FINANCIAL INSTITUTIONS INC Form FWP May 15, 2017

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Statements contained in this presentation which are not historical facts and which pertain to future operating results of Financia subsidiaries constitute—forward-looking statements—within the meaning of the Private Securities Litigation Reform Act of 19 Similarly, statements that

describe the objectives, plans or goals of the Company are forward-looking.

These forward-looking statements can generally be identified as such by the context

of the statements, including words such as believe, expect, anticipate, plan, may, would, targeting, internand other similar expressions, whether in the negative or affirmative. Additionally, statements made in connection with our lor looking as well. These forward-looking statements involve significant risks and uncertainties. All forward-looking statements cautionary language in the Company s Annual Report on Form 10-K, its Prospectus Supplement and other documents filed we contain and identify important factors that could cause actual results to differ materially from those contained in our projection Except as required by law, the Company assumes no obligation to update any information presented herein. This presentation is financial measures intended to supplement, not substitute for, comparable GAAP measure. Reconciliations of those non-GAA financial measures are provided in the Appendix to this presentation.

FISI has filed a registration statement (including a prospectus) and a prospectus supplement which is preliminary and subject to offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement, supplement and the other documents that FISI has filed with the SEC for more complete information about the Company and to documents for free by visiting the SEC website at www.sec.gov. Alternatively, the Company, any underwriter or any dealer pararange to send you the prospectus if you request it by contacting: Sandler O Neill & Partners, L.P. at toll-free 1-866-805-412 Group, LLC at toll-free 1-

866-971-0961 or Piper Jaffray & Co. at toll-free 1-800-747-3924.

Offering Disclosure and Safe Harbor Statement

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(1)
Based on May 12, 2017 stock price of $32.95/share and 14,542,215 common shares outstanding
Source: SNL Financial, Company documents
Offering Summary
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Issuer:
Financial Institutions, Inc.
Offering:
Follow-on
offering of common stock
Gross Amount Offered:
$40 million (100% primary)
Over-Allotment Option:
15% (100%
primary)
Exchange
/ Symbol:
NASDAO
Global Select
/FISI
Market Capitalization
(1)
$479 million
Current Quarterly
Dividend:
$0.21
Dividend
Yield
(1)
2.5%
Use of Proceeds:
For general corporate purposes, including supporting
organic growth
Lock-Up:
90 days
Book-Running Manager:
Sandler O Neill + Partners, L.P
Co-Managers:
Hovde
Group, LLC
Piper Jaffray
```

& Co.

Diversified financial services holding company headquartered in Western New York Subsidiaries include:

Five Star Bank (regional community bank)

Scott Danahy Naylon, LLC (full-service insurance agency)

Courier Capital, LLC (investment advisory and wealth management firm)
53 banking locations in 15 contiguous counties in Western and Central New York

Experienced management team with extensive market knowledge and industry experience Franchise is a diversified mix of consumer, business and municipal customers, products and revenue sources Generating consistent, strong operating results Positioned for growth through key initiatives and M&A-driven market disruption Corporate Overview Key Corporate Statistics as of March 31, 2017 NPAs include nonaccrual loans, loans past due 90 days or more and still accruing, and foreclosed assets Refer to Non-GAAP Reconciliation in Appendix Based on May 12, 2017 stock price of \$32.95/share and 14,542,215 common shares outstanding (4) Per SNL Financial Assets: \$3.86 billion Loans: \$2.40 billion Deposits: \$3.17 billion Shareholders Equity: \$325.7 million **NPAs** (1) /Total Assets: 0.21% Employees: ~ 650 ROACE (TTM): 10.09% **ROATCE** (2) (TTM): 13.43% ROAA (TTM): 0.89% Annualized Dividend Per Share: \$0.84 Market and Valuation Data as of May 12, 2017 Market Capitalization (3) \$479 million Dividend Yield: 2.5%

Price/Tangible Common Book Value

(2)
:
206%
Price/2017 Consensus EPS
(4)
:
15.5x
Overview of Financial Institutions, Inc.
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Dividends & Tangible Common Book Value
Dividends & Tangible Common Book Value
(1)
Refer to Non-GAAP Reconciliation in Appendix
(2)
As of May 12, 2017; per SNL Financial
Reasons to Invest
(1)
Market Disruption Creating Growth
Opportunities
Addition of Talent is Fueling Activity and
Driving Growth

Positive Balance Sheet Trends Superior Credit Quality and Solid Capital Position **Experienced Leadership** Reasonable Valuation Relative to Peers Relative Valuation (2) Relative Valuation (2) Price/Tangible Common Book Value (1) Price/2017 Consensus EPS **FISI** 206% 15.5x **AROW** 209% 15.7x CBU 380% 23.0x **NBTB** 249% 19.0x**STBA** 218% 15.5x **TMP** 266% 18.6x \$13.56 \$13.71 \$14.77 \$15.62 \$0.74 \$0.77 \$0.80 \$0.81 2013 2014 2015 2016 Tangible Common Book Value (per share) Cash Dividends Declared (per share)

History of Strong Operating Results and

Successfully Executing Long-Term Strategy Maximize Market Disruption Opportunities

Continue to capitalize on market disruption in Western New York banking

Leverage brand to expand in the larger markets of Buffalo and Rochester

Continue to strengthen bench through strategic hires Generate Above-Peer-Average Growth / Results

Targeting mid-to-high single digit loan growth across all loan classes

Sustain disciplined credit culture

Deposit growth sufficient to fund loan growth

Continued improvement in ROAA and ROAE

Targeting efficiency ratio in the top one-third of peers

Dividend growth Increase Fee-Based Revenue

Targeting noninterest income at 25%-30% of total revenue

Maximize synergies between bank, insurance and wealth management platforms 6

Name

Title

Years

with FISI

Years in

Banking

Martin K. Birmingham

President and Chief

Executive Officer

12

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Kevin B. Klotzbach

EVP,

Chief Financial Officer and Treasurer 15 33 William L. Kreienberg EVP, Chief Corporate Development Executive and General Counsel (1) 2 (1) Michael D. Burneal SVP, Chief Risk and Enterprise Administration Officer 12 30 Craig J. Burton SVP, Commercial Real **Estate Executive** New Hire 30 Vito Caraccio SVP, Commercial Market Executive and Director of **Business** Banking Sales New Hire 23 David G. Case SVP, Chief Commercial Credit Officer 12 32 Paula D. Dolan SVP, Director of Human Resources and Enterprise Planning

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19 Joseph L. Dugan SVP, Retail Growth and Profitability Executive New Hire 25 Sonia M. Dumbleton SVP, Controller and Corporate Secretary 32 32 Michael D. Grover SVP, Chief Accounting Officer, Financial Reporting and Tax Manager 17 17 Charles J. Guarino SVP, Chief Retail Lending Executive 22 22 Jeffrey P. Kenefick EVP, Chief Community, Commercial and Strategic Development Officer 11 27 Edward Ted Oexle SVP, C&I Lending Executive and Buffalo Regional President New Hire 25 Deep Bench with Significant Experience Working in Rochester, Buffalo and all of Western NY **Experienced Leadership Team** 7 (1) Served as FISI s outside general counsel

for previous four years

Market Footprint
Market Footprint
Growth Opportunities
Growth Opportunities
Buffalo and Rochester
Current market share of 3.6%
(1)
in attractive \$32
billion combined local deposit markets

Five Star Bank presence and brand awareness growing

Four financial solution centers opened since November 2015

Market disruption creates opportunity for our style of community banking

Personal service with local-leadership and decision-making power

Agile in responding to customer needs

FISI balance sheet capacity far exceeds many other community banks in marketplace Core Rural Markets

Role as trusted banker creates opportunity for

fee-based services

Rely on stable core deposits

53 branches and 650 employees

Top 3 market share in 11 of 15 counties of operation

4

largest bank in counties of operation

Low market share in Buffalo and Rochester

(1)

Buffalo and Rochester MSAs represent total deposit market of \$60 billion (FISI share = 1.9%); excluding impact of estimated national account relationship deposits of \$28 billion, combined MSAs represent \$32 billion in local deposits (FISI share = 3.6%)

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Buffalo

Rochester

Warsaw

th

Buffalo and Rochester Economic Environment

Financially stable with positive outlook

Key employer transition from manufacturing to small business, technology and professional services Significant college and university presence, including academic medical centers with robust research and development activities

Strong collaboration between public and private sectors

New York Regional Economic Development Council (REDC) Awards

Buffalo Billion and Buffalo Billion II Buffalo and Rochester downtown redevelopments underway 2017 WalletHub List of Best Large Cities to Start a Business: Rochester was 31st and Buffalo 34th 9

Buffalo, New York

NY State s 2 Largest City

Population: 259,000

MSA Population: 1.13 million

Rochester, New York

NY State s 3 Largest City

Population: 211,000

MSA Population: 1.08 million

Note: Population data based upon U.S. Census estimates

nd rd

Taking advantage of market disruption to upgrade talent across all segments of our business
Hiring experienced professionals from competing institutions
Choosing community banking environment vs. big bank experience
Bringing market experience, knowledge and relationships Experienced Western New York bankers hired to lead recently segregated C&I, CRE and Small Business
Lending
Teams:
Ted
Oexle,
Craig
Burton

and Vito Caraccio Adding lenders in all categories Impact to headcount and overhead expense tempered by retirements and departures Addition of Talent Commercial Lending Commercial Credit Community Development Officers Key Infrastructure & Support Mortgage Lending Retail Growth & Profitability Executive 10 5 3 8 10 Our Team Build Outs and Talent Upgrades Include the Following New Hires (2016 and 2017):

Evolving to Meet Changing Customer Needs
Financial solution center concept
illustrates how we are evolving to
meet the needs of our customers
High level of personalized banking
Staffed by Certified Personal Bankers
(CPBs)
experts trained to meet a
broad array of customer needs
Smaller footprint than traditional
branch
Four financial solution centers open

and operating in Rochester and Buffalo
Transitioning staff in traditional branches from teller and platform roles to CPBs
Adding technology, such as instant issue debit cards, in traditional branches
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Strong Operating Results and Positive Balance Sheet Trends

Total Loans

Total Deposits

Net Interest Income & Noninterest Income

(1)

Increase reflects public deposit seasonality

(\$ in millions)

Net Income

12

(\$ in millions)

(\$ in millions)

(\$ in millions)

\$25.5

\$29.4 \$28.3 \$31.9 \$7.9 2013 2014 2015 2016 1Q'17 \$91.6 \$93.8 \$95.3 \$102.7 \$27.0 \$24.8 \$25.4 \$30.3 \$35.8 \$7.8 21.3%21.3% 24.1% 25.8% 2013 2014 2015 2016 1Q'17 Net Interest Inc. Noninterest Inc. % of Nonint. Inc. to Total Revenue \$735 \$743 \$880 \$1,020 \$1,051 \$1,099 \$1,169 \$1,204 \$1,320 \$1,352 \$1,834 \$1,912 \$2,084 \$2,340 \$2,403 2013 2014

20152016

1Q'17

Commercial Loans

Consumer Loans

\$1,724

\$1,858

\$2,094

\$2,293

\$2,435

\$596

\$593

\$637

\$702

\$735

\$2,320

\$2,451

\$2,731

\$2,995

\$3,170

2013

2014

2015

2016

1Q'17

Transactional deposits

Time deposits

(1)

Bank Fees/Income

Various initiatives underway to increase credit card revenues

New purchasing card program

Increased focus on sale of cash management services

Anticipate increase in mortgage-related fees with build-out of residential mortgage production capabilities Scott Danahy Naylon (August 2014) and Courier Capital (January 2016) acquisitions are integrated and performing in-line with expectations Noninterest Income Commentary 13 (\$ in millions) Net Interest Income & Noninterest Income (\$ in millions) \$24.8 \$25.4 \$30.3 \$35.8 \$7.8 2013 2014 2015 2016 1Q'17 \$91.6 \$93.8 \$95.3 \$102.7 \$27.0 \$24.8 \$25.4 \$30.3 \$35.8 \$7.8 21.3% 21.3% 24.1% 25.8% 2013 2014 2015 2016 1Q'17 Net Interest Inc.

Noninterest Inc.

% of Nonint. Inc. to Total Revenue

Loan and Deposit Composition \$2.40bn 4.19% Avg. Yield (1) Total Loans at March 31, 2017 Total Deposits at March 31, 2017 Total loans increased 13.6% from March 31, 2016

Commercial, residential real estate and indirect portfolios increased 15.7%, 7.9% and 15.6%, respectively Total deposits increased 7.1% from March 31, 2016, driven by organic growth

Municipal business continues to grow; dedicated sales force and approximately 310 customers

14

(1)

1Q 17 average Commercial 43.7% Consumer Indirect 32.7% Residential Real Estate 22.9% Other Consumer 0.7% Nonint. Bearing Demand 21.0% Int. Bearing Demand 22.0% Savings & Money Market 33.8%Time Deposits

23.2% \$3.17bn

(1)

0.30% Avg. Cost

Nonperforming Assets

Net Charge-Offs

(\$ in millions)

(\$ in millions)

Nonperforming assets

(1)

to total assets are well below peers

Loan loss reserves as a ratio of nonperforming assets are significantly higher than peers, demonstrating FISI s conservative underwriting culture and reserve coverage

Credit quality reflects our knowledge of our community banking market and customer base

Superior Credit Quality

(1)

NPAs include nonaccrual loans, loans past due 90 days or more and still accruing, and foreclosed assets 15

\$17.1 \$10.3 \$8.6 \$6.4 \$8.1 0.58% 0.33% 0.25% 0.17% 0.21% \$-\$2.0 \$4.0 \$6.0 \$8.0 \$10.0 \$12.0 \$14.0 \$16.0 \$18.0 2013 2014 2015 2016 1Q'17 **NPAs** NPAs/Total Assets \$7.1 \$6.9 \$7.9 \$5.8 \$2.6 0.40% 0.37% 0.40% 0.26% 0.45% \$-\$1.0 \$2.0 \$3.0 \$4.0 \$5.0 \$6.0 \$7.0 \$8.0 \$9.0 2013

20142015

2016 1Q'17 Net Charge-offs Net Charge-offs / Average Loans

Entire portfolio 0% or 20% risk weighted Portfolio comprised of New York State municipals and government agency issued MBS, CMO and debentures Modified portfolio duration of 4.45 years 28% of Total Assets

Higher than peers as a result of public deposits (public/municipal deposits comprised 31% of total deposits)

Size of securities portfolio has remained relatively constant for the past eight quarters while loans increased nearly 20% 16

Conservative Securities Portfolio

(1)

1Q 17 average on tax equivalent basis

MBS

35.9%

NYS

Municipals

28.4%

CMO

18.2%

Debentures

17.5%

Total Investment Securities

at March 31, 2017

\$1.09bn

2.46% Avg. Yield

(1)

Consolidated Capital Ratios
Consolidated Capital Ratios
Historical Capital Position
17
March 31, 2017
Tangible Common Equity / Tangible Assets
(1)
6.16%
Tier 1 Leverage Ratio
7.30%
Tier 1 Risk-Based Capital Ratio
10.11%
Total Risk-Based Capital Ratio

12.75% (1) Refer to Non-GAAP Reconciliation in Appendix (1) 7.71% 7.63% 7.35% 7.41% 7.36% 7.30% 10.73% 10.82% 10.47% 10.50% 10.26%10.11% 11.98% 12.08% 11.72% 13.35% 12.97% 12.75% 6.86%6.51% 6.41% 6.32% 6.25% 6.16% 5.50% 5.70%5.90% 6.10% 6.30% 6.50% 6.70% 6.90% 7.10% 4.00% 5.00% 6.00% 7.00% 8.00% 9.00%10.00% 11.00% 12.00% 13.00% 14.00%2012

2013

2014

2015

2016

Q1 2017

Tier 1 Leverage Ratio

Tier 1 Risk-Based Capital Ratio

Total Risk-Based Capital Ratio

Tangible Common Equity / Tangible Assets

Business Line Details: Commercial Banking

Commercial Banking

Quarterly

Commercial Banking

Annual

Commentary

Strong year-over-year growth in both Commercial

Mortgage (CRE and owner occupied) and

Commercial Business (C&I) lending

Includes growth in less price sensitive Small

Business Commercial lending driven by addition of

talent

#2 SBA lender in Rochester/Buffalo combined and

#32 SBA lender in U.S. for the 2016 SBA year ended September 30, 2016

(1)

Taking advantage of significant opportunities to capitalize on disruption within the marketplace

Made important acquisitions of talent in 2016 and year-to-date in 2017 Community banks are gaining momentum in becoming financial partners of choice

Provide a wide spectrum of products: credit, deposit, insurance, wealth advisory and treasury

Responsive to changing customer needs

(\$ in millions)

(\$ in millions)

LTM Growth 15.7%

CAGR 11.6%

18

(1)

SBA Rankings based on Units

\$590

\$614

\$636

\$670

\$675

\$318

\$349

\$351

\$350

\$376

0.22%

(0.01%)

0.04%

0.10%

0.30%

\$200

\$300

\$400

\$500

\$600 \$700

\$800

\$900

\$1,000

\$1,100

1Q'16

2Q'16

3Q'16 4Q'16 1Q'17 Commercial Mortgage Commercial Business NCOs/Avg Loans \$469 \$475 \$566 \$670 \$675 \$266 \$267 \$314 \$350 \$376 0.14% 0.02% 0.24% 0.09% 0.30% \$200 \$300 \$400 \$500 \$600 \$700 \$800 \$900 \$1,000 \$1,100 2013 2014 2015 2016

Commercial Mortgage Commercial Business

NCOs/Avg Loans

1Q'17

Business Line Details: Consumer Indirect Consumer Indirect - Quarterly Consumer Indirect - Annual Commentary Consumer indirect is a unique core competency

Experienced management team with average industry experience of 25+ years
Loans originate through approximately 480 franchised automobile dealerships in Upstate New York and Pennsylvania (no independent auto dealers)
Large unit volume and smaller loans provide

natural risk dispersion Model not easily duplicated Relatively short duration allows for rapid repricing of new assets High percentage of originations are prime credits, resulting in favorable portfolio performance Ongoing focus to maintain yield and credit quality standards LTM Growth 15.6% **CAGR 6.7%** 19 (\$ in millions) (\$ in millions) \$680 \$697 \$730 \$752 \$786 0.79% 0.53% 0.50% 0.73% 0.93% \$630 \$650 \$670 \$690 \$710 \$730 \$750 \$770 \$790 1Q'16 2Q'16 3Q'16 4Q'16 1Q'17 Consumer Indirect NCOs/Avg Loans \$636 \$662 \$677 \$752 \$786 0.82% 0.87% 0.74%

0.64% 0.93% \$500

\$550 \$600 \$650 \$700 \$750 \$800 2013 2014 2015 2016 1Q'17 Consumer Indirect

NCOs/Avg Loans

Business Line Details: Residential Real Estate Loans and Lines Commentary
In-market originations through mortgage loan originators and Five Star Bank branch network include term loans and lines
Product builds relationships and captures market share
Continuing the build out of residential mortgage production capabilities to capitalize on market disruption in Buffalo and Rochester

Balance sheet capacity

Community bank delivery model Increased mortgage lending is expected to result in positive balance sheet impact as well as fee generation Strategic hires in 2016 and 2017 are expected to result in significant increase in traditional mortgage banking

Senior Residential Lending Administrator and Mortgage Operations Manager in 4Q 2016

Two Community Development Loan Officers in February 2017

Buffalo-based team started in late March 2017

LTM Growth 7.9%

CAGR 7.1%

20

(\$ in millions)

(\$ in millions)

\$509

\$533

\$550

\$550

\$549

0.02%

0.06%

0.05%

0.03%

0.01%

\$450

\$470

\$490

\$510

\$530

\$550

\$570

1Q'16

2Q'16

3Q'16

4Q'16

1Q'17

Residential Real Estate

NCOs/Avg Loans

\$439

\$487

\$508

\$550

\$549

0.14%

0.09% 0.09% 0.04% 0.01% \$300 \$350 \$400 \$450 \$500 \$550 \$600 2013

201420152016

1Q'17

Residential Real Estate

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Dividends & Tangible Common Book Value Dividends & Tangible Common Book Value

Relative Valuation

(2)

Relative Valuation

(2)

(1)

Refer to Non-GAAP Reconciliation in Appendix

(2)

As of May 12, 2017; per SNL Financial

Reasons to Invest

(1)

Price/Tangible
Common Book Value
(1)
Price/2017
Consensus EPS
FISI
206%
15.5x
AROW
209%
15.7x
CBU
380%
23.0x
NBTB
249%
19.0x
STBA
218%
15.5x
TMP
266%
18.6x
Market Disruption Creating Growth
Opportunities
Addition of Talent is Fueling Activity and
Driving Growth
History of Strong Operating Results and
Positive Balance Sheet Trends
Superior Credit Quality and Solid Capital
Position
Experienced Leadership
Reasonable Valuation Relative to Peers
\$13.56
\$13.71
\$14.77
\$15.62
\$0.74
\$0.77
\$0.80
\$0.81
2013
2014
2015
2016
Tangible Common Book Value (per share)
Cash Dividends Declared (per share)
Cash Dividends Decidied (per share)

Appendix 22

(1)

Tangible common equity divided by tangible assets

(2)

Tangible common equity divided by common shares outstanding

(3)

Net income available to common shareholders (annualized) divided by average tangible common equity

Source: Company filings

Non-GAAP Financial Information

This presentation contains disclosure regarding tangible common book value per share and return on average tangible common accordance with U.S. generally accepted accounting principles (GAAP). The Company believes that these non-GAAP meast Company s capital and ability to generate earnings on tangible common equity invested by our shareholders. These non-GAA investors to analyze our capital position without regard to the effects of intangible assets. Non-GAAP financial measures have Therefore, these non-GAAP financial measures should not be considered in isolation, or as a substitute for comparable measure financial measures and reconciliation to the comparable GAAP financial measures are provided below.

Non-GAAP Reconciliation

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GAAP to Non-GAAP Reconciliation

TTM Ended

(\$ in thousands, except per share data)

```
2012
2013
2014
2015
2016
3/31/2017
Computation of ending tangible common equity:
Common shareholders' equity
236,426
$
237,497
$
262,192
276,504
302,714
308,348
Less: Goodwill and other intangible assets, net
50,389
50,002
68,639
66,946
75,640
75,343
Tangible common equity
186,037
187,495
193,553
209,558
227,074
233,005
Computation of ending tangible assets:
Total assets
2,763,865
```

```
2,928,636
3,089,521
3,381,024
3,710,340
3,859,865
Less: Goodwill and other intangible assets, net
50,389
50,002
68,639
66,946
75,640
75,343
Tangible assets
2,713,476
2,878,634
3,020,882
3,314,078
3,634,700
3,784,522
Tangible common equity to tangible assets
6.86\%
6.51%
6.41%
6.32%
6.25%
6.16\%
Common shares outstanding
13,788
13,829
14,118
```

```
14,191
14,538
14,536
Tangible common book value per share
13.49
$
13.56
13.71
14.77
15.62
16.03
Computation of average tangible common equity:
Average common equity
230,527
$
235,290
254,533
272,367
301,666
305,337
Less: Average goodwill and other intangible assets, net
43,399
50,201
57,039
68,138
76,170
75,968
Average tangible common equity
187,128
```

185,089

197,494 204,229 225,496 229,369 Computation of average tangible assets: Average assets 2,519,258 2,803,825 2,994,604 3,269,890 3,547,105 3,633,553 Less: Average goodwill and other intangible assets, net 43,399 50,201 57,039 68,138 76,170 75,968 Average tangible assets 2,475,859 2,753,624 2,937,565 3,201,752 3,470,935 3,557,585

Net income available to common shareholders

21,975 24,064 27,893 26,875 30,469 30,794 Return on average tangible common equity 11.74% 13.00% 14.12% 13.16% 13.51% 13.43% Year Ended (1) (2) (3)