

Bank Client — Transaction Matrix

BRANCH AND ATM TRANSACTION MATRIX

Where customers bank versus where transactions are performed

Zip Code	Lifestyle Description	% ^[1]	Avg	A	B	C	D	E	F	G	H	I	J	K
99999-1234	Upwardly Mobile	5.3%	373	433	301	407	401	331	267	301	211	400	366	525
99999-1200	Sleepy Suburbs	4.7%	44	38	66	80	7	27	39	123	26	47	67	230
99999-1111	Sleepy Suburbs	4.2%	194	149	332	221	168	153	145	99	163	175	175	260
99999-3432	Upwardly Mobile	3.5%	298	259	428	357	23	217	n/a	32	42	376	153	423
99998-1000	Young Movers	3.2%	280	337	43	284	13	n/a	219	12	12	43	32	12
99998-1111	Young Movers	3.0%	127	23	101	184	43	146	79	115	21	32	179	85
99998-4321	Sleepy Suburbs	2.7%	267	192	205	215	356	245	144	383	443	285	193	277
99998-1234	Gentrified City Limits	2.4%	149	93	91	164	179	169	79	102	179	248	214	125
99998-2000	Gentrified City Limits	2.2%	77	66	63	242	5	26	76	23	32	75	65	43
99998-3000	Urban Dwellers	1.1%	52	41	44	72	68	48	54	50	51	52	67	26

LEGEND

A - Ceder Falls Branch - Bank A
 B - Grocery Store Branch - Bank B
 C - Hamilton Falls - Bank B
 D - Sandwich Shop ATM - Bank A

E - Clear View Mall ATMs - Bank A
 F - Rt 31 Turnpick ATM - Bank B
 G - Middlefield Rd ATM - Bank B
 H - Alexander Branch - Bank C

I - Rumford Rd Branch - Bank C
 J - The Mall Branch - Bank C
 K - The Mall Branch ATM - Bank C

[1] Percentage of total indicates the percent of the banks total MSA transactions occur at the location in question.

Note: Please refer to appendix for color coded maps of region including location of each bank branch and ATM.