



## Ally Financial

Ally Financial (NYSE: ALLY) is a digitally disruptive, diversified financial services firm with a full suite of financial products and services including banking, auto finance and mortgage offerings. Beyond its services, Ally is known for its unique culture, straight forward approach and customer-centric business philosophy.

## Top 25

U.S. financial holding company

# \$167.1B

Total assets as of December 31, 2017

# +8,000

Employees

# 5.6M

Customers

# 90%

Customer Satisfaction



## Ally Bank

- > Consumer banking product suite: CDs, Checking/Savings, Ally CashBack Credit Card, IRAs
- > 1.4M customers with \$77.9B in customer deposits, up 17% year-over-year
- > "Best Internet Bank" and "Best for Millennials" on Kiplinger's Personal Finance Magazine's "Best Banks" list

Member FDIC



## Ally Auto

- > Independent finance, leasing, commercial insurance and vehicle protection provider for dealers and consumers serving 18,000 dealers and over 4M customers in the U.S.
- > Leading wholesale online auction platform, SmartAuction
- > 2017 commercial auto balances of \$37.1B
- > Introduced ClearLane online auto finance marketplace in April 2017



## Ally Invest<sup>®</sup>

- > Digital wealth management and online brokerage platform
- > Launched Ally Invest<sup>®</sup>, a low-cost trading platform for self-directed investors, and a suite of affordable, automatically managed investment portfolios, in May 2017
- > Serving 260,000 customer accounts that total \$5.4B in assets



## Corporate Finance

- > Sources of capital for equity sponsors and middle market companies
- > Our diverse portfolio spans 100+ relationships and includes cash flow and asset-based loans ranging from \$15 to \$250 million
- > Total loans increased 25% year-over-year in as of 4Q '17



## Ally Home

- > Direct-to-consumer mortgage platform offering new purchase and refinancing solutions
- > Launched in December 2016
- > Mortgage Products offered by Ally Bank an Equal Housing Lender (EHL)



## Ally CashBack Credit Card

- > 2% cash back at gas stations and grocery stores; 1% cash back on all other purchases
- > 10% Ally Deposit Bonus when rewards are deposited into an eligible Ally Bank Account

The Ally CashBack Credit Card is issued by TD Bank

## Our Culture

We are focused on the financial well-being of our customers. We have a fierce commitment to:

- > Do Right: Sincere respect for each other, our customers and communities we serve.
- > Obsess Over the Customer: Every innovation, product and interaction we have is designed to ensure we're doing the best for our customers and their financial well-being
- > Tirelessly Innovate: Our business and teams are built to constantly innovate and reinvent to bring the best to our customers
- > Be Purpose Driven: Giving back to our communities is a core part of Ally's culture. Throughout the year employees volunteer and donate to vital community services and financial education to help those that need it most

## Our Brand

- > "Do It Right<sup>®</sup>" is our brand promise and our value proposition. We're focused on doing right for customers, employees, communities and investors.
- > Siegel+Gayle named Ally a "Top 10 Disrupter Brand" –Global Brand Simplicity Index, 2017



## Reach Out

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