



PROSPERITY —
BANCSHARES, INC.®

Investor Presentation

— First Quarter 2024 —



“Safe Harbor” Statement

Under the Private Securities Litigation Reform Act of 1995

“Safe Harbor” Statement under the Private Securities Litigation Reform Act of 1995: This presentation contains, and the remarks by Prosperity’s management on the conference call may contain, forward-looking statements within the meaning of the federal securities laws, including Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. From time to time, oral or written forward-looking statements may also be included in other information released to the public. Such forward-looking statements are typically, but not exclusively, identified by the use in the statements of words or phrases such as “aim,” “anticipate,” “believe,” “estimate,” “expect,” “goal,” “guidance,” “intend,” “is anticipated,” “is expected,” “is intended,” “objective,” “plan,” “projected,” “projection,” “will affect,” “will be,” “will continue,” “will decrease,” “will grow,” “will impact,” “will increase,” “will incur,” “will reduce,” “will remain,” “will result,” “would be,” variations of such words or phrases (including where the word “could,” “may,” or “would” is used rather than the word “will” in a phrase) and similar words and phrases indicating that the statement addresses some future result, occurrence, plan or objective. Forward-looking statements include all statements other than statements of historical fact, including forecasts or trends, and are based on current expectations, assumptions, estimates and projections about Prosperity Bancshares and its subsidiaries. These forward-looking statements may include information about Prosperity’s possible or assumed future economic performance or future results of operations, including future revenues, income, expenses, provision for loan losses, provision for taxes, effective tax rate, earnings per share and cash flows and Prosperity’s future capital expenditures and dividends, future financial condition and changes therein, including changes in Prosperity’s loan portfolio and allowance for loan losses, changes in deposits, borrowings and the investment securities portfolio, future capital structure or changes therein, as well as the plans and objectives of management for Prosperity’s future operations, future or proposed acquisitions, the future or expected effect of acquisitions on Prosperity’s operations, results of operations, financial condition, and future economic performance, statements about the anticipated benefits of proposed transactions, and statements about the assumptions underlying any such statement. These forward-looking statements are not guarantees of future performance and are based on expectations and assumptions Prosperity currently believes to be valid. Because forward-looking statements relate to future results and occurrences, many of which are outside of Prosperity’s control, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. These risks and uncertainties include, but are not limited to whether Prosperity can: successfully identify acquisition targets and integrate the businesses of acquired companies and banks, including Lone Star State Bancshares; continue to sustain its current internal growth rate or total growth rate; provide products and services that appeal to its customers; continue to have access to debt and equity capital markets; and achieve its sales objectives. Other risks include, but are not limited to: the possibility that credit quality could deteriorate; actions of competitors; changes in laws and regulations (including changes in governmental interpretations of regulations and changes in accounting standards); the possibility that the anticipated benefits of an acquisition transaction, are not realized when expected or at all, including as a result of the impact of, or problems arising from, the integration of two companies or as a result of the strength of the economy and competitive factors generally; a deterioration or downgrade in the credit quality and credit agency ratings of the securities in Prosperity’s securities portfolio; customer and consumer demand, including customer and consumer response to marketing; effectiveness of spending, investments or programs; fluctuations in the cost and availability of supply chain resources; economic conditions, including currency rate, interest rate and commodity price fluctuations; and the effect, impact, potential duration or other implications of weather and climate-related events. Prosperity disclaims any obligation to update such factors or to publicly announce the results of any revisions to any of the forward-looking statements included herein to reflect future events or developments. These and various other factors are discussed in Prosperity’s Annual Report on Form 10-K for the year ended December 31, 2023, and other reports and statements Prosperity has filed with the Securities and Exchange Commission (“SEC”). Copies of the SEC filings for Prosperity may be downloaded from the Internet at no charge from <http://www.prosperitybankusa.com>.

First Quarter Highlights

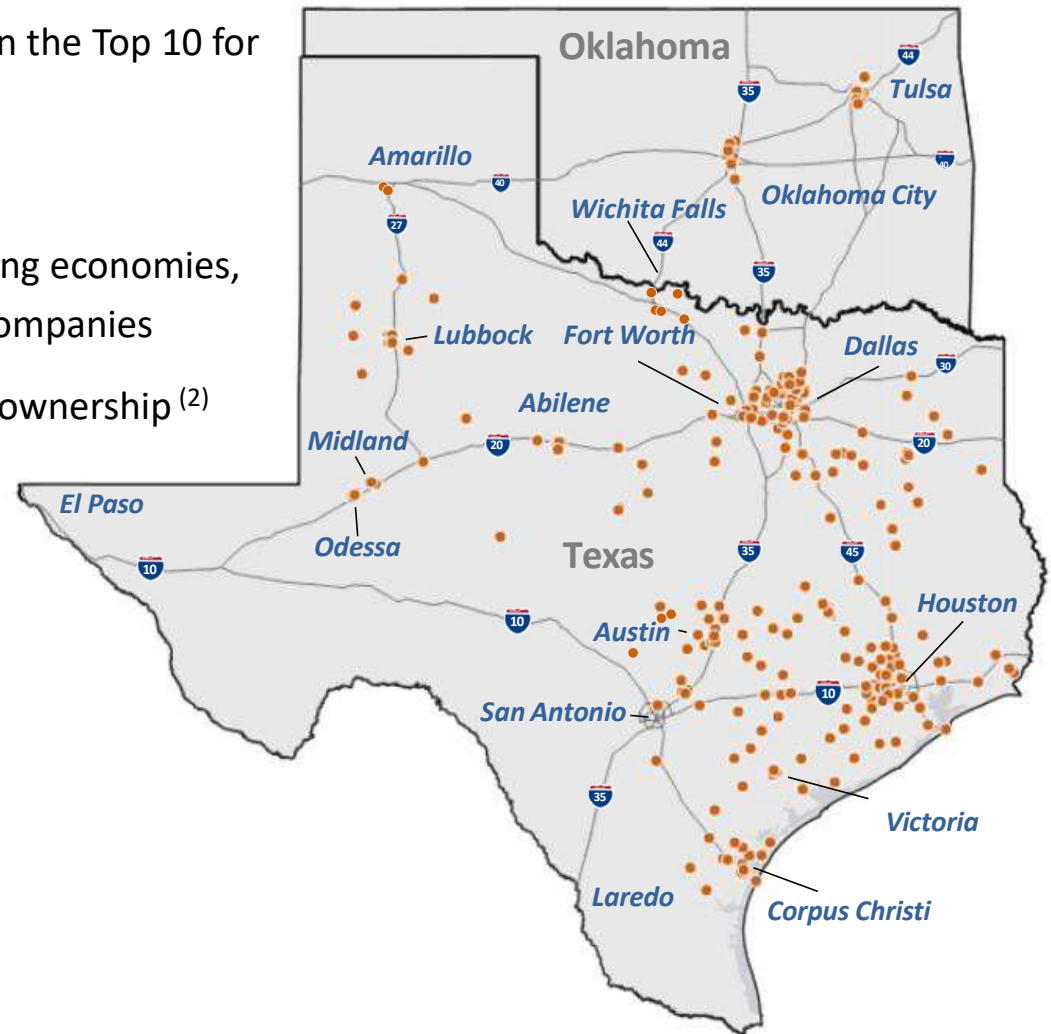
- Net income of \$110.4 million and earnings per share (diluted) of \$1.18 for the three months ended March 31, 2024
- Assets of \$38.8 billion, total loans of \$21.3 billion, and deposits of \$27.2 billion at March 31, 2024
- Common equity tier 1 ratio of 15.78% and leverage ratio of 10.37% at March 31, 2024
- Net interest margin increased 4 basis points to 2.79% in the first quarter 2024
- Sound asset quality with annualized net charge-offs (recoveries) / quarterly average loans of 0.04%
- Nonperforming assets to average earning assets remain low at 0.24%
- Allowance for credit losses on loans and on off-balance sheet credit exposure of \$366.7 million
- Allowance for credit losses to total loans, excluding Warehouse Purchase Program, of 1.62%
- Declared cash dividend of \$0.56 for the second quarter 2024
- Repurchased 567,692 shares of common stock during the first quarter of 2024
- Completed merger with Lone Star State Bancshares, Inc. on April 1, 2024

Strong Presence in Texas and Oklahoma

- A Texas-based financial holding company with \$38.8 billion in total assets
- Prosperity has been ranked as one of Forbes America's Best Banks since the list's inception in 2010, and was ranked in the Top 10 for 14 consecutive years
- Ranked #2 in deposit market share in Texas ⁽¹⁾
- Texas and Oklahoma continue to benefit from strong economies, and are home to 61 Fortune 500 headquartered companies
- Shareholder driven with 4.3% fully diluted insider ownership ⁽²⁾
- Successful completion of 45 acquisitions (whole bank, branch and failed bank transactions)

288 Full-Service Locations

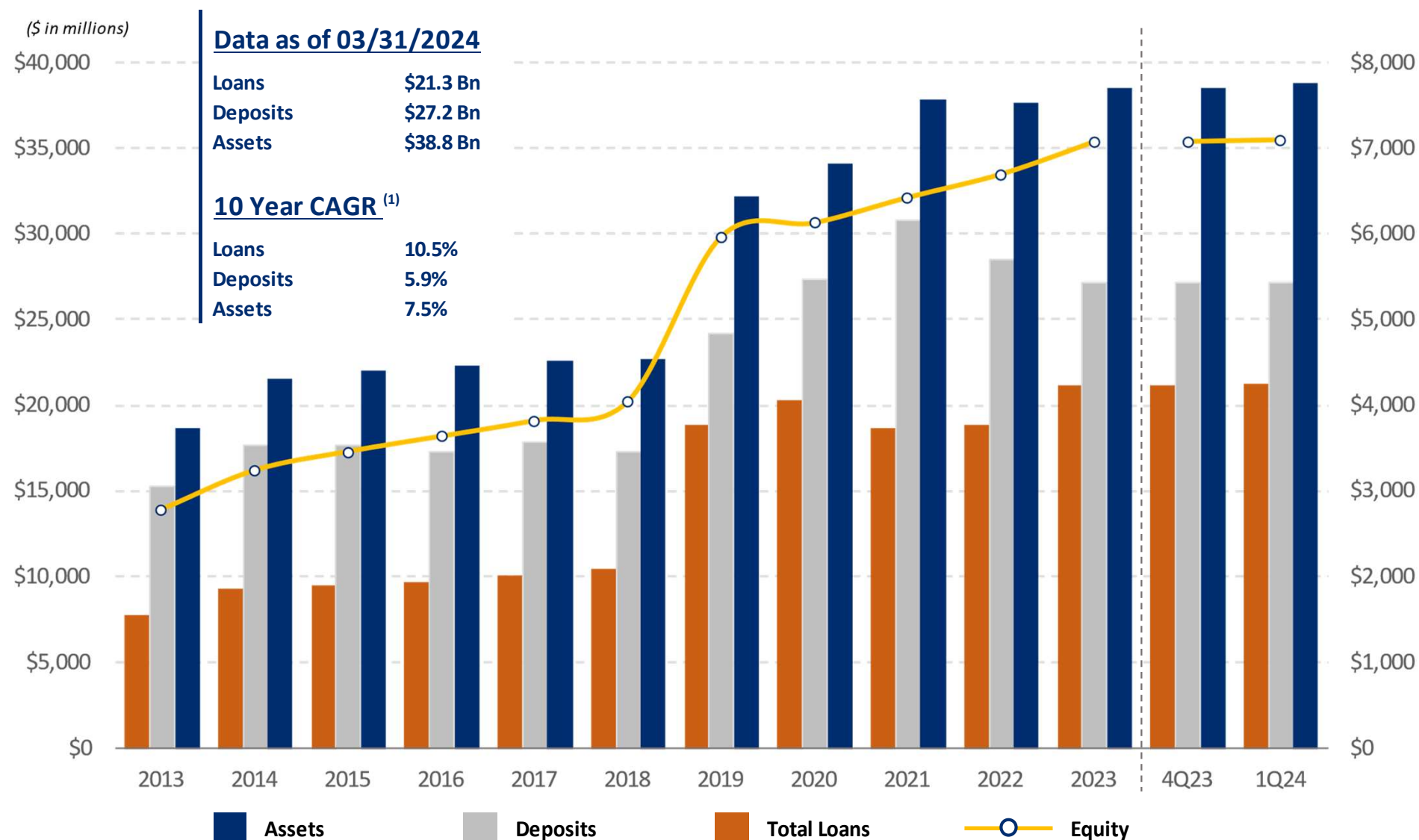
15	in Bryan/College Station Area
6	in Central Oklahoma Area
31	in Central Texas Area
62	in Dallas/Fort Worth Area
22	in East Texas Area
65	in Houston Area
30	in South Texas Area
8	in Tulsa Area
49	in West Texas Area



(1) Per FDIC; Includes Texas headquartered commercial banks; Deposits as of 6/30/2023

(2) Per proxy statement (Form DEF 14A) filed on 3/14/2024

Balance Sheet Summary



Net Income



Note: Net income includes the following (\$ in thousands)

Provision for Credit Losses	\$17,240	\$18,275	\$7,560	\$24,000	\$14,325	\$16,350	\$4,300	\$20,000	-	-	\$18,540	-	-
Loan Discount Accretion	\$62,723	\$95,875	\$52,122	\$38,970	\$21,906	\$13,909	\$28,045	\$91,341	\$39,278	\$7,401	\$8,046	\$2,480	\$1,860

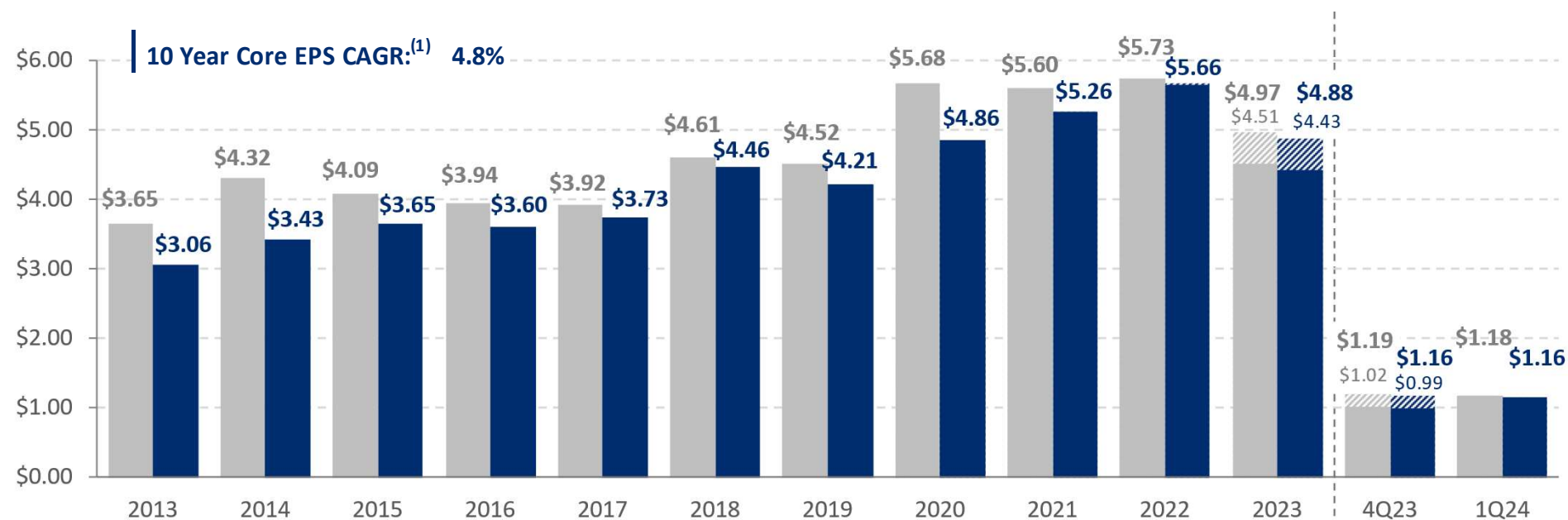


Source: Company Documents

(1) Represents the Compound Annual Growth Rate of net income (excluding purchase accounting adjustments and non-recurring charges) from 12/31/2013 – 12/31/2023

(2) Excludes after-tax merger related provision and expenses related to the First Bancshares of Texas, Inc. acquisition and in Q4 2023 a one-time FDIC special assessment

Earnings Per Share



Note: Net income includes the following (\$ in thousands)

Provision for Credit Losses	\$17,240	\$18,275	\$7,560	\$24,000	\$14,325	\$16,350	\$4,300	\$20,000	-	-	\$18,540	-	-
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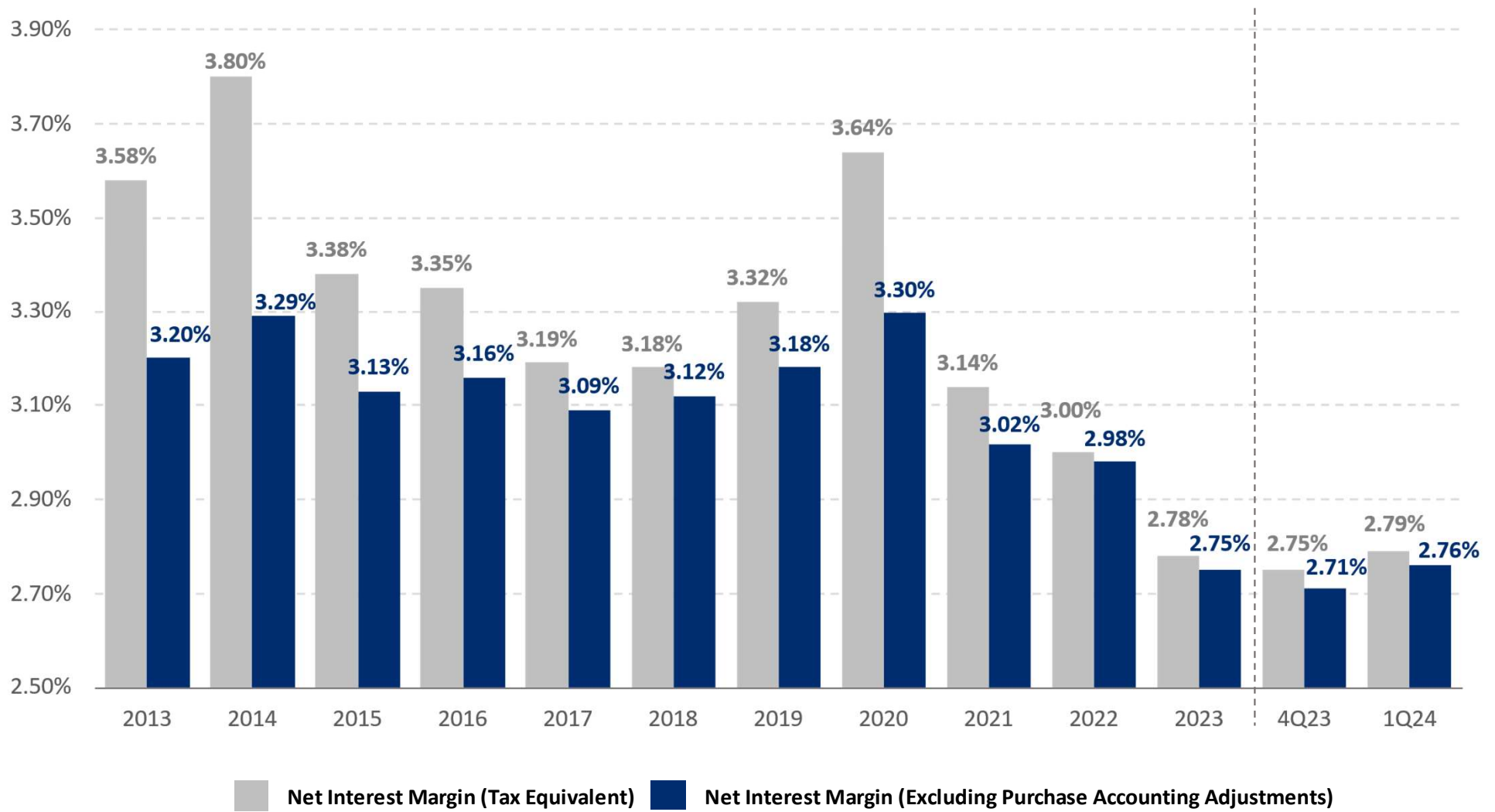
EPS
 Core EPS (Excluding Purchase Accounting Adjustments)
 EPS (Excluding Non-Recurring Charges)⁽²⁾
 Core EPS (Excluding PAA and Non-Recurring Charges)⁽²⁾

Source: Company Documents

(1) Represents the Compound Annual Growth Rate for EPS (excluding purchase accounting adjustments and non-recurring charges) from 12/31/2013 – 12/31/2023

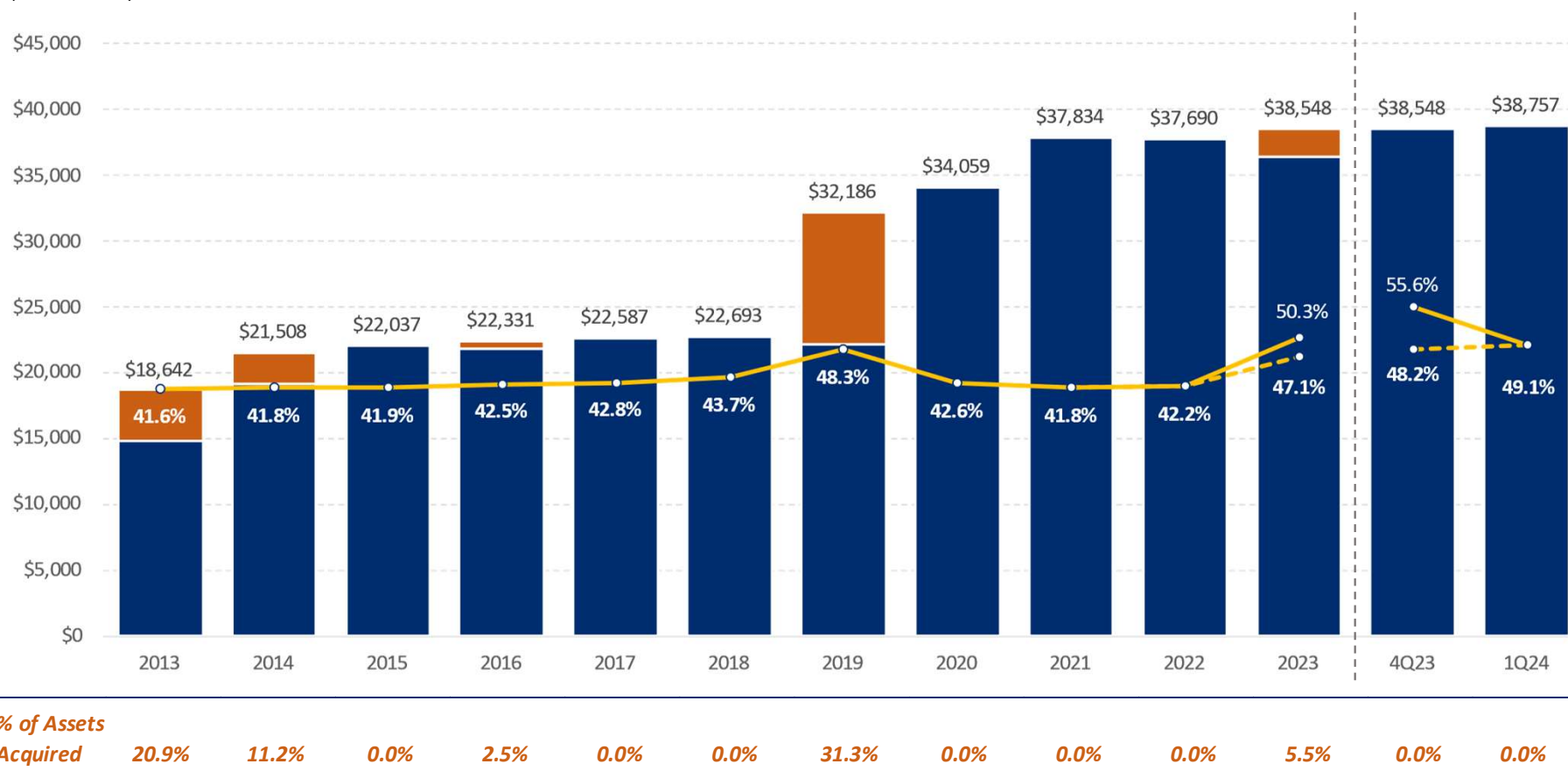
(2) Excludes after-tax merger related provision and expenses related to the First Bancshares of Texas, Inc. acquisition and in Q4 2023 a one-time FDIC special assessment

Net Interest Margin



Acquisitions & Efficiency Ratio

(\$'s in millions)



■ Total Assets Excluding Acquisitions

■ Total Assets Acquired ⁽¹⁾

—○— Efficiency Ratio ⁽²⁾

- -○- - Efficiency Ratio (Excluding Non-Recurring Charges) ⁽³⁾

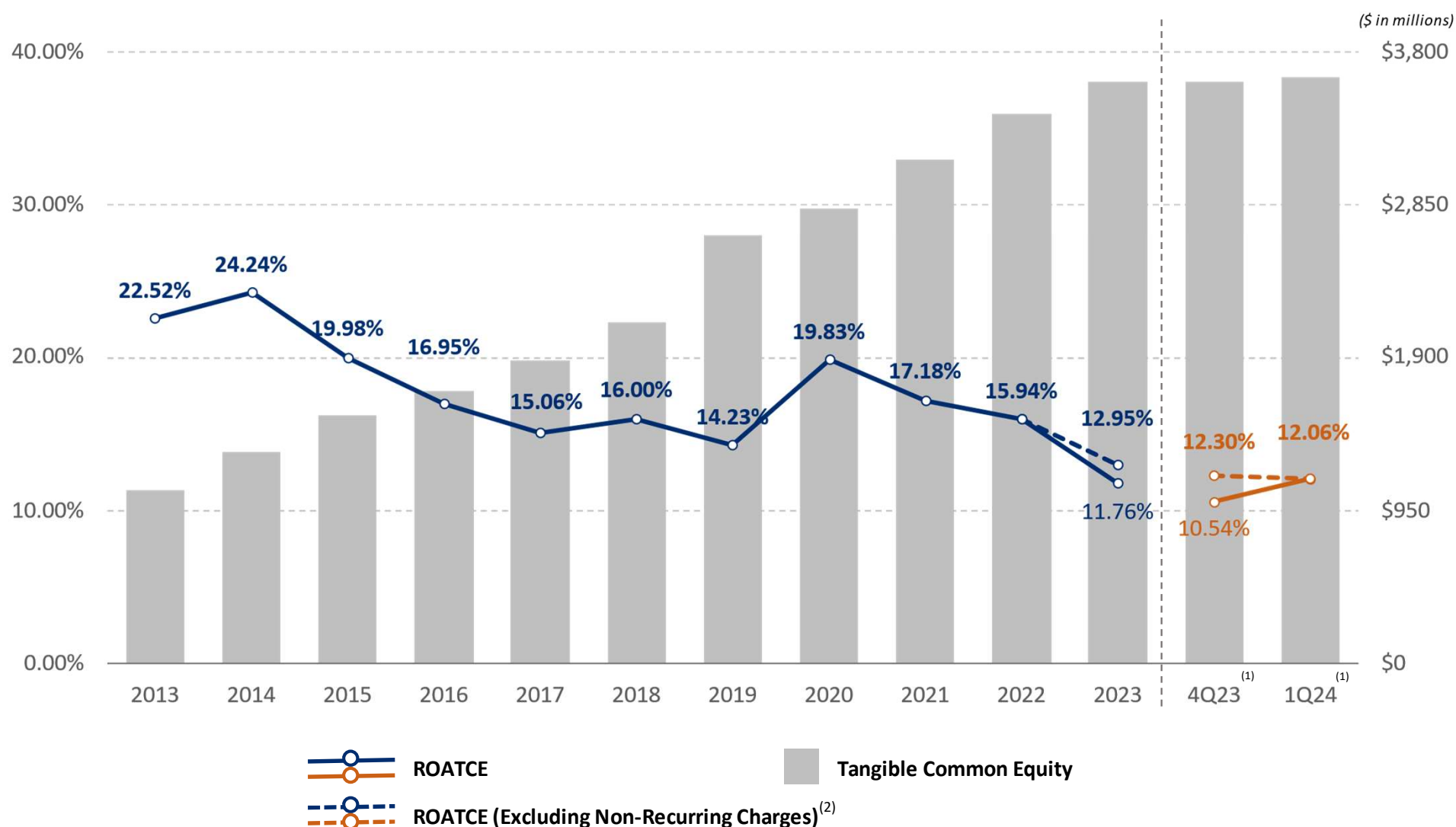
Source: Company Documents

(1) Representative of target assets at closing

(2) Calculated by dividing total noninterest expense, excluding credit loss provisions, by net interest income plus noninterest income, excluding net gains and losses on the sale or write down of assets and securities. Additionally, taxes are not part of this calculation.

(3) Excludes after-tax merger related provision and expenses related to the First Bancshares of Texas, Inc. acquisition and in Q4 2023 a one-time FDIC special assessment

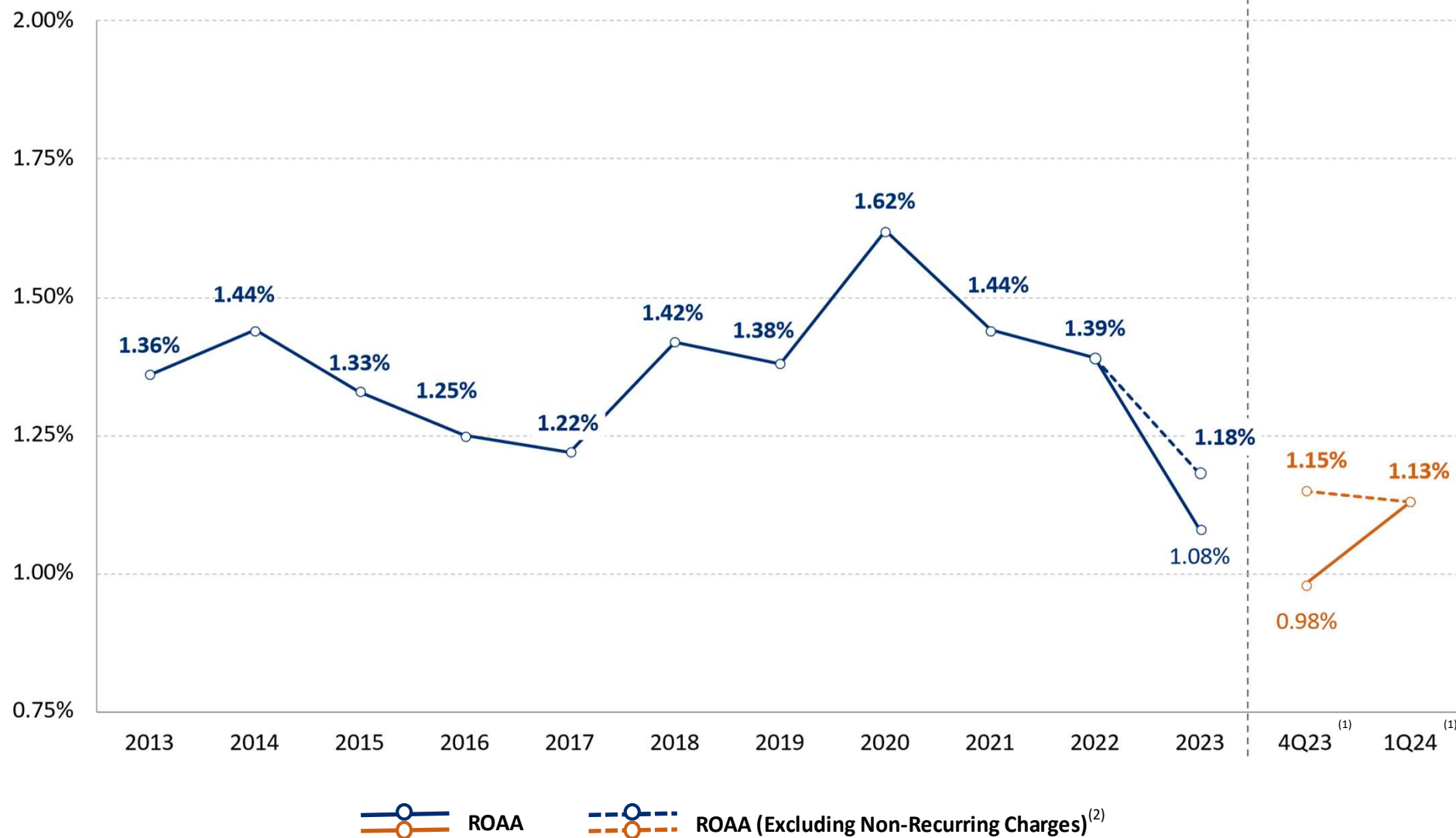
Return on Average Tangible Common Equity



(1) Interim periods shown on an annualized basis

(2) Excludes after-tax merger related provision and expenses related to the First Bancshares of Texas, Inc. acquisition and in Q4 2023 a one-time FDIC special assessment

Return on Average Assets

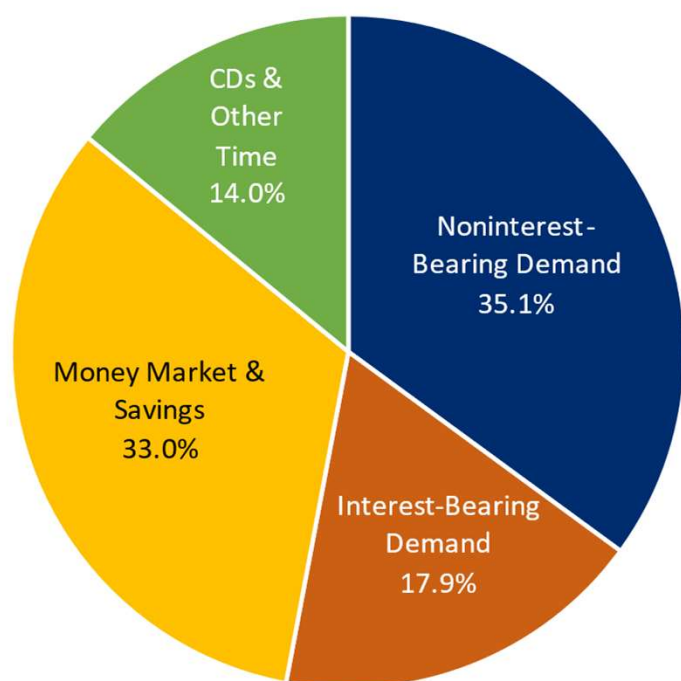


(1) Interim periods shown on an annualized basis

(2) Excludes after-tax merger related provision and expenses related to the First Bancshares of Texas, Inc. acquisition and in Q4 2023 a one-time FDIC special assessment

Deposit Composition

As of March 31, 2024
(\$ in millions)



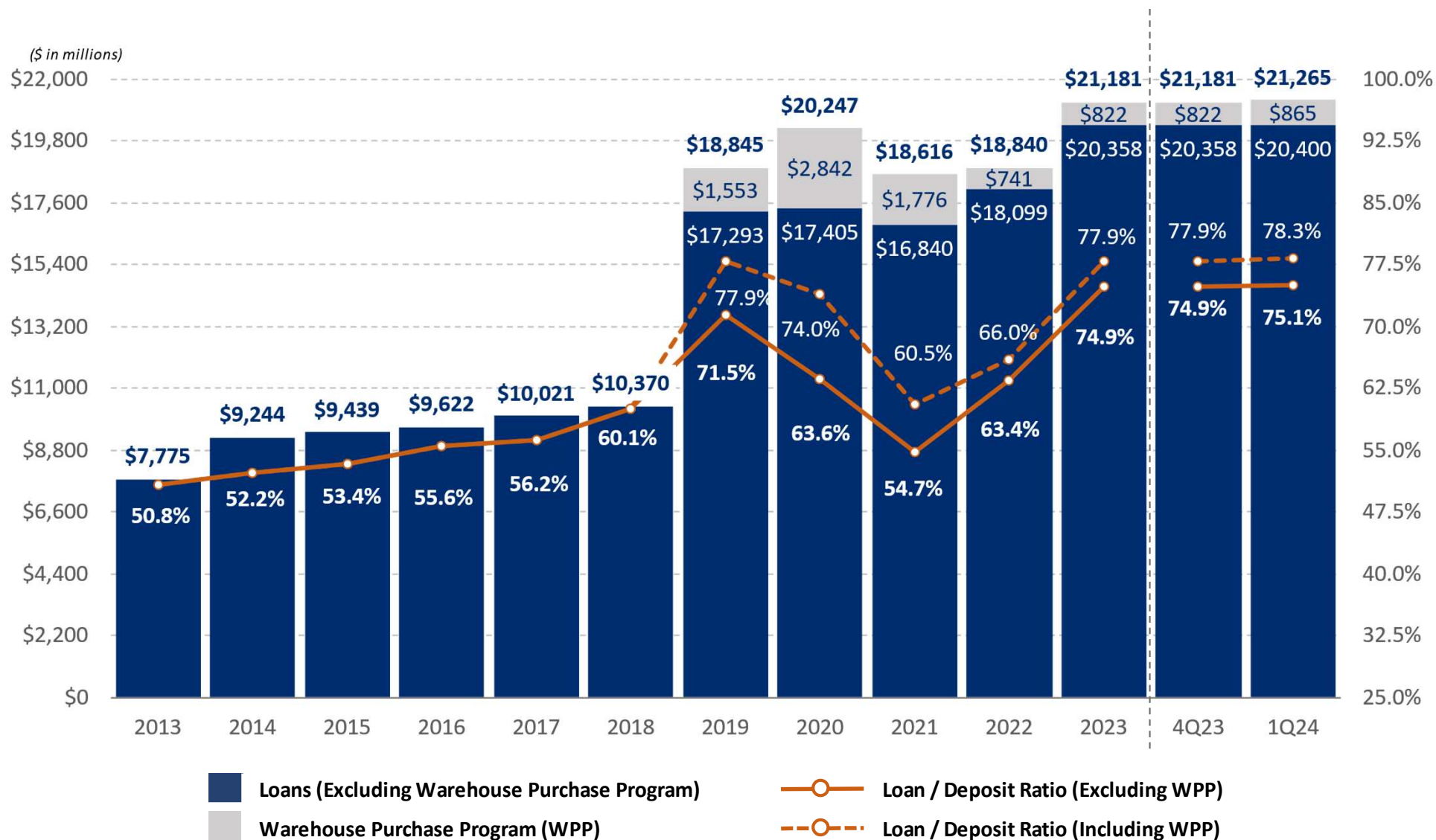
	\$mm	Cost (%) ⁽¹⁾
Noninterest-Bearing Demand	\$9,527	0.00%
Interest-Bearing Demand	\$4,867	0.66%
Money Market & Savings	\$8,964	2.13%
CDs & Other Time	\$3,817	4.05%

Total Deposits: \$27.2Bn

Total Cost of Deposits: 1.37% ⁽¹⁾

Cost of Interest-Bearing Deposits: 2.10% ⁽¹⁾

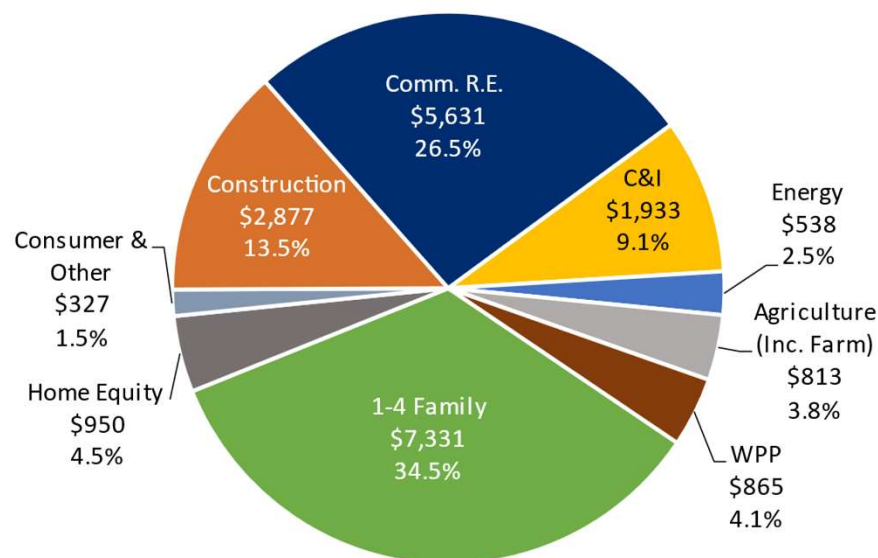
Loan Growth



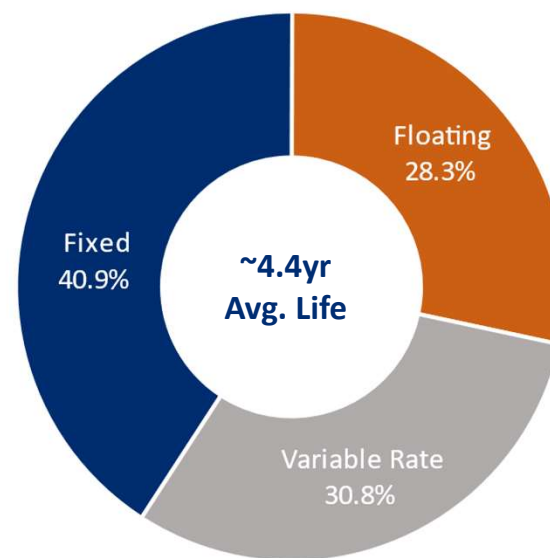
Loan Portfolio Overview

As of March 31, 2024
(\$ in millions)

Loan Portfolio by Category & Geography



Loans by Rate Structure



Loans By Area

	Amount ⁽²⁾⁽⁴⁾	% of Total
Bryan / College Station	\$863	4.2%
Central Oklahoma	\$600	2.9%
Central Texas	\$2,668	13.1%
Dallas / Ft. Worth	\$6,511	32.0%
East Texas	\$750	3.7%
Houston	\$4,754	23.4%
South Texas	\$1,463	7.2%
Tulsa	\$571	2.8%
West Texas	\$2,177	10.7%

Total Loans: \$21.3Bn

Loans HFI (Excl. WPP): \$20.4Bn

Yield on Total Loans: 5.83%⁽¹⁾

Yield on Loans HFI (Excl. WPP): 5.77%⁽¹⁾

Core Yield on Loans HFI (Excl. WPP): 5.73%⁽¹⁾⁽³⁾

Source: Company Documents

(1) Data for the three months ended March 31, 2024

(2) Excludes \$44 million in loans assigned to the Corporate Group

(3) Core yield excludes purchase accounting adjustments

(4) Excludes Warehouse Purchase Program (WPP) loans

Loan Portfolio Detail

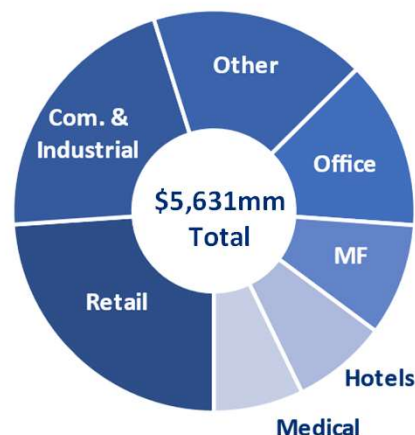
As of March 31, 2024
(\$ in millions)

Portfolio Commentary

- Loan portfolio is diversified across the Bank's market areas and by underlying collateral type
- CRE and construction loans conservatively underwritten to cost of collateral
- 35% of commercial real estate is owner occupied
- Average total CRE loan-to-value of 53%
- Average office CRE loan-to-value of 51%
- Non-owner-occupied office CRE of \$520 million, or 2.4% of total loans

Commercial Real Estate Detail

(\$ in millions)

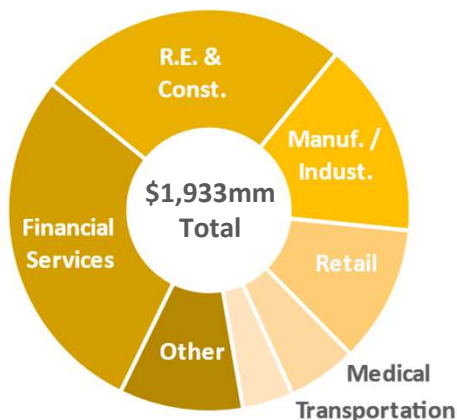


Retail	\$1,347	24%
Industrial	\$1,197	21%
Other	\$980	17%
Office	\$764	14%
Multifamily (MF)	\$509	9%
Hotels	\$430	8%
Medical	\$405	7%

Note: Average CRE loan balance outstanding equal to \$1.0 million

C&I Detail (Excluding Energy Loans)

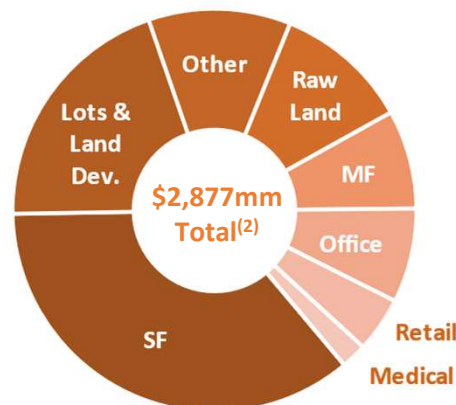
(\$ in millions)



Financial Services	\$552	29%
R.E. & Const.	\$486	25%
Manuf. / Indust.	\$303	16%
Retail	\$213	11%
Medical	\$108	6%
Transportation	\$79	4%
Other ⁽¹⁾	\$192	10%

Construction Detail

(\$ in millions)



Single Family (SF)	\$1,031	36%
Lots & Land Dev.	\$574	20%
Other	\$328	11%
Raw Land	\$311	11%
Multifamily (MF)	\$228	8%
Office	\$218	8%
Retail	\$127	4%
Medical	\$59	2%

Source: Company Documents

(1) Includes State & Political loans

(2) Total includes a net unaccreted discount of (\$362,000) not shown in graph

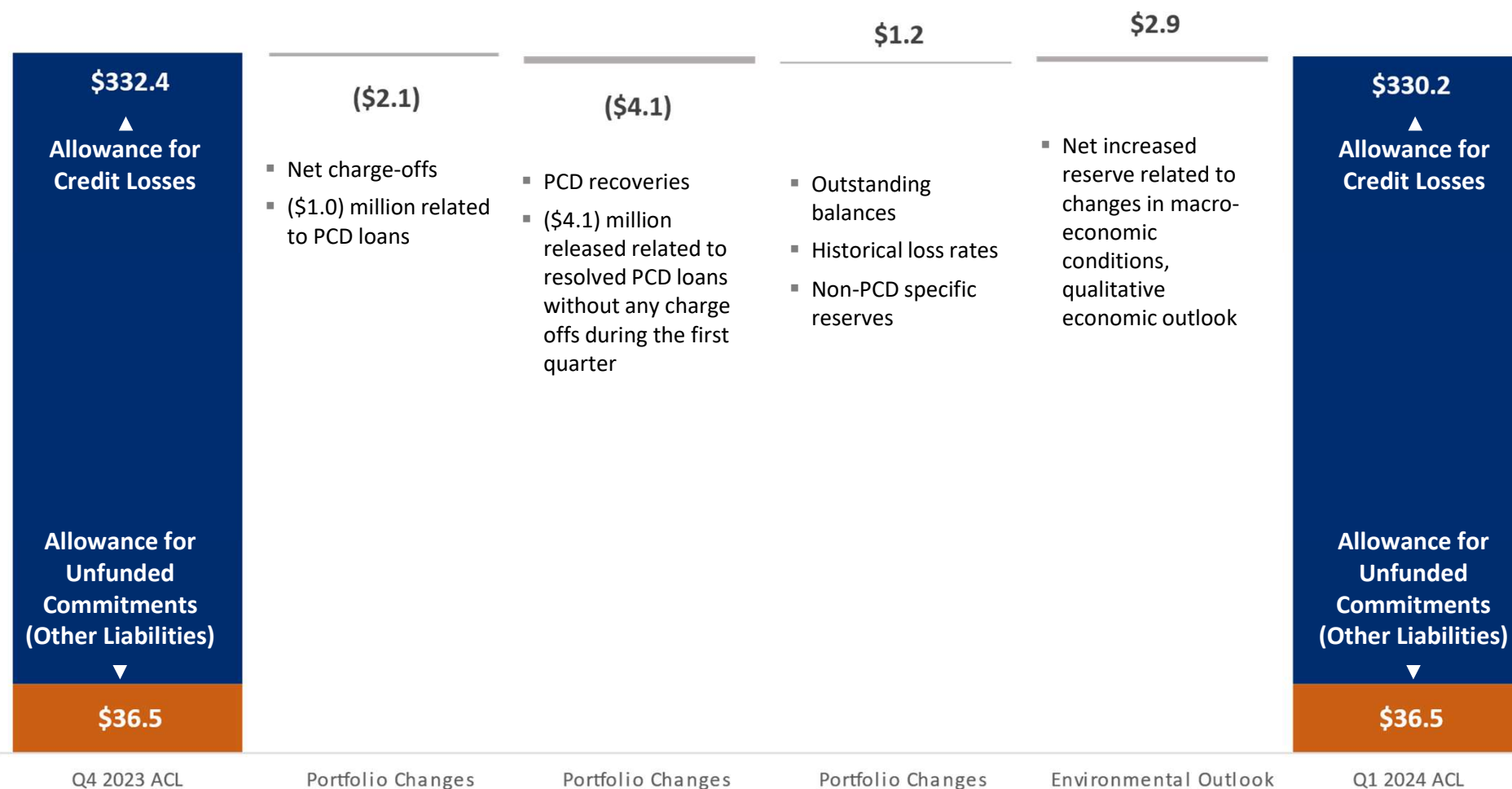
Changes to Allowance for Credit Losses

(\$ in millions)

\$368.9 million Total Allowance for Credit Losses and Unfunded Commitments \$366.7 million

1.63% ACL to Total Loans ⁽¹⁾

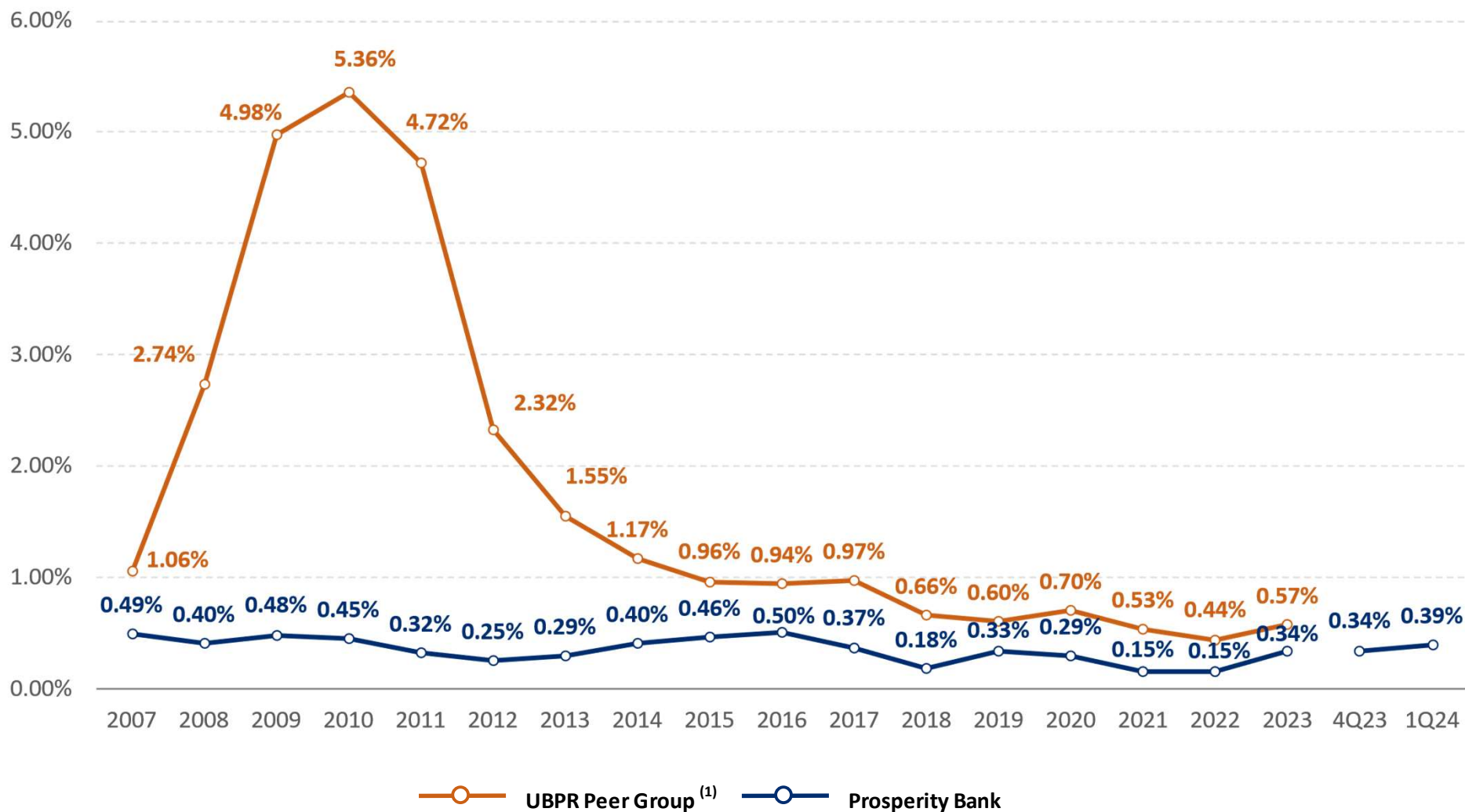
1.62% ACL to Total Loans ⁽¹⁾



(1) Excludes Warehouse Purchase Program (WPP)

Asset Quality

NPA's / Loans + OREO



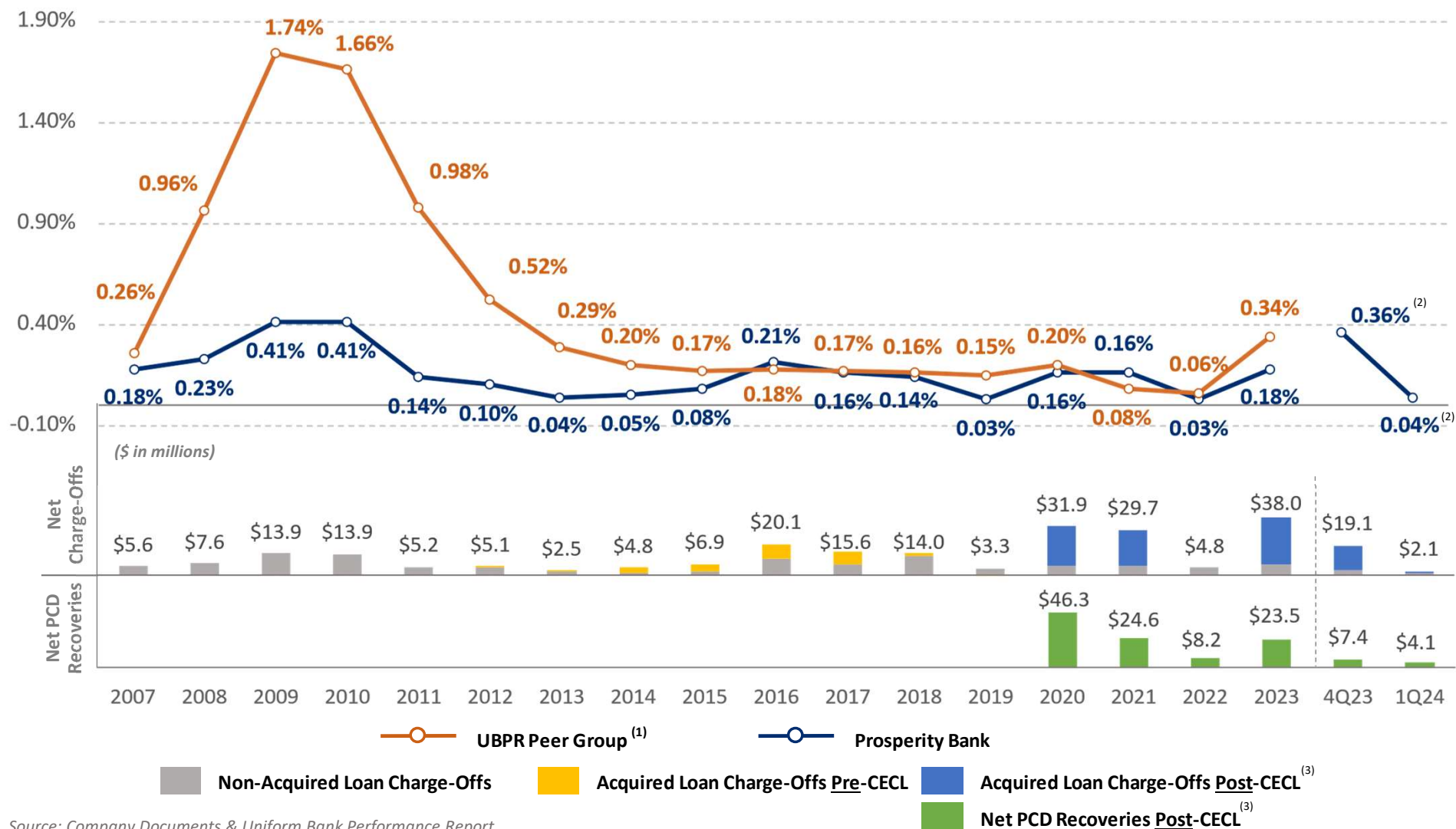
Source: Company Documents & Uniform Bank Performance Report

Note: NPAs include loans past due 90 days and still accruing

(1) UBPR = Uniform Bank Performance Report; Peer Group 2 (114 banks) – Insured commercial banks having assets between \$10 billion and \$100 billion

Asset Quality

Net Charge-Offs / Average Loans



Source: Company Documents & Uniform Bank Performance Report

Note: NPAs include loans past due 90 days and still accruing

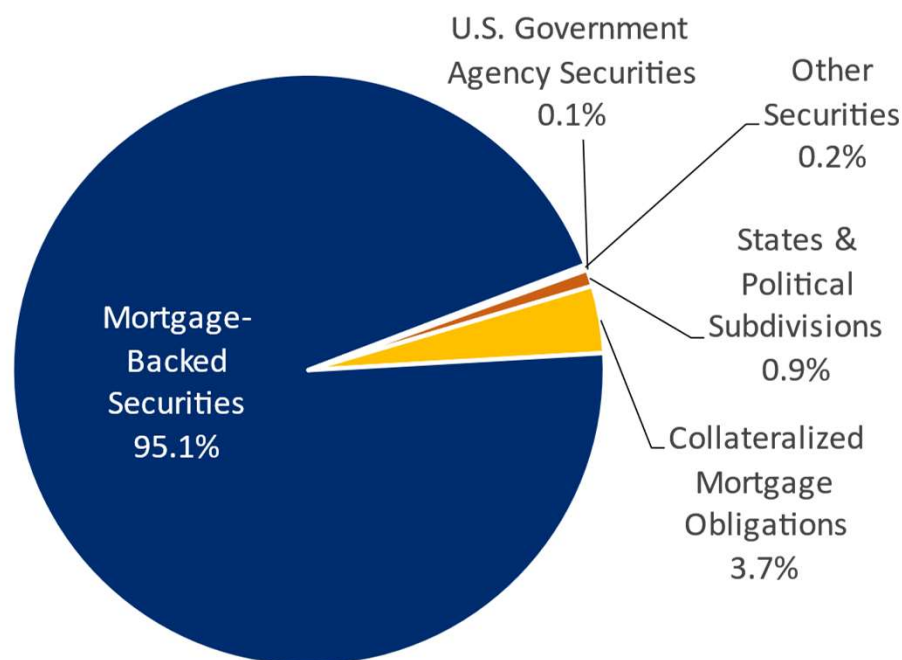
(1) UBPR = Uniform Bank Performance Report; Peer Group 2 (114 banks) – Insured commercial banks having assets between \$10 billion and \$100 billion

(2) Interim period net charge-off ratios shown on an annualized basis

(3) Reflects all charge-offs and recoveries on acquired loans in accordance with CECL accounting practices; Prior to the adoption of CECL in the first quarter of 2020, PCD loans were classified as Purchased Credit Impaired (PCI) loans and their assigned fair-value marks were netted against the outstanding loan balance with a charge-off only being recorded when the loss exceeded the amount of fair-value marks remaining.

Securities Portfolio Detail

As of March 31, 2024
(\$ in millions)



*97.4% Held to Maturity
2.6% Available for Sale*

	\$mm
Mortgage-Backed Securities	\$11,703
Collateralized Mortgage Obligations	\$451
States & Political Subdivisions	\$112
Other Securities	\$28
U.S. Government Agency Securities	\$8

Total Securities: \$12.3Bn

Yield on Securities: 2.10%⁽¹⁾

Duration: ~4.1 Yrs.⁽²⁾

Avg. Yearly Cash Flow: ~\$2.1Bn

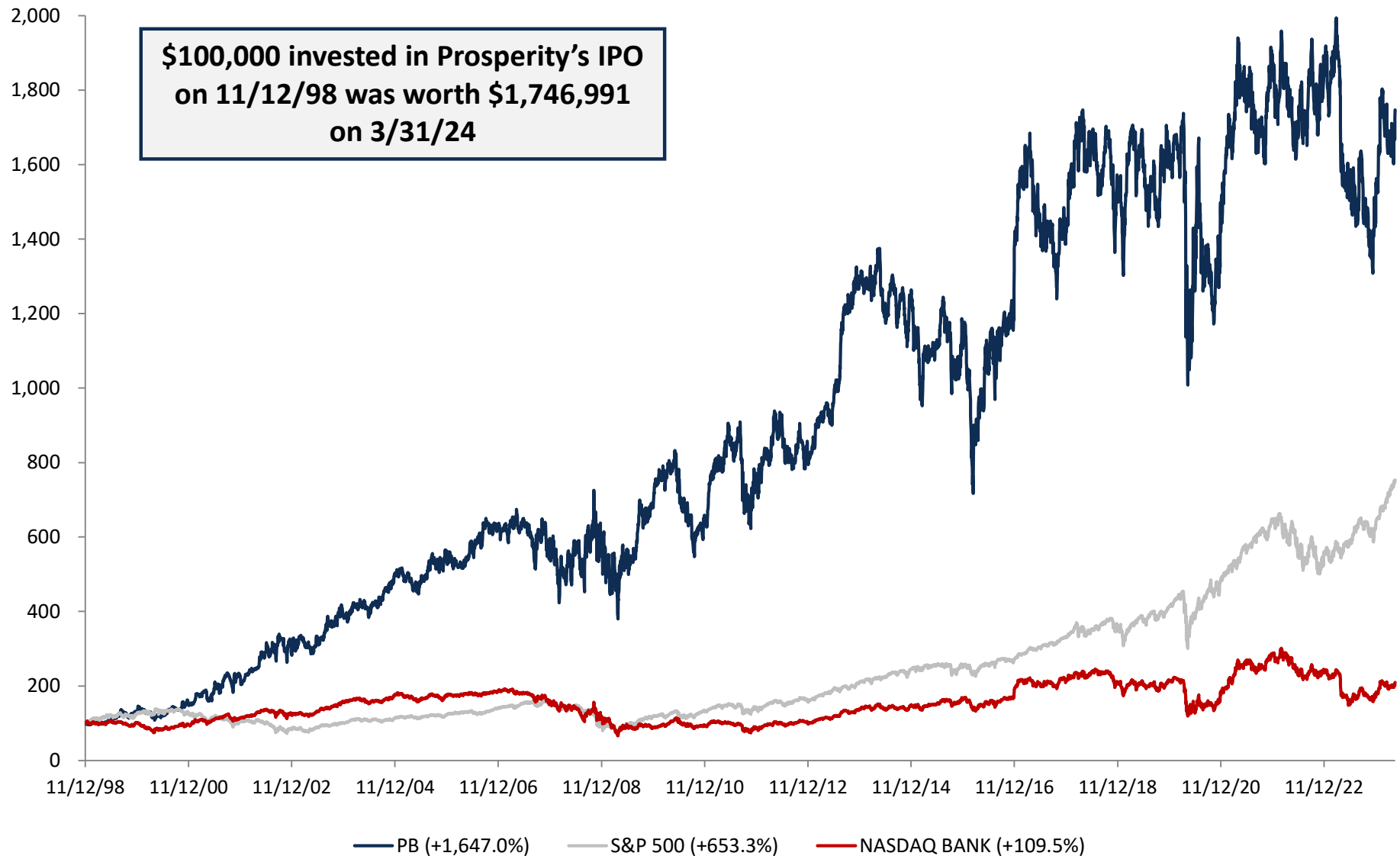
Source: Company Documents

(1) Data for the three months ended March 31, 2024

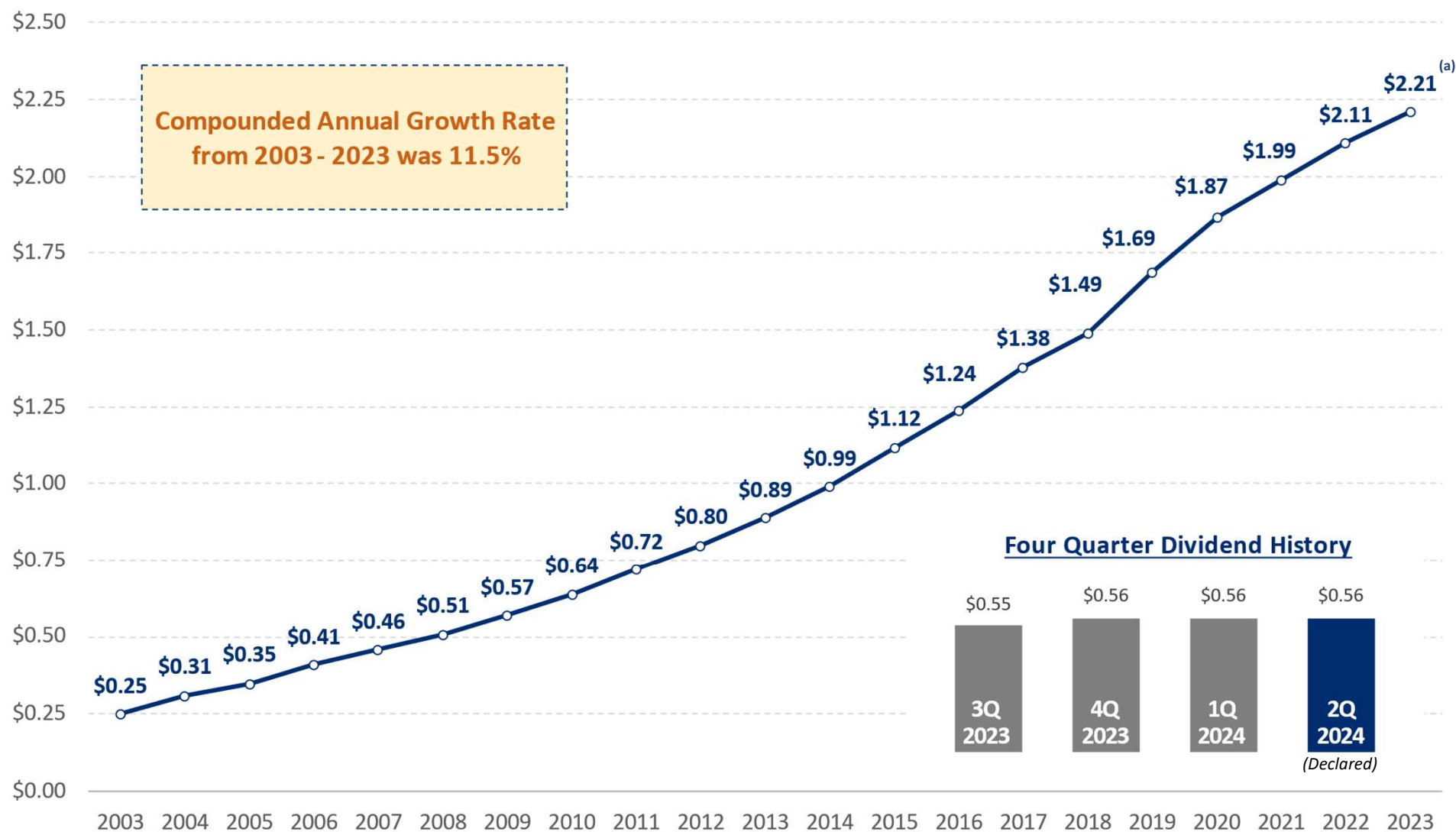
(2) Modified duration shown; Weighted average life equal to 5.0 years

Total Return Performance

IPO (November 12, 1998) to March 31, 2024



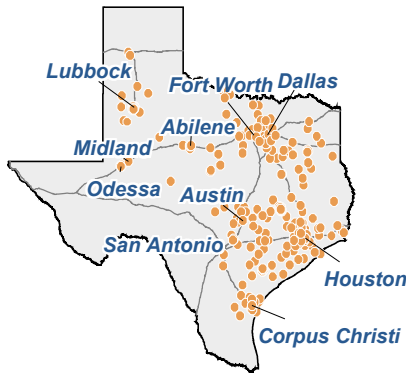
Dividend History



(a) 2023 dividend consists of \$0.55 per share declared in Q1 2023, 2Q 2023, 3Q 2023 and \$0.56 per share in 4Q 2023

Presence in Fast-Growing Markets

Positioned in Strong Markets



- Today, Texas is the 2nd largest state in the U.S by population with ~31 million residents
- Ranked #1 on the Fortune 500 list with 55 headquartered companies in 2023
- Texas was named the “2023 State of the Year” by Business Facilities magazine in recognition of the state’s best-in-the-nation business climate, capital investment and job creation



- Oklahoma City and Tulsa MSAs comprise over 60% of the state’s population
- Oklahoma is home to 6 of the 2023 Fortune 500 Companies
- Top 5 state for production of natural gas and production of crude oil
- Oklahoma is one of the top 10 producers of wheat in the United States

Top 10 Fastest Growing MSAs in the U.S. ⁽¹⁾

Metropolitan Statistical Area	Prosperity Presence	Prosperity Deposits (\$mm)	2024 - 2029 Proj. Population Growth (%)
Austin-Round Rock-Georgetown, TX	✓	\$1,309	9.0%
Raleigh-Cary, NC			7.3%
Jacksonville, FL			6.5%
Orlando-Kissimmee-Sanford, FL			6.3%
San Antonio-New Braunfels, TX	✓	\$541	6.3%
Charlotte-Concord-Gastonia, NC-SC			5.8%
Nashville-Davidson-Murfreesboro-Franklin, TN			5.6%
Tampa-St. Petersburg-Clearwater, FL			5.5%
Dallas-Fort Worth-Arlington, TX	✓	\$6,492	5.1%
Oklahoma City, OK	✓	\$646	5.0%

- Presence in four of the fastest growing MSAs in the United States

Corporate Relocations to Texas

Corporate Relocations to Texas (2004 – Present)

California

Autonomy
AccentCare
Active Networks
AECOM
AEND Industries, Inc.
Allied Electronic Recycling
ALL-Q-TELL Corp.
AllyMe Group, Inc.
Amazing Magnets
AmeriFlight LLC
Anything Liquid Manufacturing
Arist Networks, Inc.
Aviatix
Banker's Toolbox, Inc.
Borjgo Wireless
Boreland Software Corporation
Boring Co.
Cacique Foods
Caliber Collision Centers
Calpine
CCRA Travel Solutions
CellPoint Bioscience
Channeil Commercial Corp.
CompassLearning
Consolidated Electrical Distributors
Copart (CPRT)
Core-Mark
Dagis, Inc. (DAEG)
DASAN Zhong Solutions, Inc.
DBG
Digital Realty
Dimensional Fund Advisors
DMX MUSIC, Inc.
DynaPump, Inc.
EDM Laboratories
Epicore Software Corporation
Farmer Brothers (FARM)
Farmer Veteran Coalition
Finical, Inc.
Firefly Space Systems
First Foundation, Inc.
Fluor Corporation (FLR)
Fonality
Freebirds World Burrito
Glenmount Global Solutions
Goodguys Rod & Custom Association
Grain, Inc. (GRAZ)
Green Dot
Harmonate
HBO HUB
Hewlett Packard Enterprise
HID Global
Hutto
Isbenta
Integrated Defense Products (IDP)
Ironclad Performance Wear Corp.
Jacobs Engineering
Jamba Juice Company
Kelly-Moore Paints
Kubota
Landsea Homes Corporation
Liberty Fitness Holdings, LLC
LoanDepot, LLC
M2M Certified, Inc.
Marco Fine Arts
MC Endavors, Inc. (MSMY)
McKesson Corp (MCK)
MDB Capital
Mitratech
Mondee
Monkey Sports Inc.
MYTransportation
Noodole EV
Obagi Cosmetics
Occidental Petroleum (OXY)
OmniTrac
Oracle Corporation
OriginClear, Inc.
Pacific Union Financial
Pain Therapeutics (PTIE)
Primoris Services Corporation (PRIM)
Quality Custom Distribution Services, Inc.
QuestionPro Inc.
R2sonic
Red Mango, Inc.
Review Wave
Revlonics, Inc.
Rifle Gear
Right On Brands, Inc.
Ruiz Foods
Sanyo Energy
Sionix Corp. (SINX)
Solera Holdings (SLH)
Sovereign Flavors
Superconductor Technologies (SCON)
Telsin Network Technology, Inc.
Tenet Healthcare (THC)
Telsis, Inc. (TISA)
The Allen Group, Inc.
ThermaSol
Thermos
Toyota USA (TM)
Trend Micro (TYO.4704)
Vendor Resource Management
Vermillion, Inc. (VRML)
Visual Numerics
Vigilant
Waste Connections, Inc. (WCN)
WebSense
Xeris Pharmaceuticals

Washington

Fisher Investments
LifeLast, Inc.
National Scooter Co.
Prometheus Energy Company
RAW Capital Home Buyers

Oregon

Crowdstreet, Inc.
Q5iD
Socati Corp.

Nevada

CoreSpace
EnviroSafe Demil LLC
Invoice Home Inc.

Arizona

EoS Fitness
Quest Resource Holdings Corp. (QRHC)
Strategic Army Corps (SAC)

Colorado

Cagney Global Logistics
Global Clean Energy, Inc. (GCEI)
Heartland Oil & Gas Corp.
Magpul Industries
Par Petroleum Corporation (PARR)
Quovadx
Sun River Energy, Inc. (SNRV)

Montana

VIZn

Nebraska

Heartland Automotive Services

Kansas

Alco Stores (ALCS)
Enerlex Resources, Inc.
Layne Christensen Co. (LAYN)
Lulu's Dessert Corp

Oklahoma

Casedhole Solutions, Inc.
CITGO Petroleum Corp
Global Power Equipment Group
Hilti North America
LinkAmerica
NATCO Group, Inc.
Petrohawk Energy Corp
Ring Energy, Inc. (REI)
Soalr Winds (SWI)
StadiumDrop
Trinity Hospice Inc.

Canada

Absolute Software (ABT)
Bio-Solutions Corp (BISU)
Direct Energy
Mitel Corp (MITL)
MoneyGram (MGI)
QI Systems Inc.
Speed Commerce

Minnesota

American Environmental Energy, Inc. (AEEI)
EmpowerMX
Enerlex Resources, Inc.
LeTec Corp.
MoneyGram (MGI)
Ottobock Healthcare
Resideo Technologies Inc.
Speed Commerce
Westwood

Illinois

BL Restaurant Group
Boeing (Global Services Business)
Caterpillar
Eleiko
Extenet Systems
Ferris Manufacturing
Great Lakes Dredge & Dock Corporation
MedMark Services, Inc.
Monolith Technology Hlds, LLC
Neovia Logistics
Parus Interactive, Inc.
RMG Networks (RMGN)
Schumacher Electric
SolarBridge Technologies, Inc.
State Farm
Top Golf

Michigan

Cambium Learning (ABCD)
Comerica (CMA)

New York

Alkegen
American Locker Group Inc. (ALGI)
Banorte-Ixe Securities International, LTD
Bucha Bio
DarkPulse
DataTreasury Corp
Fiesta Restaurant Group (FRGI)
Greatbatch (GB)
HMS Holdings (HMSY)
JP Morgan (6,000 workers)
Signature Systems Group
SI Group
Six Flags Entertainment (SIX)
Visionworks of America

Pennsylvania

Archaea Energy
ATI Inc.
Big Brothers Big Sisters
CDI Engineering
Hyllion
Linn Energy, LLC (LINE)
MPOWER Mobile
Union Drilling, Inc.

Maryland

5G LLC
Broadwing Corp.
Geico Insurance Division
Hanger Inc. (HGR)
Tucci Polo

Washington D.C.

EF Johnson Technologies, Inc.

Ohio

Covington Group, Inc.
CyrusOne (CONE)
Robbins & Myers
Victory Capital

Missouri

Elite Advanced Polymers
Emerson Process Management
Kupper Parker Comm.
PotentialMetrics
Ulrich medical USA, Inc.

Tennessee

Elite Data Services, Inc. (DEAC)
Forward Air Corp. (FWRD)
Miller Energy Resources, Inc.

Louisiana

Bristow Group, Inc. (BRS)
Engaged Media Studios, Inc. (EMS)
EPL Oil & Gas, Inc.
Fluence Analytics
NGC Transmission
Republic Finance

Mississippi

Elite Advanced Polymers

Alabama

Torchmark Corporation (TMK)
Zoes Kitchen (ZOES)

Florida

CCS Medical
DreamVision
Firehawk Aerospace
iWorld Projects & Systems, Inc. (IWPS)
Likewise
Optym
PGA of America
Puget Technologies, Inc. (PUGE)
QSAM Biosciences
SoftServe

Massachusetts

Cimage Novasoft
Circor Energy (CIR)
Invensys Process Systems
Liberty Mutual
NTT Data Inc. (TYO.9613)
Psychmedics Corporation (PMD)
Raytheon
VCE Corp.

Connecticut

Accudyne Industries
Frontier Communications (FYBR)
iCall Inc.
TradeCapture Inc.

Virginia

Capital One

Houston Market Highlights

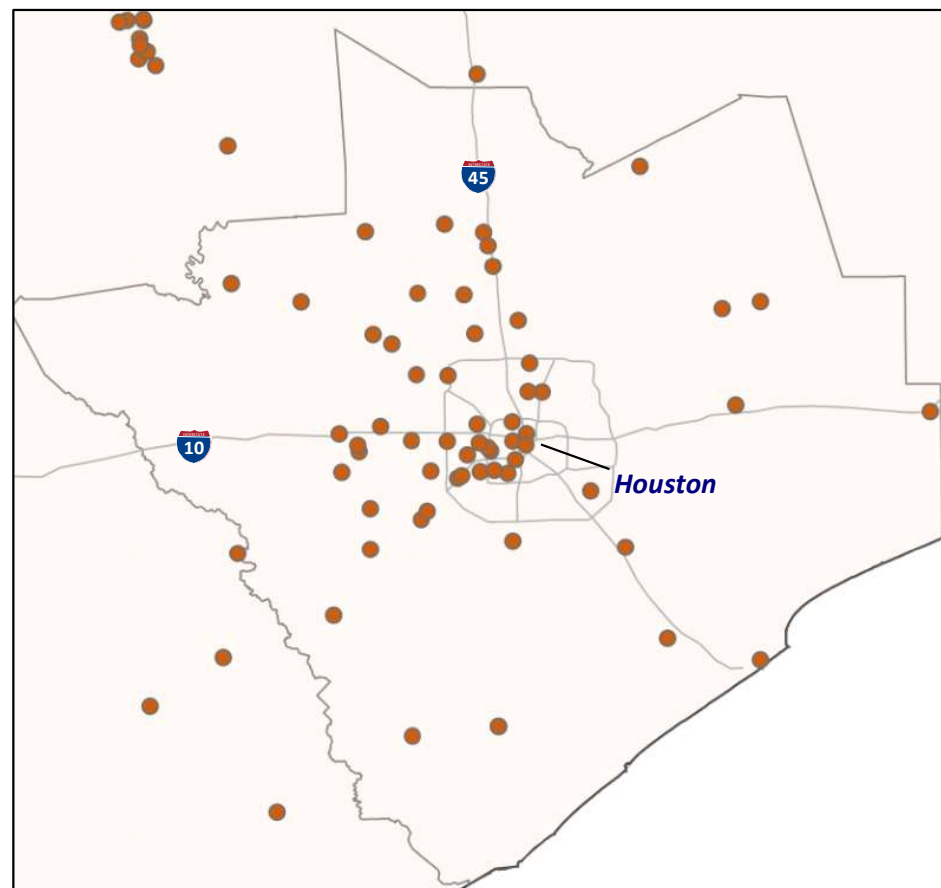
Market Highlights

- The Houston MSA is the 5th largest in the United States by population with nearly 7.5 million residents
 - Population is expected to grow 4.9% from 2024 – 2029 (compared to 2.4% projected growth for the U.S.)
 - Median Household Income is expected to grow to \$80k by 2029 (compared to \$84k for the U.S.)
- Home to NASA's Johnson Space Center and Texas Medical Center – the world's largest medical complex
- As of February 2024, total nonfarm employment has increased 2.4% YoY, compared to the 12 month statewide increase of 2.1% and the nationwide increase of 1.8%
 - Employment in Houston has increased 3.4% YoY in the manufacturing sector and 5.5% YoY in the education and health services sector, compared to 2.4% and 3.5% statewide, respectively
- Houston is an emerging entrepreneurial hub
 - Houston ranked 3rd among the nation's MSAs for new and expanded corporate facilities in 2023, logging 413 announcements, a substantial increase from the 255 projects charted the year before

Select Fortune 500 Companies



Houston Franchise



Dallas/Ft. Worth Market Highlights

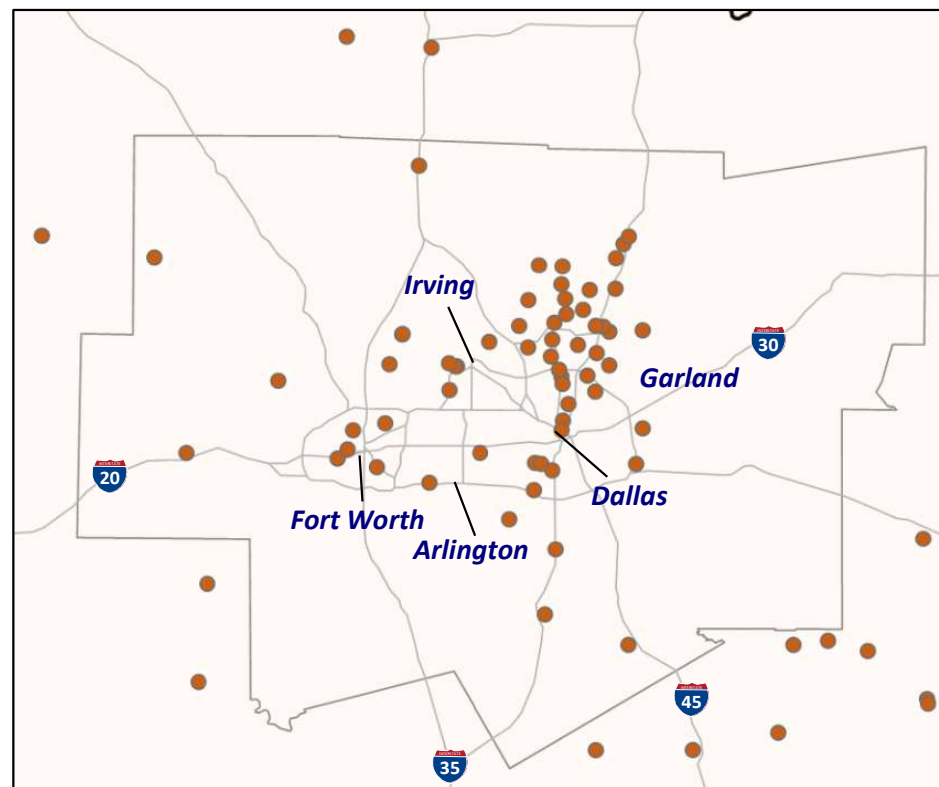
Market Highlights

- The Dallas/Ft. Worth MSA is the 4th largest in the United States by population with over 8.1 million residents
 - Population is expected to grow 5.1% from 2024 – 2029 (compared to 2.4% projected growth for the U.S.)
 - Median Household Income is expected to grow to \$90k by 2029 (compared to \$84k for the U.S.)
- As of February 2024, total nonfarm employment has increased 1.8% YoY, compared to the 12 month statewide increase of 2.1% and the nationwide increase of 1.8%
 - Employment in Dallas/Ft. Worth has increased 1.7% YoY in the financial activities sector and 3.5% YoY in the education and health services sector, compared to 1.8% and 3.5% statewide, respectively
- Headquarters to 24 Fortune 500 companies
 - Of the top ten largest U.S. companies by revenue, two are headquartered in Dallas: Exxon Mobil (3rd) and McKesson Corporation (9th)

Select Fortune 500 Companies



Dallas / Ft. Worth Franchise



Austin Market Highlights

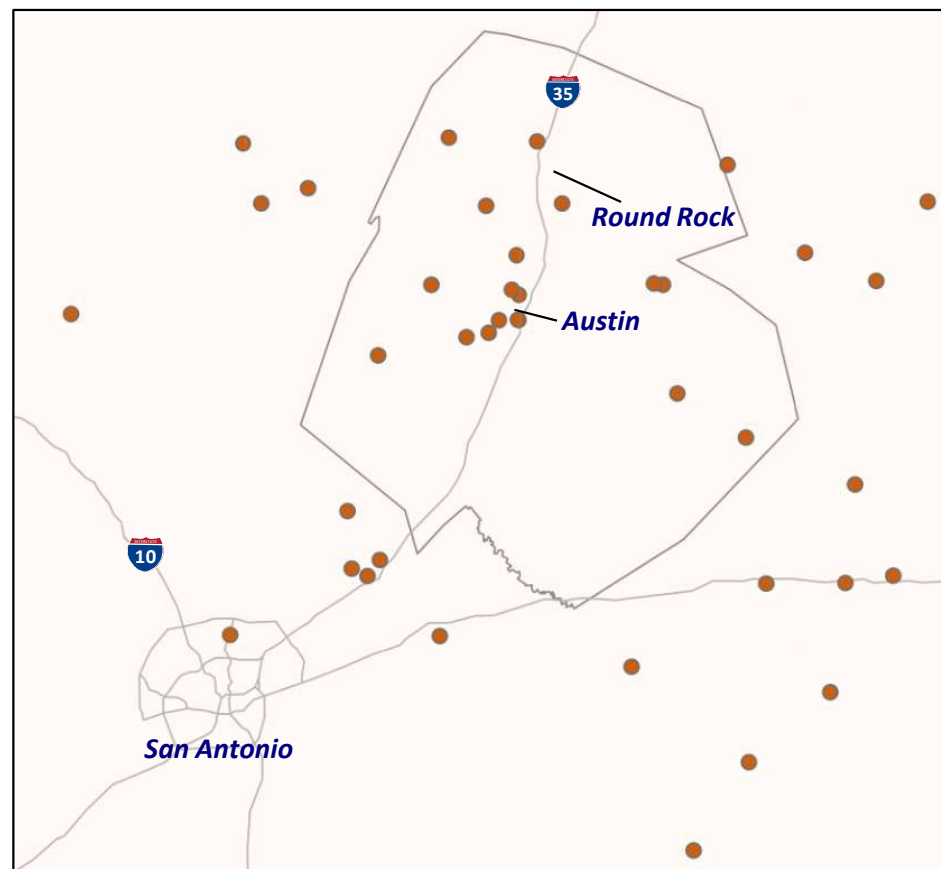
Market Highlights

- The Austin MSA is the 26th largest in the United States by population with over 2.5 million residents
 - Population is expected to grow 9.0% from 2024 – 2029 (compared to 2.4% projected growth for the U.S.)
 - Median Household Income is expected to grow to \$104k by 2029 (compared to \$84k for the U.S.)
- As of February 2024, total nonfarm employment has increased 2.8% YoY, compared to the 12 month statewide increase of 2.1% and the nationwide increase of 1.8%
 - Employment in Austin has increased 4.3% YoY in the financial activities sector and 4.9% YoY in education and health services sector, compared to 1.8% and 3.5% statewide, respectively
- Austin has become Texas' most popular destination for companies moving to Texas
 - From 2020 to 2023, 26% of new companies that relocated to Texas moved to Austin (43 companies), as compared to 15% in Dallas (24 companies) and 10% in Houston (16 companies)

Select Fortune 500 Companies



Austin Franchise



Contact Information

Corporate Headquarters

Prosperity Bank Plaza

4295 San Felipe
Houston Texas 77027

281-269-7199 Telephone

Investor Contacts

David Zalman

Chairman & CEO

979-543-2200

david.zalman@prosperitybankusa.com

Cullen Zalman

EVP – Banking & Corporate Activities

281-269-7176

cullen.zalman@prosperitybankusa.com