



Lakeland Financial Corporation

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

3rd Quarter 2017



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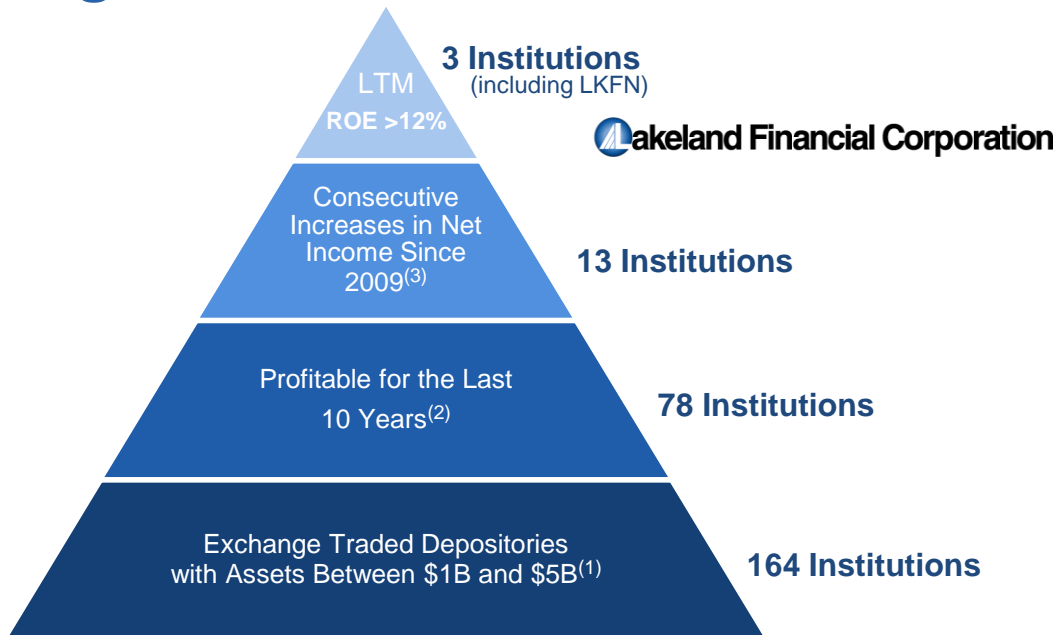
Forward-Looking Information

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.

Long Term Success for Shareholders



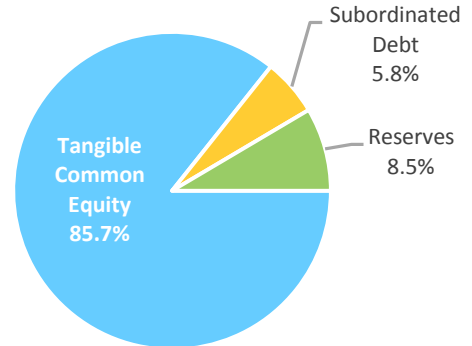
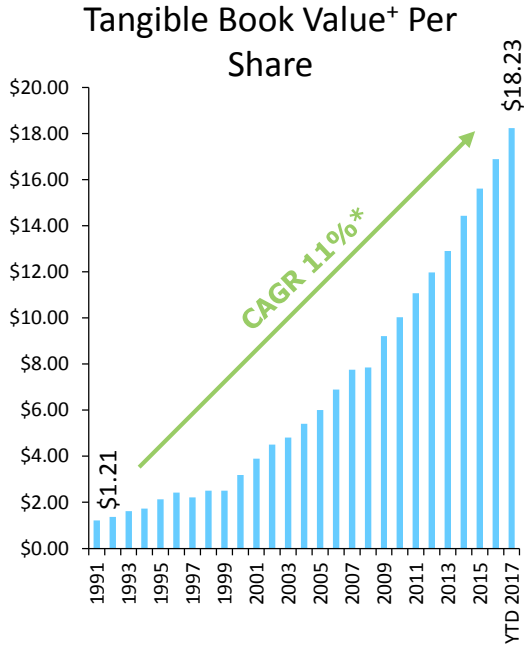
Source: SNL Financial. Financial data is as of June 30, 2017.

(1) Includes banks and thrifts traded on the NYSE, NYSE MKT or NASDAQ as of 10/10/17.

(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, 2007 through December 31, 2016). Net income before extraordinary items is defined by SNL Financial as GAAP net income, after taxes, minority interest, and other after tax items, but before any extraordinary items.

(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, and 2016.

Strong Capital Structure



Key Ratios and Per Share Data as of September 30, 2017

TCE /Tangible Assets	10.32%
Total Risk-Based	13.58%
Leverage	10.92%
Book Value ⁺	\$18.36
Tangible Book Value ⁺	\$18.23

*compounded annual growth rate computed from 1991-2016

⁺Book Value split adjusted

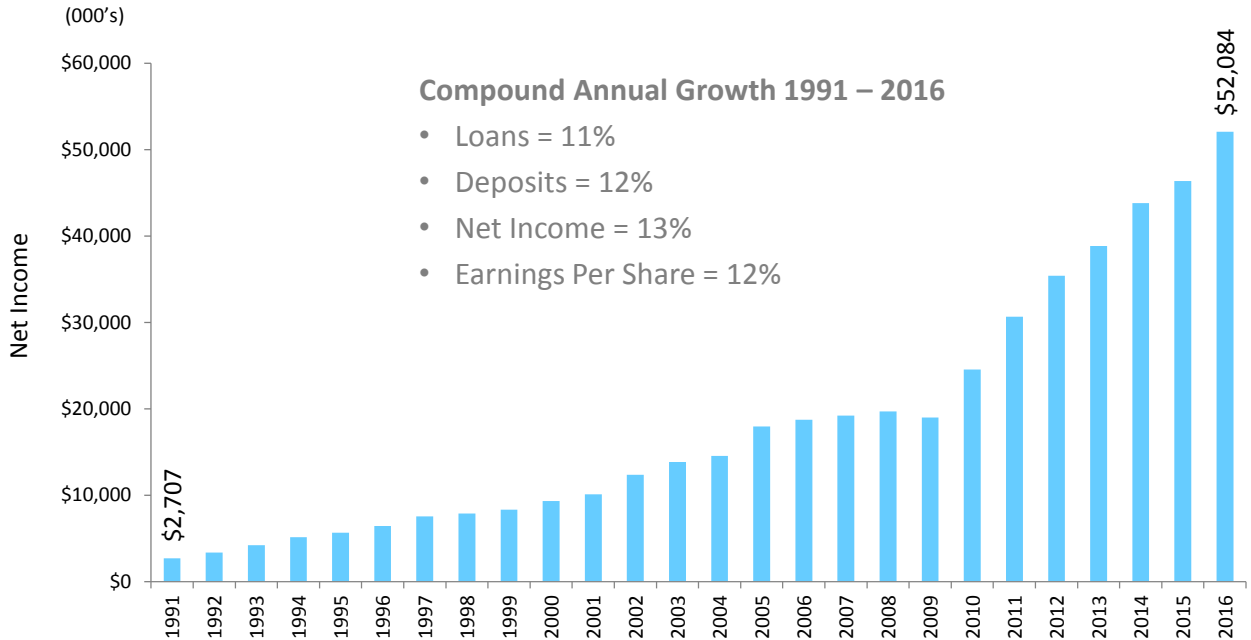
Lake City Bank Today

- A long-term and consistent organic growth story
- Headquartered in Warsaw, Indiana
- 49 branch offices - \$4.5 billion banking assets - \$1.6 billion trust assets
- Focused on execution – “blocking and tackling”
- Continued growth potential



A Quarter Century of Organic Growth

Record Net Income for 27 of 28 Years

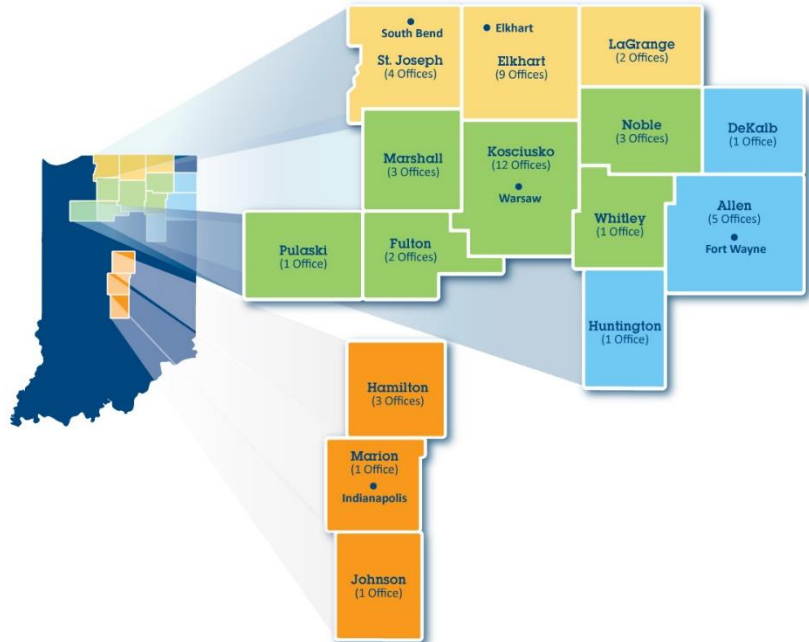


Established Market Presence

Organic Growth Potential in Mature and New Markets

Market Data

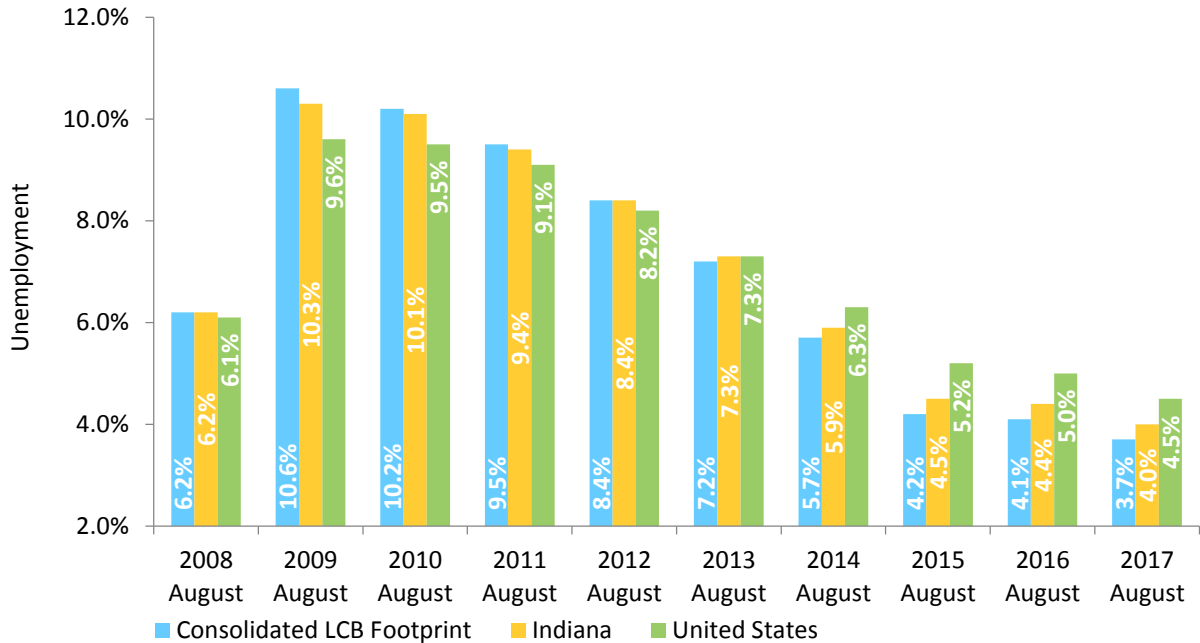
Warsaw – 1872 22 offices
Elkhart – 1990 11 offices
South Bend – 1997 4 offices
Fort Wayne – 1999 7 offices
Indianapolis – 2011 5 offices



Opening Date of First Office in Market

Indiana Economic Outlook

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

- 40 credit “smart” commercial bankers
- Average 20 years in banking & 11 years at Lake City Bank
- Deep organizational structure provides credit and administrative support
- Our commercial team reside in the markets they serve
- We lead with credit and the operating relationship
- We understand our client needs
- We cross-sell aggressively by leveraging technology

Commercial Banking Focus

Credit Process

- We have a centralized committee structure
- We lend to people first – character matters
- We focus on management/cash flow
- Structure is important on collateral and guarantees
- We have an orientation toward 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



High Quality Team Members

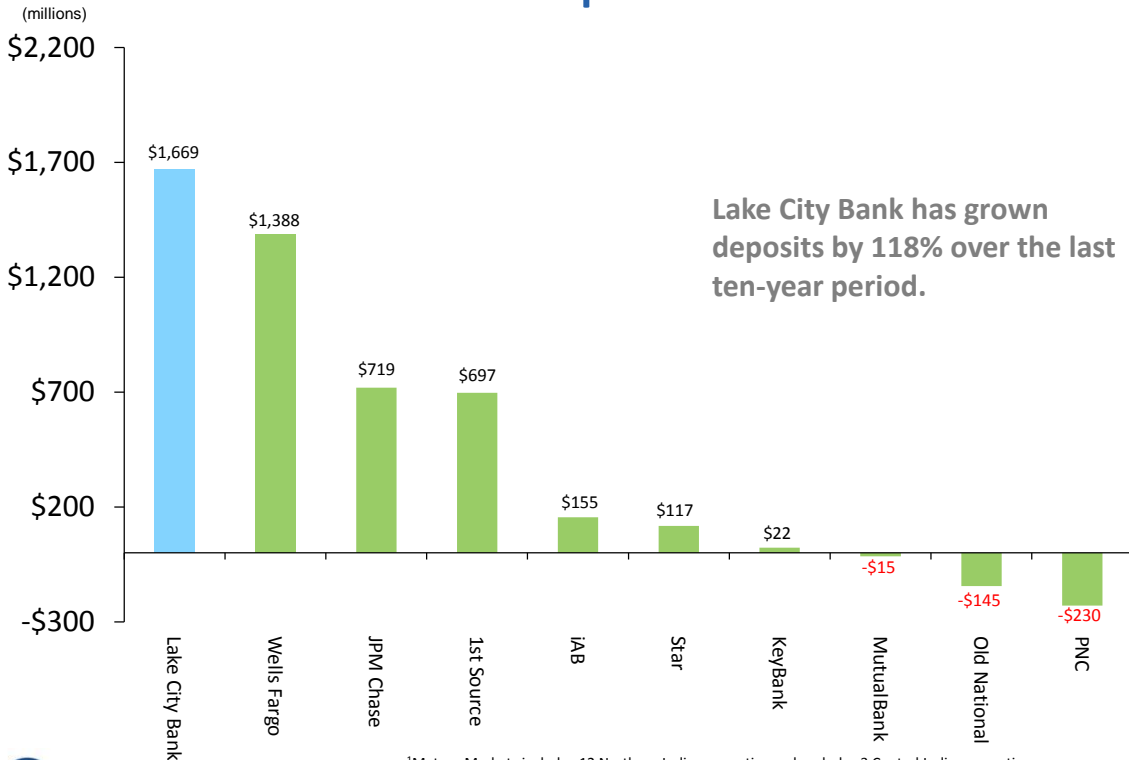
Face to Face Contact

- We simply love to call
- Sales calling program
Includes 111 officers
- 17,454 client contacts in
2016
- Our people **are** the
competitive advantage



Organic Growth 2007 - 2017

Mature¹ Market Deposit Performance

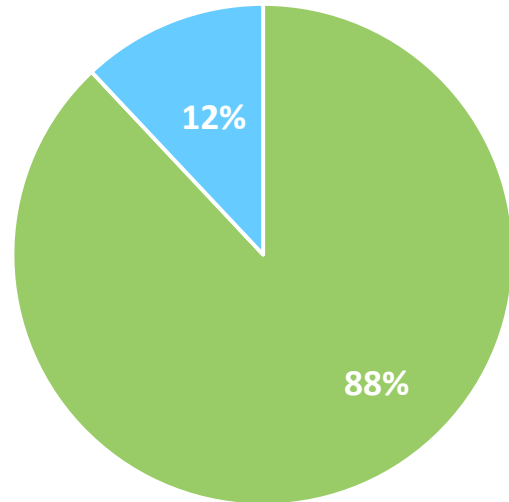


Organic Growth

Indianapolis Market Opportunity

Indianapolis Market Banks	Share of Market
1. JPM Chase	26%
2. PNC	17%
3. Fifth Third	10%
4. Huntington National	7%
5. BMO Harris	5%
6. Merchants Bank of IN	5%
7. KeyBank	5%
8. National Bank of Indy	4%
9. First Internet Bank of IN	4%
10. Regions Bank	4%
13. Lake City Bank	2%

Deposit Market Share



■ Out of State ■ In State

- Marion, Hamilton and Johnson Counties as of 6/30/17; Source: FDIC Statistics

Core Deposits Fund Organic Loan Growth

- Deposit Strategy Task Force created in 2014
- Focus is on core deposit growth in retail, commercial **and** public funds
- Demographic and lifestyle data is being leveraged
- Account offerings positioned for rates-up environment
- Emphasis is on checking account relationship products
- Deposit omni channel media campaign a focus for 2017

Commitment to Technology and Cyber Risk Management

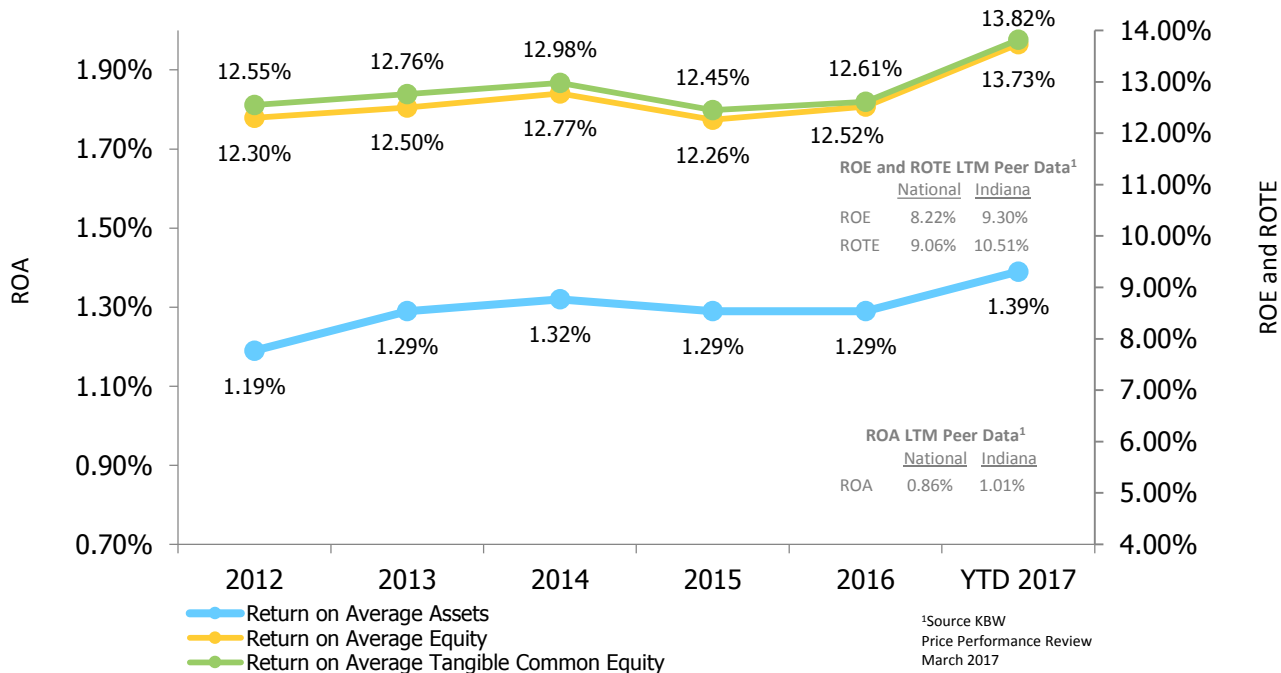
Competitive Technology Edge is Critical

- Fintech's role constantly under review
- Mobile and online adoption rates are accelerating
- Technology is a core competency
 - Fully resourced online banking for commercial and retail
 - Robust mobile banking capabilities
 - Competitive commercial treasury management services
 - Progressive retail applications include P to P, Apple Pay, Samsung Pay, Android Pay, card controls and cardless cash
 - Flexible interactive teller machines introduced in 2016
 - Emerging technologies are top of mind
 - Online retail and small business lending
 - Expansion of mobile capabilities
 - Enhanced cybersecurity protection

Financial Performance

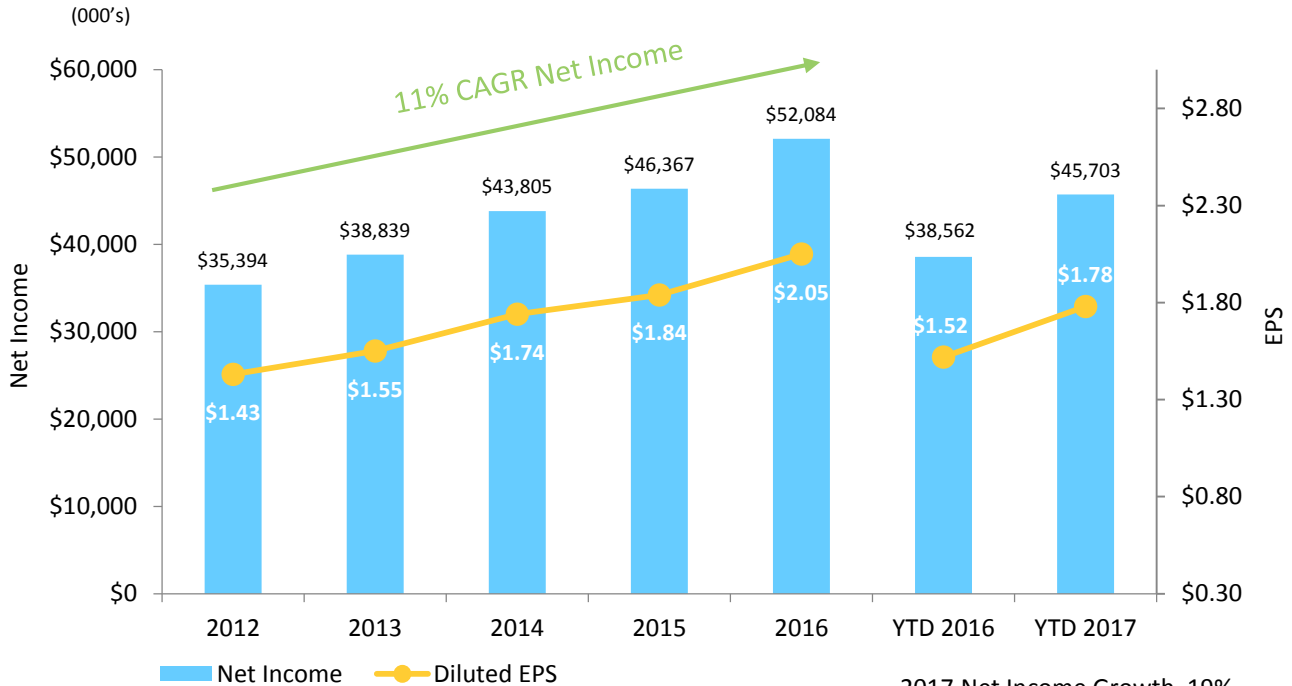
Income Performance Metrics

LKFN Performance Exceeds National and Indiana Peers



Net Income and EPS

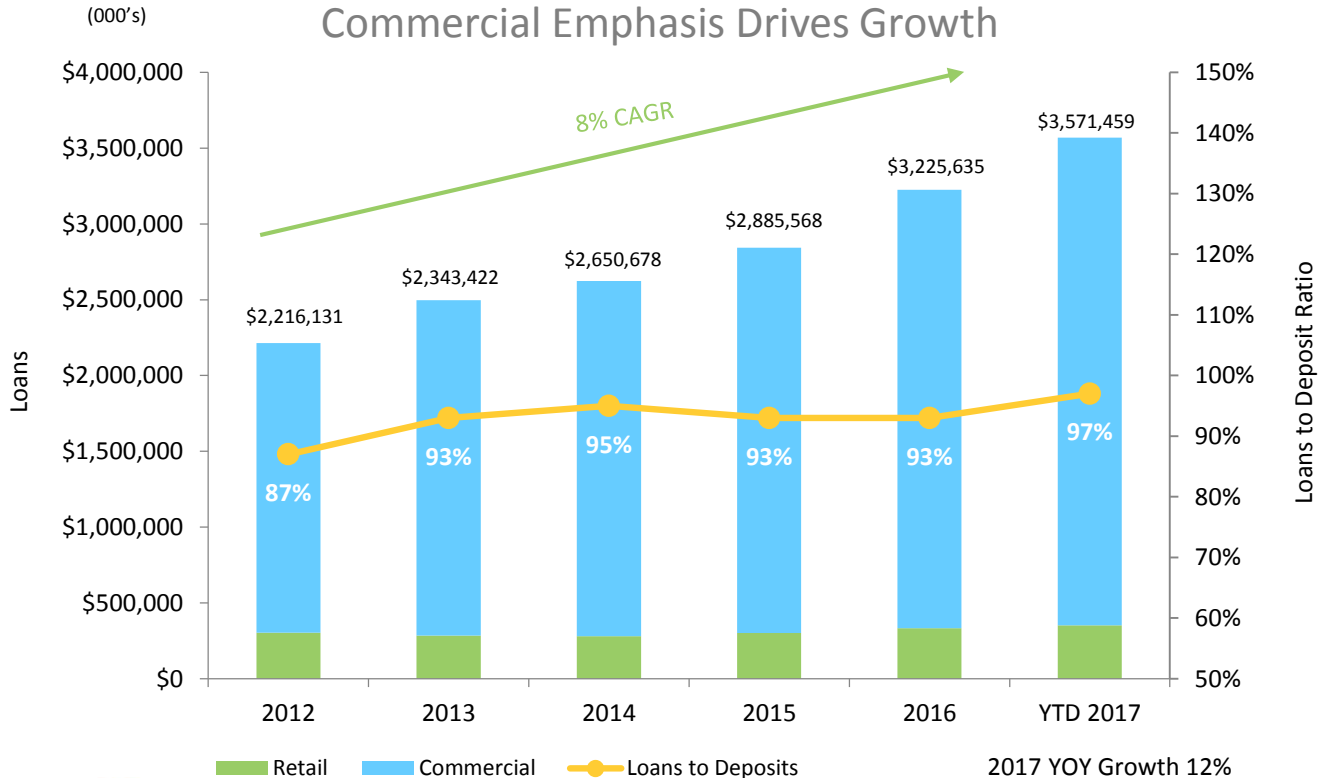
Record Net Income and EPS



2017 Net Income Growth 19%
2017 Diluted EPS Growth 17%

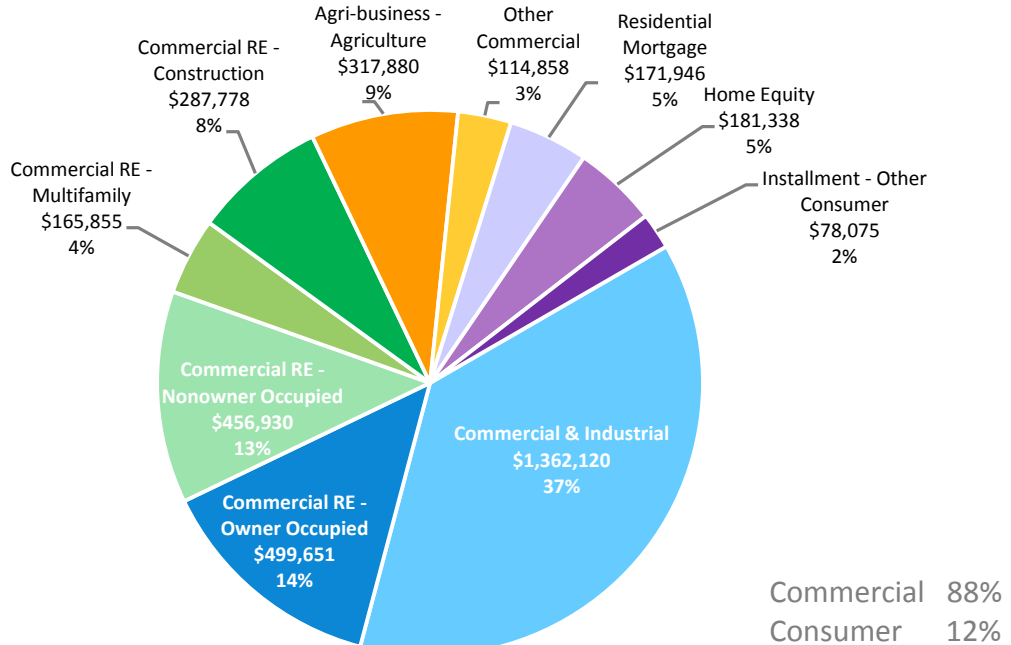
Average Loans

Commercial Emphasis Drives Growth



Loan Breakdown

C&I Drives Lending Business



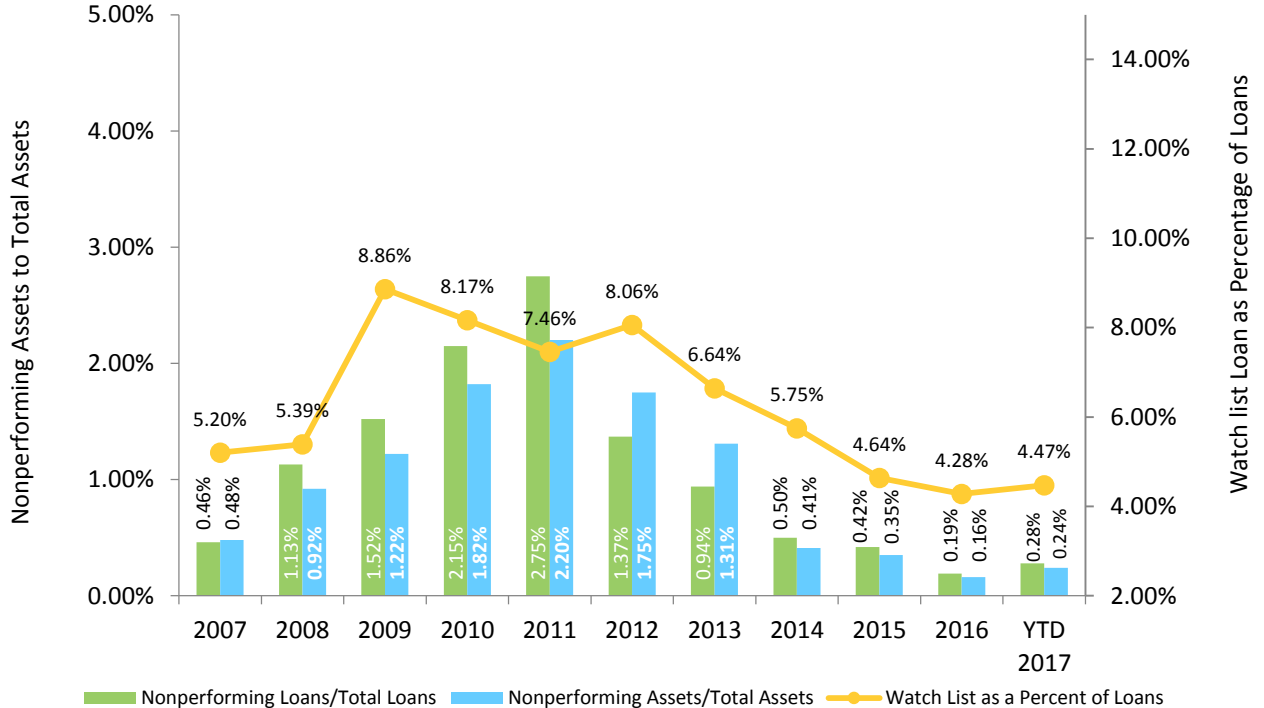
\$3.6 billion as of September 30, 2017

(000's)

Commercial 88%
Consumer 12%

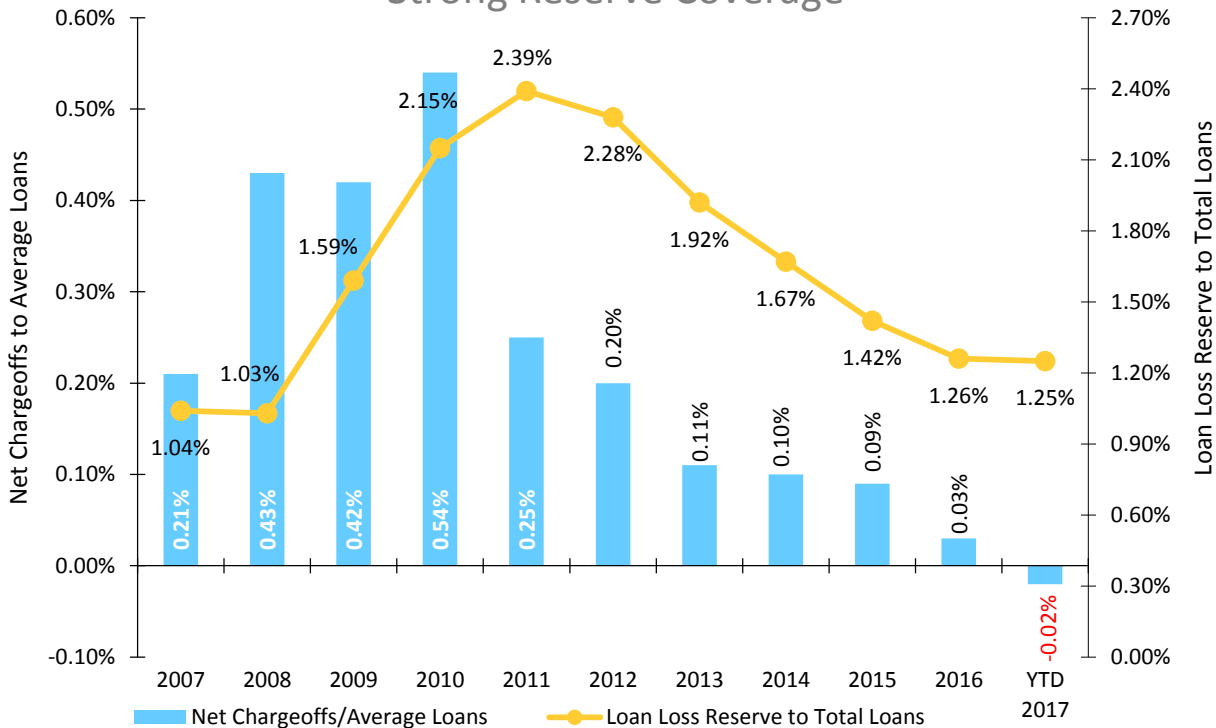
Asset Quality

Nonperforming Levels Reflect Economic Strength of Markets



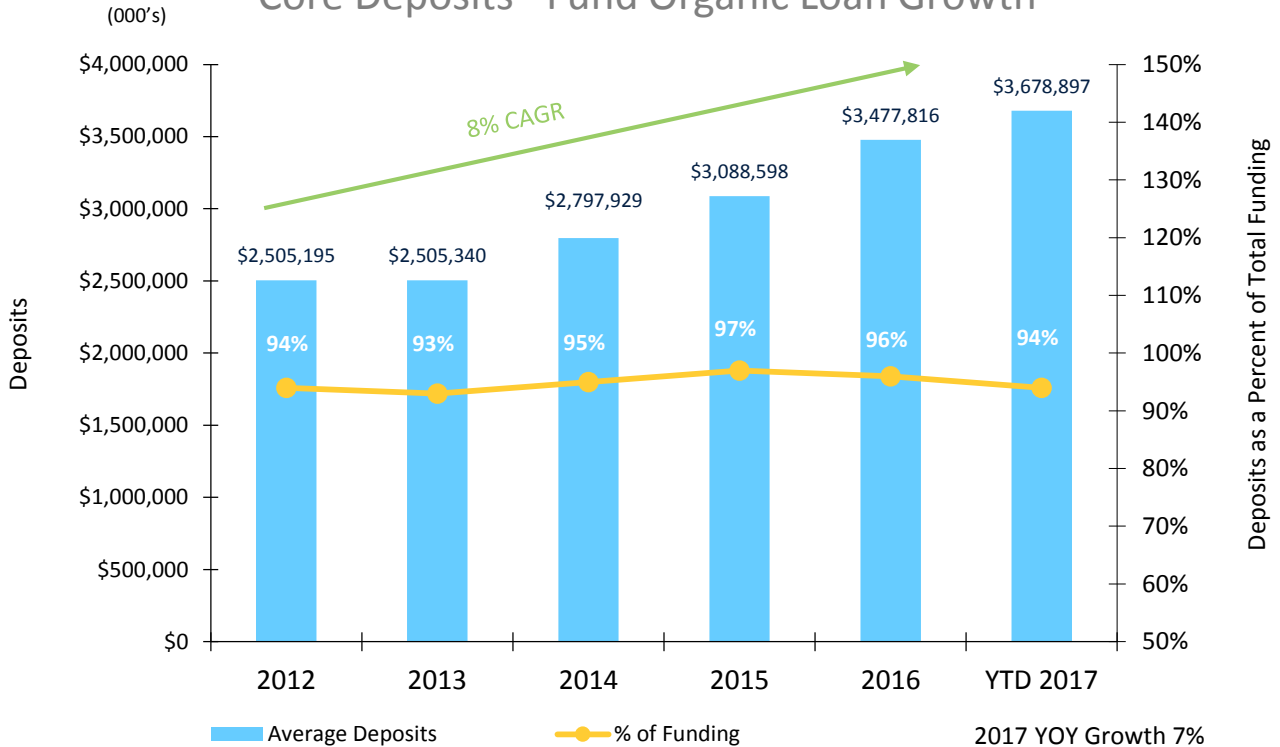
Asset Quality

Strong Reserve Coverage



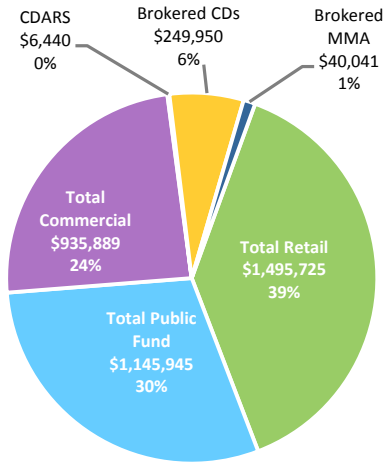
Average Deposits

Core Deposits* Fund Organic Loan Growth



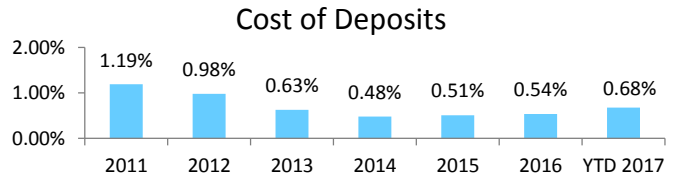
Deposit Breakdown

Deposit Growth Key to Franchise Value



September 30, 2017
Total Deposits - \$3.9 billion

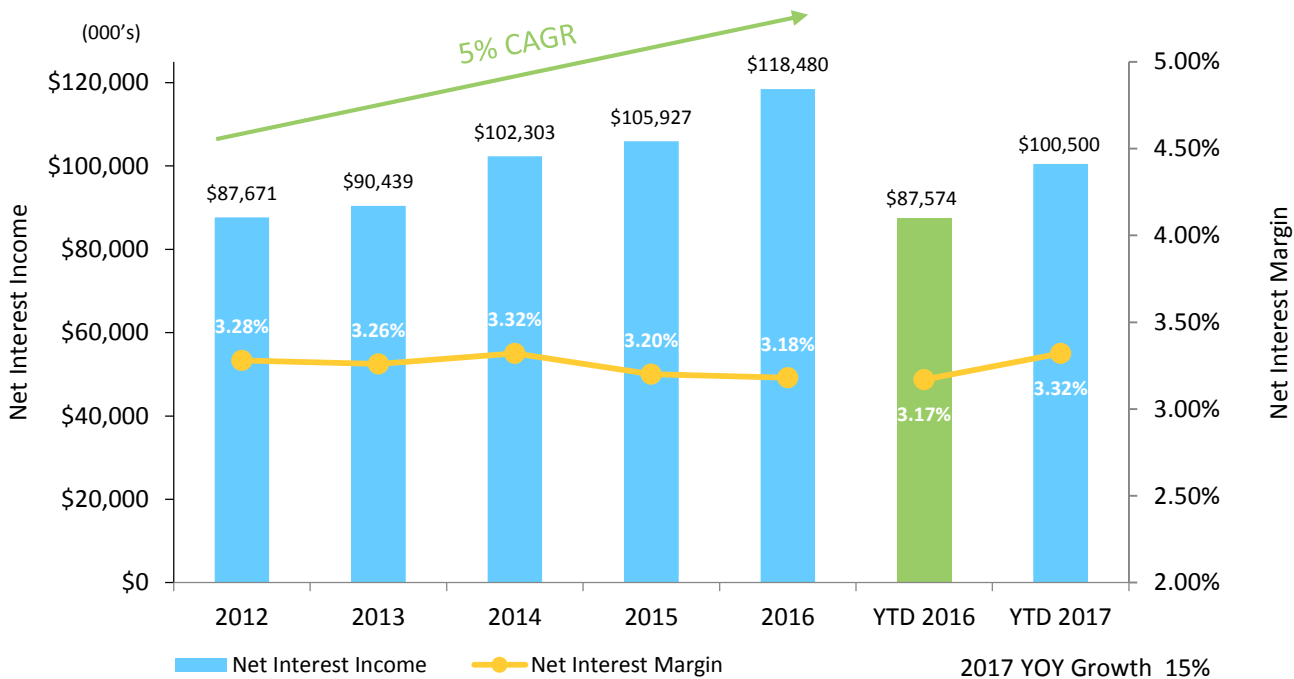
(000's)



Deposit Composition at end of period	2008	2017
Non-interest Bearing Demand Deposits	12%	21%
Interest Bearing Demand, Savings & MMA	34%	43%
Time Deposits > or = to \$100,000	35%	30%
Time Deposits < \$100,000	19%	6%
Total Deposits (billions)	\$1.9	\$3.9

Net Interest Income

Loan Growth Driving Growth in Income



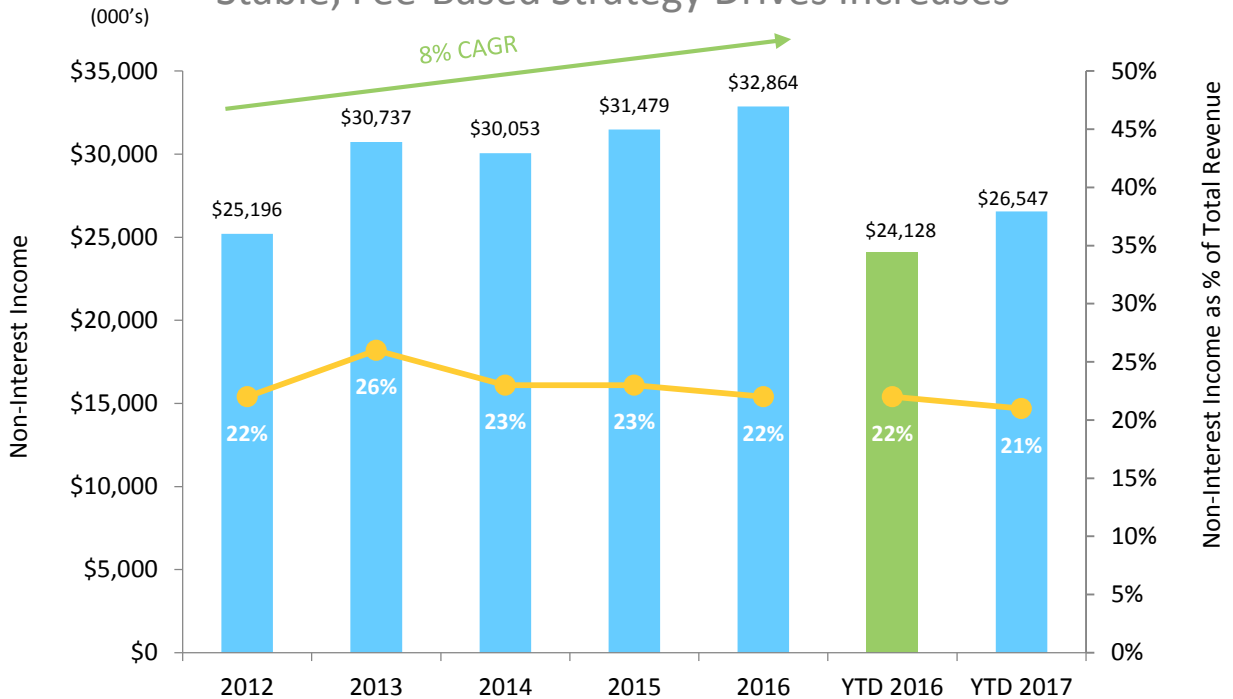
Asset Sensitive Balance Sheet

Floating Rate Commercial Loan Portfolio Drives Asset Sensitivity

- 88% of loan portfolio consists of commercial loans
 - 67% of commercial loans are variable rate
 - 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
- Every 0.25% Fed rate increase expected to boost net interest margin by 3 to 5 basis points

Non-Interest Income

Stable, Fee-Based Strategy Drives Increases

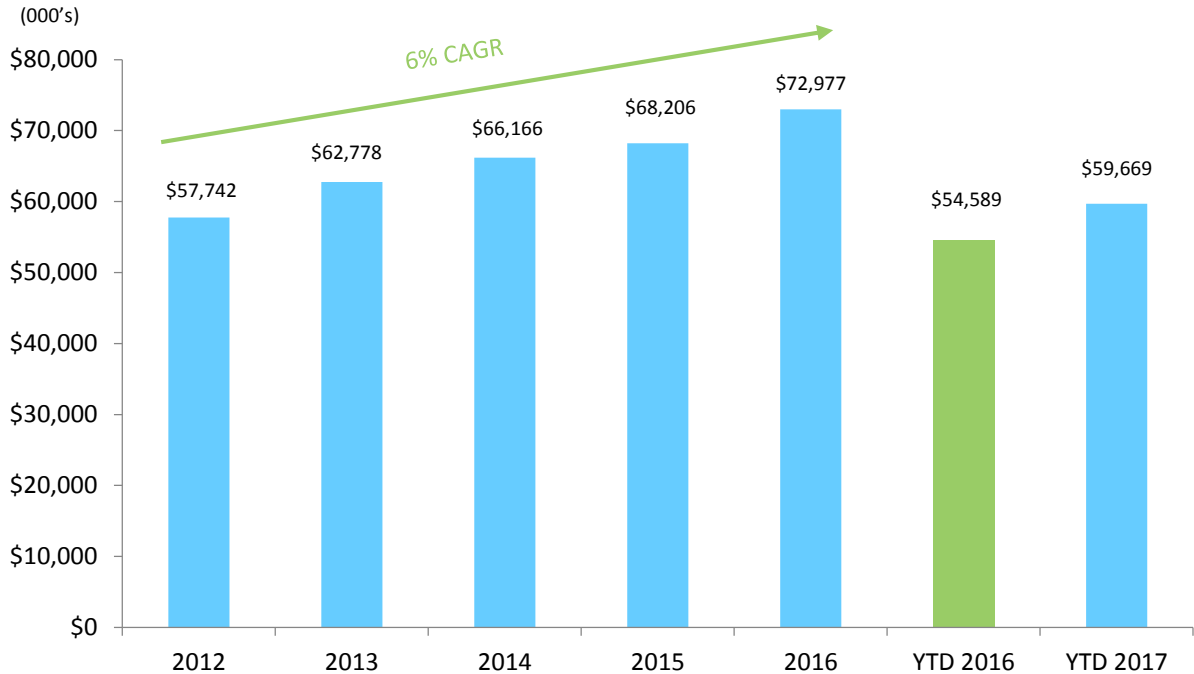


● % of Total Revenue

2017 YOY Growth 10%

Non-Interest Expense

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

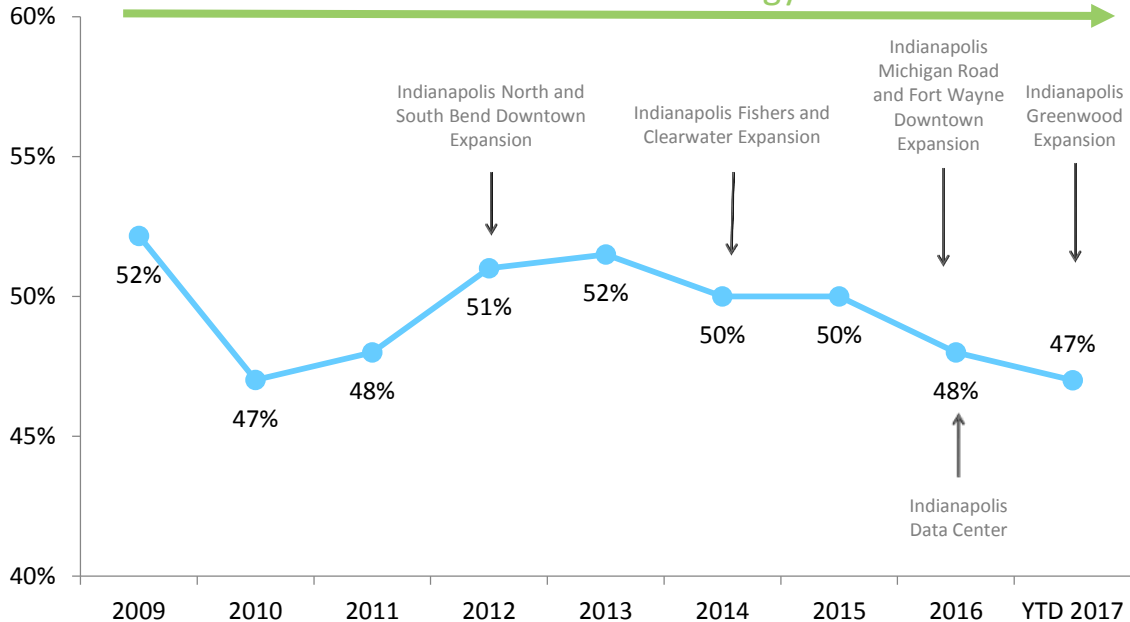


2017 YOY Growth 9%

Efficiency Ratio

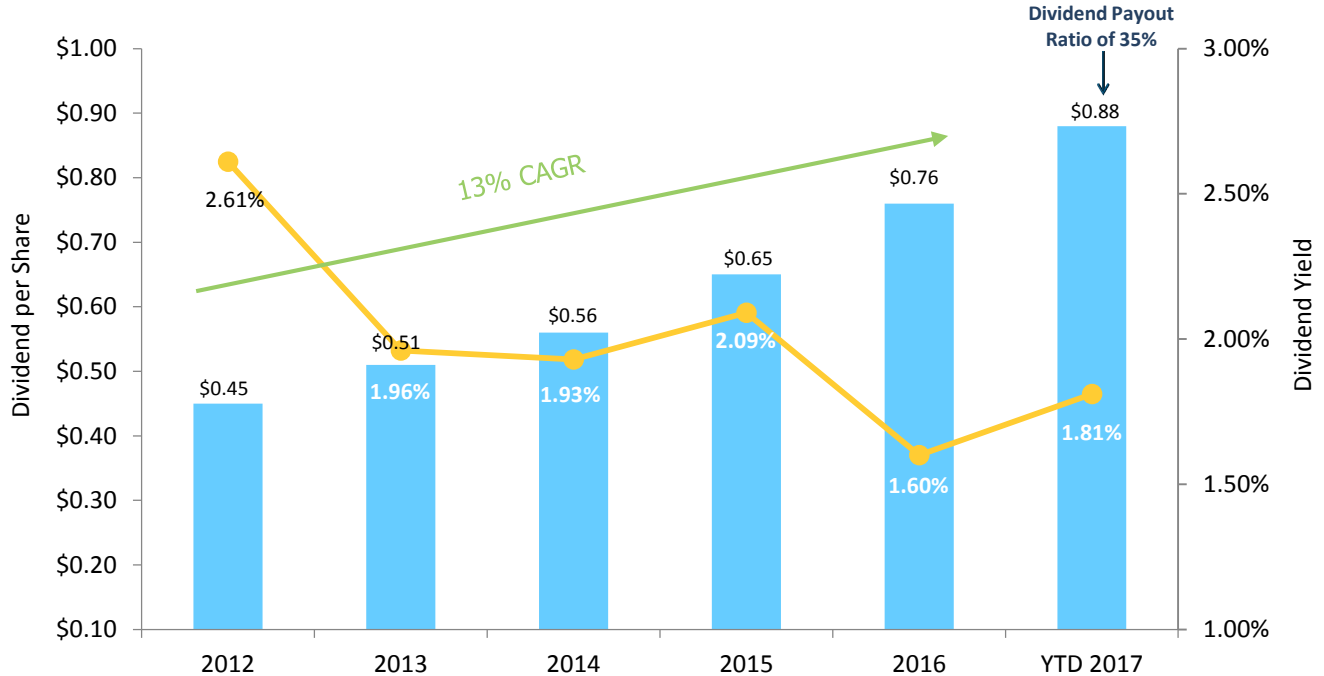
Revenue Growth is Primary Driver of Low Efficiency Ratio

Constant investment in technology and facilities



Stable Healthy Dividend

Significant Increase in Dividend Reflects Strength of Balance Sheet

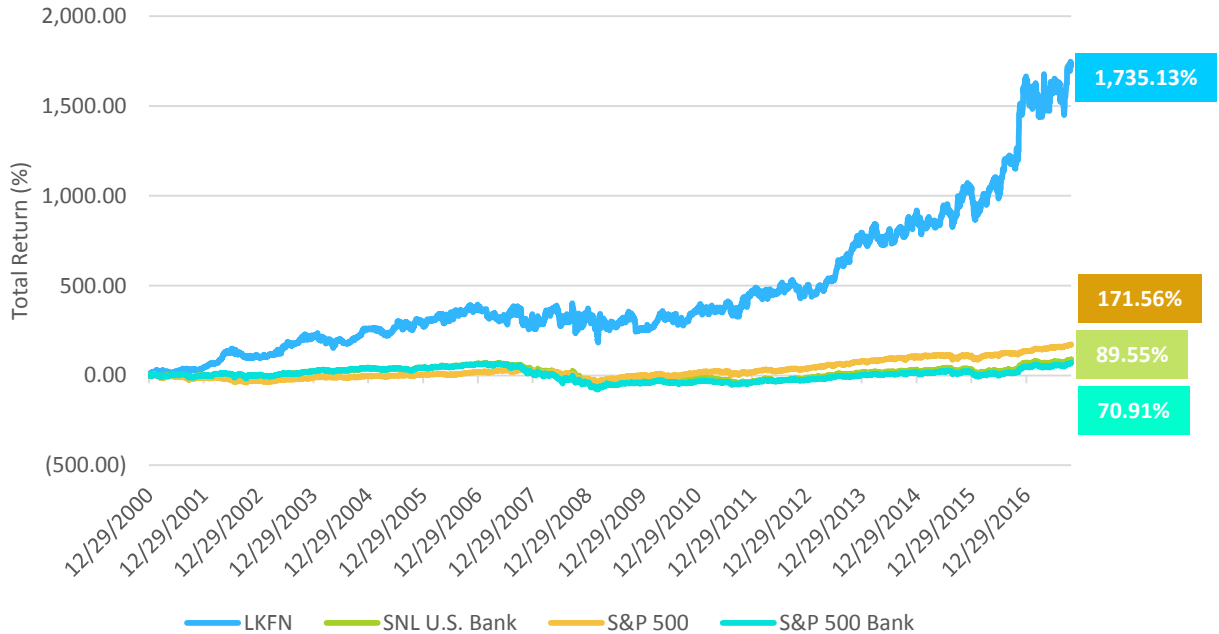


2017 Growth 16%

33

LKFN Shareholder Value

Total Return Performance from 12/31/00 to 10/24/17



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	79,092	1872	53%	12
6.	Elkhart	Elkhart	203,781	1990	22%	9
5.	St. Joseph	South Bend	269,141	1997	8%	4
3.	Allen	Fort Wayne	370,404	1999	11%	5
1.	Hamilton/Marion	Indianapolis	1,257,602	2011	2%	4

* Source: STATS Indiana

** Source: FDIC 6/30/17 Statistics



Organic Growth

Mature Market Strength and Growth

(millions) ¹	2017		2007			2017 # of Offices
	<u>Deposits</u>	<u>Share</u>	<u>Deposits</u>	<u>Share</u>	<u>Increase</u>	
1. 1 st Source	\$3,264	16.52%	\$2,567	17.54%	27.15%	54
2. Lake City Bank	\$3,080	15.59%	\$1,411	9.64%	118.28%	49
3. Wells Fargo	\$2,396	12.13%	\$1,008	6.89%	137.70%	27
4. JPM Chase	\$2,286	11.57%	\$1,567	10.71%	45.88%	24
5. PNC	\$1,317	6.67%	\$1,547	10.57%	(14.87)%	27
6. KeyBank	\$1,085	5.49%	\$1,063	7.26%	2.07%	18
7. iAB Financial Bank	\$746	3.78%	\$592	4.04%	26.23%	16
8. Old National Bank	\$709	3.59%	\$854	5.83%	(16.98)%	10
9. Star	\$519	2.63%	\$402	2.75%	29.10%	13
10. MutualBank	\$461	2.33%	\$476	3.24%	(3.15)%	15
Market Total	\$19,756		\$14,635		34.99%	

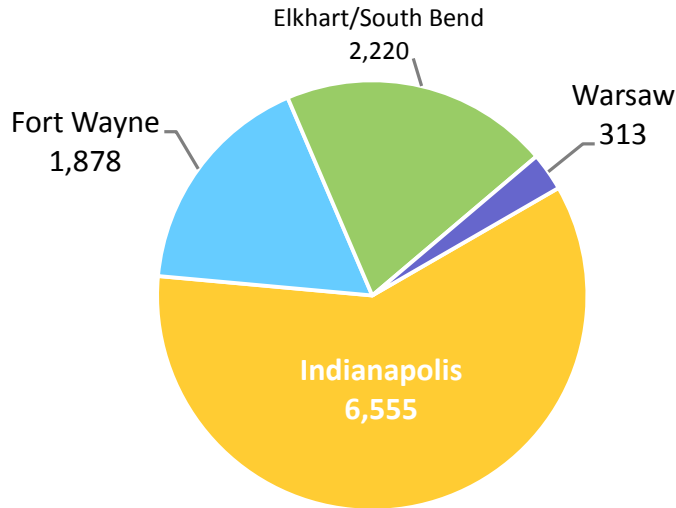


¹Mature Markets includes 12 Northern Indiana counties and excludes 2 Central Indiana counties
Adjusted to include branches subsequently acquired by surviving banks

Organic Growth

Commercial Banking Target Opportunities

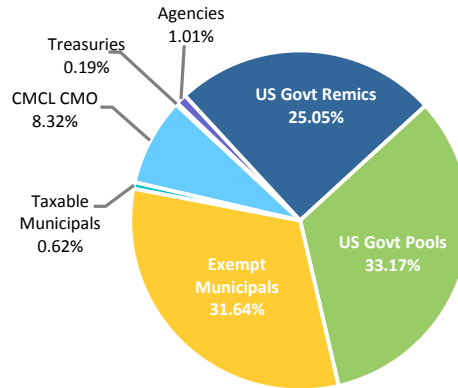
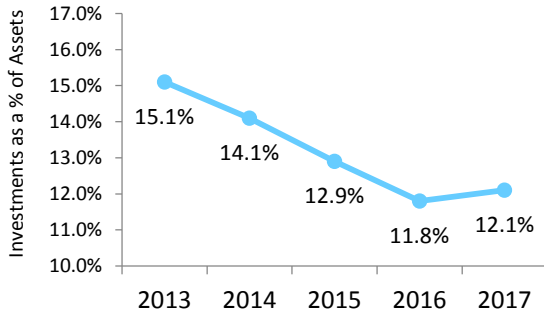
Growth Potential in Every Market



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

Source: 2017 Hoover's

Investment Portfolio – Source of Liquidity

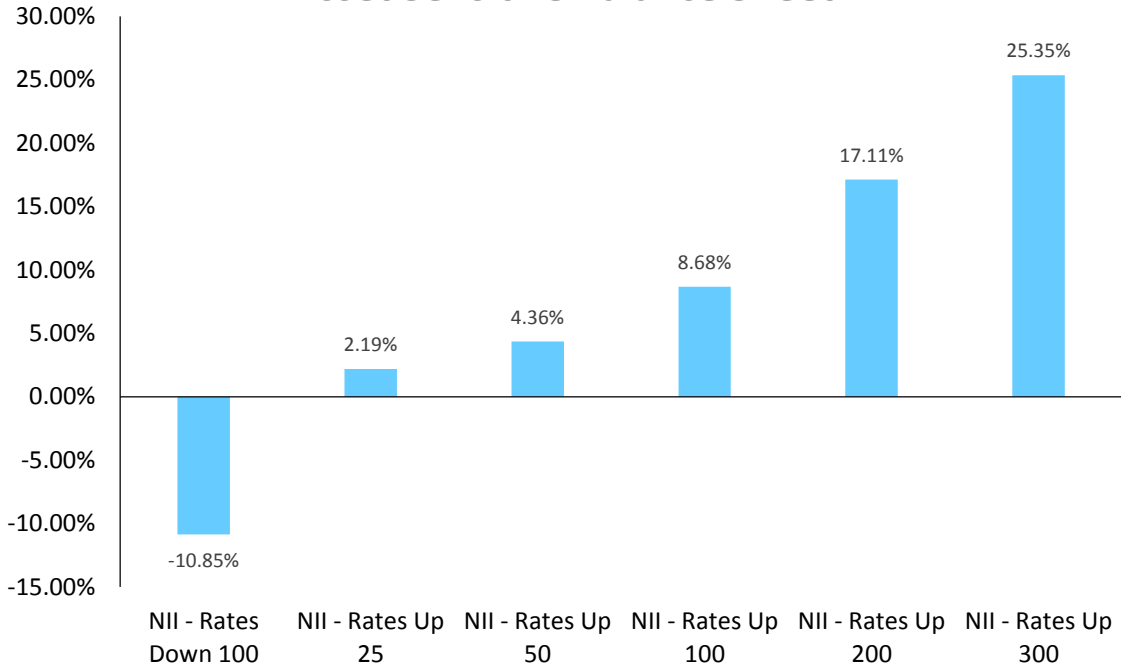


September 30, 2017

	Weighted Maturity	Book Yield	Duration	Market Value
US Treasury Notes	4.13	2.23%	3.96	\$1,008
US Agencies	4.96	2.23%	3.38	5,433
US Govt REMICS	4.08	2.90%	5.89	134,410
US Govt Pools	6.29	2.61%	5.37	177,988
Exempt Municipals (TEY)	10.89	4.77%	5.62	169,747
Taxable Municipals	2.90	2.47%	2.80	3,350
CMCL CMO	4.21	2.45%	2.21	44,611
Total (Tax-Equivalent Yield)	6.91	3.32%	5.27	\$536,547

Projected Impact of Rising Rates

Asset Sensitive Balance Sheet



Graph presents 12 month projected net interest income simulation results as of September 30, 2017 using parallel shocks



 **Lake City Bank**

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