



# Lakeland Financial Corporation

A Proven History of Shareholder Value Creation  
And Commitment to Our Communities

3<sup>rd</sup> Quarter 2018



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# Forward-Looking Information

This presentation contains, and future oral and written statements of the Company and its management may contain, forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 with respect to the financial condition, results of operations, plans, objectives, future performance and business of the Company. Forward-looking statements are generally identifiable by the use of words such as “believe”, “expect”, “anticipate”, “estimate”, “could”, and other similar expressions. All statements in this presentation, including forward-looking statements, speak only as of today’s date, and the Company undertakes no obligation to update any statement in light of new information or future events.

A number of factors, many of which are beyond the ability of the Company to control or predict, could cause actual results to differ materially from those in its forward-looking statements. Additional information is included in the Company’s filings with the Securities and Exchange Commission.

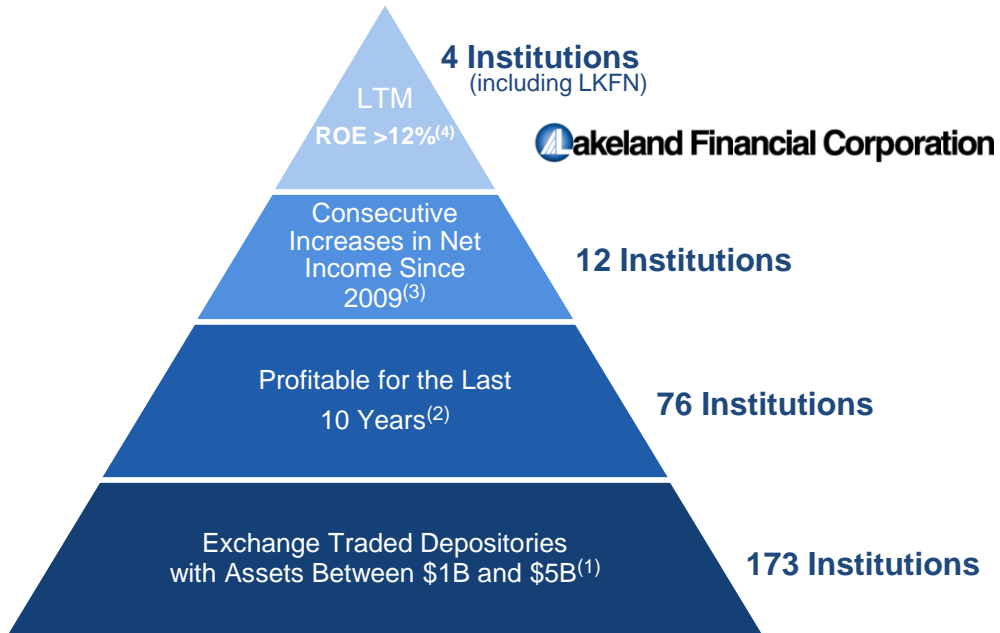
Factors that could have a material adverse effect on the Company’s financial condition, results of operations and future prospects can be found in the “Risk Factors” section of the prospectus included in the Registration Statement on Form S-1 filed on October 26, 2009, as amended under Item 1A “Risk Factors” in the Company’s Annual Report on Form 10-K for the year ended December 31, 2008 and elsewhere in the Company’s periodic and current reports filed with the Securities and Exchange Commission. These factors include, but are not limited to, the effects of future economic, business and market conditions and changes, domestic and foreign, including competition, governmental policies and seasonality; legislative and regulatory changes, including changes in banking, securities and tax laws and regulations and their application by Company regulators, and changes in the scope and cost of FDIC insurance and other coverages; the risks of changes in interest rates on the levels, composition and costs of deposits, loan demand and other interest sensitive assets and liabilities; the failure of assumptions and estimates underlying the establishment of reserves for possible loan losses, analysis of capital needs and other estimates; changes in borrowers’ credit risks and payment behaviors; and changes in the availability and cost of credit and capital in the financial markets.

# TOP 25 BANKS

Rank	Company Name	Ticker	State	Total Assets (\$millions)	Profitability				Capital Adequacy			Asset Quality			Final Score
					Core ROAA (%)	ROA Rank	Core ROAE (%)	ROE Rank	Tang Common Equity/ Tang Assets (%)	TCE Rank	NPAs/ Loans & REO (%)	NPA Rank	NCOs/ Avg Loans (%)	NCOs Rank	
1	RBB Bancorp	RBB	CA	1,691	1.84	4	12.99	23	14.09	10	0.21	18	-0.05	16	54.0
2	Bank of the Ozarks	OZRK	AR	21,276	1.92	3	12.06	40	13.38	13	0.24	23	0.07	132	133.5
3	Live Oak Bancshares	LOB	NC	2,758	2.11	1	15.66	8	15.71	3	0.33	35	0.21	227	143.0
<b>4</b>	<b>Lakeland Financial Corp.</b>	<b>LKFN</b>	<b>IN</b>	<b>4,683</b>	<b>1.38</b>	<b>29</b>	<b>13.63</b>	<b>14</b>	<b>9.91</b>	<b>77</b>	<b>0.32</b>	<b>33</b>	<b>-0.01</b>	<b>32</b>	<b>152.5</b>
5	Eagle Bancorp	EGBN	MD	7,479	1.61	11	12.60	30	11.45	34	0.42	59	0.06	108	158.5
6	Sterling Bancorp	SBT	MI	2,962	1.56	16	20.39	2	9.20	136	0.13	11	-0.04	22	170.5
7	FCB Financial Holdings	FCB	FL	10,677	1.40	24	12.43	34	10.33	67	0.34	37	0.00	56	171.5



# Long Term Success for Shareholders



Source: S&P Global Market Intelligence. Financial data is as of June 30, 2018.

(1) Includes banks and thrifts traded on the NYSE, NYSEAM or NASDAQ as of 10/10/18; excludes merger targets.

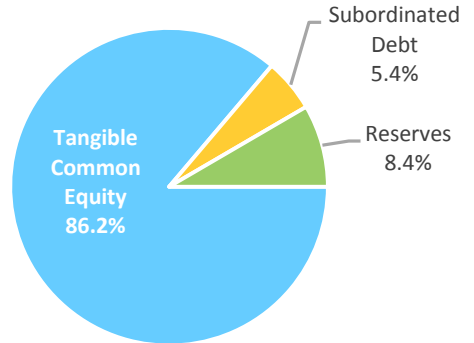
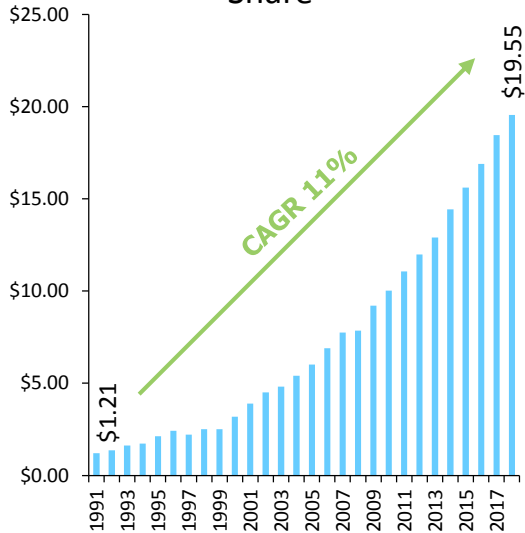
(2) Defined as having positive net income before extraordinary items and preferred dividends for each of the last 10 years (calendar years ended December 31, 2008 through December 31, 2017). Net income before extraordinary items is defined by S&P Global Market Intelligence as GAAP net income, after taxes, minority interest, and other after tax items, but before any extraordinary items. Excludes any revaluation of net deferred tax assets due to tax reform per S&P Global Market Intelligence.

(3) Defined as consecutive increases in net income before extraordinary items for each of the years ending December 31, 2010, 2011, 2012, 2013, 2014, 2015, 2016 and 2017. Excludes any revaluation of net deferred tax assets due to tax reform per S&P Global Market Intelligence.

(4) 2017Q4 net income excludes any extraordinary items, including any revaluation of net deferred tax assets due to tax reform per S&P Global Market Intelligence.

# Strong Capital Structure

Tangible Book Value<sup>+</sup> Per Share



## Key Ratios and Per Share Data as of September 30, 2018

TCE /Tangible Assets	10.41%
Total Risk-Based	14.14%
Leverage	11.31%
Book Value <sup>+</sup>	\$19.70
Tangible Book Value <sup>+</sup>	\$19.55

\*compounded annual growth rate computed from 1991-2017

<sup>+</sup>Book Value split adjusted

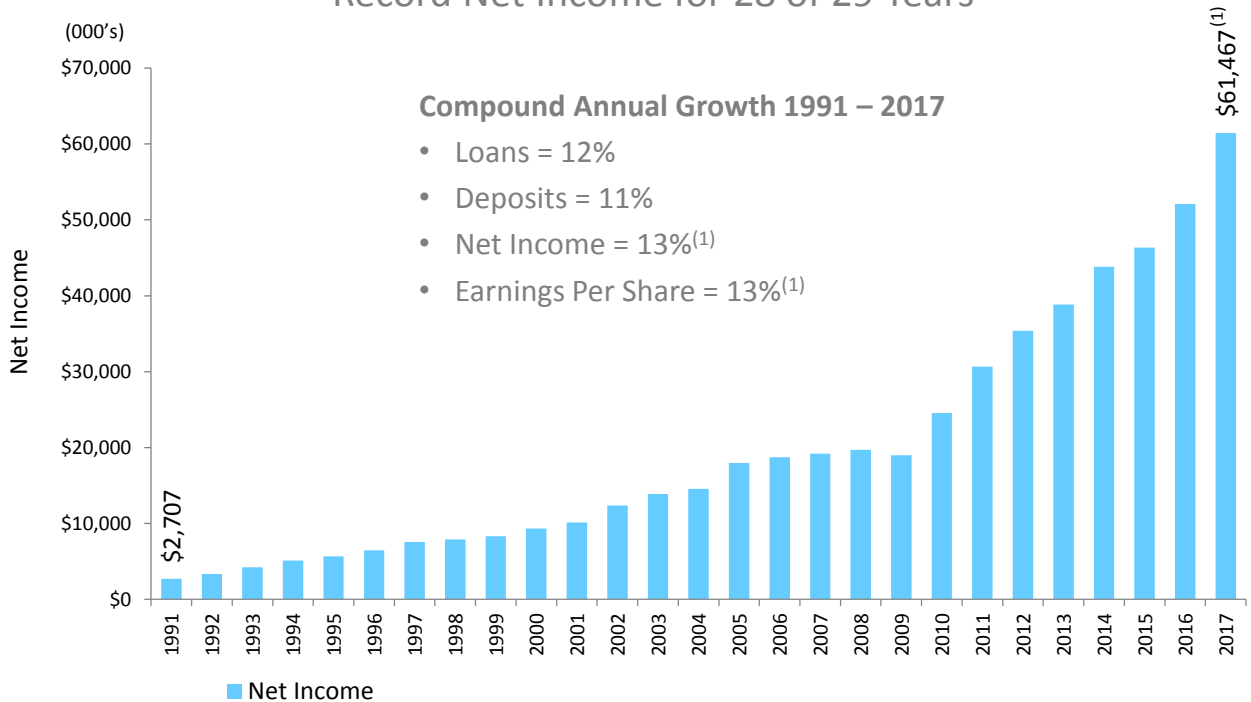
# Lake City Bank Today

- A long-term and consistent organic growth story
- Headquartered in Warsaw, Indiana
- 49 branch offices - \$4.8 billion banking assets - \$1.8 billion trust assets
- Focused on execution – “blocking and tackling”
- Continued growth potential



# A Quarter Century of Organic Growth

Record Net Income for 28 of 29 Years



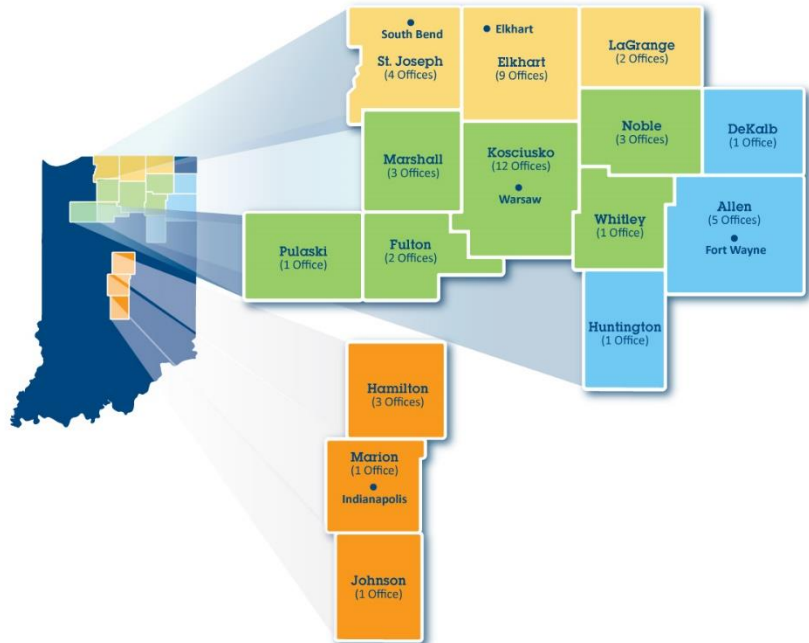


# Established Market Presence

Organic Growth Potential in Mature and New Markets

## Market Data

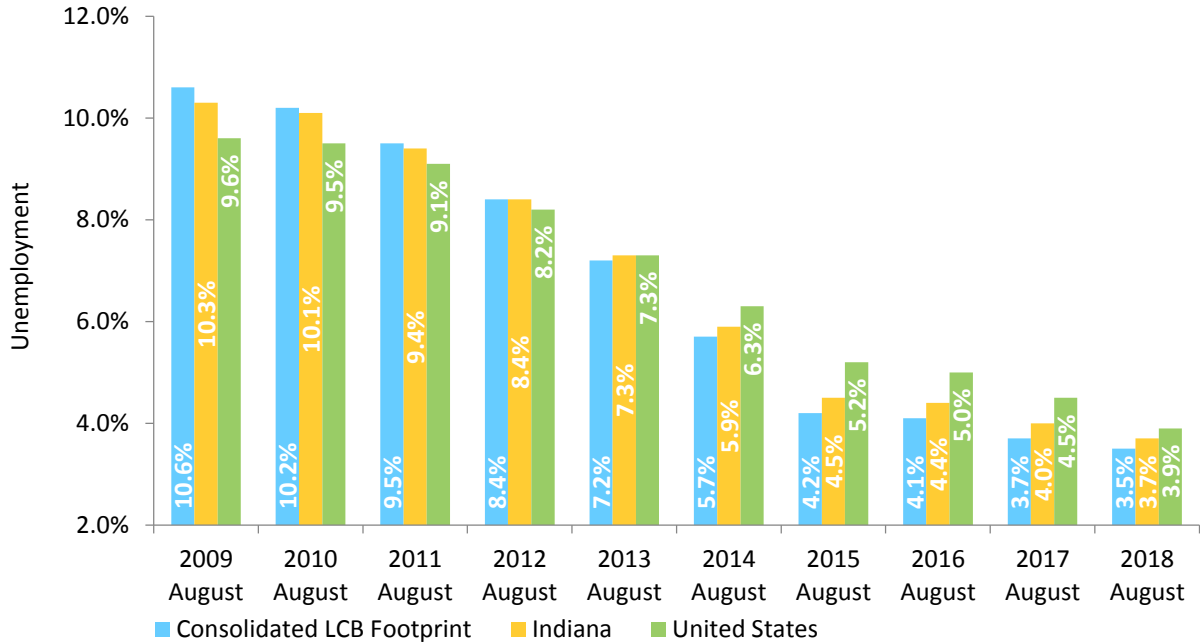
Warsaw – 1872 22 offices
Elkhart – 1990 11 offices
South Bend – 1997 4 offices
Fort Wayne – 1999 7 offices
Indianapolis – 2011 5 offices



Opening Date of First Office in Market

# Strong Regional and Statewide Economy

## Indiana Employment Trends Versus National Averages



Source: United States Bureau of Labor Statistics. Lake City Bank footprint is defined as Kosciusko, Marshall, Fulton, Pulaski, Noble, Whitley, St. Joseph, Elkhart, LaGrange, Allen, DeKalb, Huntington, Marion, Hamilton and Johnson Counties in Indiana

# Shareholder Value Strategy

1. Commercial Banking Focus
2. High Quality Team Members
3. Proven Organic Growth Experience
4. Focus on Core Deposit Funding
5. Commitment to Technology

## Commercial Banking Focus

# Experienced Relationship Driven Team

- 42 credit “smart” commercial bankers
- Average 22 years in banking & 11 years at Lake City Bank
- We live where we lend
- Face to face calling matters and is a teamwork effort
- We understand our client needs
- Deep organizational structure provides credit and administrative support
- We lead with credit and the operating relationship
- We cross-sell aggressively by leveraging technology

## Commercial Banking Focus

# Credit Process

- We are in-market lender to in-market clients
- Character matters – we lend to people first
- Our credit discipline has never changed
- We focus on management/cash flow
- We have a centralized committee structure
- Structure is important and enforced
- Orientation towards owner-occupied and well structured nonowner occupied real estate

# High Quality Team Members

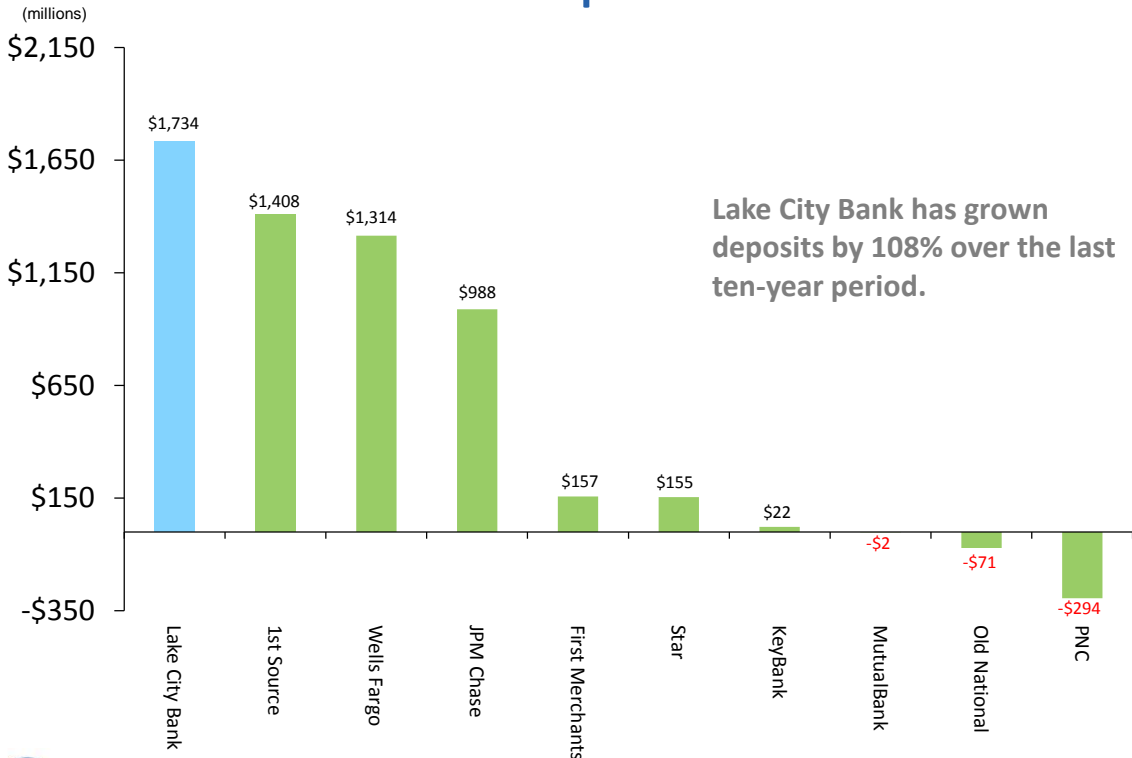
## Lake City Bank Culture

- Our Core Values start with honesty
- Lake City University drives our culture
- Our community involvement is real and critical to our strategy
- Our culture has not been diluted by acquisition



## Organic Growth 2008 - 2018

# Mature<sup>1</sup> Market Deposit Performance

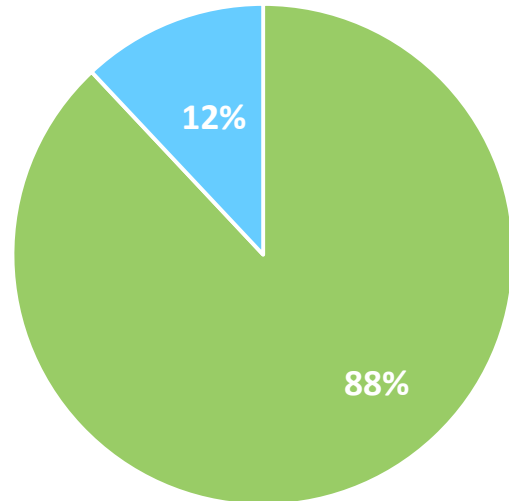


# Organic Growth

## Indianapolis Market Opportunity

Indianapolis Market Banks	Share of Market
1. JPM Chase	24%
2. PNC	16%
3. Fifth Third	9%
4. Huntington National	7%
5. First Internet Bank of IN	6%
6. BMO Harris	6%
7. Bank of America	5%
8. KeyBank	4%
9. National Bank of Indy	4%
10. Merchants Bank of IN	4%
14. Lake City Bank	2%

### Deposit Market Share



■ Out of State ■ In State

- Marion, Hamilton and Johnson Counties as of 6/30/18; Source: FDIC Statistics



## Core Deposit Funding

# Core Deposits Fund Organic Loan Growth

- Deposit Strategy Committee created in 2014
- Focus is on core deposit growth in retail, commercial and public funds
- Account offerings positioned for rates-up environment
- Asset sensitive balance sheet supports competitive rate strategy
- Emphasis is on checking account relationship products and flexible solutions
- Demographic and lifestyle data is being leveraged
- Omni channel media campaign evolving

## Commitment to Technology and Cyber Risk Management

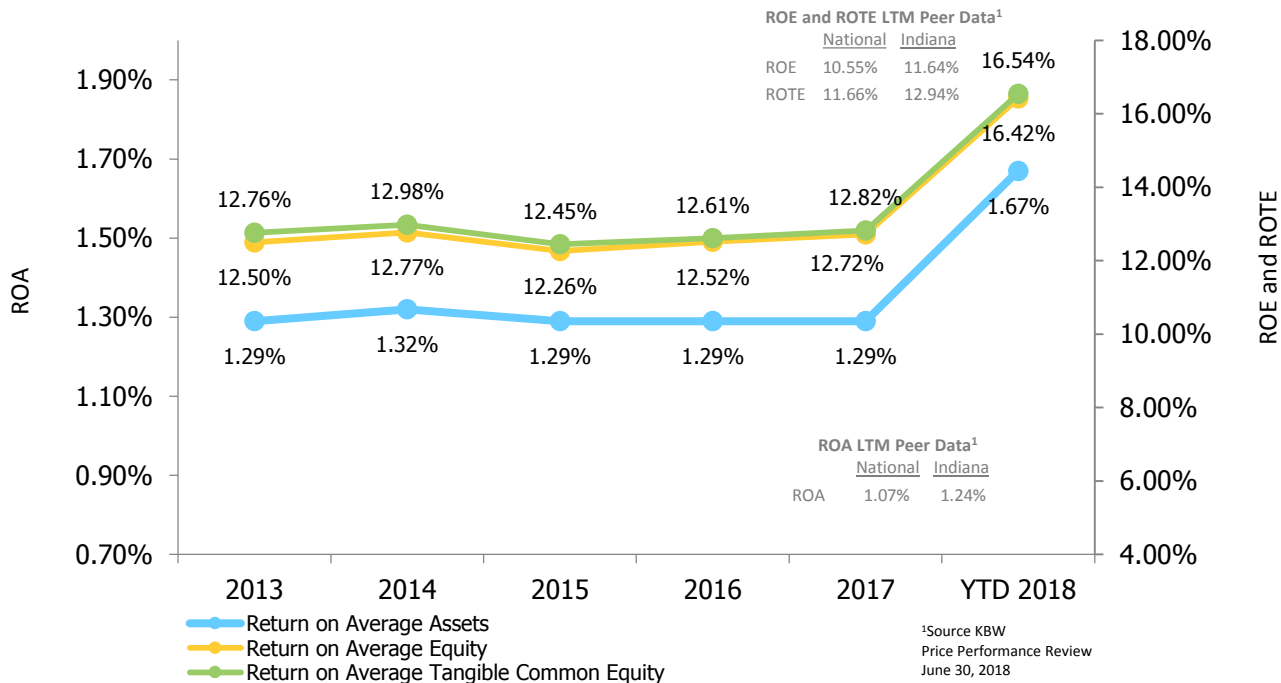
# Technology Innovation is Critical

- Technology partnership with FIS is strong – User Planning Council
- Fintech partnerships exist and play a growing role in our technology strategy
- Mobile banking applications adoption accelerating in Retail and Commercial Banking
- Retail and Commercial platforms ensure competitive positioning
- Cybersecurity protection is a constant focus
- Data gathering and analysis playing an increasingly important role
- Branch strategies involve hardware and software innovations

# Financial Performance

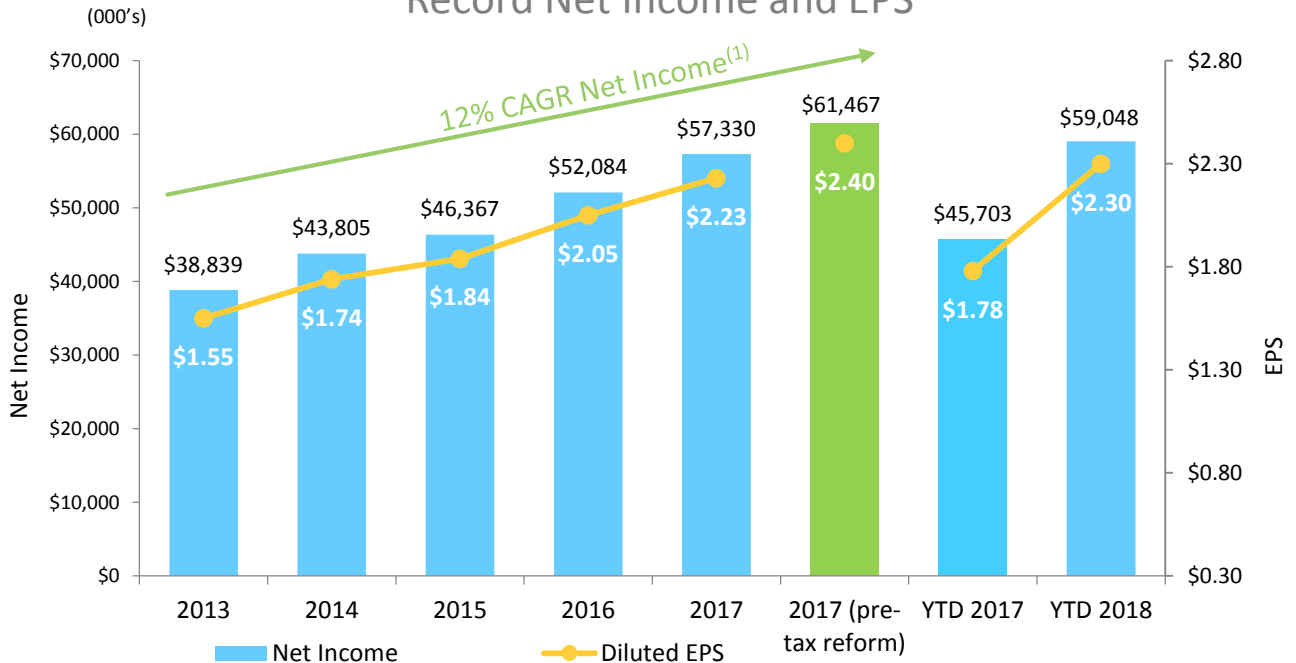
# Income Performance Metrics

LKFN Performance Exceeds National and Indiana Peers



# Net Income and EPS

## Record Net Income and EPS

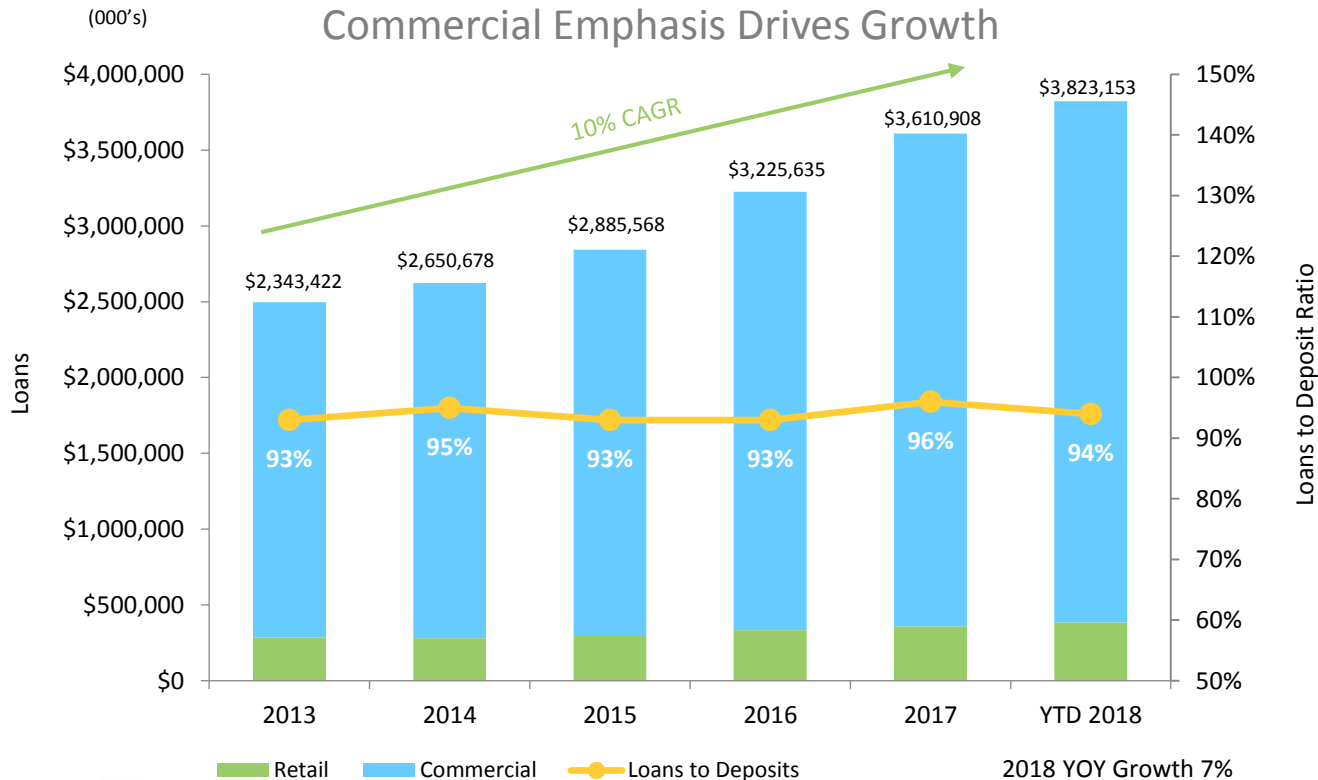


(1) The compound annual growth rate for 2013 to 2017 utilizes net income for 2017, adjusted to exclude the income tax provision of \$4.1 million related to the 2017 revaluation of deferred tax assets.

2018 Net Income Growth 29%  
2018 Diluted EPS Growth 29%

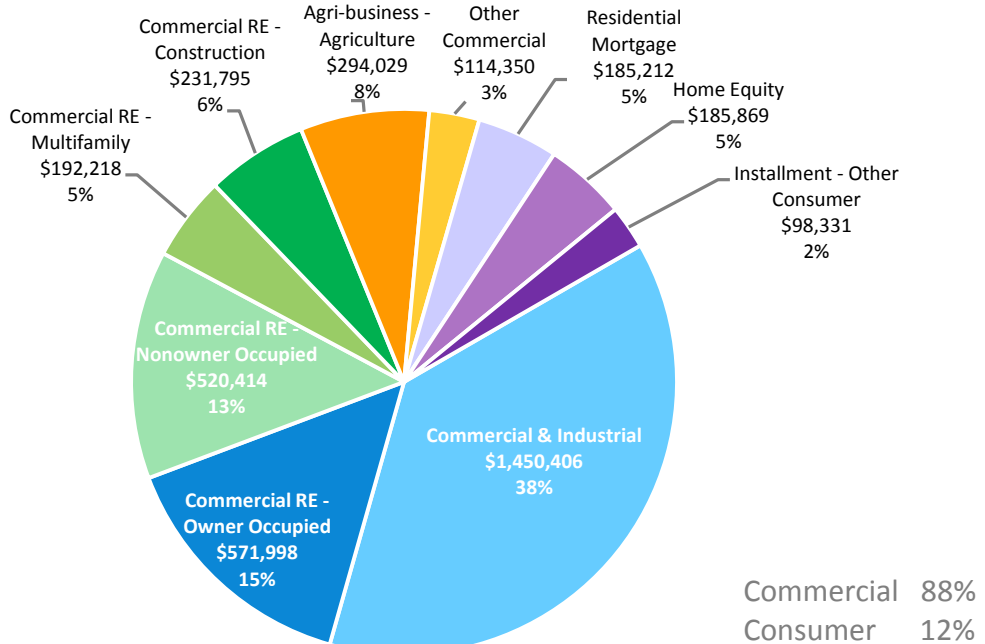
# Average Loans

Commercial Emphasis Drives Growth



# Loan Breakdown

## C&I Drives Lending Business

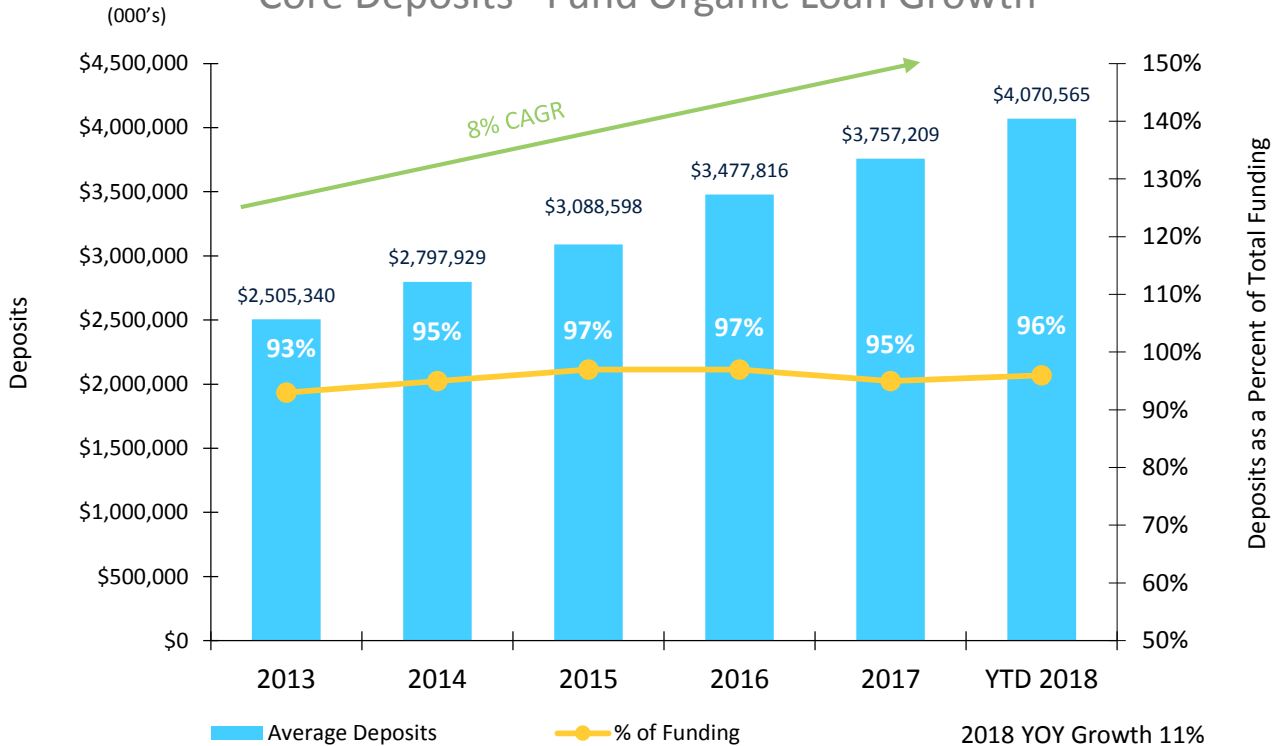


\$3.8 billion as of September 30, 2018

(000's)

# Average Deposits

Core Deposits\* Fund Organic Loan Growth

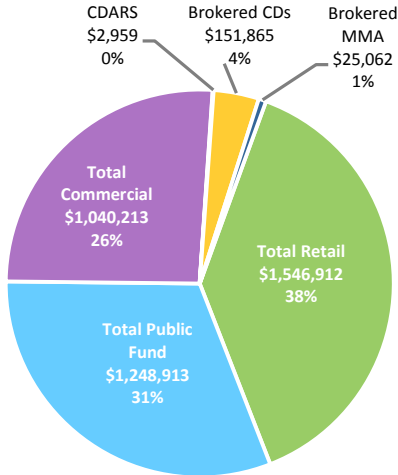


\*Core Deposits are defined as total deposits less brokered deposits



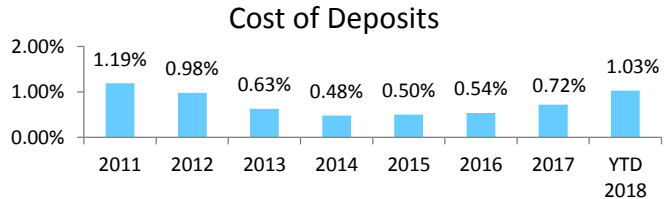
# Deposit Breakdown

Deposit Growth Key to Franchise Value



September 30, 2018  
Total Deposits - \$4.0 billion

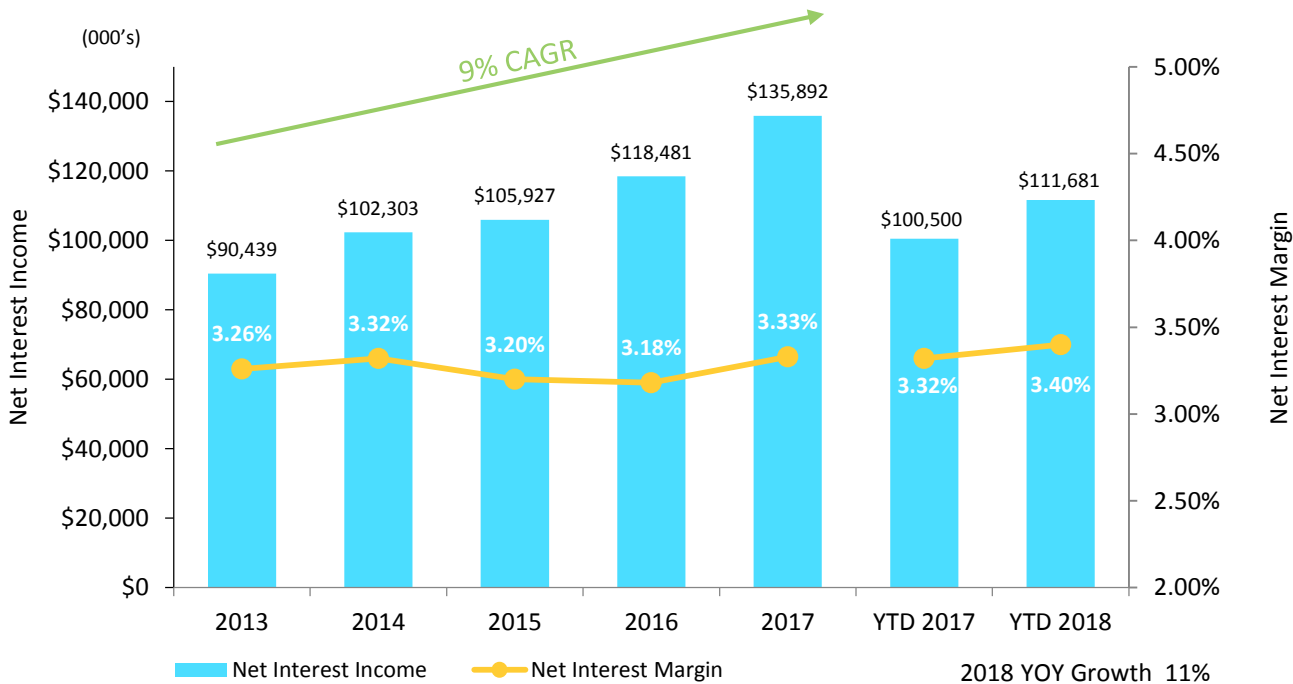
(000's)



Deposit Composition at end of period	2008	2018
Non-interest Bearing Demand Deposits	12%	22%
Interest Bearing Demand, Savings & MMA	34%	41%
Time Deposits > or = to \$100,000	35%	30%
Time Deposits < \$100,000	19%	7%
<b>Total Deposits (billions)</b>	<b>\$1.9</b>	<b>\$4.0</b>

# Net Interest Income

Loan Growth Driving Growth in Income



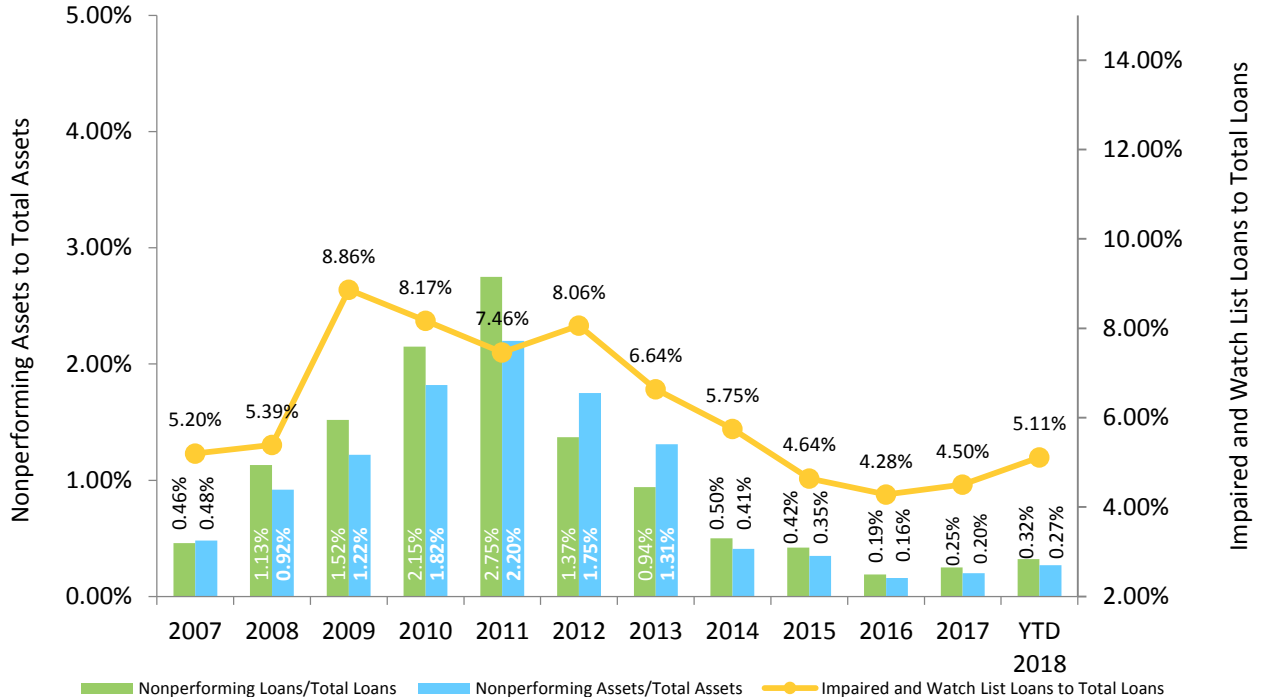
# Asset Sensitive Balance Sheet

## Floating Rate Commercial Loan Portfolio Drives Asset Sensitivity

- 88% of loan portfolio consists of commercial loans
  - 65% of commercial loans are variable rate (prime, 30 day libor and FHLB indices)
  - The majority of fixed rate commercial loans have terms of 5 years or less
- Deposit rate increases should lag market actions absent aggressive loan growth
- Fed tightening expected to continue to positively impact net interest margin
- Loan betas are predictably higher than deposit betas

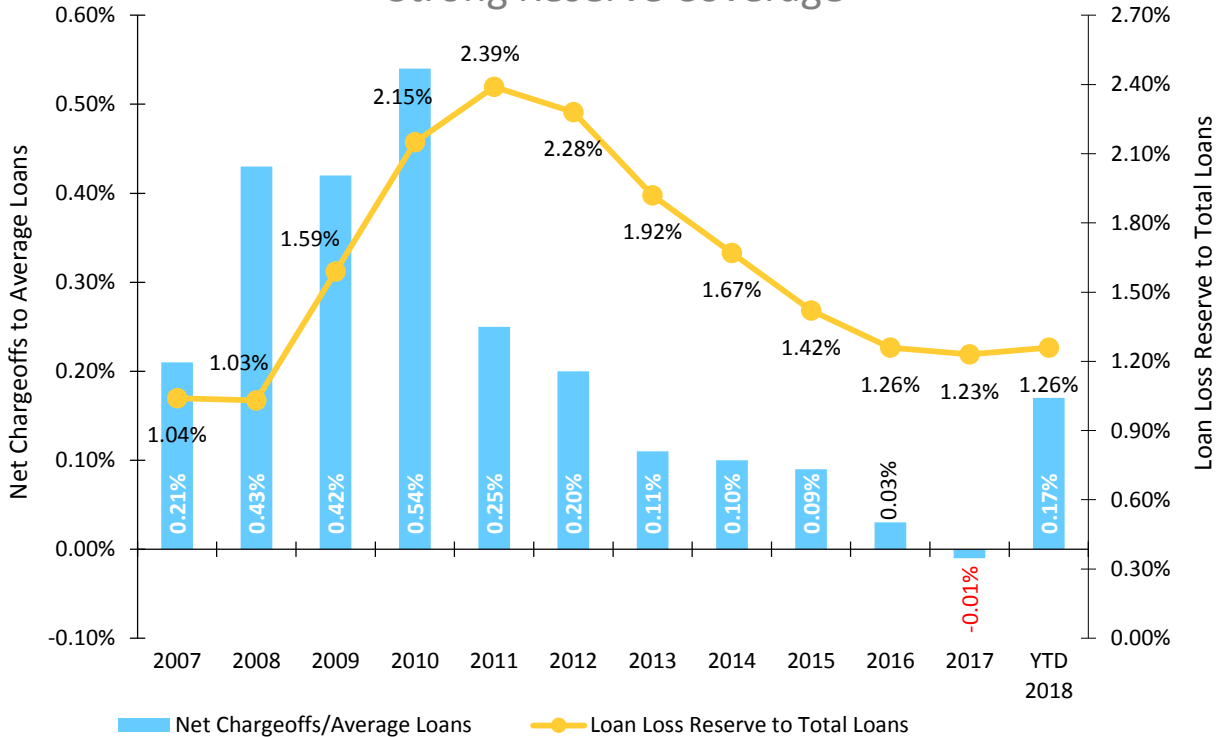
# Asset Quality

Nonperforming Levels Reflect Economic Strength of Markets



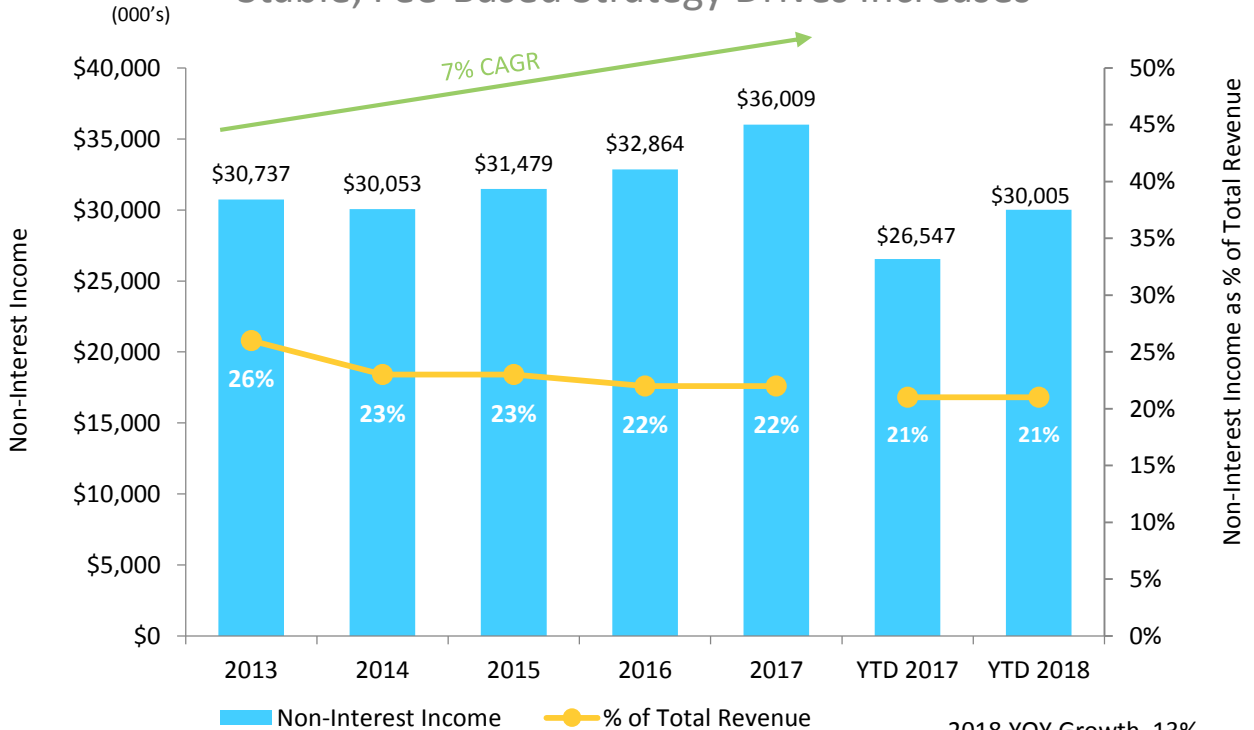
# Asset Quality

## Strong Reserve Coverage



# Non-Interest Income

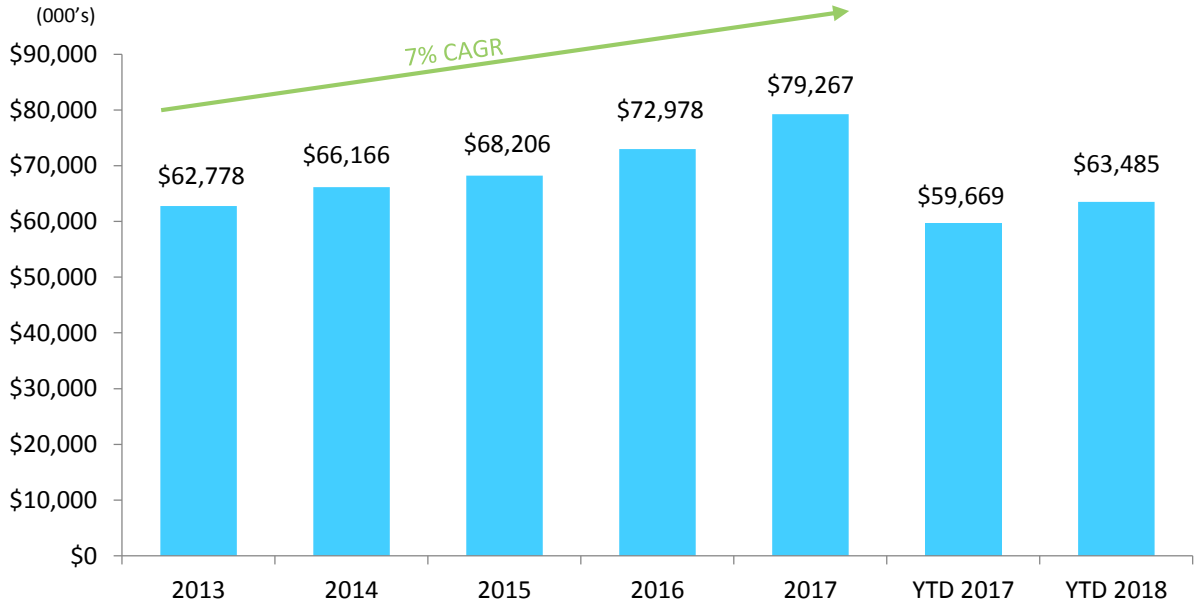
Stable, Fee-Based Strategy Drives Increases



2018 YOY Growth 13%

# Non-Interest Expense

Disciplined Approach to Cost Structure While Continuing to Invest in the Future

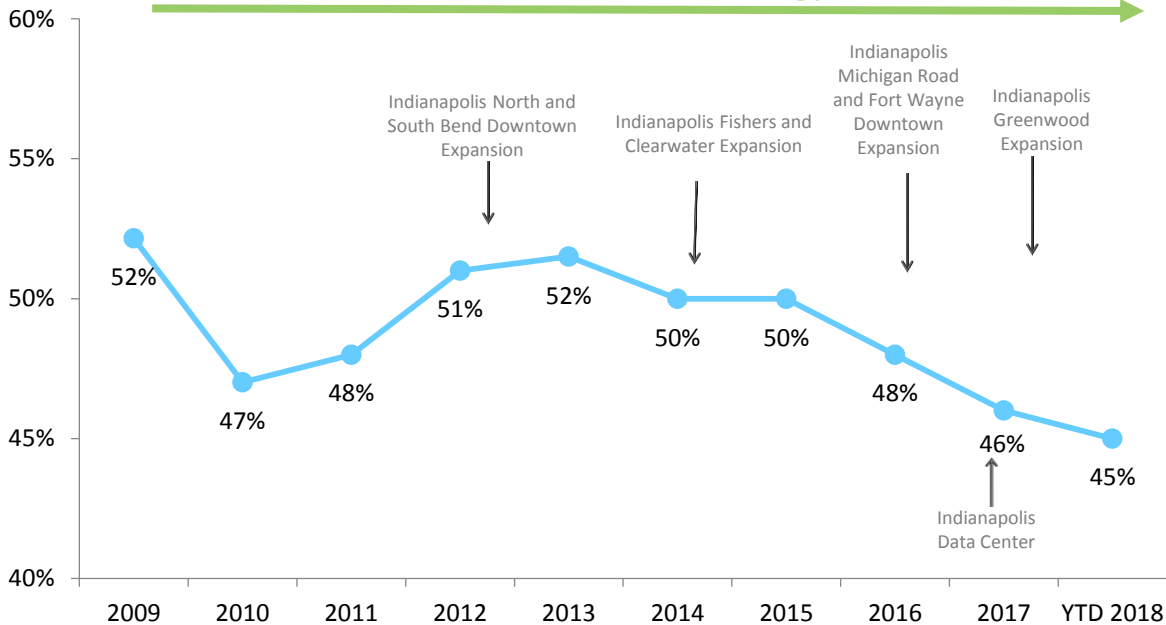


2018 YOY Growth 6%

# Efficiency Ratio

Revenue Growth is Primary Driver of Low Efficiency Ratio

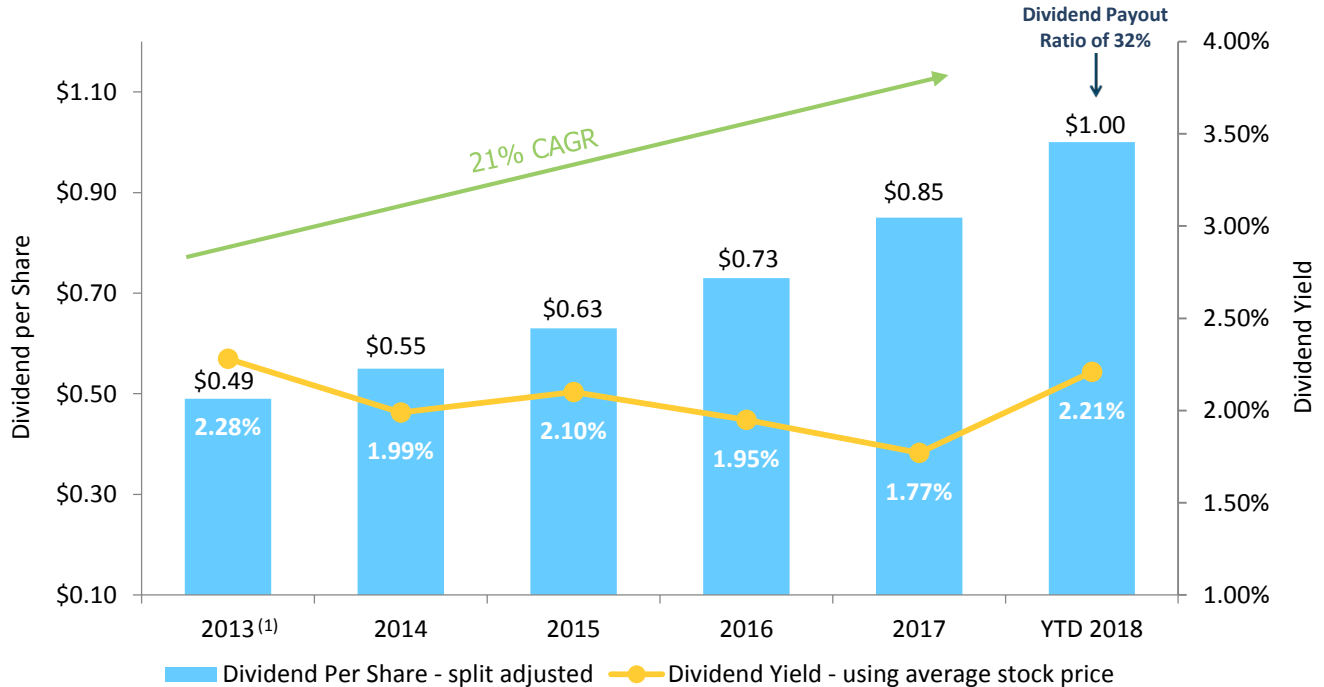
Constant investment in technology and facilities





# Stable Healthy Dividend

Significant Increase in Dividend Reflects Strength of Balance Sheet



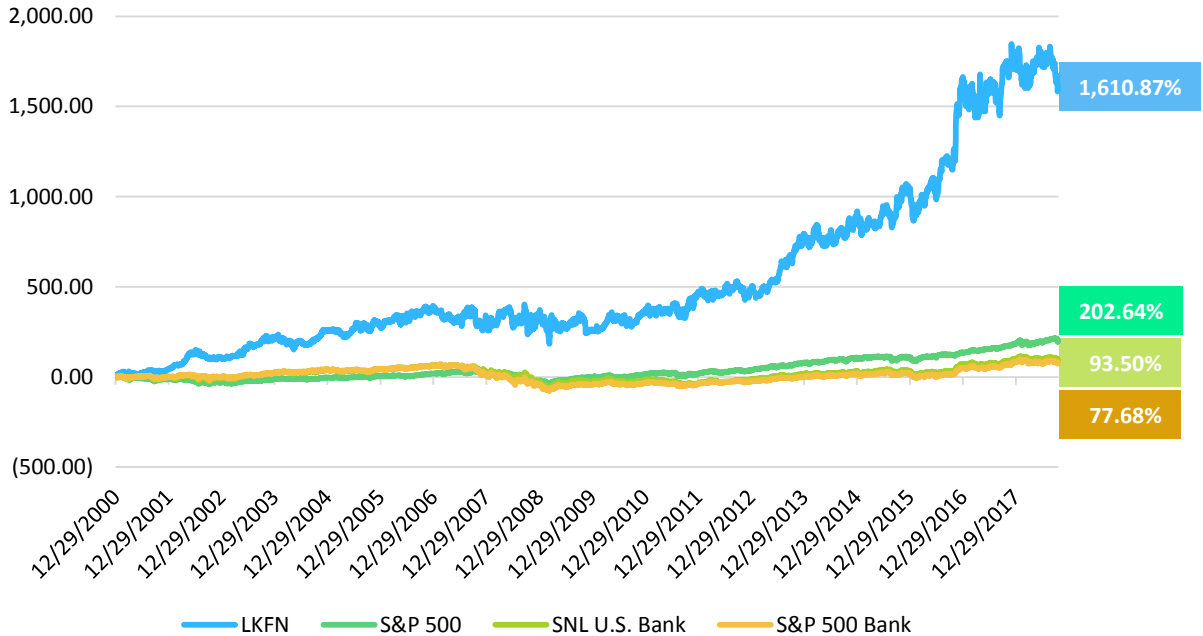
(1) The special fourth quarter dividend paid in 2012 is included in 2013

2018 Growth 18%

33

# LKFN Shareholder Value

Total Return Performance from 12/31/00 to 10/17/18



Source: SNL database

# Investment Highlights

- Proven History of Organic Growth
- Disciplined and Focused Strategy
- Strong Internal Culture
- Consistent Execution
- Service Excellence Drives Shareholder Value

# Supplemental Information

# Organic Growth

## Larger Market Organic Expansion

State Rank	County	Primary City	Population*	LCB Entry	LCB Deposit Market Share**	# of Branches
20.	Kosciusko	Warsaw	79,206	1872	57%	12
6.	Elkhart	Elkhart	205,032	1990	21%	9
5.	St. Joseph	South Bend	270,434	1997	8%	4
3.	Allen	Fort Wayne	372,877	1999	11%	5
1.	Hamilton/Marion	Indianapolis	1,273,829	2011	2%	4

\* Source: STATS Indiana

\*\* Source: FDIC 6/30/18 Statistics



# Organic Growth

## Mature Market Strength and Growth

(millions) <sup>1</sup>	2018		2008			2018 # of Offices
	Deposits	Share	Deposits	Share	Increase	
1. 1 <sup>st</sup> Source	\$3,797	18.09%	\$2,389	16.39%	58.94%	52
<b>2. Lake City Bank</b>	<b>\$3,340</b>	<b>15.91%</b>	<b>\$1,606</b>	<b>11.01%</b>	<b>107.97%</b>	<b>49</b>
3. JPM Chase	\$2,465	11.74%	\$1,477	10.13%	66.89%	24
4. Wells Fargo	\$2,363	11.26%	\$1,049	7.19%	125.26%	25
5. PNC	\$1,366	6.51%	\$1,660	11.38%	(17.71)%	26
6. KeyBank	\$1,054	5.02%	\$1,032	7.08%	2.13%	18
7. Old National Bank	\$745	3.55%	\$816	5.60%	(8.70)%	10
8. First Merchants	\$694	3.31%	\$537	3.69%	29.24%	15
9. Star	\$578	2.75%	\$423	2.90%	36.64%	13
10. MutualBank	\$467	2.22%	\$469	3.21%	(0.43)%	15
<b>Market Total</b>	<b>\$20,989</b>		<b>\$14,583</b>		<b>43.93%</b>	

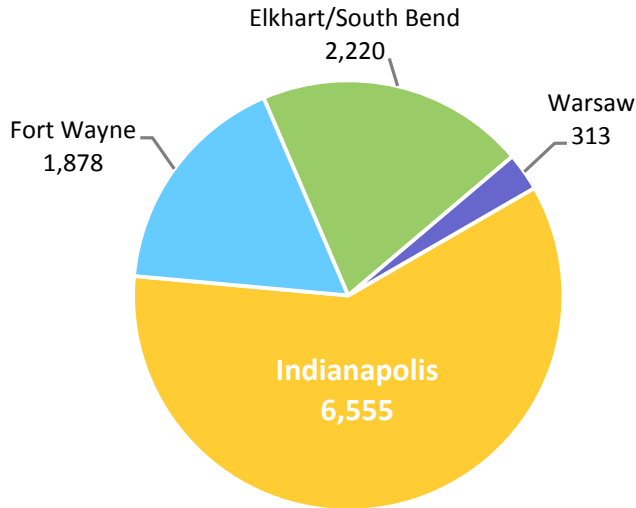


<sup>1</sup>Mature Markets includes 12 Northern Indiana counties and excludes 3 Central Indiana counties  
Adjusted to include branches subsequently acquired by surviving banks

## Organic Growth

# Commercial Banking Target Opportunities

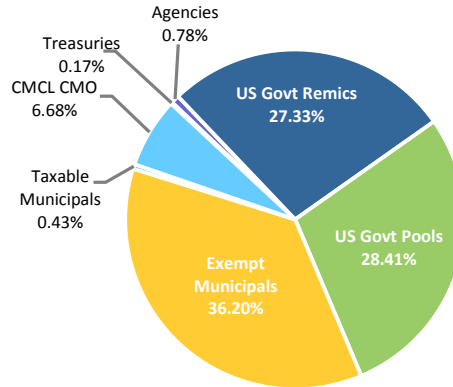
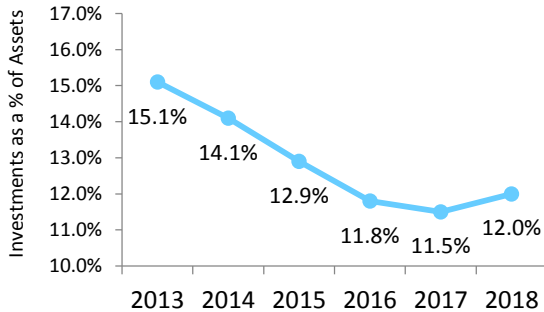
Growth Potential in Every Market



Companies with Revenue of \$1 to \$50 million in Lake City Bank footprint by county

Source: 2017 Hoover's

# Investment Portfolio – Source of Liquidity



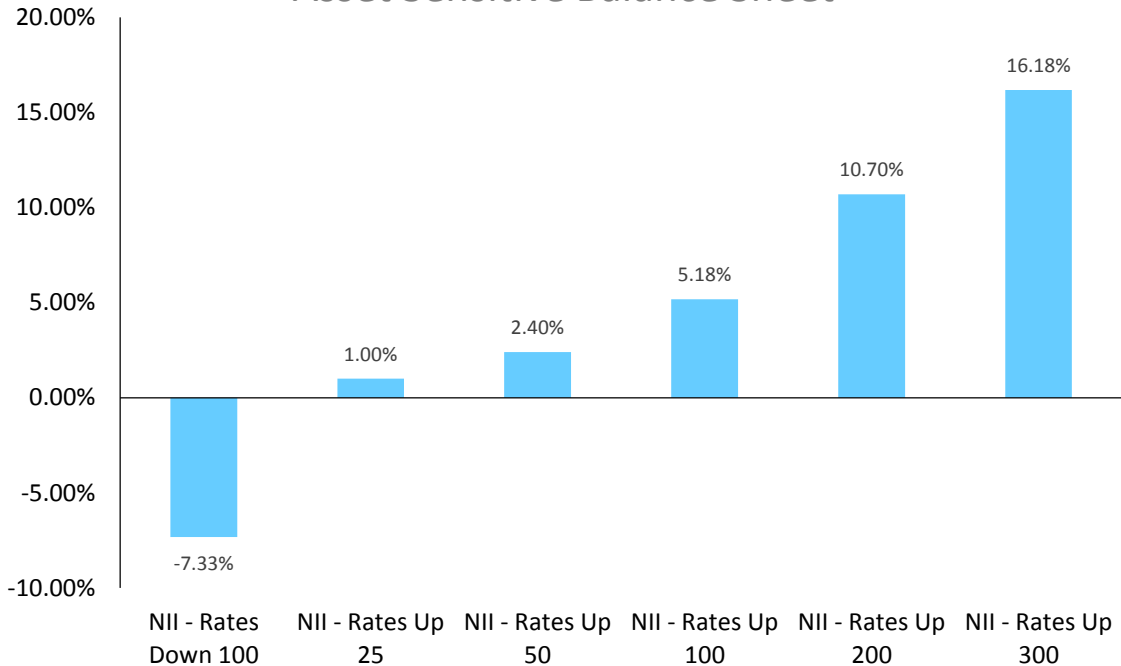
September 30, 2018

	Weighted Maturity	Book Yield	Duration	Market Value
Govt Treasuries	3.18	2.23%	3.03	\$974
US Agencies	4.52	2.25%	3.38	4,460
US Govt REMICS	4.64	3.04%	4.63	155,905
US Govt Pools	5.44	2.65%	4.54	162,109
Exempt Municipals (TEY)	12.35	4.05%	6.55	206,566
Taxable Municipals	2.10	2.23%	2.05	2,463
CMCL CMO	3.48	2.41%	2.92	38,091
<b>Total (Tax-Equivalent Yield)</b>	<b>7.45</b>	<b>3.22%</b>	<b>5.13</b>	<b>\$570,568</b>



# Projected Impact of Rising Rates

## Asset Sensitive Balance Sheet



Graph presents 12 month projected net interest income simulation results as of September 30, 2018 using parallel shocks



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