

## Company overview.

Ally Financial Inc. (NYSE: ALLY) is a financial services company with the nation's largest all-digital bank and an industry-leading auto financing business, driven by a mission to "Do It Right" and be a relentless ally for customers and communities. The company serves customers with deposits and securities brokerage and investment advisory services as well as auto financing and insurance offerings. The company also includes a seasoned corporate finance business that offers capital for equity sponsors and middle-market companies.

For more information, visit [ally.com](http://ally.com).

### Quick stats.

**\$191.7B**

total assets

**10,000**

employees

**~11M**

customers

**Top 25**

financial holding  
company

**~90%**

customer satisfaction  
at Ally Bank

### What we offer.

#### Dealer Financial Services

We're an independent provider of financing, leasing, commercial insurance and vehicle protection products for dealers and consumers.

- ✓ 3.8 million consumer auto customers; 2.4 million insurance customers; 22K dealers served
- ✓ 4 million consumer auto applications, driving \$11.7 billion in origination volume
- ✓ Insurance written premiums totaling \$385 million
- ✓ Estimated retail auto originated yield of 9.7% this quarter

#### Digital Banking

Our integrated, customer-centric digital banking experience allows customers to effortlessly manage Ally Bank deposit products and Ally Invest investment portfolios within a single platform.

- ✓ Ally Bank named 2025's "Best Bank - Overall Banking Experience" by NerdWallet
- ✓ 3M+ primary deposit customers and \$142B in retail deposit balances
- ✓ 16+ consecutive years of retail deposit customer growth
- ✓ 90% of new Ally Invest accounts are opened by existing Ally depositors with \$13 billion deposits held by Invest customers
- ✓ Approximately 534K customer brokerage accounts, totaling \$21 billion in assets

#### Corporate Finance

25-year history of providing financing solutions for the unique needs of middle-market companies and well-established equity sponsors

- ✓ Diversified portfolio with a history of steady returns, including 30% ROE during the quarter
- ✓ Well-diversified, floating rate loan portfolio with nearly 100% first-lien position

## Our brand promise.

### For all things finance, we're all better off with an ally.

We're in the business of putting people first, and we've been doing it for over 100 years. By creating financial services that actually serve, we're helping nearly 11 million customers navigate every aspect of their financial lives.

## Our commitment.

### Do it right, and be (even) better.

For our customers, employees and investors, our teammates are committed to developing award-winning digital experiences, services that make life easier, products that are never status quo and diverse thinking that inspires new ideas.

For our communities, we're dedicated to reducing barriers to economic mobility through financial education, affordable housing, workforce preparedness and digital job training.

## Get in touch.

### Media inquiries.

Send them to [media@ally.com](mailto:media@ally.com).

### Customer assistance.

Find account-specific contact information at [www.ally.com/contact-us](http://www.ally.com/contact-us).

Our media reps do not have access to account information and cannot provide customer assistance.

---

©2025 Ally Financial Inc. All Rights Reserved. These materials may not be reproduced, distributed, modified or reposted to other websites without the express written permission of Ally Financial Inc. Ally, Ally Bank, Ally Invest, Ally Home, and Do it Right are registered servicemarks of Ally Financial. Ally Bank is a Member FDIC and Equal Housing Lender , NMLS ID 181005.

Securities products and services are offered through Ally Invest Securities LLC, member FINRA [www.finra.org](http://www.finra.org) / SIPC [www.sipc.org](http://www.sipc.org). Advisory services offered through Ally Invest Advisors Inc., a registered investment adviser. View Invest disclosures at [ally.com/invest/disclosures](http://ally.com/invest/disclosures). Ally Bank, Ally Invest Advisors, and Ally Invest Securities are wholly owned subsidiaries of Ally Financial Inc. Securities products are **NOT FDIC INSURED, NOT BANK GUARANTEED, and MAY LOSE VALUE**.

From NerdWallet. © 2017-2025 and TM, NerdWallet, Inc. All rights reserved.