


Ally Financial Inc. (NYSE: ALLY) is a leading digital financial-services company. As a customer-centric company with passionate customer service and innovative financial solutions, we are relentlessly focused on “Doing it Right” and being a trusted financial services provider to our consumer, commercial, and corporate customers. We are one of the largest full-service automotive finance operations in the country and offer a wide range of financial services and insurance products to automotive dealerships and consumers.

Our award-winning online bank (Ally Bank, Member FDIC and Equal Housing Lender ) offers mortgage lending, personal lending, and a variety of deposit and other banking products, including savings, money-market, and checking accounts, certificates of deposit (CDs), and individual retirement accounts (IRAs). Additionally, we offer self-directed and investment-advisory services through Ally Invest. Our robust corporate finance business offers capital for equity sponsors and middle-market companies.

top 20

U.S. financial holding company

\$182B

total assets

9,500

employees

8.5M+

customers

86.5%

customer satisfaction at Ally Bank



ally bank.

- Consumer banking product suite: CDs, Checking/Savings, IRAs, Personal Lending
- 2.25M deposit customers with \$137B in total deposits, \$16.3B higher YoY
- Kiplinger’s named Ally “Best Internet Bank” for the 4th consecutive year.
- Ally Online Savings Account named “High Yield Savings Account with the Best Online Tools” by Money® Magazine




ally invest.

- We offer self-directed and managed investment products through Ally Invest, as well as some of the industry’s lowest fees to help investors of all experience levels manage their investments
- Serving approximately 406K customer brokerage accounts that total \$13.4B in assets



ally home.

- Direct-to-consumer mortgage platform offering new purchase and refinancing solutions
- Offering fixed-rate and adjustable-rate home loans and consistently competitive rates to help consumers reach their home financing goals
- Mortgage products are offered by Ally Bank, Equal Housing Lender 



ally lending.

- Point-of-sale platform providing consumers the option to pay over time for products and services
- Industries serviced include: healthcare (patient financing), automotive (servicing and modification), retail (point of sale financing), and home improvement (any service, equipment or improvement)
- Recently entered home improvement category with 50+ new companies, including Authority Brands



corporate finance.

- Sources of capital for equity sponsors and middle market companies
- Diverse portfolio of 100+ relationships including cash flow and asset-based loans ranging from \$15M to \$250M
- Held-for-investment balances up 6 percent YoY



ally dealer financial services.

- Independent provider of financing, leasing, commercial insurance and vehicle protection products for dealers and consumers, serving 18.7K+ dealers and more than 4.1M consumer auto customers and 2.6M insurance customers
- Leading wholesale online auction platform, SmartAuction

our promise.

Do right by our customers

We're creating financial services that actually serve. Our teammates are committed to developing award-winning technology, services that make your life easier, products that are never status quo and diverse thinking that inspires new ideas.

We have a fierce commitment to:

- Always Do It Right.
- For all things money, being the ally people deserve. We're laser focused on providing an unmatched experienced for customers.
- Giving back to our communities—primarily focused on reducing barriers to economic mobility through financial education, affordable housing, workforce preparedness and digital job training.

our brand.

- “Do It Right” is our brand promise and our value proposition. We're focused on doing it right for customers, employees, communities, and investors.
- In March 2020, Brand Finance named Ally among the top three fastest-growing banking brands in the U.S.

reach out.

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