

CAPITAL MARKETS ANNOUNCEMENT

First NBC Bank Holding Company (NASDAQ: NBCB; New Orleans, LA) Closes \$100.0 Million Initial Public Offering of Common Stock

Sandler O'Neill + Partners L.P. served as joint book-running manager for this transaction

This transaction represents the 131st public offering or private placement of common stock for a bank or thrift since January 1, 2009 for which Sandler O'Neill acted as book-runner, co-manager or placement agent, more than any other investment bank during that period. These transactions have raised approximately \$46.0 billion for our clients.¹

About the Offering:

On May 15, 2013, First NBC Bank Holding Company announced the closing of its initial public offering of common stock. First NBC sold a total of 4,166,667 shares of its common stock to the public (the underwriters have a 30-day option to purchase an additional 625,000 shares that has not been executed) at \$24.00 per share. The offering priced on May 10, 2013.

Total net proceeds from the public offering to First NBC were approximately \$91.5 million, after deducting the underwriters' discount and commissions and estimated offering expenses.

The Company intends to use the net proceeds to support its organic growth and for other general corporate purposes.

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 Bank Holding Company is the largest bank holding company by assets headquartered in New Orleans, Louisiana. Through its wholly owned subsidiary, First NBC Bank, the Company provides a wide range of financial services and relationship-driven commercial banking products tailored to meet the needs of businesses, professionals, individuals and the broader community as a whole. First NBC Bank operates 31 full service branch offices and a loan production office located in the New Orleans metropolitan area and the Mississippi Gulf Coast market.

(1) Does not combine the results of advisors which have merged until the date such merger was completed; Source: SNL Financial

May 15, 2013

Initial Public Offering

\$100.0 Million



Joint Book-Running Manager

SANDLER O'NEILL + PARTNERS

Financial Highlights

(Dollars in thousands)

Total Assets	\$2,670,867
Gross Loans	1,922,217
Total Deposits	2,268,528
Total Equity	248,102
Net Income	29,450
ROACE	15.77%
ROAA	1.19
TCE / TA	7.15
Tier 1 Capital Ratio	11.26
Total Risk-Based Capital Ratio	12.51

Financial data as of 12/31/12

Source: NBCB Prospectus

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