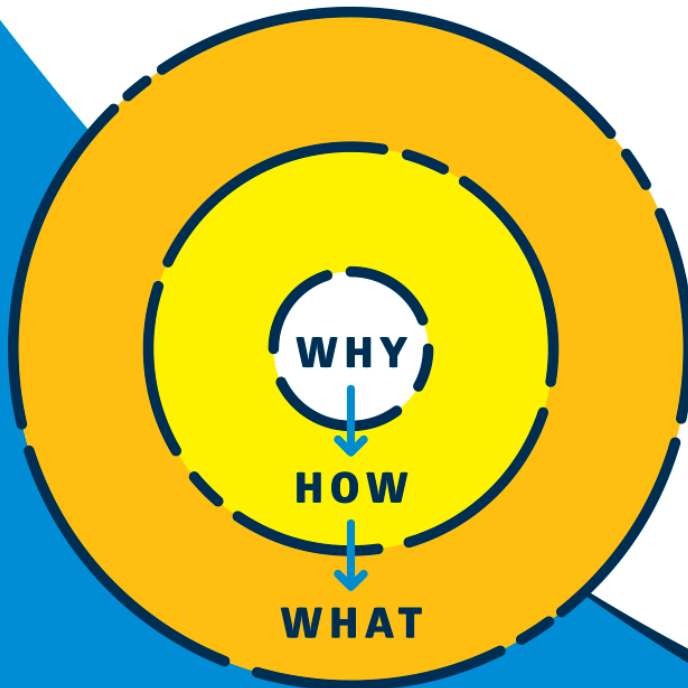
*We believe that wealth building isn't just for the wealthy. We were founded to **INVEST** in rural towns, under-capitalized communities, and people's dreams. We are wealth builders for everyone.*

## HOW

We combine the strength of a billion dollar bank with the flexibility of a non-profit financial education and development company to **EMPOWER** our customers and communities.

## WHAT

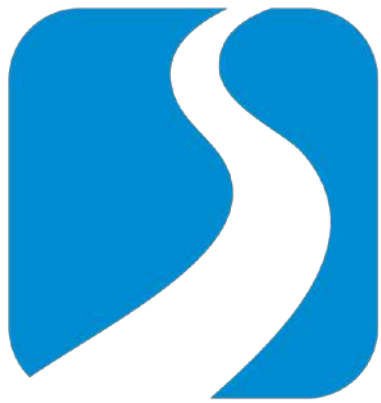
Southern Bancorp is a bank...and so much more. We offer financial products and services that improve financial health and **TRANSFORM** lives.



2017 Theme:

# CAPITAL & CULTURE





**Southern**  
**Bancorp**



**WHAT IF...**



# WHAT IF

## A BANK WAS MORE THAN JUST A BANK?

What if a bank was a place that cared about your financial health? What if in addition to making loans and cashing checks, a bank also taught you how to save, how to build credit, and even taught you the ins and outs of buying a home? That would be a different kind of bank.

Learn more and join the change at [banksouthern.com/whatif](https://banksouthern.com/whatif).



[BANKSOUTHERN.COM](https://banksouthern.com)





# **MISSION: POSSIBLE**

SOUTHERN RENDEZVOUS 2017



**RELATIONSHIP**  
**THE ONE ABOUT BEING**  
**A TEAMMATE.**

CUSTOMERS COME FIRST.  
 GOING THE EXTRA MILE.  
 SAYING YOUR PLEASE AND THANK YOUS.  
 DRAWING PEOPLE IN.  
**UNITY.**  
 FRIENDLINESS.  
**PATIENCE.**  
 WORKING HARD.  
 PLAYING NICE.

KNOWING THEIR NAME.  
 ENCOURAGEMENT.  
 GOING ABOVE AND BEYOND.  
**TEAMWORK.**  
 WARM WELCOMES.  
**RECOGNIZING OTHERS.**  
**HOSPITALITY.**  
 HOW MAY I HELP YOU?  
 DO WHAT YOU SAY YOU'LL DO.

FIXING MISTAKES.  
**TAKING OWNERSHIP.**  
 KEEPING YOUR PROMISES.  
 IDENTIFYING PROBLEMS.  
**CONSISTENCY.**  
 ALWAYS DO YOUR PART.  
**RESPONSIVE.**  
 TEAMWORK.  
**STEP IN.**  
 BE CLEAR.  
 BE PROACTIVE.  
**TAKING RESPONSIBILITY.**  
 DON'T PUT IT OFF FOR TOMORROW.  
**ACCOUNTABILITY**  
 STAY AHEAD OF THE CURVE.  
 TROUBLESHOOTING.

SHARE LEARNING AND OWNERSHIP.  
 DON'T BE AFRAID TO ASK.  
**STEP UP.**  
 SHARE LEARNING AND OWNERSHIP.  
 DON'T BE AFRAID TO ASK.  
**STEP IN.**  
 BE CLEAR.  
 BE PROACTIVE.

FILL IN THE GAPS.  
 RECOGNIZE YOUR POTENTIAL.

**IDEAS ARE ENCOURAGED.**  
**NEVER SATISFIED.**  
**INNOVATION**  
 GET OUT OF YOUR COMFORT ZONE.  
 FRESH PERSPECTIVES.  
 ENCOURAGEMENT.  
 NEW WAYS TO DO OLD BUSINESS.  
**OPEN TO CHANGE.**  
 CUTTING EDGE.  
**IDEAS ARE WELCOME.**

FINDING THE NEXT GREAT EMPLOYEE.  
**PARTNERSHIPS.**  
**CUSTOMER RETENTION.**  
 SAVING TIME.  
 SAVING ENERGY.  
**SAVING MONEY.**  
 BE ENCOURAGING AND POSITIVE.  
**SUSTAINABILITY**  
 ENCOURAGE INNOVATORS.  
 REDUCE WASTE.  
 EFFICIENCY.  
 STAY PROFITABLE.  
**MARGIN + MISSION.**  
 HELP CUSTOMERS LOVE THEIR BANK.  
**BE YOUR BEST.**

NO EXCESSIVE FEES.

**PUBLIC ACKNOWLEDGEMENT.**  
**IDEA**  
 GENERATORS.  
**STORY TELLERS.**  
**ONE MISSION.**  
 SHARING YOUR KNOWLEDGE.  
**RECOGNIZING A PEER.**  
**EXTRA TRAINING.**  
**MENTORING.**  
 EXPAND TRAINING.  
 EXPAND SKILLS.  
**EMPOWERMENT**  
**LEARNING.**  
 MAINTAINING A POSITIVE ATTITUDE.  
 SELF-DEVELOPMENT.  
**GOING ABOVE AND BEYOND.**

DECISION MAKERS.  
 PUSH THE ENVELOPE.



*Your road to*  
**OPPORTUNITY**  
*starts here.*



global alliance  
for banking  
on values





# Changing the World



global alliance  
for banking  
on values



# Ten Year Big Hairy Audacious Goals



## HOUSING

Assist 10,000 people in attaining and/or sustaining affordable housing.



## JOBS

Support the creation and/or retention of 100,000 jobs.



## SAVINGS

Empower 1,000,000 people to save.





A man with short grey hair and a goatee, wearing a light blue short-sleeved button-down shirt and khaki pants, stands on the left. He has glasses hanging from his shirt collar.

A woman with shoulder-length brown hair, wearing a denim shirt and light-colored pants, stands in the center. She has a name tag on her left chest that reads "Whitney Brown" and "Vice President". Her hands are clasped in front of her.

A man with a beard and a baseball cap, wearing a blue and white checkered long-sleeved shirt and jeans, stands on the right. He has his hands in his pockets.



# 2017 MISSION & MARGIN HIGHLIGHTS: Southern Bancorp Bank

John Olaimy, President & CEO



global alliance  
for banking  
on values



# Lending Highlights

<b>5,678</b>	loans originated
<b>\$444 million</b>	in total loan originations
<b>77%</b>	loans in low-to-moderate income tracts (LMI) (#)
<b>62.3%</b>	loans in LMI (\$)
<b>56%</b>	loans under \$10,000
<b>23%</b>	loans under \$1,000



# Deposit Highlights

**\$1.02 billion** total deposits

**65,000** active deposit accounts

**\$68 million** increase year of year in deposits

**299,000** Round Up Savings transactions

# Growth & Investment Highlights

**3,630** Community Reinvestment Act service hours

## *Acquisition:*

Farmers Bank in Hamburg, Ark. (\$42 million in assets)

## *FinTech Investment:*

BankWorx...Bank of the Future

**WHAT CAN  
YOU DO?**



DRIVE IN

OPEN

DELTA BLUES

*Heatwood*

# **OPPORTUNITY: Southern Bancorp Community Partners**

Karama Neal, COO



*Your road to*  
**OPPORTUNITY**  
*starts here.*





# Opportunity Center Core Services - YTD

- 1,149 Credit report access and reviews
- 741 Referrals to credit counseling
- 713 Referrals to VITA tax preparation
- 1,181 Referrals to financial education
- 4,241 Referrals to Southern loans or deposits



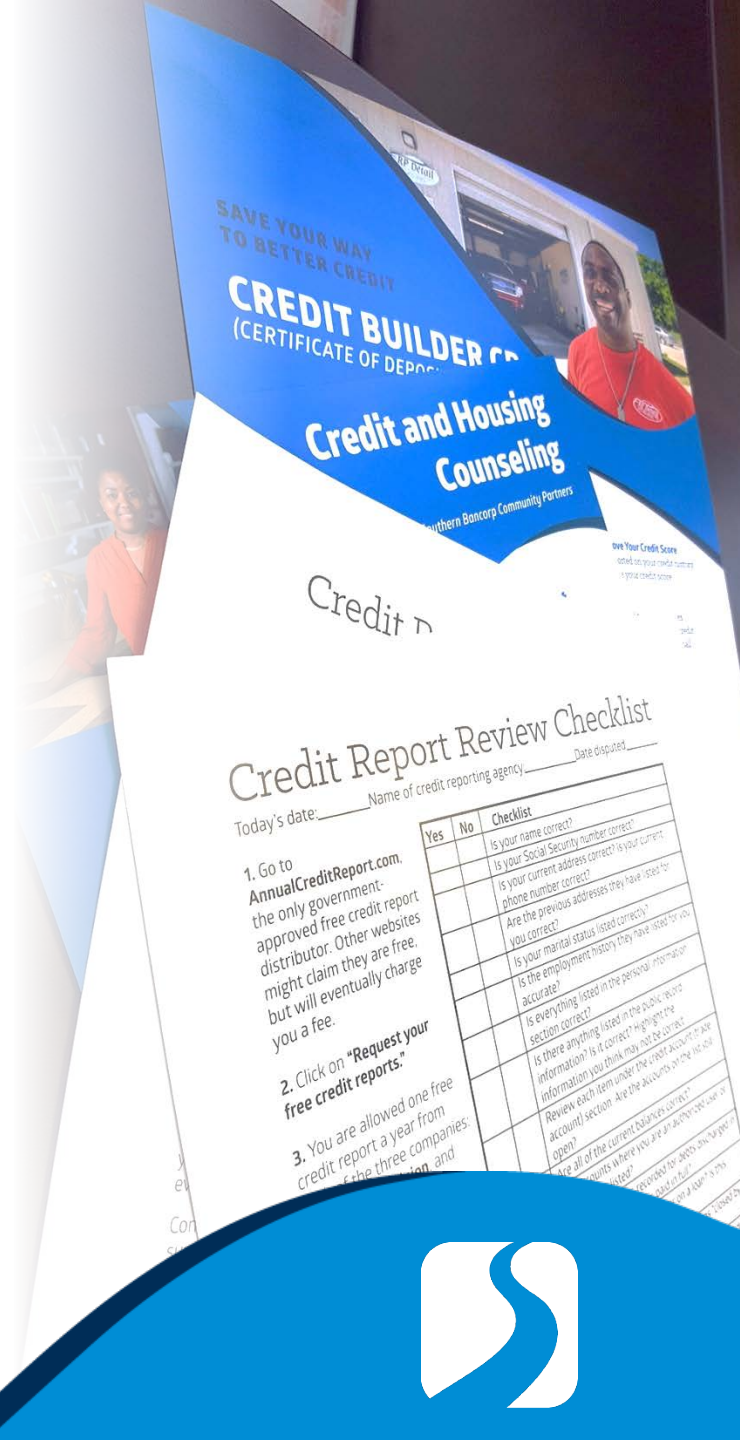
# Housing & Credit Counseling

## HUD-certified counseling

- 35 clients YTD; 82 – 2017
- Prepurchase counseling
- Foreclosure counseling
- Credit repair counseling
- Credit establishment counseling
- Classroom education

## Online homebuyer education

- English
- Spanish



# Free Tax Preparation

Since 2005:

- 27,300 returns filed
- >\$53 million in refunds and credits

Savings incentives

Limited legal services



## 3,262 returns in 2018



# Financial Learning Center

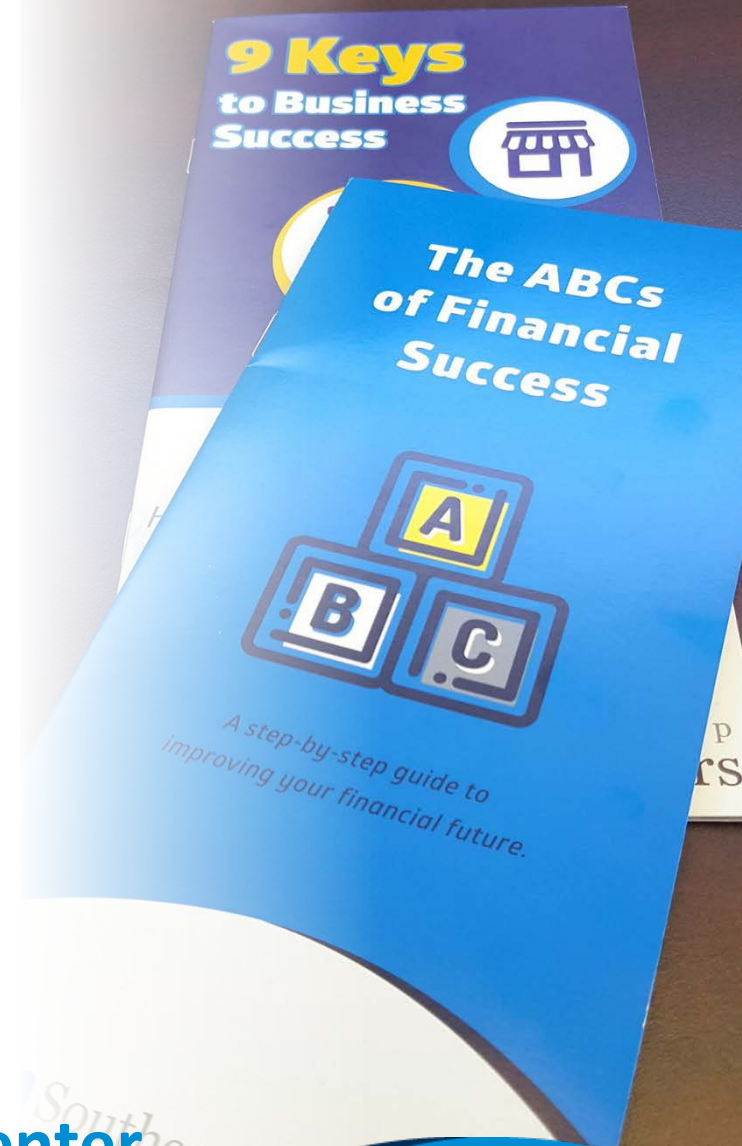
9 topic categories

- > 50 English toolkits
- > 30 Spanish toolkits

Downloads in 8 states, 42 ZIP codes

Resources & materials in every branch

[SouthernPartners.org/learning-center](https://SouthernPartners.org/learning-center)





# Southern Loans & Deposits

\$16 million in loans at SBCP

- Mortgage
- Affordable housing
- Commercial Real Estate
- Small Business
- Community Facilities

Credit Builder CDs

Goal Savings

Round Up Savings





# The Dorothy Stuck Award







2018

DOROTHY STUCK AWARD WINNER




*Vida Fielder*

*Please take a copy of the 2017 Annual  
Report as you leave. Thank you!*



*BankSouthern.com*

*SouthernPartners.org*

*southernbancorp*   
*@southernbancorp*    
*southern*   
*company/southern-bancorp* 