

**Cash Back and Platinum Credit Cards
Pricing Information as of January 30, 2017**

| Interest Rates and Interest Charges | |
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| Annual Percentage Rate (APR) for Purchases | 0% introductory APR for 7 billing cycles. After that, your APR will be 11.75% for Cash Back Rewards, and 13.75% for Platinum only. These APRs will vary with the market based on the Prime Rate. |
| APR for Balance Transfers | 0% introductory APR for 7 billing cycles. After that, your APR will be 11.75% for Cash Back Rewards, and 13.75% for Platinum only. These APRs will vary with the market based on the Prime Rate. |
| APR for Cash Advances | 11.75% for Platinum Cash Back Rewards, and 13.75% for Platinum only This APR will vary with the market based on the Prime Rate. |
| Penalty APR and When it Applies | 23.75% This APR will vary with the market based on the Prime Rate. This APR may be applied to your account if you make a late payment. How Long Will the Penalty APR Apply?: If your APRs are increased for this reason, the Penalty APR may apply indefinitely.* |
| How to Avoid Paying Interest on Purchases | Your due date is at least 25 days after the close of each billing cycle. We will not charge interest on purchases if you pay your entire balance by the due date each month. We will begin charging interest on cash advances and balance transfers on the transaction date. |
| Minimum Interest Charge | If you are charged interest, the charge will be no less than \$2.00. |
| For Credit Card Tips from the Consumer Financial Protection Bureau | To learn more about factors to consider when applying for or using a credit card, visit the website of the Consumer Financial Protection Bureau at http://www.consumerfinance.gov/learnmore . |

| Fees | |
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| Annual Fee | \$35 Platinum Cash Back \$0 Platinum |
| Transaction Fees • Balance Transfer • Cash Advance • Foreign Transaction | Either \$5 or 3% of the amount of each transfer, whichever is greater. Either \$5 or 3% of the amount of each cash advance, whichever is greater. 2% of the transaction in U.S. dollars. |
| Penalty Fees • Late Payment • Returned Payment | Up to \$25 Up to \$25 |

How We Will Calculate Your Balance: We use a method called “average daily balance (including new purchases).” See your account agreement for more details.

Loss of Introductory APR: We may end your introductory APR and apply the Penalty APR if you do not pay the full amount of any minimum payment due within 60 days of its payment due date.

Billing Rights: Information on your rights to dispute transactions and how to exercise those rights is provided in your account agreement.

* **Penalty APR:** We will reduce the Penalty APR to the APRs that applied prior to the increase to the extent required by applicable law, if, once the Penalty APR goes into effect, you make the first six minimum payments on or before the payment due dates.

Prime Rate: Except for any introductory APR, the APR will vary based on changes in the Prime Rate published in *The Wall Street Journal*. As of the date shown above, the Prime Rate was 3.75%. To determine the APRs for Purchases, Balance Transfers, and Cash Advances, for the Cash Back Card we add 8.00% to the Prime Rate, and for the Platinum Card we add 10.00% to the Prime Rate.

These terms are accurate as of January 30, 2017, but may have changed after this date. To find out what may have changed, you should write to us at the following address: Credit Card Services, Attn: Credit Card Services 850 Shades Creek Parkway Suite 200, Birmingham, AL 35209

IMPORTANT INFORMATION ABOUT PROCEDURES FOR OPENING A NEW ACCOUNT: To help the government fight the funding of terrorism and money-laundering activities, federal law requires all financial institutions to obtain, verify, and record information that identifies each person who opens an account. What this means for you: When you open an account, we will ask for your name, address, date of birth, and other information that will allow us to identify you. We may also ask to see your driver's license or other identifying documents.

Terms and Conditions: By submitting this application:

- You are applying for a Visa credit card account (the "Account") to be issued by ServisFirst Bank, which is headquartered in and operating under the laws of Alabama ("we," "us," and "our"). Married applicants may apply separately in their own names.
- You certify that you are at least 18 years of age (19 if you reside in Alabama), and you are either a U.S. citizen or permanent resident of the United States.
- You understand that we will rely on the information you provide on and in connection with this application, and you certify that this information is accurate and complete.
- You authorize us to obtain consumer credit reports and other information about you for purposes of reviewing your application and, if your application is approved, for purposes of reviewing, updating, renewing, and servicing your Account.
- You also authorize us to verify your employment, income, address and all other information about you with creditors, credit reporting agencies, employers, and other third parties, and through records maintained by government agencies. You waive any rights of confidentiality you may have in this information, to the extent permitted under applicable law.
- If your application is approved, the Account will be governed by the Credit Card Agreement and Disclosure Statement (the "Agreement"), which is sent with the card(s) for each Account. You agree to read the Agreement carefully before you use or permit anyone else to use the Account. By using the Account or any card, or permitting such use, you agree to be bound by the terms of the Agreement. The Account and the Agreement are governed by Alabama law and federal law. We may change the terms of the Account as provided in the Agreement.
- You agree we may contact you (1) using an automated telephone dialing system and/or artificial or prerecorded voice message, and (2) at any phone number (including cell phone numbers) you provide to us on this application or otherwise and at any number where we believe we may reach you. We may contact you using these numbers even if you are charged for the call or text message under your phone plan.

Notice to Cardholders and Authorized Users About Negative Information Furnishing: We may report information about your account to credit bureaus. Late payments, missed payments, or other defaults on your account may be reflected in your credit report.

Balance Transfers: A "Balance Transfer" is a balance we allow you to transfer to your Account from an account you owe to another financial institution or other creditor. To complete a Balance Transfer, there must be enough credit available in your Account for the Balance Transfer and you must use a written, electronic or telephonic method or device that we approved for this purpose. All Balance Transfers are subject to our approval. We will not process Balance Transfer requests we consider incomplete or illegible. We will not process requests for a Balance Transfer payable directly to you, to us, or to any of our affiliates. We are not liable to you if we do not process part or all of any Balance Transfer you request. If you request several Balance Transfers, we may process the Balance Transfers in any order we choose. We may also limit the amount of Balance Transfers to your Account to an amount that is less than the total credit limit of your Account. If we do not approve the full amount of any Balance Transfer you request, we may process part or none of the Balance Transfer amount you requested. Do not request a Balance Transfer for any amount that is or may be subject to a dispute between you and any other financial institution or creditor. After you request a Balance Transfer, you should still monitor and pay at least the minimum amount due on your other account, until the other institution sends an account statement to you showing that you are no longer required to make any account payment. You are liable to your other creditors for any fees, charges, and amounts due under their credit agreements with you, including any late payment fees and finance charges you may owe if a Balance Transfer or any other payment is not completed in the time and manner required by the other institution. We will not instruct any other creditor to close their account with you after we process a Balance Transfer. If you want to close your account with another creditor after we process a Balance Transfer, you must instruct the other creditor to do so. Balance Transfers are subject to the transaction fee and APR shown in the accompanying "Pricing Information." We will begin charging interest on each Balance Transfer on the date it is added to your Account balance.

Cash Back Rewards program rules:

The Cash Back program (the "Program") applies only to cardholders of the Platinum Cash Back Credit Card (a "Cardholder"), and does not apply to cardholders of the Platinum Credit Card. Eligible Cardholders can earn an annual cash back rebate on each Anniversary Date based on Net Purchases made with a Cash Back credit card account (an "Account") issued by ServisFirst Bank ("we", "us" and "our"). The "Anniversary Date" for an Account will be the closing date of the twelfth consecutive billing cycle after an Account is opened and the same date each year thereafter. The Annual Cash Back Rebate or "Rebate" will be one percent (1%) of the Net Purchases made by an eligible Cardholder during the twelve billing cycles before each Anniversary Date (an "Enrollment Year"). "Net Purchases" means the dollar value of goods

or services purchased with an Account, minus any credits, returns or other adjustments as reflected on monthly billing statements. "Net Purchases" does not include any Cash Advance or Balance Transfer transactions, Finance Charges, Fees (including Foreign Transaction Fees) or insurance charges on an Account. Rebates will be automatically posted to Accounts within two months following each Anniversary Date. **Eligibility:** To be eligible for any Rebate, the Cardholder's Account must be in good standing at all times during the Enrollment Year. An Account will not be in good standing, and the Cardholder will not be eligible for a Rebate, if (a) the Account has been closed to future transactions; (b) the Account is subject to a Penalty Rate; or (c) the Account is otherwise in Default under the Cardholder's agreement with us. **Limitations:** We reserve the right to determine which Net Purchases qualify for the Rebate. No retroactive Rebates will be awarded. Rebates are not transferable and cannot be used as payment on any account with us. The Program is offered at our sole discretion. We reserve the right to alter or waive any Program feature or benefit, including the amount of the Rebate or the criteria for Net Purchases, and to cancel or temporarily suspend the Program at any time.