

## First NBC Bank Holding Company (NASDAQ: FNBC; New Orleans, LA) Announces Completion of \$60 Million Private Placement of Subordinated Notes

Sandler O'Neill + Partners L.P. served as lead placement agent for this offering.

This transaction is the 14<sup>th</sup> subordinated note or senior note transaction for a community bank since January 1, 2014 in which Sandler O'Neill acted as a placement agent, sole underwriter, book runner or initial purchaser, more than any other investment bank during that period.<sup>1</sup>

### About the Offering:

NEW ORLEANS, LA (February 18, 2015) – First NBC Bank Holding Company ("First NBC") (NASDAQ: FNBC), the parent bank holding company for First NBC Bank, announced today that it has completed a private placement of \$60 million in aggregate principal amount of subordinated notes to certain qualified institutional investors. Unless earlier redeemed, the notes mature on February 18, 2025 and bear interest at a fixed rate of 5.75% per annum, payable semiannually, over their term. First NBC has agreed to take steps following the closing of the private placement to provide for the exchange of the privately issued notes for publicly registered notes having substantially the same terms.

*This announcement is for informational purposes only and does not constitute an offer to sell or the solicitation of an offer to buy securities.*

### About the Company:

First NBC, headquartered in New Orleans, Louisiana, offers a broad range of financial services through its wholly-owned banking subsidiary, First NBC Bank, a Louisiana non-member bank. First NBC's primary market is the New Orleans metropolitan area and the Mississippi Gulf Coast. First NBC operated from 32 full service banking offices in the New Orleans metropolitan and surrounding areas, 3 full service banking offices in the Florida Panhandle and a loan production office in Gulfport, Mississippi.

(1) Includes all public offerings and private placements of subordinated notes or senior notes that have been announced since 1/1/14 for banks and thrifts with assets less than \$25 billion  
Source: SNL Financial

February 18, 2015

**5.75% Fixed Rate  
Subordinated Notes  
due 2025**

**\$60.0 Million**



**Lead Placement Agent**  
**SANDLER O'NEILL + PARTNERS**

### Financial Highlights as of December 31, 2014<sup>2</sup>

(Dollars in millions)

Total assets	\$3,751
Gross loans (held for investment)	2,774
Total deposits	3,121
Total equity	436
Tier 1 leverage ratio	10.58%
Tier 1 risk-based capital ratio	11.51%
Total risk-based capital ratio	12.76%
TCE / TA	10.32%

(2) Financial data not pro forma for the senior note offering

### Sandler O'Neill Contacts:

Jon Doyle  
Senior Managing Principal  
(212) 466-7826

Bob Kleinert  
Managing Principal  
(212) 466-7806

Jacques de Saint Phalle  
Principal  
(212) 466-7721

Chris DeCresce  
Managing Director  
(212) 466-7992

Kyle Heroman  
Associate Director  
(212) 466-7728

John Pyne  
Associate Director  
(212) 466-7802

James Furey  
Associate Director  
(212) 466-7934

Matt Landolphi  
Analyst  
(212) 466-7732