



Amerant Bancorp Names Adrian D. Collard as Chief Marketing Officer

September 1, 2020

CORAL GABLES, Fla., Sept. 01, 2020 (GLOBE NEWSWIRE) -- Amerant Bancorp Inc. (NASDAQ: AMTB and AMTBB) announced today that Adrian D. Collard has been named Senior Vice President and Chief Marketing Officer (CMO). Collard, who is recognized as an industry innovator, will be responsible for all facets of the Company's marketing strategy, integrating Brand-building initiatives, digital marketing, media, and data & analytics to enhance Amerant's value proposition, drive business growth opportunities, and deliver the customer experience.

Prior to joining Amerant, Collard served as Vice President and Interim CMO for Mastercard Latin America and the Caribbean, where he developed and launched numerous market-leading strategic campaigns. Previously, he was Head of Global Brand Strategy & Marketing with PayPal (Ebay Inc.), where he held a dual role to define and build global brand strategy, advertising and marketing. Collard has also served as Associate Partner at Young & Rubicam (Y&R) and subsequently Account Managing Director.

"Adrian has a well-earned reputation as an accomplished marketer with outstanding leadership skills," said Amerant's Vice-Chairman and CEO, Millar Wilson. "We sensed his passion, drive and strategic vision. His extensive background and track record for elevating brands while driving business growth will be instrumental to the implementation of our strategic plan."

"Amerant is in an excellent position to further establish itself as an industry leader," said Collard. "I believe that great work comes from finding the key insights that unlock the consumer truth, helping to define the *who*, the *what*, and the *why* of the brand. I am confident that this approach will contribute to the long-term success of what is already a great brand."

Collard earned a Bachelor of Arts Degree from the University of Kent at Canterbury, England. He has received numerous advertising and marketing accolades, among them the Mastercard 2019 CMO Innovation Award, the 2018 President's Award, and the 2016 CEO Award, among numerous Effie's, Clio's and Cannes Lions.

Born in Nigeria, Collard has lived in Singapore, London, New York, as well as San Francisco and now calls Miami home.

Cautionary Notice Regarding Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning of the Securities Act of 1933 and the Securities Exchange Act of 1934, including, without limitation, future results, our ability to continue our growth strategy and adapt to continuous challenges while adding value to our customers, employees, communities and shareholders and, in general, all statements with respect to our objectives, expectations and intentions and other statements that are not historical facts. All statements other than statements of historical fact are statements that could be forward-looking statements. You can identify these forward-looking statements through our use of words such as "may," "will," "enhance," "contribute," "anticipate," "assume," "should," "indicate," "would," "believe," "contemplate," "expect," "estimate," "continue," "plan," "point to," "project," "could," "intend," "target," "goals," "outlooks," "modeled," and other similar words and expressions of the future.

Forward-looking statements, including those as to our beliefs, plans, objectives, goals, expectations, anticipations, estimates and intentions, involve known and unknown risks, uncertainties and other factors, which may be beyond our control, and which may cause the Company's actual results, performance, achievements, or financial condition to be materially different from future results, performance, achievements, or financial condition expressed or implied by such forward-looking statements. You should not rely on any forward-looking statements as predictions of future events. You should not expect us to update any forward-looking statements. All written or oral forward-looking statements attributable to us are expressly qualified in their entirety by this cautionary notice, together with those risks and uncertainties described in "Risk factors" in our annual report on Form 10-K for the fiscal year ended December 31, 2019, our quarterly reports on Form 10-Q for the quarters ended March 31 and June 30, 2020 and in our other filings with the U.S. Securities and Exchange Commission (the "SEC"), which are available at the SEC's website www.sec.gov.

About Amerant Bancorp Inc.

Amerant Bancorp Inc. is a bank holding company headquartered in Coral Gables, Florida. The Company operates through its subsidiaries, Amerant Bank, N.A. (the "Bank"), Amerant Investments, Inc., Amerant Trust, N.A., and Elant Bank and Trust Ltd. 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 over 40 years, is one of the largest community banks headquartered in Florida. The Bank operates 27 banking centers – 19 in South Florida, 8 in the Houston, Texas area, and loan production offices in Dallas, Texas and New York, New York. For more information, please visit www.amerantbank.com or <https://investor.amerantbank.com>.

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