

Seacoast

BANKING CORPORATION OF FLORIDA

Investor Presentation

Q4 - 2017

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Cautionary Notice Regarding Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning, and protections, of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, statements about future financial and operating results, cost savings, enhanced revenues, economic and seasonal conditions in our markets, and improvements to reported earnings that may be realized from cost controls, tax law changes, and for integration of banks that we have acquired, or expect to acquire, as well as statements with respect to Seacoast's objectives, strategic plans, including Vision 2020, expectations and intentions and other statements that are not historical facts. Actual results may differ from those set forth in the forward-looking statements.

Forward-looking statements include statements with respect to our beliefs, plans, objectives, goals, expectations, anticipations, estimates and intentions, and involve known and unknown risks, uncertainties and other factors, which may be beyond our control, and which may cause the actual results, performance or achievements of Seacoast to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. You should not expect us to update any forward-looking statements.

You can identify these forward-looking statements through our use of words such as "may," "will," "anticipate," "assume," "should," "support", "indicate," "would," "believe," "contemplate," "expect," "estimate," "continue," "further", "point to," "project," "could," "intend" or other similar words and expressions of the future. These forward-looking statements may not be realized due to a variety of factors, including, without limitation: the effects of future economic and market conditions, including seasonality; governmental monetary and fiscal policies, as well as legislative, tax and regulatory changes; changes in accounting policies, rules and practices; the risks of changes in interest rates on the level and composition of deposits, loan demand, liquidity and the values of loan collateral, securities, and interest sensitive assets and liabilities; interest rate risks, sensitivities and the shape of the yield curve; the effects of competition from other commercial banks, thrifts, mortgage banking firms, consumer finance companies, credit unions, securities brokerage firms, insurance companies, money market and other mutual funds and other financial institutions operating in our market areas and elsewhere, including institutions operating regionally, nationally and internationally, together with such competitors offering banking products and services by mail, telephone, computer and the Internet; and the failure of assumptions underlying the establishment of reserves for possible loan losses. The risks of mergers and acquisitions, include, without limitation: unexpected transaction costs, including the costs of integrating operations; the risks that the businesses will not be integrated successfully or that such integration may be more difficult, time-consuming or costly than expected; the potential failure to fully or timely realize expected revenues and revenue synergies, including as the result of revenues following the merger being lower than expected; the risk of deposit and customer attrition; any changes in deposit mix; unexpected operating and other costs, which may differ or change from expectations; the risks of customer and employee loss and business disruption, including, without limitation, as the result of difficulties in maintaining relationships with employees; increased competitive pressures and solicitations of customers by competitors; as well as the difficulties and risks inherent with entering new markets.

All written or oral forward-looking statements attributable to us are expressly qualified in their entirety by this cautionary notice, including, without limitation, those risks and uncertainties described in our annual report on Form 10-K for the year ended December 31, 2016 under "Special Cautionary Notice Regarding Forward-Looking Statements" and "Risk Factors", and otherwise in our SEC reports and filings. Such reports are available upon request from the Company, or from the Securities and Exchange Commission, including through the SEC's Internet website at http://www.sec.gov.



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2 COMPANY PERFORMANCE

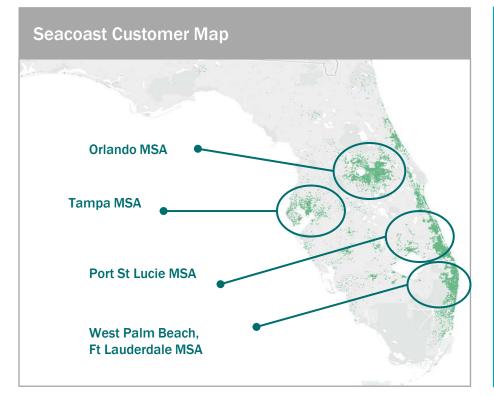
3 SEACOAST'S DIFFERENTIATED STRATEGY

4 OUTLOOK

YEARS

Seacoast Bank [NASDAQ: SBCF]

Transformed Florida Bank, With Balanced Growth Strategy, Benefitting from Attractive Geography, Investments in Digital Transformation and Commercial Loan Platform, and Strategic Acquisitions

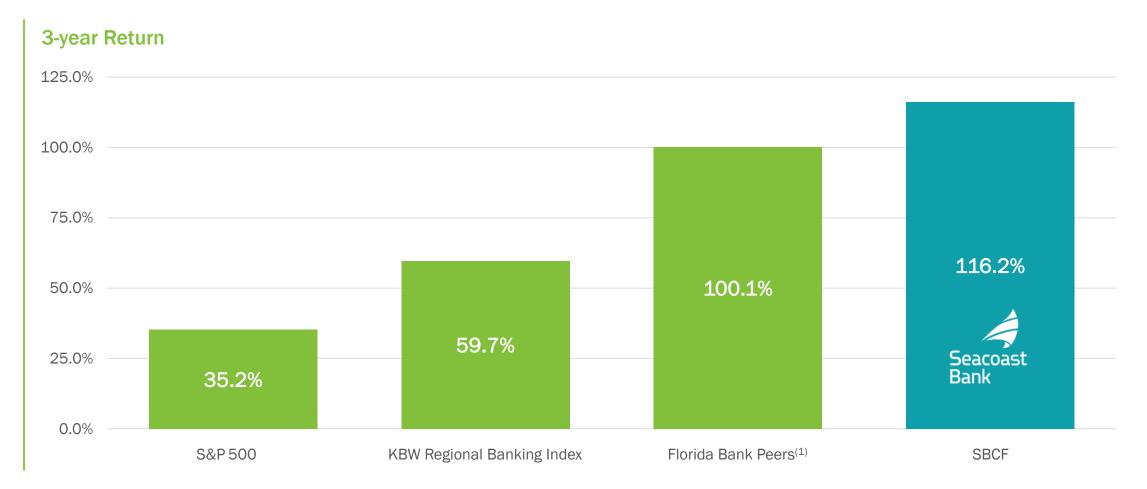


- \$5.8 billion in assets operating in the nation's third most-populous state
- Strong and growing presence in four of Florida's most attractive MSAs
 - Market leading presence in Orlando, Florida
 - Growing share in West
 Palm Beach
 - #2 share in Port St Lucie MSA
 - Growing presence in Tampa MSA
- Investing in digital transformation, innovative business banking delivery

- Growth-oriented culture, engaged associate base, strong customer advocacy
- Engaged and independent board
- Market Cap: \$1.2 billion (12/31/17)



Seacoast Has Outperformed the Major Indices...



Source: Bloomberg

Note: Market data as of 11/29/2017

(1) Florida Bank Peers includes Florida headquartered banks with greater than \$200 million and less than \$30 billion in market capitalization.



...And is Doing so Prudently



Note: Commercial Real Estate defined as construction & development loans plus non-owner occupied commercial real estate loans. All ratios shown are 3Q17



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4Q and Full Year 2017 Highlights

With a growing presence in Florida's most attractive markets, we have one of Florida's top-performing banking franchises.

- Achieved full-year adjusted EPS guidance target range, despite the impact from hurricanes
- Increased tangible book value per share to \$11.15 per share at year end up from \$9.37 at the end of the prior year. This represents a 19% growth in tangible capital per share, overcoming the dilutive effect of the capital raise in early 2017 and the effect of an \$8.6 million write down of the Company's deferred tax assets as the result of the Tax Cuts and Jobs Act of 2017.
- The fourth quarter earnings per share totaled \$0.28 on a GAAP basis, and \$0.37 per share on an adjusted basis¹. Fullyear 2017 earnings per share totaled \$0.99 on a GAAP basis, and \$1.28 per share on an adjusted basis¹.
- Full-year 2017 net income increased 47% to \$42.9 million, while net revenue increased 32% to \$234.8 million. Adjusted full-year net income¹ increased 42% to \$55.3 million.
- Ended the year with a 1.23% adjusted Return on Tangible Assets¹ and 13.5% adjusted Return on Average Tangible Common Equity¹.
- Entered the Tampa-St. Petersburg-Clearwater market through the acquisitions of Gulfshore Bank and NorthStar Banking Corporation. Additionally, we deepened our South Florida presence with the acquisition of Palm Beach Community Bank.
- During the quarter, organic deposits grew by 10% on an annualized basis.

¹Non-GAAP measure, see "Explanation of Certain Unaudited Non-GAAP Financial Measures" Effective in the first guarter of 2017, adjusted net income and adjusted noninterest expense exclude the effect of amortization of acquisition-related intangibles. Prior periods have been revised to conform with the current period presentation.



Notable Items Affecting Fourth Quarter 2017 Results

Tax Cuts and Jobs Act of 2017

An estimated \$8.6 million of additional income tax expense was recorded to write down the Company's net deferred tax assets as a result of the Tax Cuts and Jobs Act of 2017. The Company's effective tax rate will decline in 2018 from 35.1% to 23.1%.

Hurricane Impacts

• The Company's results in both the third and fourth quarter were impacted by the fall season hurricanes as a result of waived service charges, recovery expenses, a charge-off related to a single Caribbean exporter, and business disruption.

Sale of Visa Class B Shares

• A \$15.2 million gain on sale of shares of Visa Class B was recorded in the fourth quarter. These shares were purchased in early 2017.

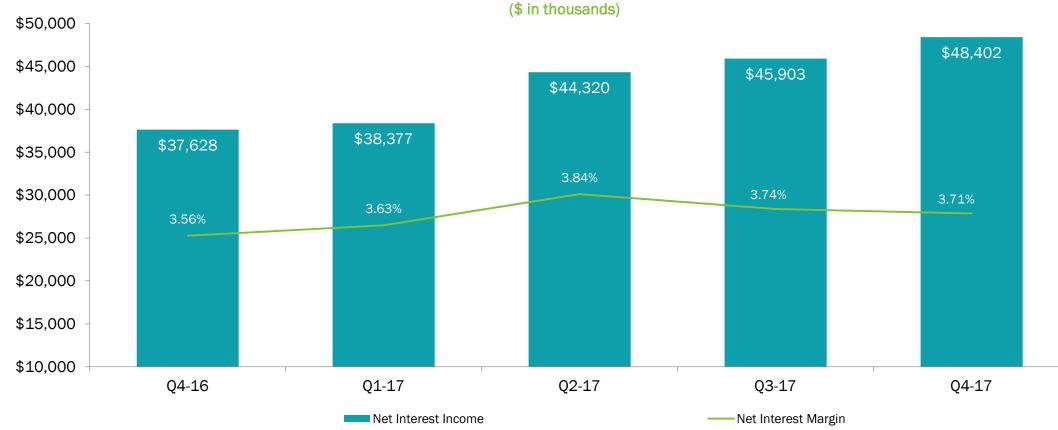
Merger and acquisition related charges

• During the fourth quarter, the company recorded \$6.8 million in merger related charges associated with change in control payments, legal and investment banking fees and contract termination expenses associated with the purchase of NorthStar Banking Corporation and Palm Beach Community Bank.



Net Interest Income and Margin

- Net interest income* totaled \$48.4 million, up \$2.5 million or 5% from the prior quarter and \$10.8 million or 29% from the prior year quarter.
- Net interest margin was 3.71% in the current quarter compared to 3.74% in the prior quarter and 3.56% in the fourth quarter of 2016.



Net Interest Income and Net Interest Margin*



Adjusted Noninterest Income¹

- Interchange income continues to grow as a result of a focused effort to stimulate spend in our debit card program. Interchange income increased 22% from the prior • year fourth guarter.
- During the third and fourth quarter the Company sold \$57.7 million and \$28.4 million, respectively, of mortgages originated in prior periods. ٠
- During the third quarter the Company invested in an additional \$30 million of bank owned life insurance. •
- Wealth Management fees were impacted by a transition to a new technology provider during the quarter. ٠



Adjusted Noninterest Income (in thousands)

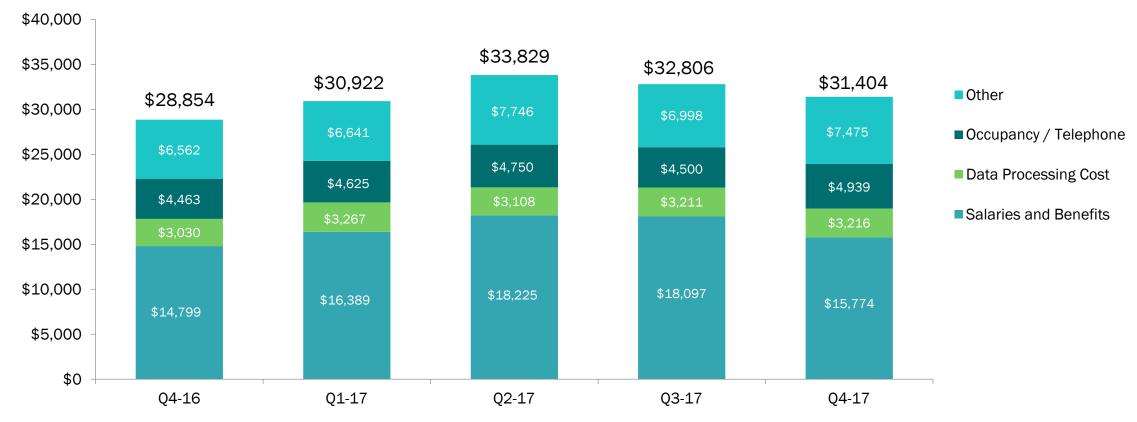
¹Non-GAAP measure, see "Explanation of Certain Unaudited Non-GAAP Financial Measures"

Effective in the first guarter of 2017, adjusted net income and adjusted noninterest expense exclude the effect of amortization of acquisition-related intangibles. Prior periods have been revised to conform with the current period presentation.



Adjusted Noninterest Expense¹

- As a percentage of average tangible assets, adjusted noninterest expense in the fourth quarter of 2017 was 2.24% compared to 2.50% for the prior quarter and 2.56% for the fourth quarter of 2016.
- Lower salaries and benefits in the current quarter reflect the reversal of performance based incentives that we anticipate will begin accruing again in 2018.



Adjusted Noninterest Expense (in thousands)

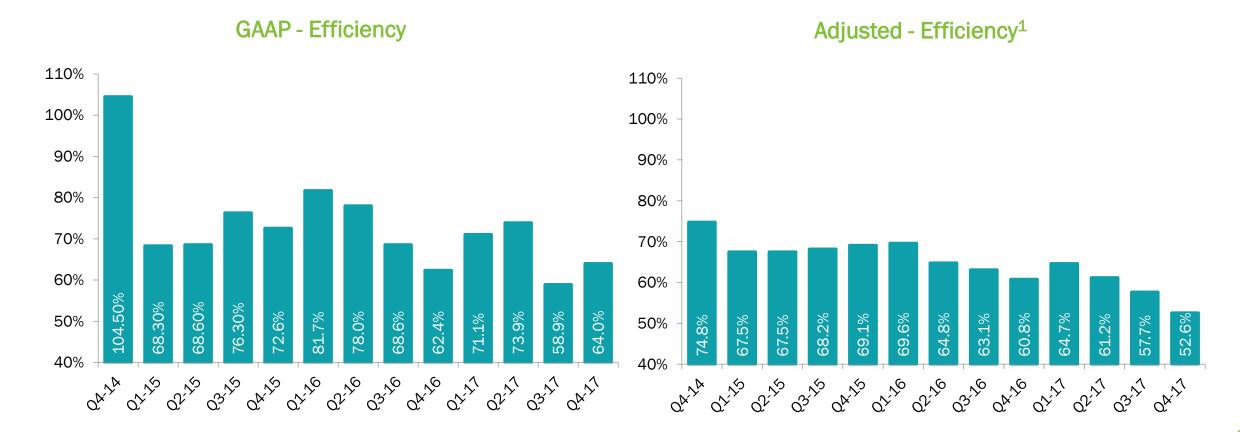
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Efficiency Ratio

- The adjusted efficiency ratio ended the year at 52.6% as the result of continued expansion in operating leverage in the franchise.
- The increase in GAAP efficiency is the result of \$6.8 million in merger related charges in the quarter.



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YEARS

Loan Growth Momentum Continues, Supported by a Strong Florida Economy, and Prudent Guardrails

- Fourth quarter 2017 loans totaled \$3.82 billion, an increase of \$938 million or 33% from year-ago levels. Adjusting for acquisitions, loans grew \$278 million or 10% year over year.
- Pipelines were \$119 million in commercial, \$49 million in mortgage, and \$39 million in consumer and small business at December 31, 2017.

Total Loans Outstanding (in millions)



Loans —— Reported Yield

------Yield Excluding Accretion of Discount on Acquired Loans

(Yields presented above do not reflect FTE adjustments)



The Deposit Franchise Continues to Perform Well and Serves as a Source of Earnings Strength

- Total deposits increased 12% from the prior quarter and 30% from the fourth quarter of 2016, with annualized quarterly growth of organic deposits at 10%.
- Transaction accounts represent 53% of total deposits, and have increased 21% year over year.
- Brokered time deposits totaled \$217 million at the end of the fourth quarter, compared to \$282 million at the end of the third quarter.
- Cost of deposits remains very attractive at 0.29%.

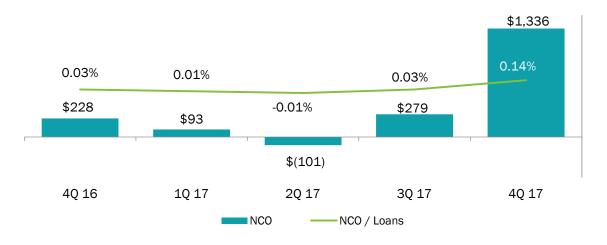


Deposit Balances (in millions)

Credit Quality (\$ in thousands)

YEARS

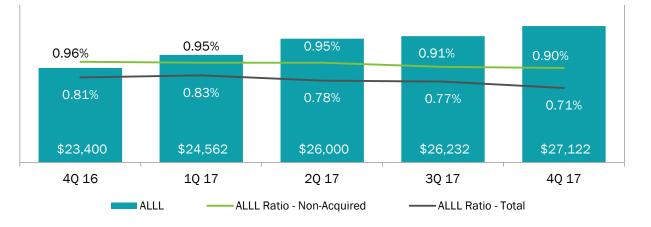
Net Charge-offs



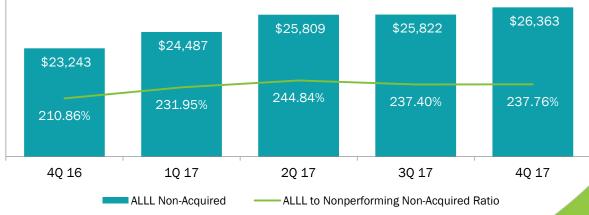
Nonperforming Loans



ALLL



Non-Acquired ALLL to Nonperforming

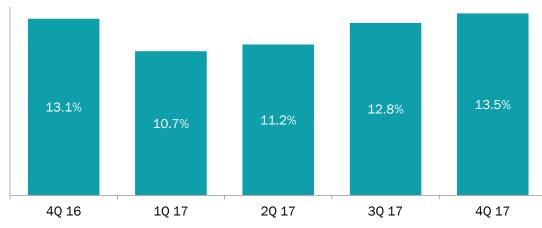


Capital Position

Tangible Book Value / Book Value Per Share



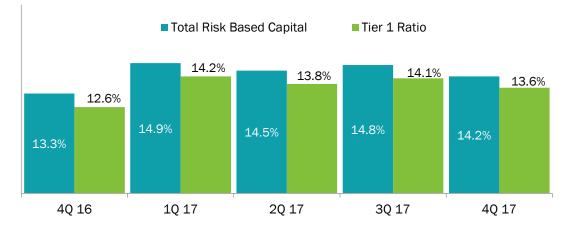
Adjusted Return on Tangible Common Equity¹



Tangible Common Equity / Tangible Assets



Total Risk Based and Tier 1 Capital



¹Non-GAAP measure, see "Explanation of Certain Unaudited Non-GAAP Financial Measures"

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ABOUT SEACOAST BANK

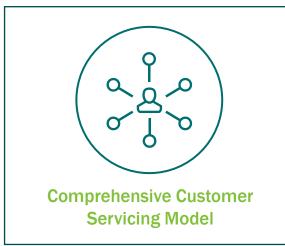
2 COMPANY PERFORMANCE

3 SEACOAST'S DIFFERENTIATED STRATEGY





Seacoast's Differentiated Strategy





Focused on Controls



Track Record of Value-Creating Acquisitions



Well-Positioned to Benefit From Florida Market



Expanding Analytical & Digital Capabilities

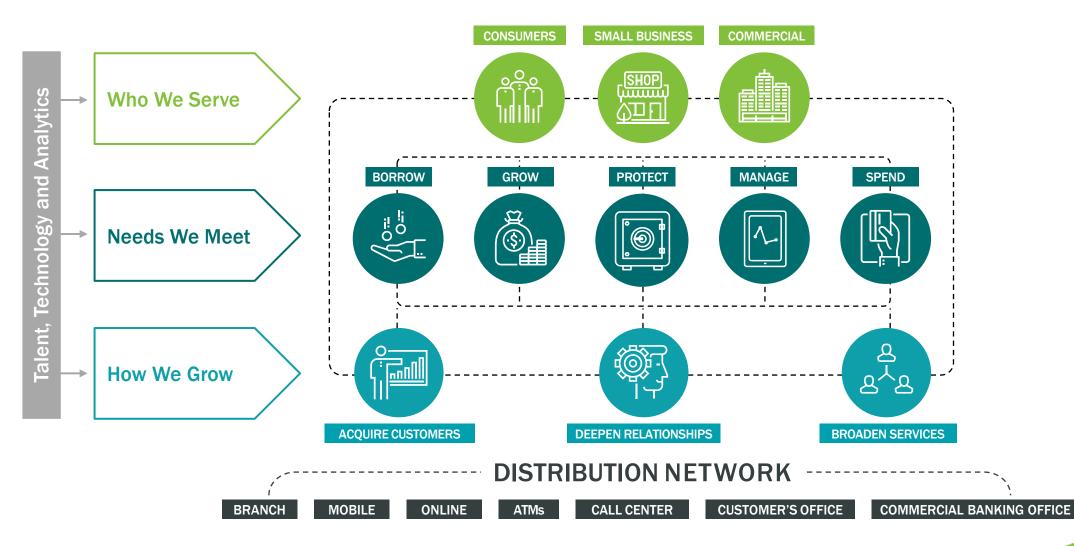


Experienced Board & Management Team



Strategic Execution Framework

Meeting Customer Needs Profitably Through an Evolving Distribution Network



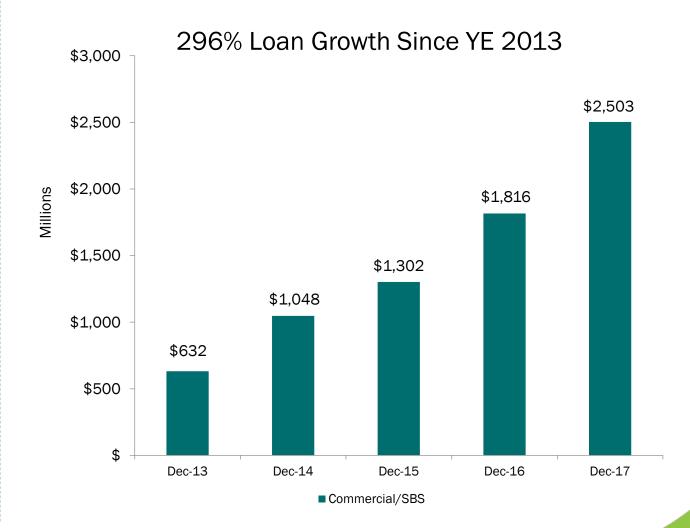
Seacoast's Focus On Business Banking Is Driving Significant Growth In Business Loans Outstanding



- Focused on businesses with revenues \$5mm+ in specific industry verticals
- Five offices in key metro areas of Florida (three in South Florida, two in Orlando)
- Comprehensive relationship approach: business, treasury, lending, wealth



- Focused on businesses with revenues less than \$5mm in specific industry verticals
- Utilizes the retail network, with Calling Officers assigned to specific regions





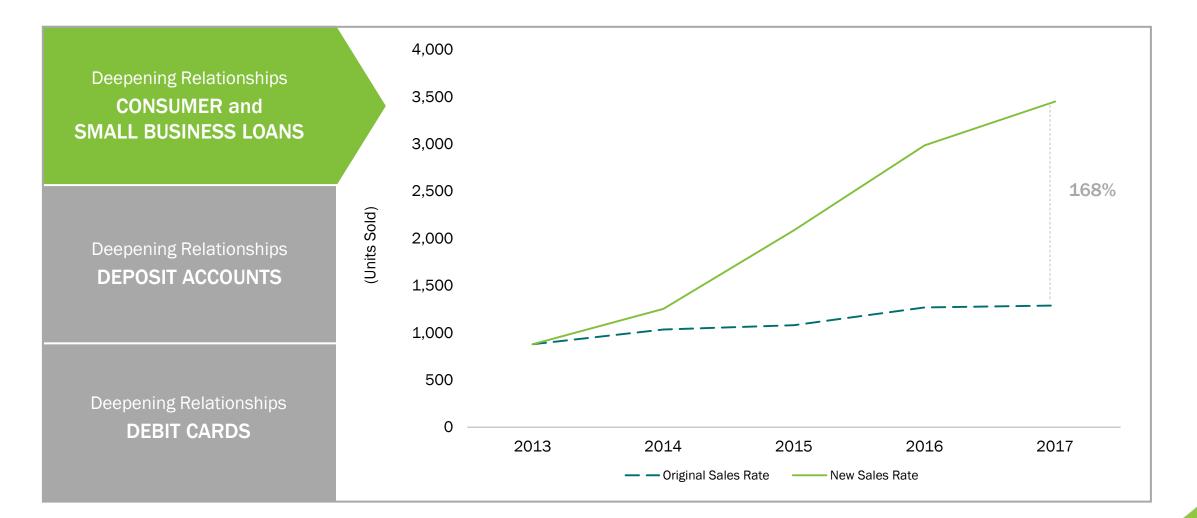
Unique Approach to Serving Our Customers (Patent Pending)

Unlike Other Community Banks, Seacoast Uses its Vast Data Set to **Recognize and Meet Customer Needs**



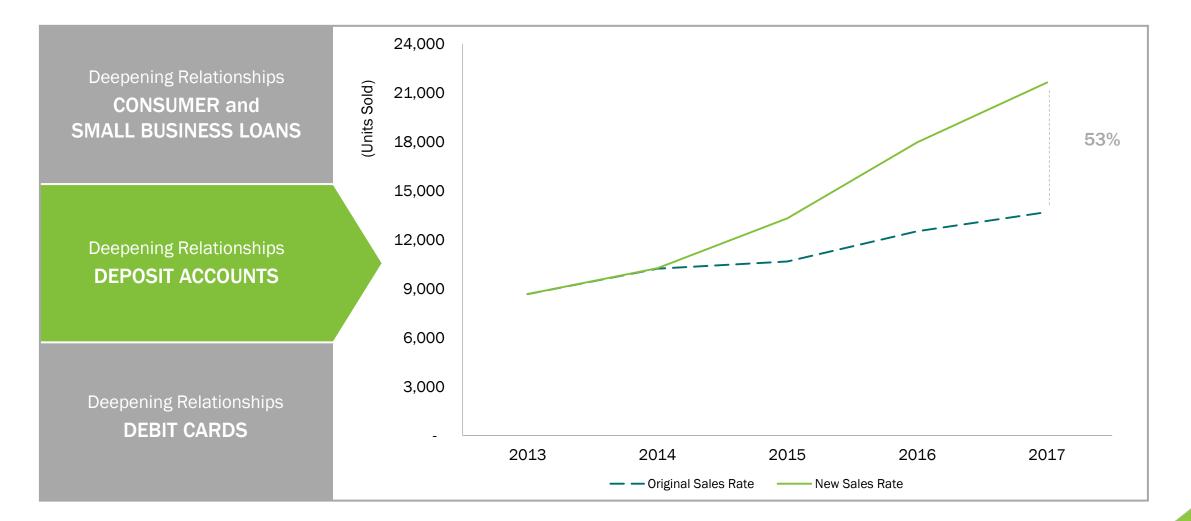


Meeting Customer Needs Vastly Expands Sales Opportunity



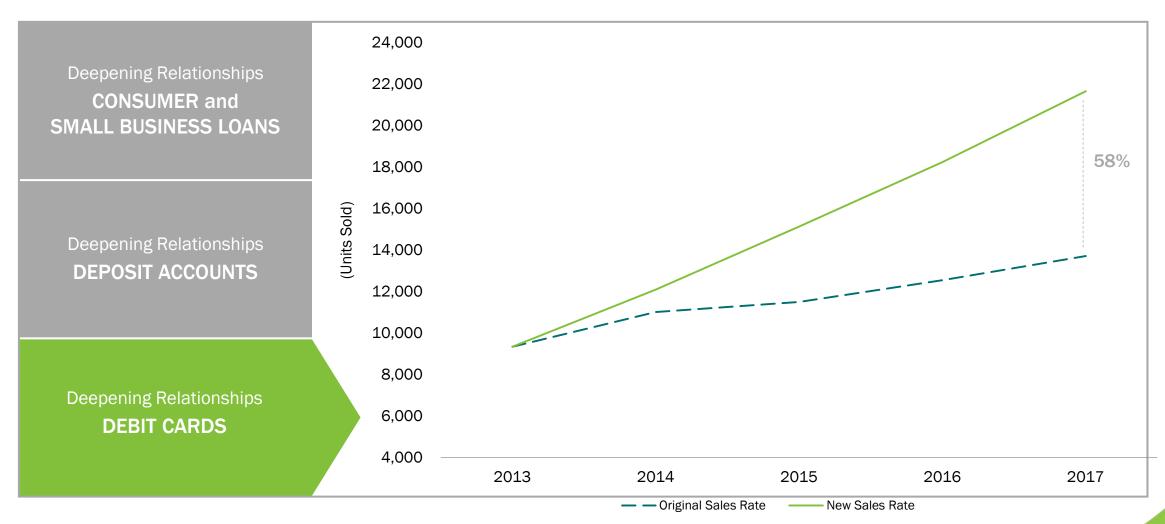


Meeting Customer Needs Vastly Expands Sales Opportunity





Meeting Customer Needs Vastly Expands Sales Opportunity



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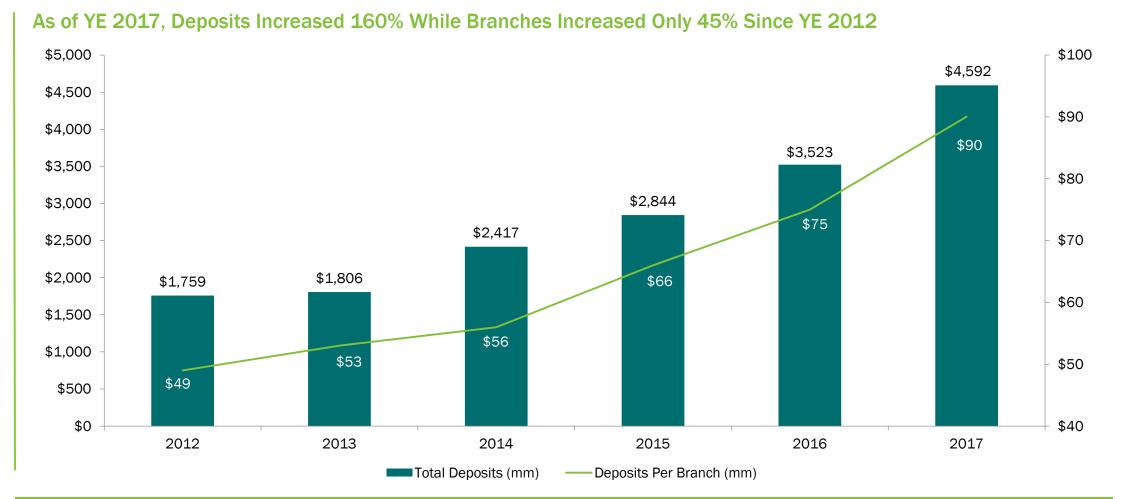
Multi-Channel Servicing is a Key Component of Our Evolution

Half of all routine branch transactions have been shifted to lower cost channels like ATMs and Mobile. This gives Seacoast flexibility as it evolves its distribution network.





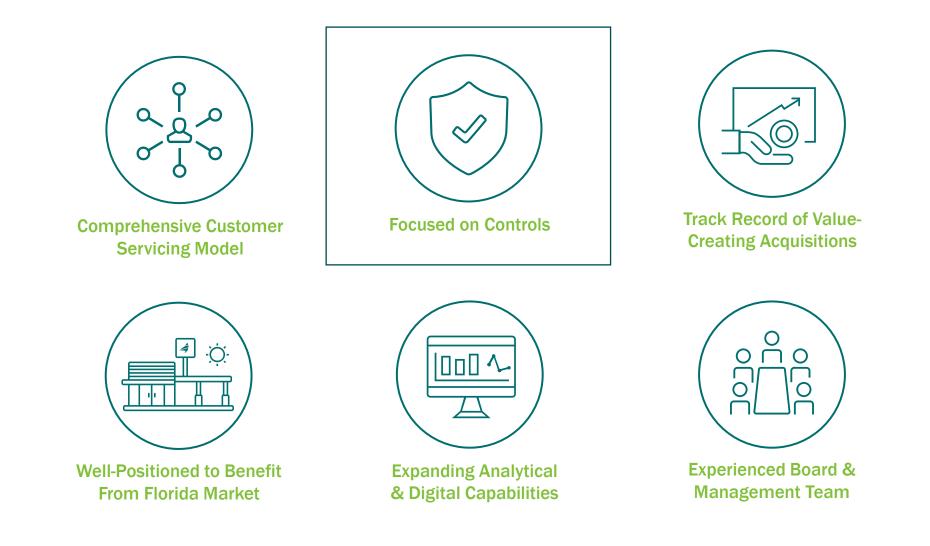
As a Result, Seacoast is Growing While Rationalizing Branches



Seacoast continues to create shareholder value via operating leverage in its branch network.



Seacoast's Differentiated Strategy





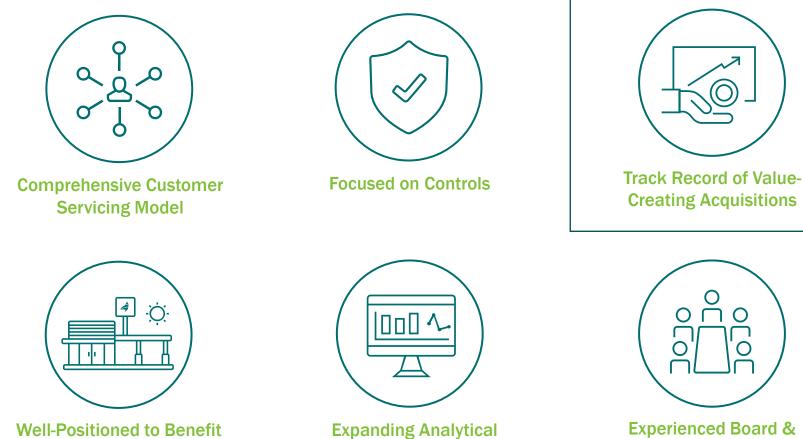
We Have a Number of Advantages Related to Our Approach to Credit Risk Management





Seacoast's Differentiated Strategy

From Florida Market

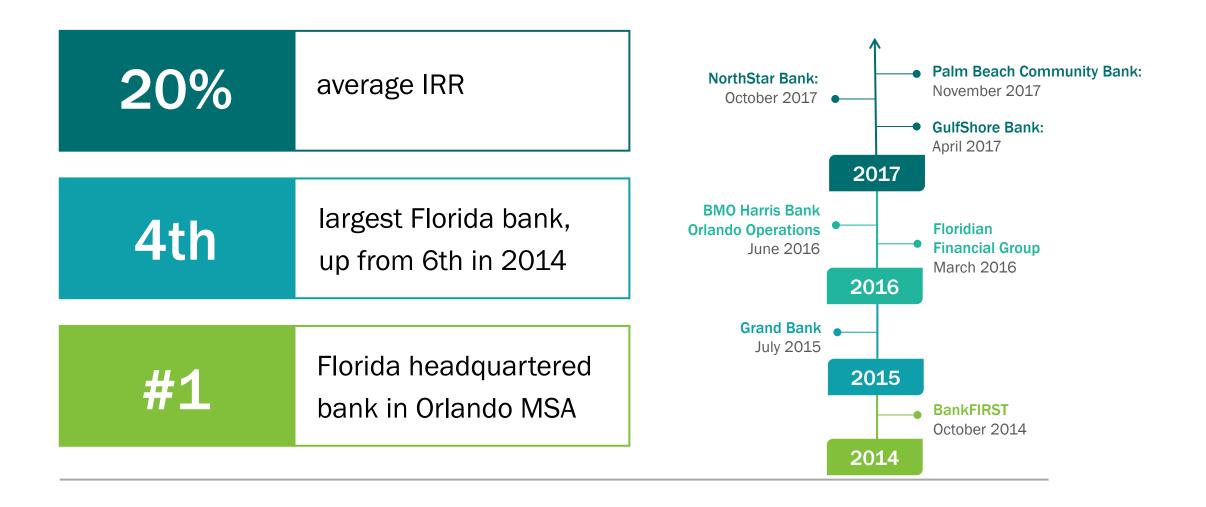


& Digital Capabilities

Experienced Board & Management Team

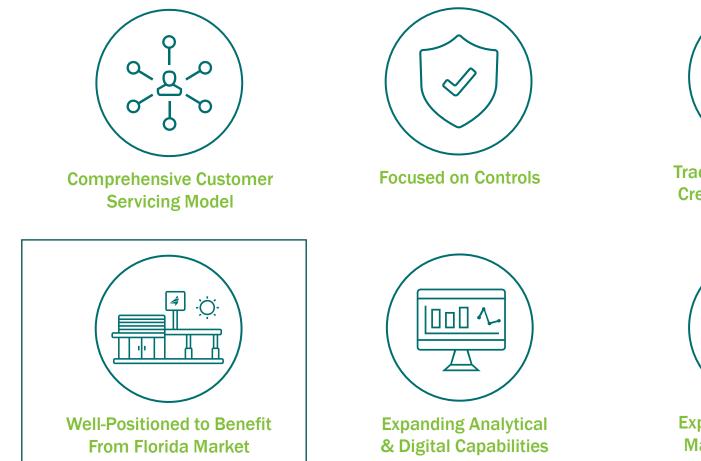


Acquisition Strategy Expands Customer Franchise





Seacoast's Differentiated Strategy





Track Record of Value-Creating Acquisitions



Experienced Board & Management Team



The Florida Market

Florida is projected to be the <u>16th largest economy in the</u> world in 2019 based on World Bank rankings

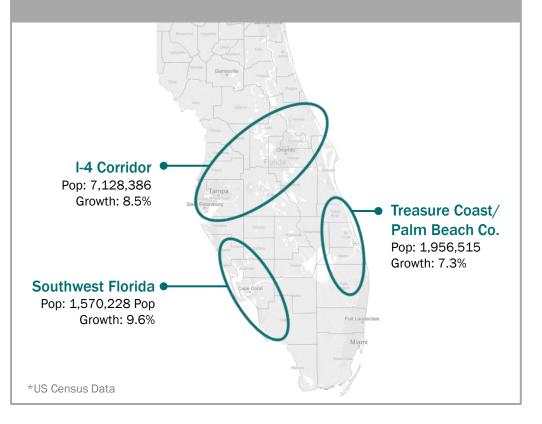
<u>Surpassed New York</u> to become the third largest state in 2014

Among the top 10 fastest growing states

Florida's economy accelerating at a faster pace than the nation for next four years and becoming a \$1 trillion economy in 2018

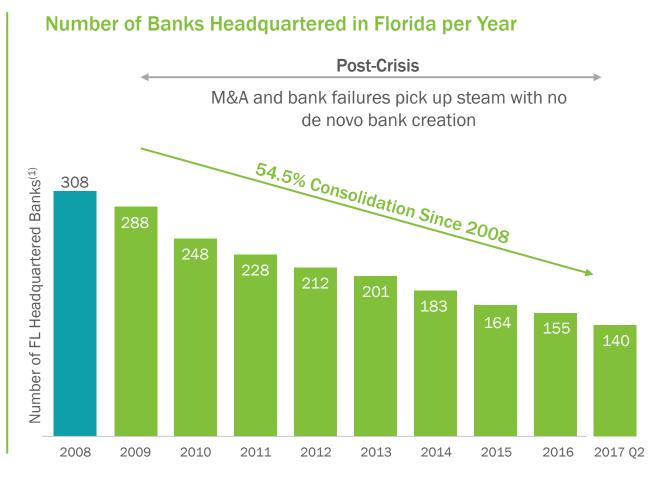
Diversified economy - growth in education, health services, leisure & hospitality, trade, transportation, utilities, construction and manufacturing

Florida Population Growth, 2015 – 2020*



YEARS

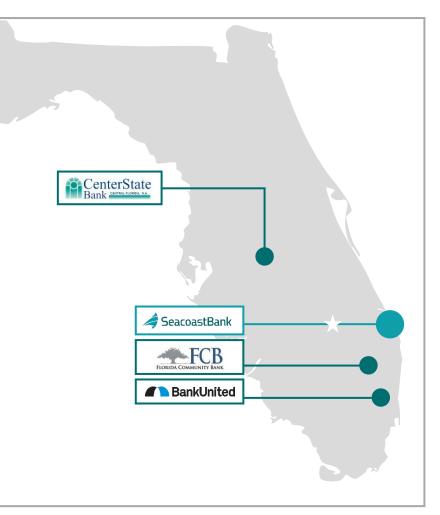
Rapid Decline in Florida Headquartered Banks Increases Seacoast's Scarcity Value



Source: SNL Financial and FDIC.gov.

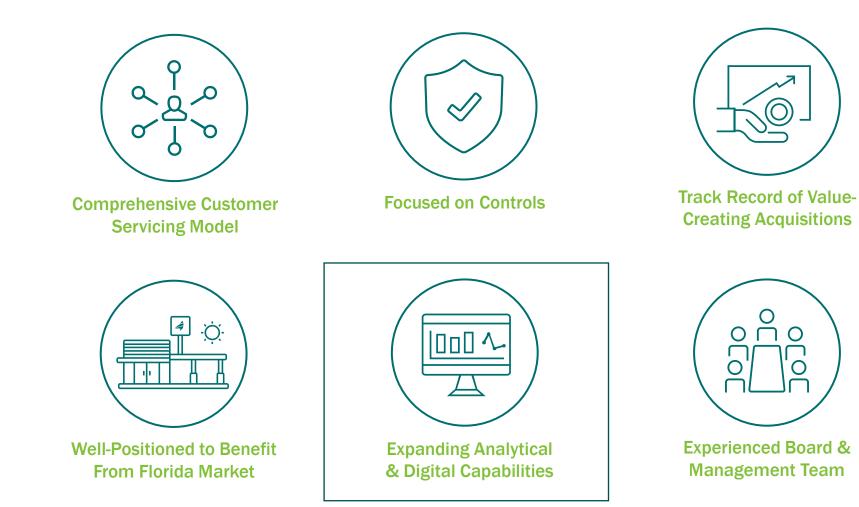
Note: Includes Commercial Banks, Savings Banks, and Savings & Loan Associations.

Number of banks measured at year end with the exception of 2017Q2 (latest regulatory data available). A bank is included if the charter is still outstanding as of 12/31 of that year with the exception of 2017Q2.





Seacoast's Differentiated Strategy



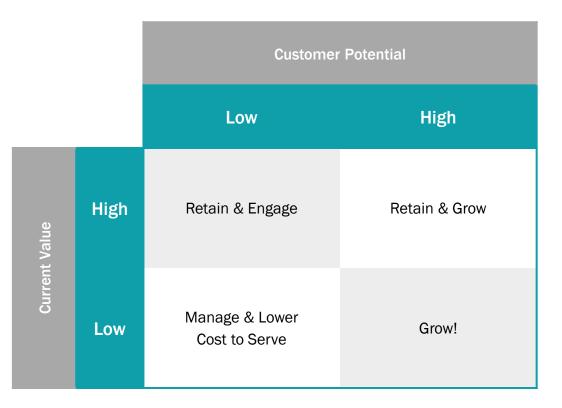


We Know Our Customers' Profitability and Manage Them Accordingly

Because of Our Strength In Data And Analytics, We Can Examine:

(Illustrative)	% of Customers	% of Total Lifetime Value
Total	100.0%	100.0%
1. Ultra High Value	10%	60%
2. High Value	50%	30%
3. Low Value / High Potential	30%	10%
4. Low Value / Low Potential	10%	0%

With this, We Can See the Characteristics and Behaviors of Our Customers...and Plan/Act Accordingly





Opportunity Sizing Engine (*Patent Pending***)**

Understanding the Path to Value Creation at a Customer Level

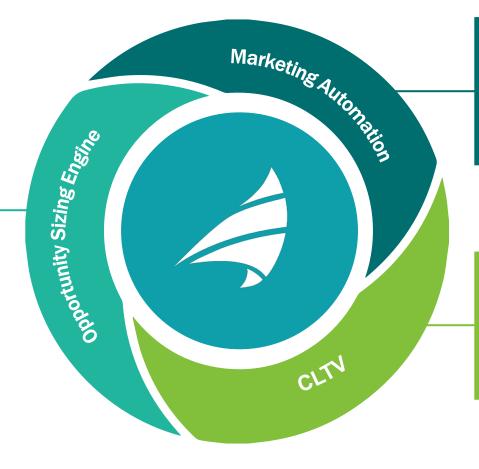




Bringing Together Marketing Automation, Customer Life Time Value ("CLTV") and the Opportunity Sizing Engine

Opportunity Sizing Engine

Used to understand precise tactics to generate value for customers and shareholders



Marketing Automation

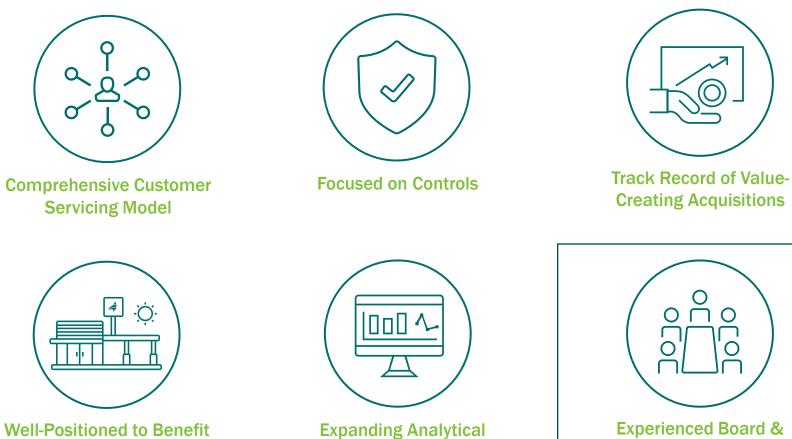
Used for deepening relationships by anticipating needs and driving behaviors via multiple touchpoints

CLTV

Used for understanding the characteristics of value and potential at an individual level



Seacoast's Differentiated Strategy



& Digital Capabilities

Experienced Board & Management Team

Well-Positioned to Benefit From Florida Market

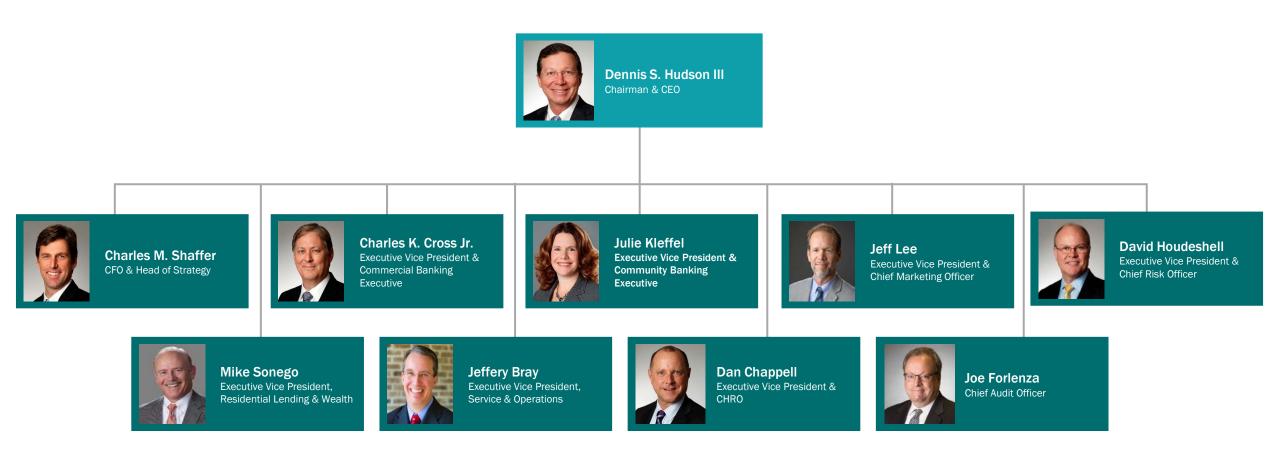


Revitalized Board Aligned with Our Balanced Growth Strategy

ADDITIONS Herb Lurie Dennis Arczynski Maryann Goebel Al Monserrat July 2013 Feb. 2014 2016 Feb 2017 2012 2013 2014 2015 2016 2017 **Roger Goldman** Julie Daum **Jacqueline Bradley Timothy Huval** Feb. 2012 October 2013 May 2015 2016



We Have Methodically Added Strong Talent in Key Areas





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Our Future Outlook is Based on Four Key Principles

1	Our primary driver for growth will be strong performance from our business units
2	Our goal is not just to be a 1% ROA bank, rather it is to continue to drive profitability and growth to the maximum level without increasing our overall risk profile
3	Opportunistic acquisitions will be additive to medium term profitability and efficiency metrics. We will be disciplined in our approach
4	Execute Vision 2020 – Build direct sales channels, streamline our processes to improve efficiency, and grow top line revenue using data and analytics



Our VISION 2020 Innovation Plan Will Drive Shareholder Return Above an Already Strong Outlook

Vision 2020 Connects Current and Planned Innovations Over the Next Three Years to Necessary Changes in Our Business Model



How We Sell

- Continue to develop direct sales channels and offerings based on customer needs and preferences
- Simplify processes for our customers and bankers
- Reduce our cost to acquire



How We Service

- We are outpacing our peers in engaging our customers with self-serve options for routine banking needs
- This is creating the ability to reduce cost in the traditional model, and invest in personalized service for more complex transactions

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How We Operate

- Data analytics is driving top line revenue, enhanced management decision making, and deeper customer penetration
- We are making investments to reduce product delivery times by streamlining internal processes through technology and reengineering



Reiterating Vision 2020 Objectives

- The Company is on track to achieve its Vision 2020 objectives.
- The enactment of the Tax Cuts and Jobs Act of 2017 further enhances the Company's ability to achieve these objectives.
- Over time, we will continue to update our targets as greater clarity of our investments and market growth materializes.

	Vision 2020 Targets
Return on Tangible Assets	1.30%+
Return on Tangible Common Equity	16%+
Efficiency Ratio	Below 50%



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INVESTOR RELATIONS www.SeacoastBanking.com NASDAQ: SBCF Seacoast

BANKING CORPORATION OF FLORIDA





Explanation of Certain Unaudited Non-GAAP Financial Measures

This presentation contains financial information determined by methods other than Generally Accepted Accounting Principles ("GAAP"). The financial highlights provide reconciliations between GAAP net income and adjusted net income, GAAP income and adjusted pretax, preprovision income. Management uses these non-GAAP financial measures in its analysis of the Company's performance and believes these presentations provide useful supplemental information, and a clearer understanding of the Company's performance. The Company believes the non-GAAP measures enhance investors' understanding of the Company's business and performance and if not provided would be requested by the investor community. These measures are also useful in understanding performance trends and facilitate comparisons with the performance of other financial institutions. The limitations associated with operating measures are the risk that persons might disagree as to the appropriateness of items comprising these measures and that different companies might calculate these measures differently. The Company provides reconciliations between GAAP and these non-GAAP measures. These disclosures should not be considered an alternative to GAAP.



GAAP to Non-GAAP Reconciliation

(Dollars in thousands except per share data)	Fourth Quarter: 2017	Third Quarter: 2017	Second Quarter: 2017	First Quarter: 2017	Fourth Quarter: 2016
Net income (loss)	13,047	14,216	7,676	7,926	10,771
Gain on Sale of Visa Class B Shares	(15,153)	47	(21)	0	(7)
Security (gains) / losses	(112)	47	(21)	0	(7)
Total Adjustments to Revenue	(15,265)	47	(21)	0	(7)
Merger related charges	6,817	491	5,081	533	561
Amortization of intangibles	963	839	839	719	719
Business continuity expenses - Hurricane Irma	0	352	0	0	0
Branch reductions and other expense initiatives	0	(127)	1,876	2,572	163
Total Adjustments to Noninterest Expense	7,780	1,555	7,796	3,824	1,443
Tax impact of adjustments	3,147	(673)	(2,786)	(1,480)	(404)
Effect of change in corporate tax rate	8,552	0	0	0	0
Adjusted Net Income	17,261	15,145	12,665	10,270	11,803
Earnings per diluted share, as reported	0.28	0.32	0.18	0.20	0.28
Adjusted earnings per diluted share	0.37	0.35	0.29	0.26	0.31
Average shares outstanding (000)	46,673	43,792	43,556	39,499	38,252
Revenue	74,868	57,183	54,644	48,070	47,354
Total Adjustments to Revenue	(15,265)	47	(21)	0	(7)
Adjusted Revenue	59,603	57,230	54,623	48,070	47,347
Noninterest Expense	39,184	34,361	41,625	34,746	30,297
Total Adjustments to Noninterest Expense	7,780	1,555	7,796	3,824	1,443
Adjusted Noninterest Expense	31,404	32,806	33,829	30,922	28,854
Foreclosed property expense and net (gain)/loss on sale	(7)	(298)	297	(293)	(78)
Net Adjusted Noninterest Expense	31,411	33,104	33,532	31,215	28,932



GAAP to Non-GAAP Reconciliation

(Dollars in thousands)	Fourth Quarter: 2017	Third Quarter: 2017	Second Quarter: 2017	First Quarter: 2017	Fourth Quarter: 2016
Adjusted Revenue	59,603	57,230	54,623	48,070	47,347
Impact of FTE adjustment	174	154	164	211	204
Adjusted Revenue on a fully taxable equivalent basis	59,777	57,384	54,787	48,281	47,551
Adjusted Efficiency Ratio	52.6%	57.7%	61.2%	64.7%	60.8%
Average Assets	5,716,230	5,316,119	5,082,002	4,699,745	4,572,188
Less average goodwill and intangible assets	(149,432)	(118,364)	(114,563)	(78,878)	(79,620)
Average Tangible Assets	5,566,798	5,197,755	4,967,439	4,620,867	4,492,568
Return on Average Assets (ROA)	0.91%	1.06%	0.61%	0.68%	0.94%
Impact of removing average intangible assets and related amortization	0.06%	0.06%	0.05%	0.06%	0.06%
Return on Tangible Average Assets (ROTA)	0.97%	1.12%	0.66%	0.74%	1.00%
Impact of other adjustments for Adjusted Net Income	0.26%	0.04%	0.36%	0.16%	0.05%
Adjusted Return on Average Tangible Assets	1.23%	1.16%	1.02%	0.90%	1.05%
Average Shareholders' Equity	657,100	587,919	567,448	466,847	437,077
Less average goodwill and intangible assets	(149,432)	(118,364)	(114,563)	(78,878)	(79,620)
Average Tangible Equity	507,668	469,555	452,885	387,969	357,457
Return on Average Shareholders' Equity	7.9%	9.6%	5.4%	6.9%	9.8%
Impact of removing average intangible assets and related amortization	2.8%	2.9%	1.9%	1.9%	2.7%
Return on Average Tangible Common Equity (ROTCE)	10.7%	12.5%	7.3%	8.8%	12.5%
Impact of other adjustments for Adjusted Net Income	2.8%	0.3%	3.9%	1.9%	0.6%
Adjusted Return on Average Tangible Common Equity	13.5%	12.8%	11.2%	10.7%	13.1%