

## Deposit market share of banks in New Orleans MSA\*^

2013 rank	Institution (top-level ticker)	Branches	2013 deposits (\$M)	Market share (%)	2012-2013 deposit growth (%)
1	Capital One Financial Corp. (COF)	53	5,071.6	21.12	3.53
2	JPMorgan Chase & Co. (JPM)	37	3,931.6	16.38	7.00
3	Hancock Holding Co. (HBHC)	45	3,305.4	13.77	7.46
4	Regions Financial Corp. (RF)	34	2,380.2	9.91	-4.22
5	First NBC Bank Holding Co. (NBCB)	26	2,236.6	9.32	16.32
6	IBERIABANK Corp. (IBKC)	23	1,227.6	5.11	3.96
7	Gulf Coast B&T Co.	15	800.8	3.34	9.02
8	Fidelity Homestead Savings Bank	15	679.3	2.83	-7.59
9	CB&T Holding Corp.	3	667.2	2.78	17.38
10	First Trust Corp.	8	506.7	2.11	-2.89
<b>MSA total</b>		<b>365</b>	<b>24,008.0</b>		<b>4.45</b>

Data as of May 8, 2014.

Deposit data based on the FDIC's Summary of Deposits as of June 30, 2013.

\* For this analysis, the market share comparison caps branch deposits at \$500 million to minimize the effect of consolidated deposits at non-retail and headquarter branches.

^ Represents the New Orleans-Metairie, La., metropolitan statistical area.

Branches and deposits are adjusted for completed M&A, as well as openings and closings, since June 30, 2013.

Analysis is at holding company level and excludes credit unions.

Source: SNL Financial

