


Ally Financial Inc. (NYSE: ALLY) is a digital financial services company committed to its promise to “Do It Right” for its consumer, commercial and corporate customers. Ally is composed of an industry-leading independent auto finance and insurance operation, an award-winning digital direct bank (Ally Bank, Member FDIC and Equal Housing Lender , which offers mortgage lending, point-of-sale personal lending, and a variety of deposit and other banking products), a consumer credit card business, a corporate finance business for equity sponsors and middle-market companies, and securities brokerage and investment advisory services.

Our brand conviction is that we are all better off with an ally, and our focus is on helping our customers achieve their strongest financial well-being, a notion personalized to what is important to them. For more information, please visit [www.ally.com](http://www.ally.com) and follow @allyfinancial.

**top 25**

**U.S. financial holding company**

**\$189B**  
**total assets**

**11,000**  
**employees**

**10.8M**  
**customers**

**85%**  
**customer satisfaction at Ally Bank**



### Ally bank.

- Consumer banking product suite: CDs, Checking/Savings, IRAs, Personal Lending
- 2.6M deposit customers with \$146B in total deposits, \$6.3B higher YoY
- Ally Bank named to MONEY Magazine’s Best Online Banks list for the 4th consecutive year - 9th time in past 11 years, with a spotlight on elimination of overdraft fees and smart savings tools.
- NerdWallet has named Ally Bank in its 2022 This Year’s Best Bank with recognition for best checking account with overdraft fee avoidance and no monthly fees.




### 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 521K customer brokerage accounts that total \$13.1B 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 (installment loans), and home improvement (products and services)
- 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
- Record Held For Investment (HFI) portfolio balance of \$9.4B



### Ally dealer financial services.

- Independent provider of financing, leasing, commercial insurance and vehicle protection products for dealers and consumers, serving nearly 23K dealers, 3.91M consumer auto customers, and 2.68M 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.

## Reach out.

If you are a member of the news media, please contact [media@ally.com](mailto:media@ally.com). Please note, this is not an appropriate contact for customer inquiries.

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