



2023 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

First Horizon
FNB Corporation
Frost Bank
Fulton Bank
Hancock Whitney
Pinnacle Financial
South State Bank
Synovus Financial
United Community Bank
Zions Bancorporation

Best Brand—Trust

Comerica Bank
First Citizens Bank
First Horizon
FNB Corporation
Frost Bank
Fulton Bank
Huntington National Bank
Pinnacle Financial
South State Bank
Synovus Financial
United Community Bank
Zions Bancorporation

Best Brand—Values Long-Term Relationships

First Citizens Bank
First Horizon
Frost Bank
Fulton Bank
Hancock Whitney
Pinnacle Financial
South State Bank
Synovus Financial
United Community Bank
Zions Bancorporation

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Based on more than 15,000 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.

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