Mission Fulfillment in the Rural and Underserved South

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Southern Bancorp Community Partners
August 29, 2016
Southern’s vision

To sustainably provide responsible, responsive and innovative financial products and financial development services across the rural Mid-South with a particular focus on un/underbanked and low-wealth people – while developing a sustainable and scalable CDFI model.

Net worth drives economic opportunity.
Arkansas
12.3% Unbanked
25.7% Underbanked

U.S.
7.7% Unbanked
20.0% Underbanked

Mississippi
14.5% Unbanked
32.8% Underbanked

Source: 2013 FDIC National Survey of Unbanked and Underbanked Households
### 10 Year Targets

<table>
<thead>
<tr>
<th>Target</th>
<th>3 Year Picture</th>
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<tbody>
<tr>
<td>10,000</td>
<td><strong>Housing</strong></td>
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<td>2,000 people assisted in attaining and/or sustaining affordable housing.</td>
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<tr>
<td>100,000</td>
<td><strong>Entrepreneurship</strong></td>
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<td>20,000 jobs created or retained.</td>
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<tr>
<td>1,000,000</td>
<td><strong>Savings</strong></td>
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<td>100,000 people empowered to save.</td>
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Developing the customer base

• Funding partnerships
• Organizational partnerships
• Financial development services
RP Detail
Roger Perry

Watch Roger Perry’s story at BankSouthern.com/stories
Matt Inman

Watch Matt Inman’s story at BankSouthern.com/stories
Vernetha Jackson

Watch Vernetha Jackson’s story at BankSouthern.com/stories
Thank You!

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