

Keefe, Bruyette & Woods
Community Bank Investor Conference
August 1-2, 2017

Safe Harbor Statement

Park cautions that any forward-looking statements contained in this presentation or made by management of Park are provided to assist in the understanding of anticipated future financial performance. Forward-looking statements provide current expectations or forecasts of future events and are not guarantees of future performance. The forward-looking statements are based on management's expectations and are subject to a number of risks and uncertainties. Although management believes that the expectations reflected in such forward-looking statements are reasonable, actual results may differ materially from those expressed or implied in such statements. Risks and uncertainties that could cause actual results to differ materially include, without limitation: Park's ability to execute our business plan successfully and within the expected timeframe; general economic and financial market conditions, specifically in the real estate markets and the credit markets, either nationally or in the states in which Park and our subsidiaries do business, may experience a slowing or reversal of the recent economic expansion in addition to continuing residual effects of recessionary conditions and an uneven spread of positive impacts of recovery on the economy and our counterparties, including adverse impacts on the demand for loan, deposit and other financial services, delinquencies, defaults and counterparties' ability to meet credit and other obligations; changes in interest rates and prices may adversely impact the value of securities, loans, deposits and other financial instruments and the interest rate sensitivity of our consolidated balance sheet as well as reduce interest margins and impact loan demand; changes in consumer spending, borrowing and saving habits, whether due to changing business and economic conditions, legislative and regulatory initiatives, or other factors; changes in unemployment; changes in customers', suppliers', and other counterparties' performance and creditworthiness; asset/liability repricing risks and liquidity risks; our liquidity requirements could be adversely affected by changes to regulations governing bank and bank holding company capital and liquidity standards as well as by changes in our assets and liabilities; competitive factors among financial services organizations could increase significantly, including product and pricing pressures, changes to third-party relationships and our ability to attract, develop and retain qualified bank professionals; clients could pursue alternatives to bank deposits, causing us to lose a relatively inexpensive source of funding; uncertainty regarding the nature, timing and effect of changes in banking regulations or other regulatory or legislative requirements affecting the respective businesses of Park and our subsidiaries, including major reform of the regulatory oversight structure of the financial services industry and changes in laws and regulations concerning taxes, pensions, bankruptcy, consumer protection, accounting, bank products and services, fiduciary standards, securities and other aspects of the financial services industry, specifically the reforms provided for in the Dodd-Frank Wall Street Reform and Consumer Protection Act of 2010 (the "Dodd-Frank Act") and the Basel III regulatory capital reforms, as well as regulations already adopted and which may be adopted in the future by the relevant regulatory agencies, including the Consumer Financial Protection Bureau, the OCC, the FDIC, and the Federal Reserve Board, to implement the Dodd-Frank Act's provisions, the Budget Control Act of 2011, the American Taxpayer Relief Act of 2012, the JOBS Act, the FAST Act and the Basel III regulatory capital reforms; the effect of changes in accounting policies and practices, as may be adopted by the Financial Accounting Standards Board, the SEC, the Public Company Accounting Oversight Board and other regulatory agencies, and the accuracy of our assumptions and estimates used to prepare our financial statements; the effect of trade, monetary, fiscal and other governmental policies of the U.S. federal government, including money supply and interest rate policies of the Federal Reserve Board; disruption in the liquidity and other functioning of U.S. financial markets; the impact on financial markets and the economy of any changes in the credit ratings of the U.S. Treasury obligations and other U.S. government-backed debt, as well as issues surrounding the levels of U.S., European and Asian government debt and concerns regarding the creditworthiness of certain sovereign governments, supranationals and financial institutions in Europe and Asia; the uncertainty surrounding the United Kingdom's exit from the European Union and its consequences; our litigation and regulatory compliance exposure, including any adverse developments in legal proceedings or other claims and unfavorable resolution of regulatory and other governmental examinations or other inquiries; the adequacy of our risk management program; the ability to secure confidential information and deliver products and services through the use of computer systems and telecommunications networks; a failure in or breach of our operational or security systems or infrastructure, or those of our third-party vendors and other service providers, including as a result of cyber attacks; fraud, scams and schemes of third parties; the impact of widespread natural and other disasters, pandemics, dislocations, terrorist activities or international hostilities on the economy and financial markets generally or on us or our counterparties specifically; demand for loans in the respective market areas served by Park and our subsidiaries; and other risk factors relating to the banking industry as detailed from time to time in Park's reports filed with the SEC including those described in "Item 1A. Risk Factors" of Part I of Park's Annual Report on Form 10-K for the fiscal year ended December 31, 2016. Park does not undertake, and specifically disclaims any obligation, to publicly release the results of any revisions that may be made to update any forward-looking statement to reflect the events or circumstances after the date on which the forward-looking statement was made, or reflect the occurrence of unanticipated events, except to the extent required by law.



Century National Bank
 Fairfield National Bank
 Farmers Bank
 First-Knox National Bank
 The Park National Bank
 The Park National Bank of
 Southwest Ohio & Northern Kentucky

Richland Bank
 Second National Bank
 Security National Bank
 United Bank, N.A.
 Unity National Bank
 Ⓢ Scope Aircraft Finance
 Ⓞ Guardian Finance Company

Park National Corporation (PRK) Profile
 (as of June 30, 2017)

- 11 Community Bank Divisions
- 2 Specialty Finance Companies
- One non-bank workout subsidiary
- 29 Ohio counties
- 110 bank branches
- 6 specialty finance offices
- 1,768 FTEs

Leadership Team

Park Executive Management

- **David L. Trautman – President and CEO– Age: 56**

President, CEO and Board Member of The Park National Bank and Park National Corporation (Park) headquartered in Newark, Ohio. He served as President of First-Knox National Bank, a division of The Park National Bank, from May 1997 through January 2002, and as its Chairman from 2001 to 2006. In addition, he served on the Board of the United Bank of Bucyrus, a division of The Park National bank, from 2000 to 2006.

Mr. Trautman received his BA from Duke University and joined Park immediately following graduation. He holds an MBA, with honors, from The Ohio State University. He is a graduate of The Stonier Graduate School of Banking at The University of Delaware and the Ohio Bankers Association Leadership Institute.

Mr. Trautman is past Chairman of the Ohio Bankers League, member of Newark Rotary Club, past campaign chair for United Way of Licking County, and serves as a Trustee of Dawes Arboretum.

- **C. Daniel DeLawder – Chairman – Age: 67**

Chairman and Board Member of The Park National Bank and Park National Corporation headquartered in Newark, Ohio. He served previously as CEO of The Park National Bank and Park for 15 years. He served as President of the Fairfield National Bank, a division of The Park National Bank, from 1985 through 1991. He also currently serves on the Boards of MedBen, Truck One, Inc. and Fleet Service, Inc.

Mr. DeLawder received his B.S.Ed., cum laude from Ohio University in Athens and joined Park immediately following graduation. He is a graduate of numerous bank industry educational programs.

Mr. DeLawder is a past member of the Board of Directors of the Federal Reserve Bank of Cleveland. He is the past chairman of the Board of Trustees of Ohio University. He served as a member of the American Bankers Association (ABA) BankPac Committee as well as a member of the Government Relations Council of the ABA. He is past Chairman of the Ohio Bankers Association and a past Director-at-Large of the Community Bankers Association of Ohio.

Park Executive Management (continued)

- **Brady T. Burt – Chief Financial Officer – Age: 45**

Chief Financial Officer of Park since 2012. Formerly served as the Chief Accounting Officer of Park from April 2007 to December 2012.

Prior to joining Park, Mr. Burt served Vail Banks, Inc. in various capacities from April 2002 to November 2006, including EVP-Chief Financial Officer. Mr. Burt was also employed by PricewaterhouseCoopers from September 1994 to August 2001, working in various accounting roles, both in Ohio and London, England.

Mr. Burt received his B.S. Degree in Accounting from Miami University in 1994. He is a board member of the Federal Home Loan Bank of Cincinnati. In addition, he currently is a board member and serves on the Finance Committee of the Licking County United Way, is a board member and board secretary of Habitat MidOhio, is a member of the Granville Rotary Club, and is an Audit Committee member of the Licking County Foundation.

- **Matthew R. Miller – Executive Vice President – Age: 39**

Executive Vice President of Park since April 2017. Formerly served as the Chief Accounting Officer of Park from December 2012 to April 2017, and as an Accounting Vice President from April 2009 to December 2012.

Prior to joining Park, Mr. Miller worked eight years at Deloitte & Touche, where his experience was primarily focused on financial service industry clients.

Mr. Miller holds a bachelor's degree in accounting, graduating summa cum laude from the University of Akron. In addition, he currently is vice chair of the Next Generation Advisory Board of the Ohio Bankers League, is board president of the YMCA of Licking County, served as the 2015-16 campaign chair for the United Way of Licking County, is chair of the Development Council Annual Fund Committee at The Works, serves on the Development Council for Licking Memorial Health Systems and is a member of the Newark Rotary Club.

Experienced Leadership Team

- Senior leadership consists of executives with proven local market experience
- Leadership team averages 27 years of banking experience
- Average management tenure with Park National is approximately 22 years

Name	Position	Age	Years with PRK	Years In Industry
David L. Trautman	President & CEO	56	34	34
C. Daniel DeLawder	Chairman	67	46	46
Matthew R. Miller	Executive Vice President	39	8	14
Brady T. Burt	Chief Financial Officer	45	10	16

Leadership Team – continued

Name	Position	Age	Years with PRK	Years In Industry
Adrienne M. Brokaw	SVP – Director of Internal Audit	49	4	18
Thomas J. Button	SVP – Chief Credit Officer	57	20	31
Thomas M. Cummiskey	SVP – Trust	47	17	19
Kelly A. Edds	VP – Chief Accounting Officer	35	7	12
Robert N. Kent, Jr.	President – Scope Aircraft Finance	59	14	34
Timothy J. Lehman	SVP and Chief Operating Officer	52	22	22
Laura B. Lewis	SVP – Human Resources & Marketing	57	32	32
Jason L. Painley	SVP – Chief Risk Officer	40	5	16
Greg M. Rhoads	VP – Chief Information Officer	39	15	15
Cheryl L. Snyder	SVP – Consumer Banking	60	37	39
Paul E. Turner	SVP - Treasury	49	27	27
Jeffrey A. Wilson	SVP – Chief Administrative Officer	50	12	20

Affiliate Leadership

Name	Position	Age	Years with PRK/Affiliate	Years In Industry
Brett A. Baumeister	President – Unity National Bank	51	13	27
John A. Brown	President – Security National Bank	48	26	26
David J. Gooch	President – Park National Bank of Southwest Ohio & Northern Kentucky	48	20	26
Chris R. Hiner	President – Richland Bank	34	11	11
Brian R. Hinkle	President – Farmers & Savings Bank	40	12	16
Thomas M. Lyll	Chairman – Century National Bank	71	46	46
Matthew R. Marsh	President – Guardian Finance Company	51	18	29
Patrick L. Nash	President – Century National Bank	52	30	30
Vickie A. Sant	President – First-Knox National Bank	62	41	41
Donald R. Stone	President – United Bank	60	21	33
John E. Swallow	President – Second National Bank	60	32	42
Stephen G. Wells	President – Fairfield National Bank	56	33	33

Highlights of Q2 2017

- Loan growth of \$94.3 million YTD in 2017 (3.63% annualized) at Park National Corporation's (PRK) Ohio subsidiary, The Park National Bank (PNB).
- Credit quality remains strong: PRK and PNB experienced net charge-offs of 9 basis points (bps) YTD in 2017. Delinquencies (30 days or more past due and accruing) remain low at 38 bps and 31 bps for PRK and PNB, respectively.
- Deposit growth of \$310.1 million (5.4%) from 6/30/16 to 6/30/17 at PNB. Growth consisted of \$170.8 million of interest bearing deposits (4.0%) and \$139.3 million of noninterest bearing deposits (9.4%).

ROA and ROE History

PRK and PRK, excluding Vision & Southeast Property Holdings, LLC (SEPH)

	Park ROAA	Park ROAA, excluding VB & SEPH	Peer median ROAA	Park ROAE ¹	Park ROAE, excluding VB & SEPH ²	Peer median ROAE
2Q 2017 YTD (annualized)	1.04%	1.06%	1.03% ⁴	10.58%	11.06%	9.37% ⁴
2016	1.16%	1.08%	1.01%	11.68%	11.03%	9.16%
2015	1.11%	1.12%	0.97%	11.40%	11.69%	8.68%
2014	1.22%	1.16%	0.95%	12.34%	11.81%	8.34%
2013	1.15%	1.16%	1.04%	11.94%	12.11%	8.89%
2012	1.11%	1.33%	0.98%	11.41%	13.94%	8.56%
2011	1.06%	1.59%	0.80%	11.81%	19.46%	7.27%
2010	0.74%	1.58%	0.25%	8.05%	18.27%	0.88%
2009	0.97%	1.61%	(0.16)%	11.81%	20.80%	(2.22)%
2008	1.02% ³	1.63%	(0.06)%	12.12% ³	21.57%	(2.01)%
2007	1.24% ³	1.52%	0.87%	12.40% ³	17.88%	9.45%
Average 2007 – 2016	1.08%	1.38%	0.67%	11.50%	15.86%	5.70%

¹ Calculated using average common equity for Park National Corporation.

² Calculated using average common equity for Park National Corporation, excluding Vision Bank and SE Property Holdings, LLC.

³ Adjusted for goodwill impairment charges of \$55 million in 2008 and \$54 million in 2007. Including the goodwill impairment charges, Park's ROAA for 2008 and 2007 was 0.20% and 0.37%, respectively, and Park's ROAE for 2008 and 2007 was 2.40% and 3.67% respectively.

⁴ Due to unavailability of 2Q 2017 peer median financial metrics, data utilized herein reflects 1Q 2017 peer results.

The Park National Bank – The bank of choice

Headquarter Counties – Deposits (in thousands)

Bank Division	Year Joined Park	Hdqtr. Co. Deposits	Total County Deposits	% of 2016 Market Share	% of 2015 Market Share	2016 Headquarter County Market Share Rank	2015 Headquarter County Market Share Rank
Park National	1908	\$1,554,977	\$2,506,245	62.04%	62.98%	1	1
Fairfield National	1985	374,719	2,005,731	18.68%	20.58%	1	1
Richland Bank	1987	529,316	1,814,562	29.17%	28.94%	1	1
Century National	1990	462,466	1,363,558	33.92%	33.51%	1	1
First-Knox National	1997	527,959	856,851	61.62%	60.70%	1	1
Second National	2000	276,029	1,116,268	24.73%	24.11%	2	2
Security National	2001	478,881	1,478,541	32.39%	32.82%	1	1
Seven largest OH divisions		\$4,204,347	\$11,141,756	37.74%	38.06%		
Other OH divisions – headquarter counties		596,693	5,195,471	11.48%	11.30%		
Total OH divisions – headquarter counties		\$4,801,040	\$16,337,227	29.39%	29.66%		
Remaining Ohio bank deposits		\$926,030					
Total Ohio bank deposits		\$5,727,070					

Park National Corporation

Consolidated Statements of Income

(in thousands)	Jun. 30, 2017	Jun. 30, 2016	Dec. 31, 2016	Dec. 31, 2015
Net interest income	\$ 118,730	\$ 117,304	\$ 238,086	\$ 227,632
Provision for (recovery of) loan losses	<u>5,457</u>	<u>3,547</u>	<u>(5,101)</u>	<u>4,990</u>
Net interest income after provision for (recovery of) loan losses	\$ 113,273	\$ 113,757	\$ 243,187	\$ 222,642
Other income	36,758	36,125	78,731	77,551
Other expense	<u>95,568</u>	<u>95,205</u>	<u>199,023</u>	<u>186,614</u>
Income before income taxes	\$ 54,463	\$ 54,677	\$ 122,895	\$ 113,579
Income taxes	<u>15,164</u>	<u>15,993</u>	<u>36,760</u>	<u>32,567</u>
Net income	<u>\$ 39,299</u>	<u>\$ 38,684</u>	<u>\$ 86,135</u>	<u>\$ 81,012</u>

Park National Corporation

Consolidated Balance Sheets

(in millions)	Jun. 30, 2017	Dec. 31, 2016	Dec. 31, 2015
Cash & cash equivalents	\$ 411	\$ 146	\$ 149
Investment securities	1,580	1,580	1,644
Loans	5,365	5,272	5,068
Allowance for loan losses	(54)	(51)	(56)
Other assets	530	521	506
Total assets	\$ 7,832	\$ 7,468	\$ 7,311
Noninterest bearing deposits	1,545	1,523	1,404
Interest bearing deposits	4,417	3,999	3,944
Total deposits	5,962	5,522	5,348
Total borrowings	1,046	1,134	1,177
Other liabilities	72	70	73
Total shareholders' equity	752	742	713
Total liabilities & shareholders' equity	\$ 7,832	\$ 7,468	\$ 7,311

Quarterly Net Income by Operating Segment

<i>(In thousands)</i>	Q2 2017	Q1 2017	Six month YTD 2017	Six months YTD 2016	2016	2015
PNB	\$20,163	\$21,486	\$41,649	\$42,822	\$84,451	\$84,345
GFSC	186	198	384	(1,210)	(307)	1,423
Park Parent Company ¹	(919)	(1,226)	(2,145)	(2,903)	(4,557)	(4,549)
Ongoing operations	\$19,430	\$20,458	\$39,888	\$38,709	\$79,587	\$81,219
SEPH	(398)	(191)	(589)	(25)	6,548	(207)
Total Park	\$19,032	\$20,267	\$39,299	\$38,684	\$86,135	\$81,012

¹ The "Park Parent Company" above excludes the results for SEPH, an entity which is winding down commensurate with the disposition of its problem assets. Management considers the "Ongoing operations" results to be reflective of the business of Park and its subsidiaries on a going forward basis.

The Park National Bank

Consolidated Statements of Income

(in thousands)	Jun. 30, 2017	Jun. 30, 2016	Dec. 31, 2016	Dec. 31, 2015
Net interest income	\$ 115,302	\$ 113,161	\$ 227,576	\$ 220,879
Provision for loan losses	<u>5,294</u>	<u>2,895</u>	<u>2,611</u>	<u>7,665</u>
Net interest income after provision for loan losses	\$ 110,008	\$ 110,266	\$ 224,965	\$ 213,214
Other income	36,890	35,731	74,803	75,188
Other expense	<u>87,680</u>	<u>84,091</u>	<u>177,562</u>	<u>167,476</u>
Income before income taxes	\$ 59,218	\$ 61,906	\$ 122,206	\$ 120,926
Income taxes	<u>17,569</u>	<u>19,084</u>	<u>37,755</u>	<u>36,581</u>
Net income	<u><u>\$ 41,649</u></u>	<u><u>\$ 42,822</u></u>	<u><u>\$ 84,451</u></u>	<u><u>\$ 84,345</u></u>

Park National Bank

Statement of Condition

<i>(In thousands)</i>	June 30, 2017	December 31, 2016	June 30, 2016	% change from 12/31/16	% change from 6/30/16
Loans	\$5,329,172	\$ 5,234,828	\$5,088,014	1.80%	4.74%
Allowance for loan losses	51,699	48,782	56,293	5.98%	(8.16%)
Net loans	5,277,473	5,186,046	5,031,721	1.76%	4.88%
Investment securities	1,573,092	1,573,320	1,545,823	(0.01%)	1.76%
Total assets	7,754,898	7,389,538	7,351,293	4.94%	5.49%
Total deposits	6,037,148	5,630,199	5,727,070	7.23%	5.41%
Average assets ⁽¹⁾	7,571,295	7,337,438	7,314,230	3.19%	3.51%
Return on average assets ⁽²⁾	1.11%	1.15%	1.18%	(3.48%)	(5.93%)

(1) Average assets for the six-month periods ended June 30, 2017 and 2016, and for the year ended December 31, 2016.

(2) Annualized for the six months ended June 30, 2017 and 2016.

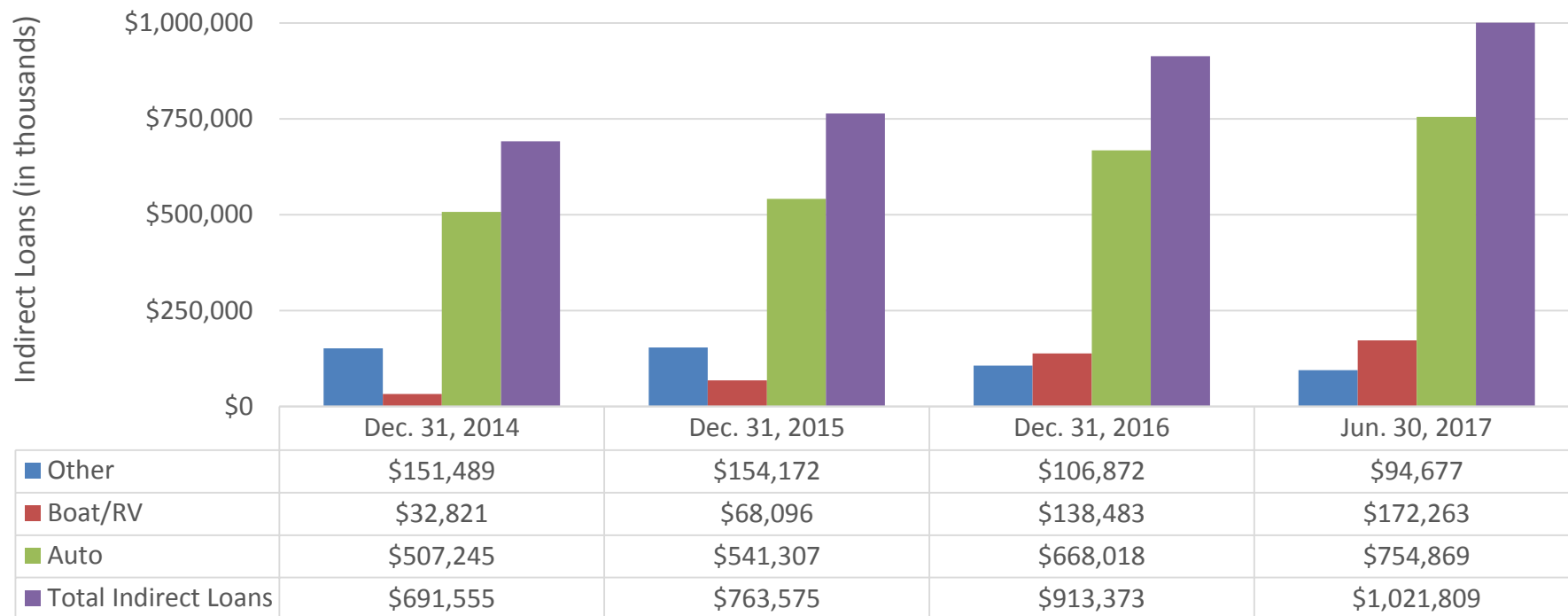
Park National Bank

Loans by Type

- Commercial lending focus is on small, closely-held businesses within our markets.
- Consumer mortgage and home equity portfolios are originated by Park within our footprint and have been consistently underwritten for decades

	<u>6/30/2017</u>	<u>12/31/2016</u>	<u>6/30/2016</u>	<u>% Change from</u>	
	<u>Amount</u>	<u>Amount</u>	<u>Amount</u>	<u>12/31/2016</u>	<u>6/30/2016</u>
Commercial Real Estate					
Owner Occupied	\$ 485,982	\$ 465,603	\$ 470,555	4.38%	3.28%
Non-Owner Occupied	565,182	553,540	530,444	2.10%	6.55%
Residential Real Estate	1,765,278	1,796,894	1,828,506	(1.76%)	(3.46%)
Construction Real Estate	170,399	188,945	171,124	(9.82%)	(0.42%)
Commercial & Industrial	1,009,398	995,563	964,257	1.39%	4.68%
Consumer	1,188,850	1,094,480	989,411	8.62%	20.16%
Farmland	140,736	136,560	130,068	3.06%	8.20%
Leases	3,347	3,243	3,649	3.21%	(8.28%)
Total Loans	\$ 5,329,172	\$ 5,234,828	\$ 5,088,014	1.80%	4.74%

Park National Bank Indirect Loans



Indirect Loans (as of 6/30/17)

Credit Score	Outstanding Balance	30-59 DPD	60-89 DPD	90+ DPD	Past Due Balance	% Past Due
770 and above	\$ 478,624,421	39	13	5	\$ 591,494	0.12%
740-769	\$ 170,608,475	45	8	4	\$ 508,453	0.30%
700-739	\$ 228,451,939	101	22	12	\$ 1,332,477	0.58%
Other	\$ 144,124,316	290	89	49	\$ 3,216,968	2.23%
Total	\$ 1,021,809,151	475	132	70	\$ 5,649,392	0.55%

Park National Corporation

Nonperforming assets

(in thousands)

	Jun. 30, 2017	Dec. 31, 2016	Dec. 31, 2015
Non-accrual loans ¹	\$ 90,378	\$ 87,822	\$ 95,887
Renegotiated loans ¹	18,631	18,175	24,979
Loans past due 90 days or more (still accruing)	1,895	2,086	1,921
Total nonperforming loans	\$ 110,904	\$ 108,083	\$ 122,787
Other real estate owned (OREO)	14,881	13,926	18,651
Total nonperforming assets ²	\$ 125,785	\$ 122,009	\$ 141,438
Percentage of nonaccrual loans and loans 90+ days past due to loans (PRK)	1.72%	1.71%	1.93%
Percentage of nonaccrual, restructured and OREO to assets (PRK)	1.58%	1.61%	1.91%
Texas Ratio (PRK)	17.14%	16.93%	20.28%
Note: The Texas Ratio is calculated as total nonperforming assets divided by the sum of tangible common equity plus the allowance for loan losses.			
Peer Group Information	Mar. 31, 2017	Dec. 31, 2016	Dec. 31, 2015
Percentage of nonaccrual loans and loans 90+ days past due to loans (Peer Group)	0.63%	0.64%	0.75%
Percentage of nonaccrual, restructured and OREO to assets (Peer Group)	0.72%	0.74%	0.91%

¹ The carrying balance of impaired commercial loans as a percentage of unpaid principal balance at June 30, 2017 was 83.9% and 100.0% for Park National Corporation and SEPH, respectively.

² At June 30, 2017, Vision/SEPH participations included in Park National Corporation's nonperforming assets were approximately \$9.1 million.

Source: BHC Performance Report and Company Filings

Park National Corporation less Vision Bank/SEPH Nonperforming Assets

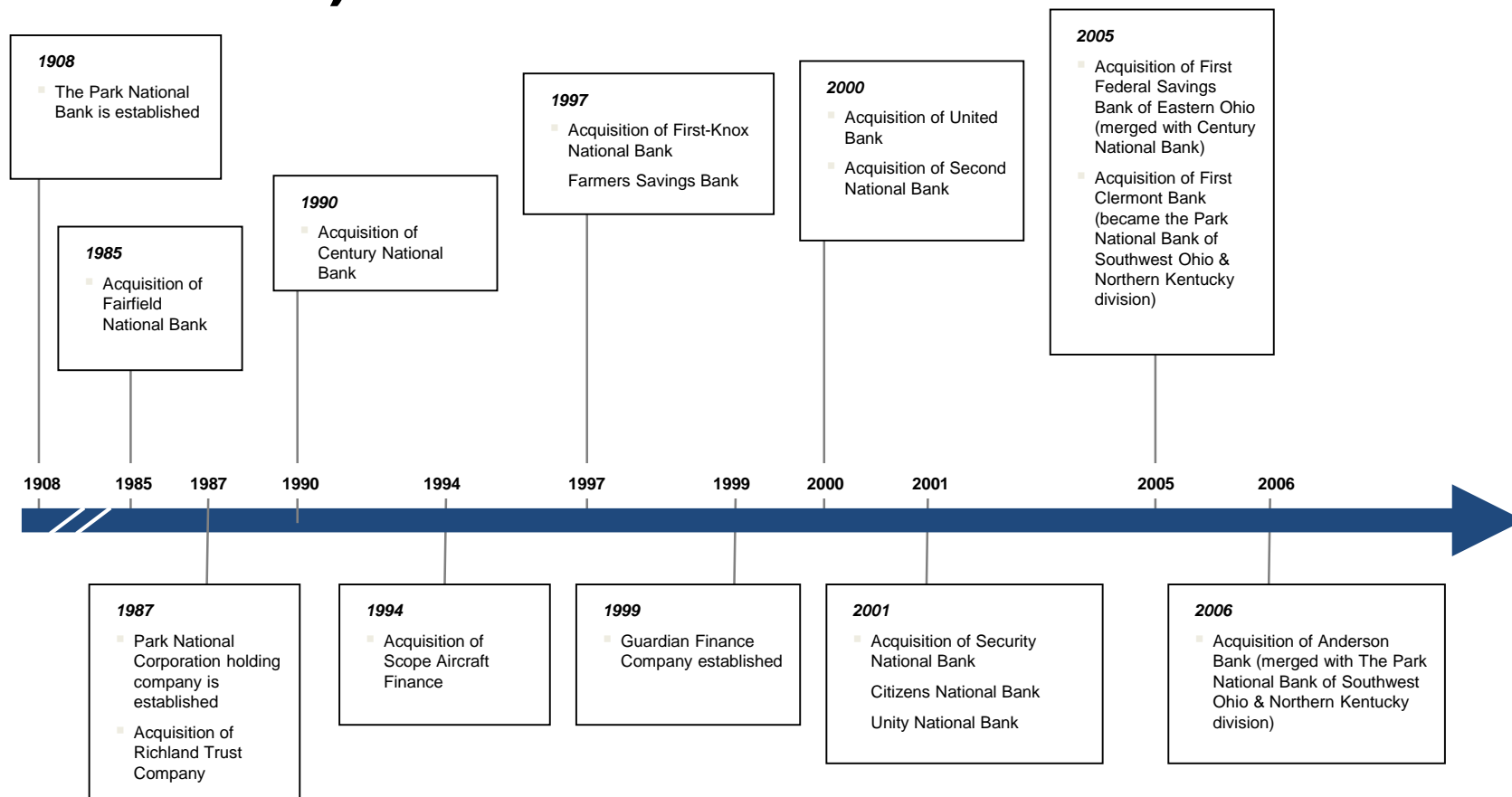
(in thousands)	Jun. 30, 2017	Dec. 31, 2016	Dec. 31, 2015
Non-accrual loans	\$ 79,688	\$ 76,084	\$ 81,468
Renegotiated loans	18,631	18,175	24,979
Loans past due 90 days or more (still accruing)	1,895	2,086	1,921
Total nonperforming loans	\$ 100,214	\$ 96,345	\$ 108,368
Other real estate owned (OREO) – PNB	7,108	6,025	7,456
Total nonperforming assets	\$ 107,322	\$ 102,370	\$ 115,824
Percentage of nonaccrual loans and loans 90+ days past due to loans (PNB and Guardian)	1.52%	1.49%	1.65%
Percentage of nonaccrual, restructured and OREO to assets (PNB and Guardian)	1.36%	1.36%	1.57%
Texas Ratio	15.07%	14.66%	16.98%
Note: The Texas Ratio is calculated as total nonperforming assets divided by the sum of tangible common equity plus the allowance for loan losses.			
Peer Group Information	Mar. 31, 2017	Dec. 31, 2016	Dec. 31, 2015
Percentage of nonaccrual loans and loans 90+ days past due to loans (PRK Peer Group)	0.63%	0.64%	0.74%
Percentage of nonaccrual, restructured and OREO to assets (PRK Peer Group)	0.72%	0.74%	0.90%

PRK comparison to peers

	<u>PRK Price to Book %</u>	<u>Peer Group Price to Book %</u>	<u>PRK Price to tangible book</u>	<u>Peer Group Price to Tangible Book %</u>	<u>PRK Price to Earnings</u>	<u>Peer Group Price to Earnings</u>	<u>PRK Dividend Yield</u>	<u>Peer Group Dividend Yield</u>
2Q 2017	211%	165% ¹	233%	209% ¹	20.2	18.4 ¹	3.7	1.8 ¹
2016	247%	171%	274%	221%	21.4	20.5	3.1	1.7
2015	194%	136%	216%	168%	17.2	16.2	4.2	2.1
2014	196%	146%	218%	178%	16.2	19.8	4.2	1.9
2013	202%	170%	227%	192%	17.0	19.9	4.4	2.1
2012	153%	117%	172%	145%	13.2	13.4	5.8	2.8
2011	156%	109%	176%	135%	13.1	14.7	5.8	2.4
2010	177%	127%	202%	155%	21.1	17.8	5.2	2.1
2009	141%	105%	163%	140%	12.2	16.9	6.4	2.5
2008	183%	135%	217%	211%	14.6	15.7	5.3	2.9
2007	155%	138%	207%	206%	11.9	13.2	5.8	3.3
2006	242%	206%	280%	291%	14.7	17.1	3.8	2.3

¹ Due to unavailability of 2Q 2017 peer median financial metrics, data utilized herein reflects 1Q 2017 peer results.

A Successful History of Disciplined Strategic Growth in Ohio (11 acquisitions; 2 De Novos)



PRK M&A Strategy

Two prong strategy guidelines:

- **Traditional M&A**
 - Strong franchise, good reputation
 - Good market share
 - Existing leadership continuity
 - Traditional community bank structure
 - Core deposits
- **Metro Strategy** – Attractive markets in the Midwest / Southeast / Mid-Atlantic states
 - Open de novo
 - Mirror successful Columbus, Ohio office
 - Partner with banks that have the following characteristics:
 - Consistent loan growth
 - Acceptable asset quality
 - Existing or potential trust and wealth management business
 - Commercial focused
 - Proven leadership team



2017 PRK Agenda

- A. Increase Net Income \geq \$90 million
- B. Maintain common dividend at historic rate
- C. Perform in upper quintile of \$3-\$10 billion bank holding company peer group
- D. Reduce PRK NPA's from \$122 million to \$85 million
- E. Cultivate and respond promptly to M & A possibilities

Keefe, Bruyette & Woods
Community Bank Investor Conference
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