



## Amerant Completes Rebranding, launches Brand Campaign

May 6, 2019

### Bank's new branding campaign, titled "Portals", further brings organization closer to its customer-centric strategy

MIAMI, May 06, 2019 (GLOBE NEWSWIRE) -- [Amerant Bank](#), the largest community bank headquartered in Florida, today completed the rebranding of its physical and digital assets.

Titled "Portals", the branding campaign focuses on Amerant's core pillar of being close to its customers – meeting their financial needs and goals every step of the way throughout their life's milestones and helping them turn their dreams into a reality.

Equipped with the services of a financial organization that is capable of meeting all of today's customers' needs, yet with the exclusivity and personalization of a community bank, Amerant will have a personal and tailored connection with its customers.

"Portals" additionally cements another step in the Bank's strategic vision for exceptional customer experiences driving profitable growth as an independent organization in its South Florida, Greater Houston, Dallas, and New York City markets.

"This milestone is a proud moment for us as we welcome our customers today as Amerant," said Millar Wilson, Vice-Chairman and CEO of Amerant. "Our new brand celebrates our 40 years of experience and allows us to reiterate our commitment to our customers and the communities that we serve. This new brand is a re-affirmation of the values that have allowed us to make a difference through our products, services, and most importantly, the people who define who we are as an organization. We are thrilled to be starting this new chapter in the Bank's history."

The branding's components, from the logo's sophisticated orange colors to the fonts and core pillars, easily identifies the Bank and represents a strong and approachable visual identity.

Most of Amerant's banking centers in Miami and Houston now feature signage, marketing collateral and advertising materials incorporating the Amerant name and logo. To further enhance brand awareness, Amerant will be seen throughout various multi-media inclusive of television broadcast commercials, digital advertising and marketing as well as print advertisements starting in May 2019.

In October 2018, Amerant announced it adopted a new brand after becoming an independent organization earlier in the year.

Headquartered in Coral Gables, Amerant has 23 banking centers in its network, with 15 in South Florida, eight in Houston, Texas, and one loan production office in New York, as well as a newly opened loan production office in Dallas, Texas.

For additional information about our new brand, please visit [amerantbank.com](#) and follow the Bank on Twitter at @AmerantBank.

### **About Mercantil Bank Holding Corporation and Amerant Bank**

Mercantil Bank Holding Corporation (NASDAQ: AMTB and AMTBB) is a bank holding company headquartered in Coral Gables, Florida. The Company operates through its subsidiaries, Amerant Bank, N.A., Amerant Investments, Inc. and Amerant Trust, N.A. The Company provides individuals and businesses in the U.S., as well as select international clients, with deposit, credit and wealth management services. The Bank, which has operated for almost 40 years, is the largest community bank headquartered in Florida. Amerant Bank operates 23 banking centers – 15 in South Florida and 8 in the Houston, Texas area, as well as a commercial real estate loan production office in New York City and a loan production office in Dallas, Texas. For more information, please visit [amerantbank.com](#) or [investor.amerantbank.com](#).

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