
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549**

FORM 8-K

**CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): October 24, 2018

Mercantil Bank Holding Corporation

(Exact name of registrant as specified in its charter)

Florida
(State or other jurisdiction
of incorporation)

001-38534
(Commission
file number)

65-0032379
(IRS Employer
Identification Number)

**220 Alhambra Circle
Coral Gables, Florida**
(Address of principal executive offices)

(305) 460-4038
(Registrant's telephone number, including area code)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (17 CFR §230.405) or Rule 12b-2 of the Securities Exchange Act of 1934 (17 CFR §240.12b-2).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01 Other Events

On October 24, 2018, Mercantile Bank Holding Corporation (the “Company”) issued a press release announcing a new brand identity for its businesses: Amerant. The Amerant brand will be used throughout the Company and will be implemented over the coming months in communications, products, signs and services. The Company’s principal subsidiaries have adopted the new brand and logo. Until the Company seeks and obtains stockholder approval for a name change, the Company will use the Amerant brand as its business name.

A copy of the press release is furnished here as Exhibit 99.1 to this Current Report on Form 8-K and is incorporated herein by reference.

The information, including the exhibits attached hereto, in this Current Report on Form 8-K is being “furnished” and shall not be deemed “filed” for the purposes of Section 18 of the Securities and Exchange Act of 1934, or otherwise subject to the liabilities of that Section. The information in this Current Report on Form 8-K shall not be incorporated by reference into any registration statement or other document filed by the Company pursuant to the Securities Act of 1933, or into any other filing or document made by the Company pursuant to the Securities Exchange Act of 1934, except as otherwise expressly stated in any such filing.

Item 9.01 Financial Statements and Exhibits**Number****Exhibit**

99.1 [Press Release of Mercantile Bank Holding Corporation issued October 24, 2018.](#)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date October 24, 2018

Mercantil Bank Holding Corporation

By: /s/ Ivan Trujillo

Name: Ivan Trujillo

Title: Senior Vice President and Corporate Secretary



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For Release: 8:30 A.M., October 24, 2018

Mercantil Bank Holding Corporation Adopts New Brand

Businesses to Operate as AMERANT

Coral Gables, Florida – October 24, 2018 – Mercantil Bank Holding Corporation (NASDAQ: AMTB and AMTBB) (the “Company”) has announced a new brand identity for its businesses, cementing another step in its long-term vision for exceptional customer service and profitable growth as an independent organization in its South Florida, Greater Houston, and New York City markets. The Company’s principal subsidiaries have adopted the following name and logo:

AMERANT

“We are fully focused on the needs of today’s customers and wanted our brand to be a powerful word that is easy to pronounce and remember, said Millar Wilson, CEO. “Our new name reflects our heritage and experience, while strengthening our commitment to serving our markets and our valued domestic and international customers with an innovative and comprehensive range of financial services.”

Amerant’s identity is strong, yet approachable. It represents the human side of the brand and the Bank’s focus on its various stakeholders. With this new brand, the organization wants to be as close as possible to its customers, with personal service tailored to their needs and preferences. This fresh identity demonstrates the forward thinking that will propel the Company to greater distinction.

The Company will use the Amerant brand and will officially change its corporate name at its annual shareholders’ meeting in 2019. The Amerant brand will be used throughout the Company and will be implemented over the coming months in communications, products, signs and services.

The Company 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. 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 22 banking centers – 15 in South Florida and 7 in the Houston, Texas area, as well as a commercial real estate loan production office in New York City. The Company’s Class A common stock and Class B common stock formerly traded under the symbols “MBNAA” and “MBNAB,” respectively.