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Huntington Bank recognized for excellence in small business, middle-market banking and cash management services

COLUMBUS, Ohio, Feb. 6, 2019 /PRNewswire/ -- Huntington (Nasdaq: HBAN; www.huntington.com) has again been recognized by Greenwich Associates for excellence in the delivery of small business banking, middle-market banking and cash management services that help customers' businesses thrive.



Greenwich Associates awarded Huntington Small Business Banking with two national Greenwich Excellence Awards for Cash Management Overall Satisfaction and Cash Management Customer Service. The business also received two Greenwich Best Brand Awards for Best Brand – Overall and Best Brand – Cash Management.

Huntington Middle-Market Banking received five national Greenwich Excellence Awards: Overall Satisfaction, Overall Satisfaction with Relationship Manager, Cash Management Overall Satisfaction, Cash Management Customer Service, and Ease of Product Implementation. The business also received another Greenwich Excellence Award for Cash Management Overall Satisfaction in the Midwest region. In addition, Huntington Middle-Market Banking received a Greenwich Best Brand Award for Best Brand – Trust.

"We believe small businesses are the life blood of our communities, and we're committed to partnering with business banking customers of all sizes and in all lifecycles," said Michael Wamsganz, Huntington Business Banking director. "From entrepreneurs looking to get a start, to owners focused on expanding their business, to those looking to transition their business to new owners, our colleagues offer meaningful insights and solutions that help businesses navigate decisions and ensure their health and well-being."

"We are honored to receive these awards from Greenwich," added Josh Eichenhorn, Huntington Middle-Market Banking director. "Being named the best brand for trust is especially important. Trust is a key indicator that we're doing our job. Our Middle Market bankers work to bring insights and value to our customers to help them achieve their goals and create resiliency through all economic cycles."

Huntington serves thousands of businesses throughout its footprint and is the nation's top SBA 7(a) loan originator, by volume, at the close of SBA fiscal year 2018. For the past

decade, since 2008, Huntington has been the largest originator, by volume, of SBA 7(a) loans within its footprint.

"Delivering a superior customer experience in cash management remains a key focus for us," said Steve Rhodes, treasury management director at Huntington. "We have dedicated advisors, specialists and service colleagues who work alongside our clients on a day-to-day basis to anticipate and meet their needs, deliver meaningful insights to help their business, and provide an exemplary customer experience."

Among more than 600 banks evaluated by Greenwich Associates, only 34 were recognized for distinctive quality in small business banking, and 40 were recognized for distinctive quality in middle-market banking. Twenty-two had distinctive brands for small business banking, and 20 had distinctive brands for middle-market banking. Greenwich Associates determined the results based on interviews with more than 14,400 businesses nationwide with sales of \$1 million to \$10 million and more than 14,000 interviews with businesses nationwide with sales of \$10 million to \$500 million.

Greenwich Excellence Awards Methodology

Greenwich Excellence Award winners were determined at a national level and in four geographic regions: Midwest, Northeast, South and West.

To qualify for consideration for the national awards, each winning bank had to have a minimum of 50 clients that responded to the survey.

Greenwich Excellence Award selection is based on Top Box ratings on Greenwich Associates 5-point evaluation scale. The banks selected must receive a statistically significant proportion of "Excellent" ratings relative to the overall mean (at a 95-percent confidence level).

Greenwich Best Brand Awards Methodology

Greenwich Best Brand Award winners were determined at a national level.

To qualify for consideration for the Trust award, each winning bank had to have a minimum of 50 client evaluations. This award is based on Top Box ratings on Greenwich Associates' 5-point evaluation scale. The banks selected must receive a statistically significant proportion of "Excellent" ratings relative to the overall mean (at a 95-percent confidence level).

To be eligible for the Best Brand Overall and by product awards, each winning bank had to have a minimum of 50 citations by companies for consideration of the product being evaluated. The banks selected must receive a statistically significant proportion of citations by companies who use the product relative to the overall mean (at a 95-percent confidence level).

About Huntington

Huntington Bancshares Incorporated is a regional bank holding company headquartered in Columbus, Ohio, with \$109 billion of assets and a network of 954 branches and 1,774 ATMs across eight Midwestern states. Founded in 1866, The Huntington National Bank and its affiliates provide consumer, small business, commercial, treasury management, wealth management, brokerage, trust, and insurance services. Huntington also provides auto

dealer, equipment finance, national settlement and capital market services that extend beyond its core states. Visit huntington.com for more information.

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