



PROSPERITY —
BANCSHARES, INC.®

Investor Presentation

— Fourth Quarter 2024 —



“Safe Harbor” Statement

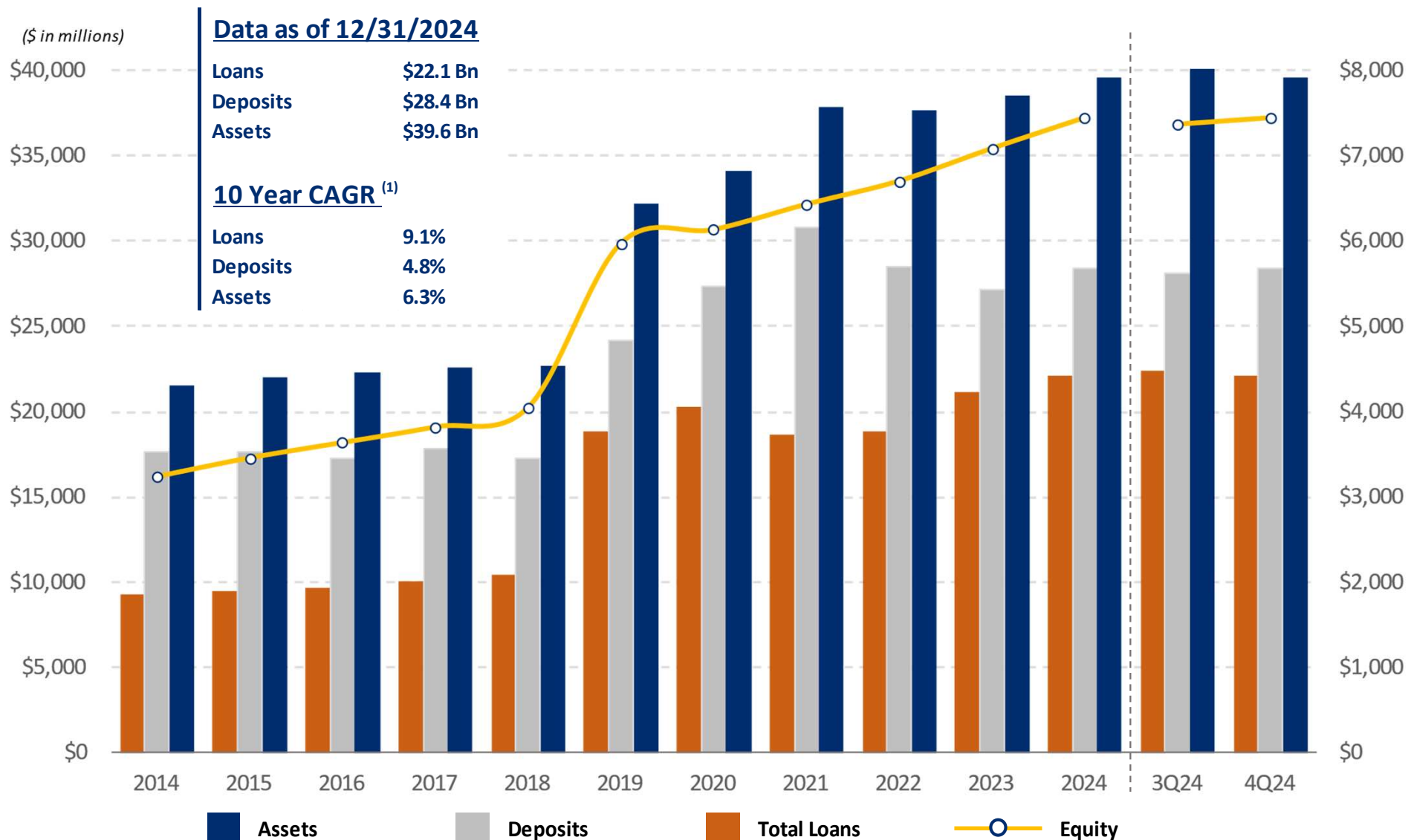
Under the Private Securities Litigation Reform Act of 1995

“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 credit 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 credit 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; 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>.

Fourth Quarter Highlights

- Net income of \$130.1 million and earnings per share (diluted) of \$1.37 for the three months ended December 31, 2024, an increase of 34.3% compared to the fourth quarter 2023
- Assets of \$39.6 billion, total loans of \$22.1 billion, and deposits of \$28.4 billion at December 31, 2024
- Common equity tier 1 ratio of 16.42% and leverage ratio of 10.82% at December 31, 2024
- Deposits increased \$293.7 million, or 4.2% on an annualized basis, during the fourth quarter 2024
- Noninterest-bearing deposits of \$9.8 billion, representing 34.5% of total deposits
- Borrowings decreased \$700.0 million during the fourth quarter 2024
- Net interest margin increased 30 basis points to 3.05% compared to fourth quarter 2023
- Return (annualized) on fourth quarter average assets of 1.31%, and average tangible common equity of 13.50% in the fourth quarter 2024
- Sound asset quality with annualized net charge-offs / quarterly average loans of 0.05%
- Nonperforming assets to average earning assets remain low at 0.23%
- Allowance for credit losses on loans and off-balance sheet credit exposures of \$389.5 million and allowance for credit losses on loans to total loans, excluding Warehouse Purchase Program, of 1.67%
- Declared cash dividend of \$0.58 for the first quarter 2025

Balance Sheet Summary



Net Income

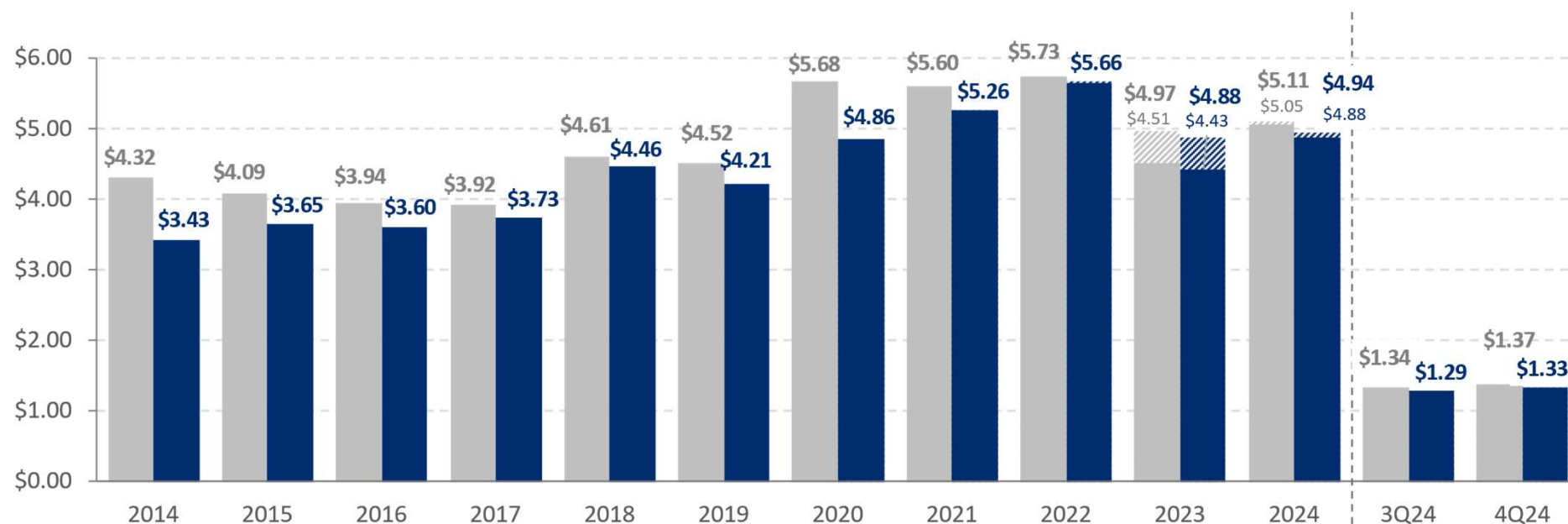


Note: Net income includes the following (\$ in thousands)

Provision for Credit Losses	\$18,275	\$7,560	\$24,000	\$14,325	\$16,350	\$4,300	\$20,000	-	-	\$18,540	\$9,066	-	-
Loan Discount Accretion	\$95,875	\$52,122	\$38,970	\$21,906	\$13,909	\$28,045	\$91,341	\$39,278	\$7,401	\$5,566	\$17,490	\$4,828	\$3,611

Net Income
 Net Income (Excluding Purchase Accounting Adjustments)
 Net Income (Excluding Non-Recurring Charges)⁽³⁾
 Net Income (Excluding PAA and Non-Recurring Charges)⁽¹⁾

Earnings Per Share

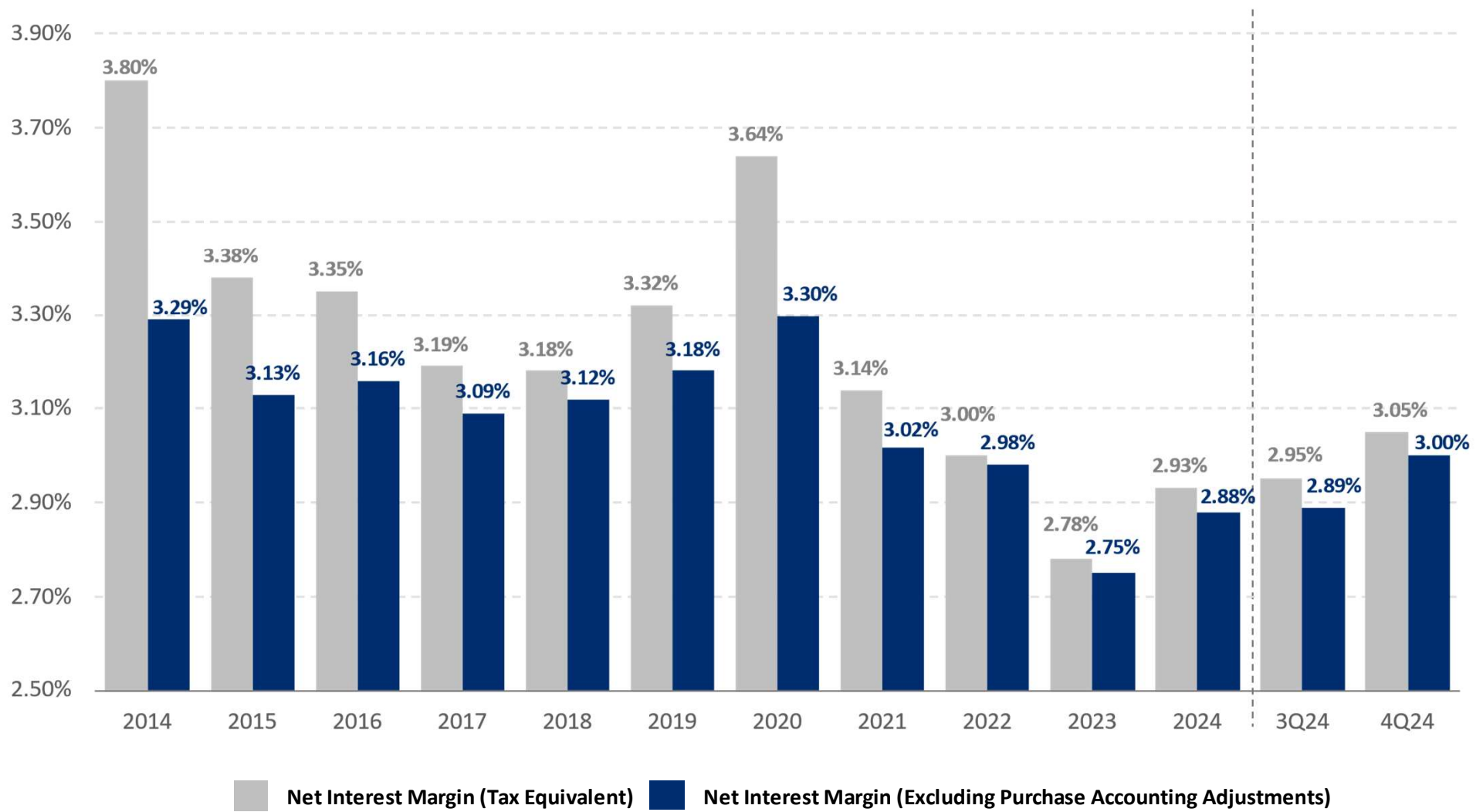


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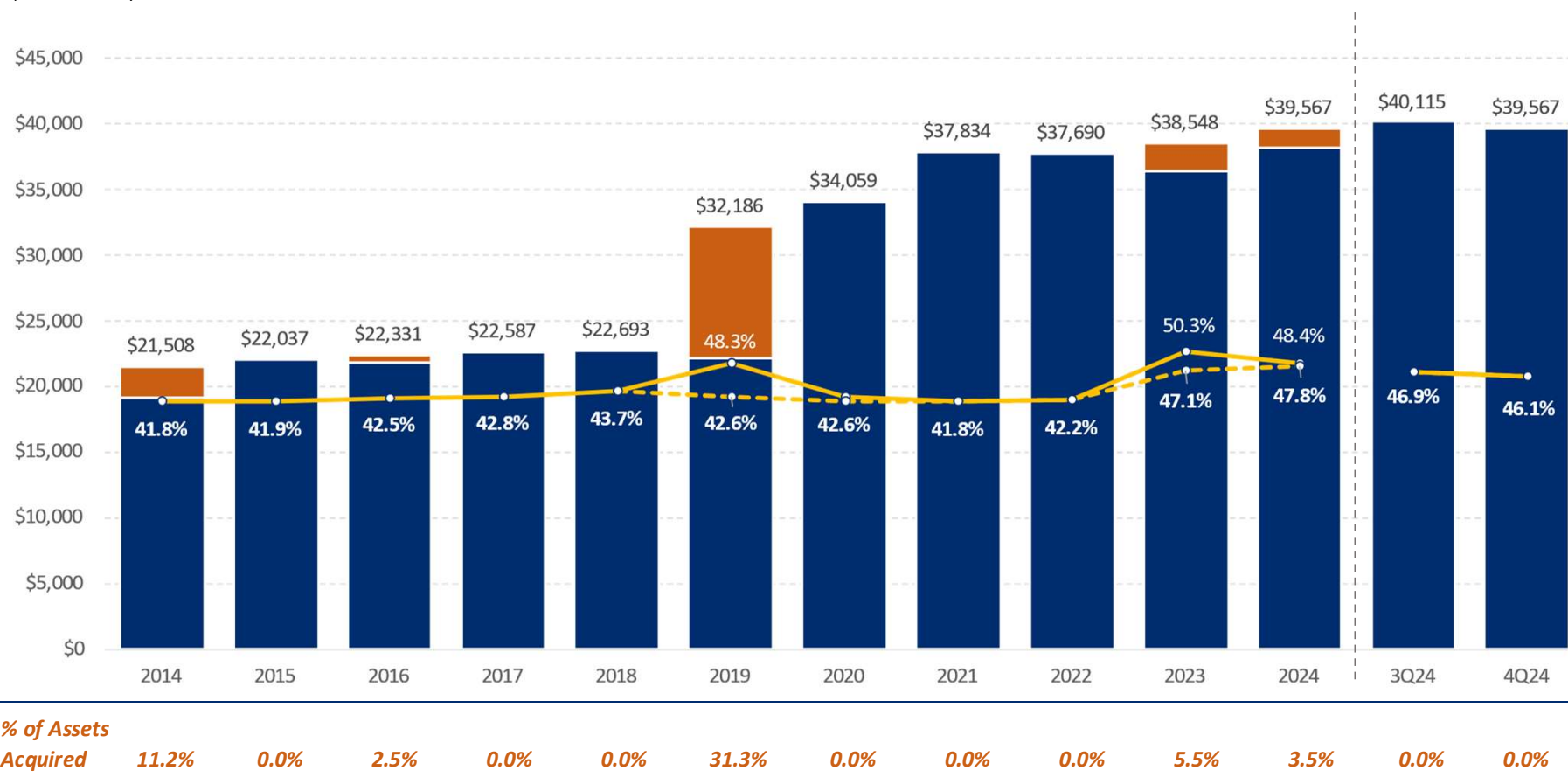
EPS
 Core EPS (Excluding Purchase Accounting Adjustments)
 EPS (Excluding Non-Recurring Charges)⁽³⁾
 Core EPS (Excluding PAA and Non-Recurring Charges)⁽¹⁾

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⁾

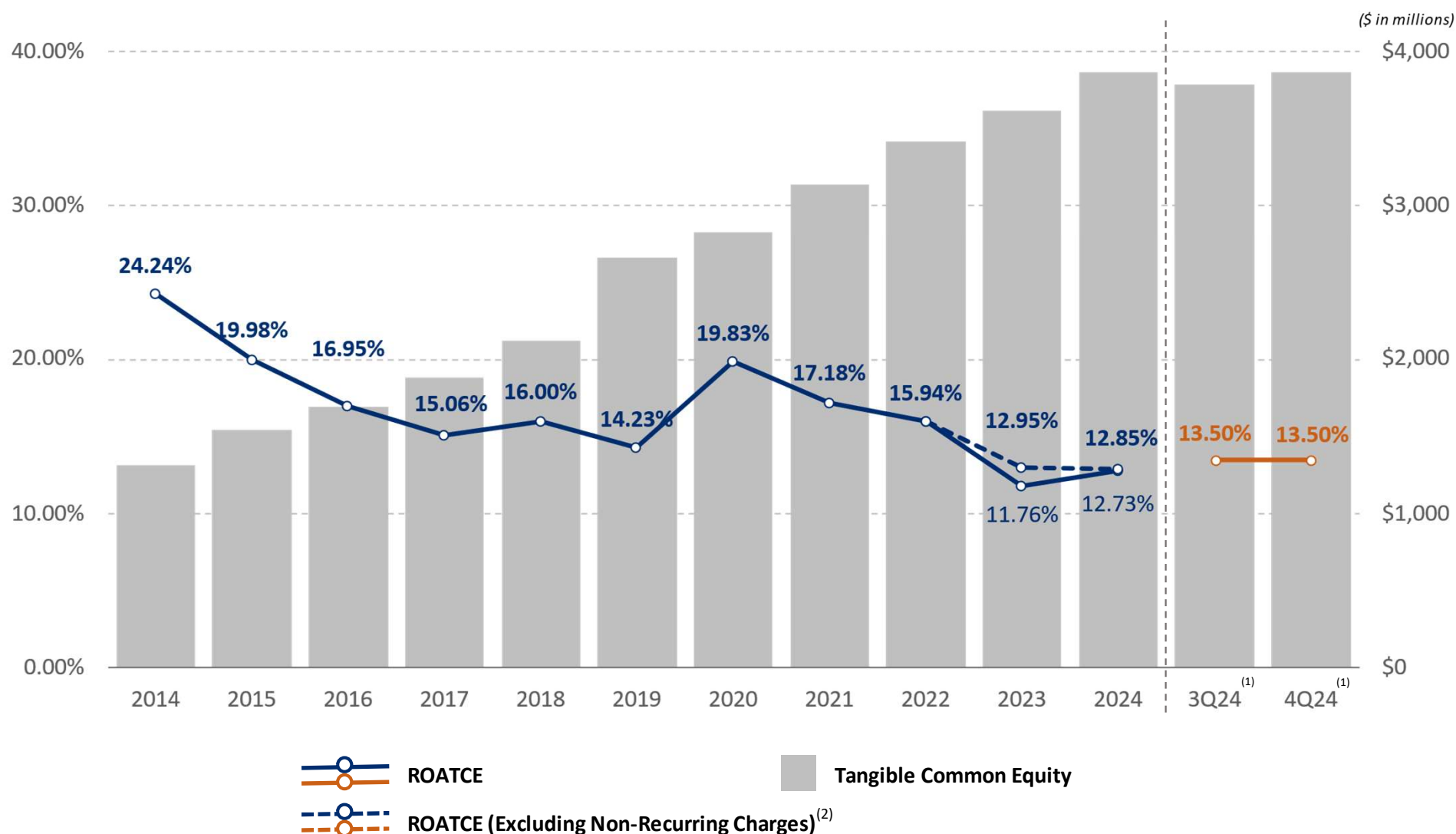
Source: Company Documents

(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 recent acquisitions, gain on Visa Class B-1 stock exchange net of investment securities sales and FDIC special assessments

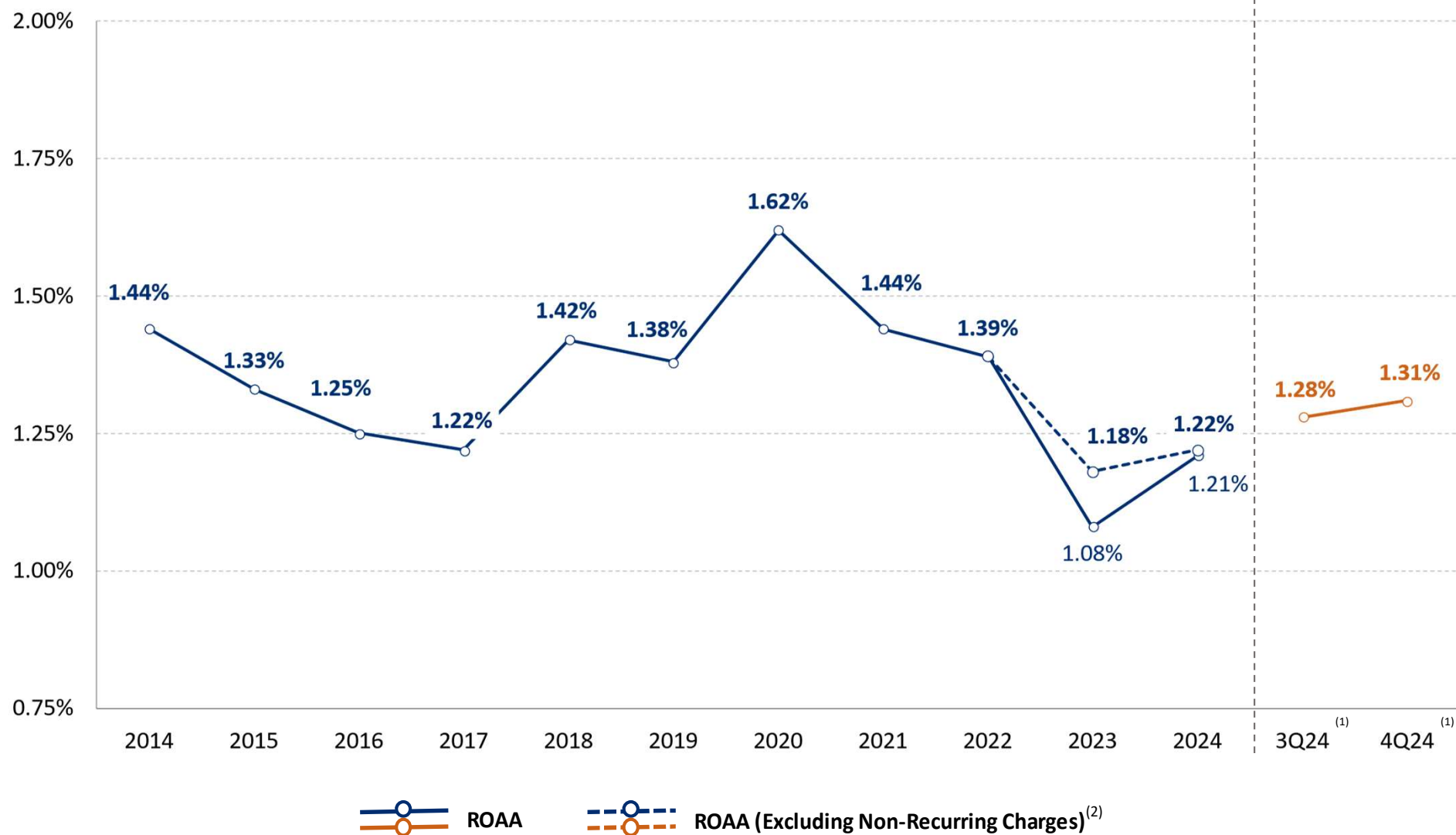
Return on Average Tangible Common Equity



(1) Interim periods shown on an annualized basis

(2) Excludes after-tax merger related provision and expenses related to recent acquisitions, gain on Visa Class B-1 stock exchange net of investment securities sales and FDIC special assessments

Return on Average Assets

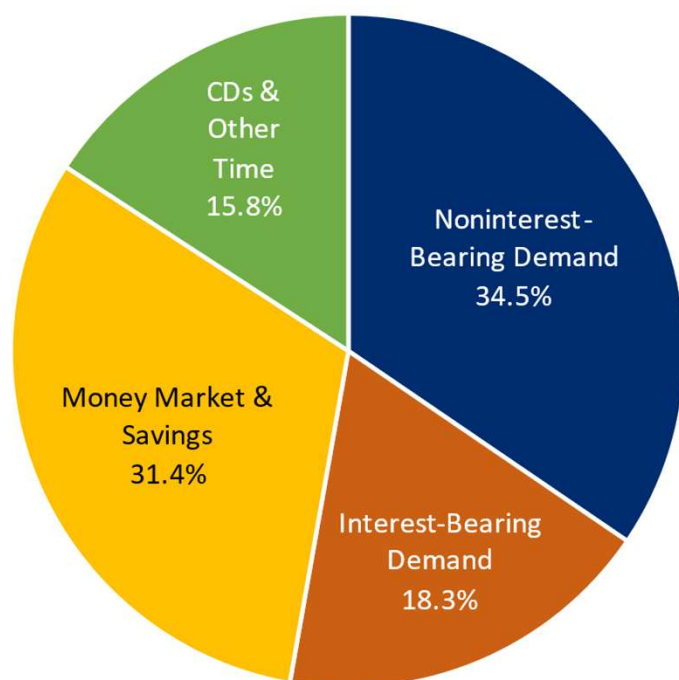


(1) Interim periods shown on an annualized basis

(2) Excludes after-tax merger related provision and expenses related to recent acquisitions, gain on Visa Class B-1 stock exchange net of investment securities sales and FDIC special assessments

Deposit Composition

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



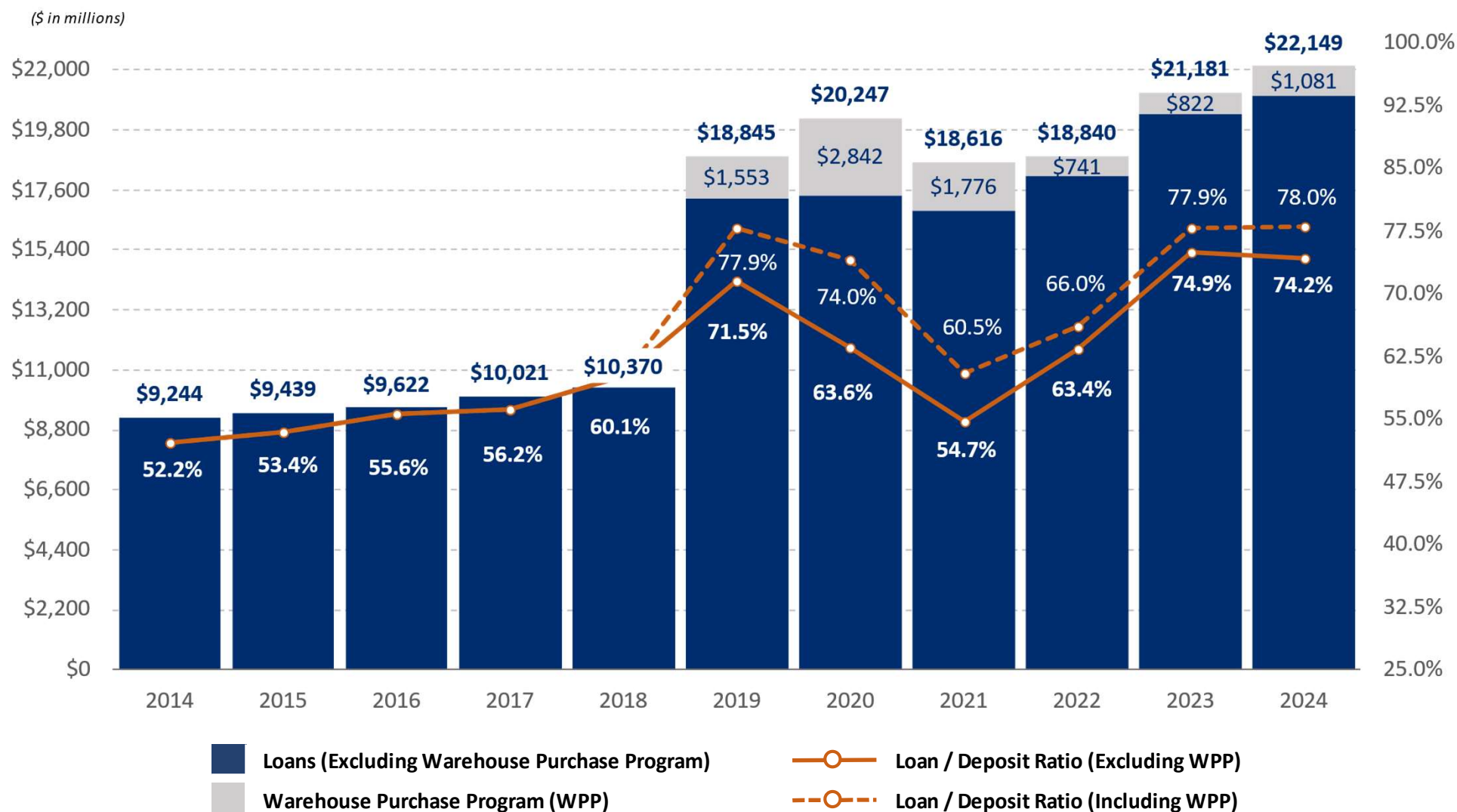
	\$mm	Cost (%) ⁽¹⁾
Noninterest-Bearing Demand	\$9,798	0.00%
Interest-Bearing Demand	\$5,182	0.70%
Money Market & Savings	\$8,915	2.10%
CDs & Other Time	\$4,486	4.06%

Total Deposits: \$28.4Bn

Total Cost of Deposits: 1.44% ⁽¹⁾

Cost of Interest-Bearing Deposits: 2.22% ⁽¹⁾

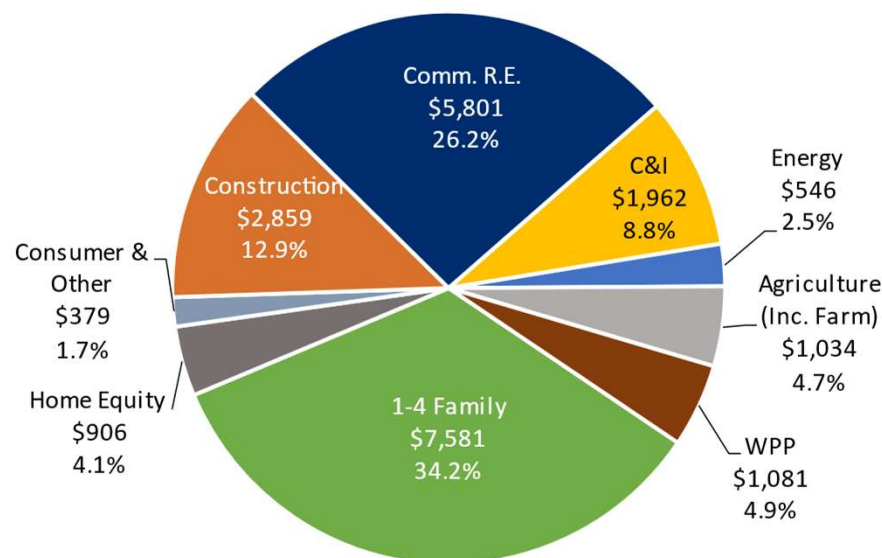
Loan Growth



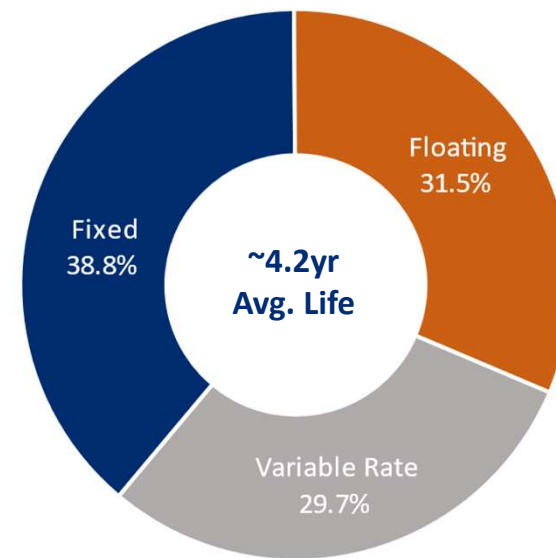
Loan Portfolio Overview

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

Loan Portfolio by Category & Geography



Loans by Rate Structure



Loans By Area

	Amount ⁽²⁾⁽⁴⁾	% of Total
Bryan / College Station	\$915	4.4%
Central Oklahoma	\$575	2.7%
Central Texas	\$2,644	12.6%
Dallas / Ft. Worth	\$6,418	30.5%
East Texas	\$726	3.5%
Houston	\$4,765	22.7%
South Texas	\$1,416	6.7%
Tulsa	\$544	2.6%
West Texas	\$3,018	14.4%

Total Loans: \$22.1Bn

Loans HFI (Excl. WPP): \$21.1Bn

Yield on Total Loans: 5.97% ⁽¹⁾

Yield on Loans HFI (Excl. WPP): 5.93% ⁽¹⁾

Core Yield on Loans HFI (Excl. WPP): 5.87% ⁽¹⁾⁽³⁾

Source: Company Documents

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

(2) Excludes \$59 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

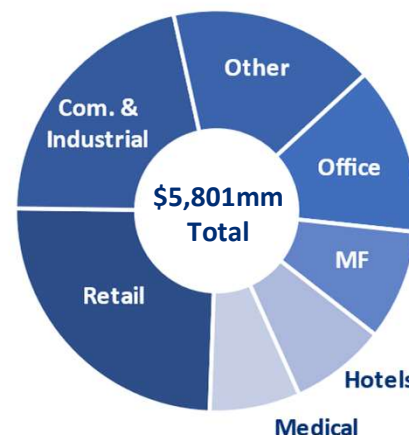
As of December 31, 2024
(\$ in millions)

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
- 36% of commercial real estate is owner occupied
- Average total CRE loan-to-value of 51%
- Average office CRE loan-to-value of 50%
- Non-owner-occupied office CRE of \$542 million, or 2.5% of total loans

Commercial Real Estate Detail

(\$ in millions)

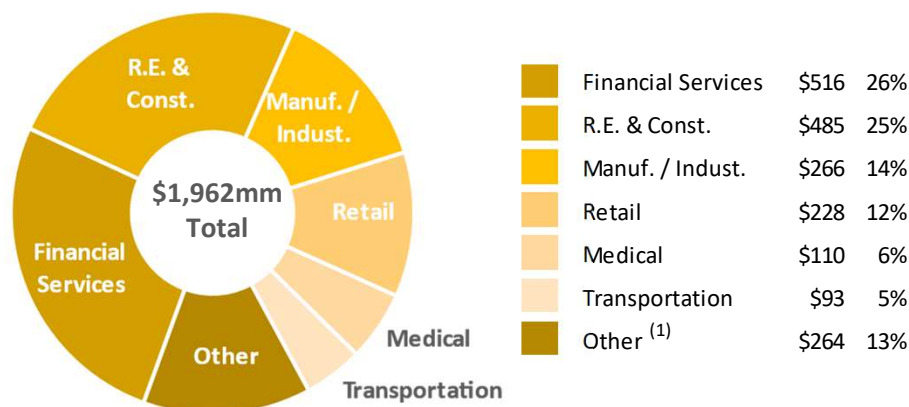


Retail	\$1,430	25%
Industrial	\$1,239	21%
Other	\$963	17%
Office	\$785	14%
Multifamily (MF)	\$514	9%
Hotels	\$448	8%
Medical	\$423	7%

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

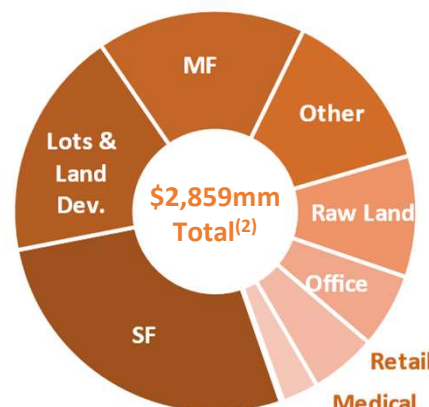
C&I Detail (Excluding Energy Loans)

(\$ in millions)



Construction Detail

(\$ in millions)



Single Family (SF)	\$778	27%
Lots & Land Dev.	\$529	18%
Multifamily (MF)	\$480	17%
Other	\$380	13%
Raw Land	\$279	10%
Office	\$171	6%
Retail	\$152	5%
Medical	\$84	3%
Hotels	\$6	0%

Source: Company Documents

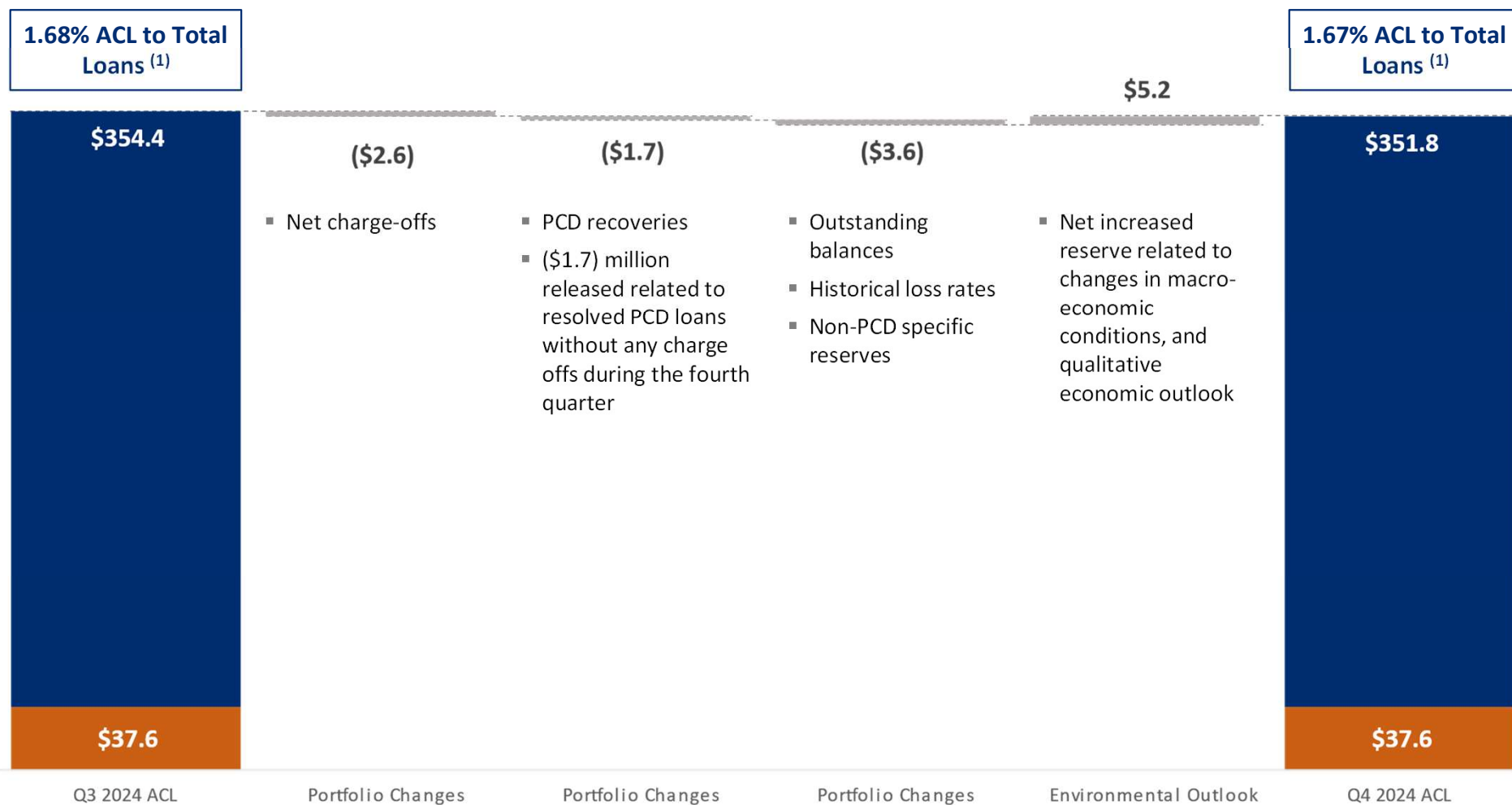
(1) Includes State & Political loans

(2) Total includes a net unaccreted discount of (\$1,349,000) not shown in graph

Changes to Allowance for Credit Losses

(\$ in millions)

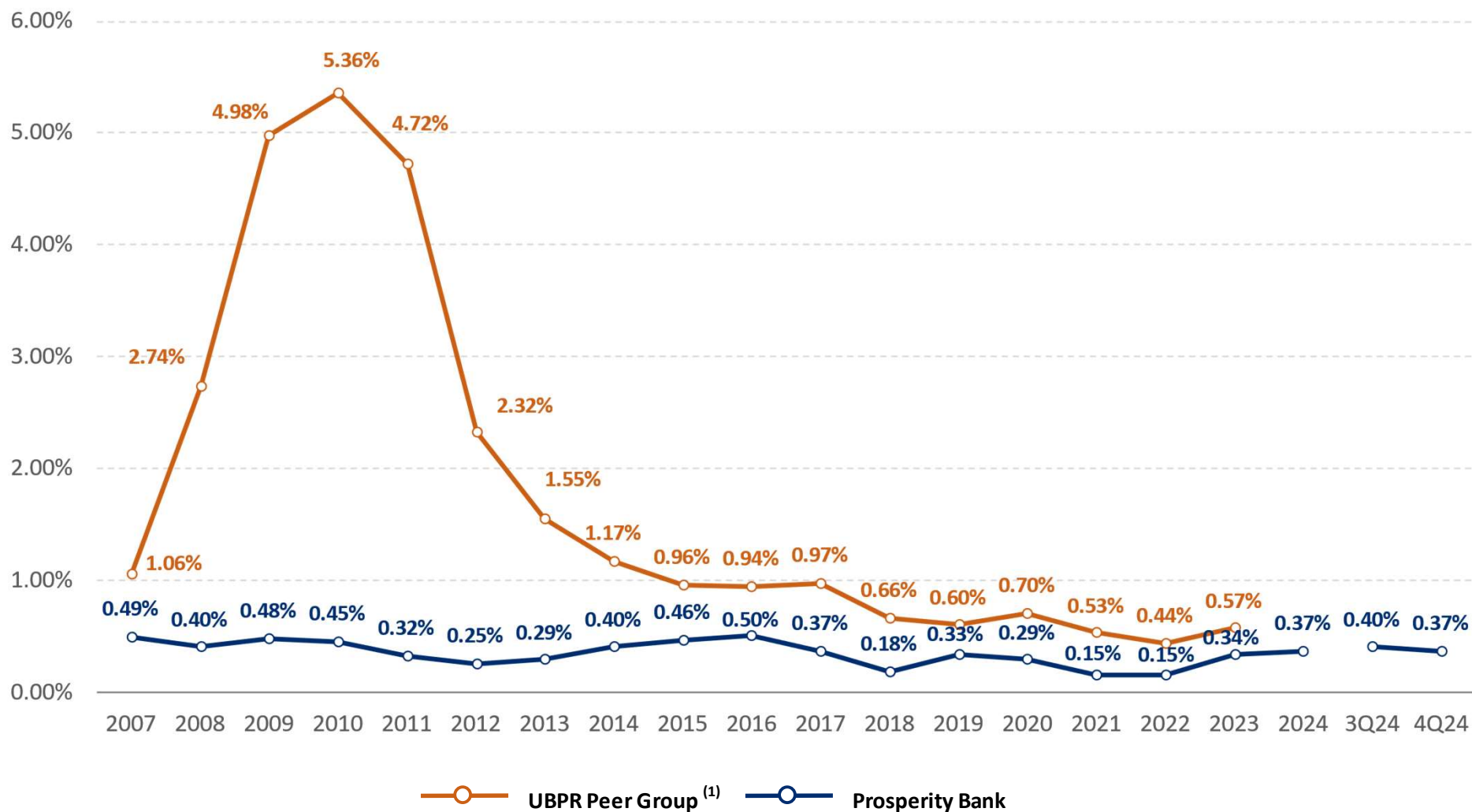
\$392.0 million ----- Total Allowance for Credit Losses and Unfunded Commitments ----- \$389.5 million



(1) Excludes Warehouse Purchase Program (WPP) loans

Asset Quality

NPA's / Loans + OREO



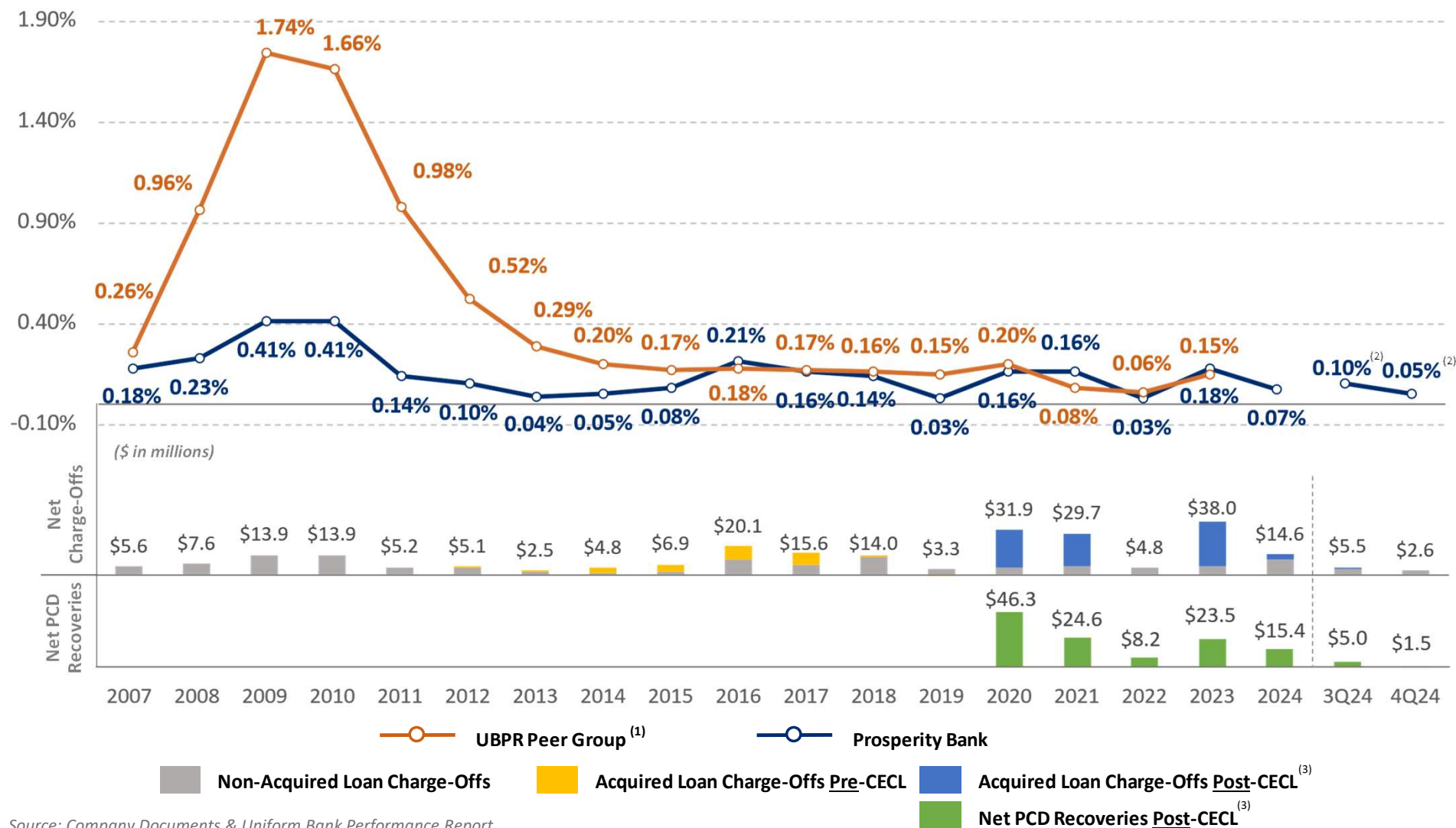
Source: Company Documents & Uniform Bank Performance Report

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

(1) UBPR = Uniform Bank Performance Report; Peer Group 2 (115 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

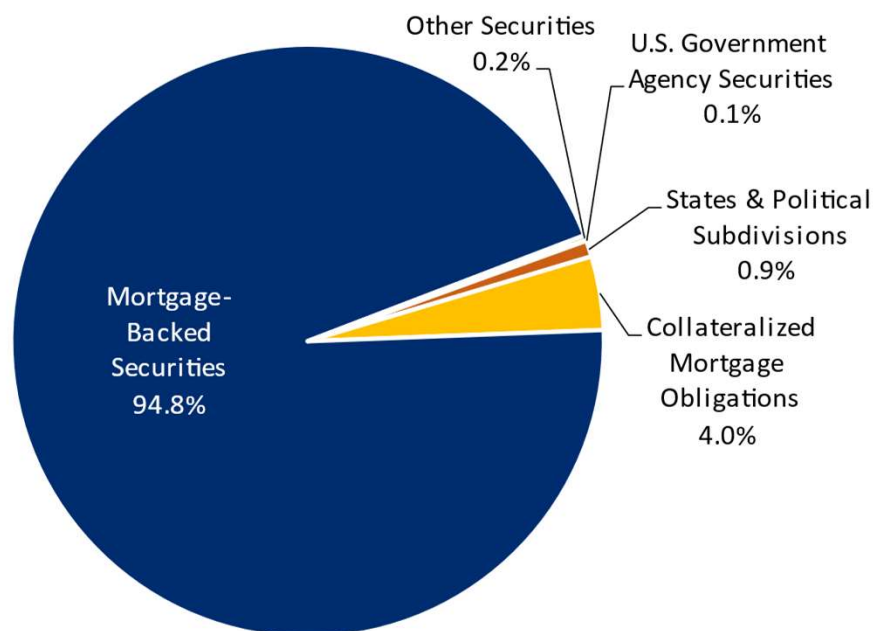
(1) UBPR = Uniform Bank Performance Report; Peer Group 2 (115 banks) – Insured commercial banks having assets between \$10 billion and \$100 billion

(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 December 31, 2024
(\$ in millions)



97.0% Held to Maturity
3.0% Available for Sale

	\$mm
Mortgage-Backed Securities	\$10,517
Collateralized Mortgage Obligations	\$445
States & Political Subdivisions	\$98
Other Securities	\$28
U.S. Government Agency Securities	\$6

Total Securities: \$11.1Bn

Yield on Securities: 2.06% ⁽¹⁾

Duration: 4.0 ⁽²⁾

Avg. Yearly Cash Flow: ~\$1.9Bn

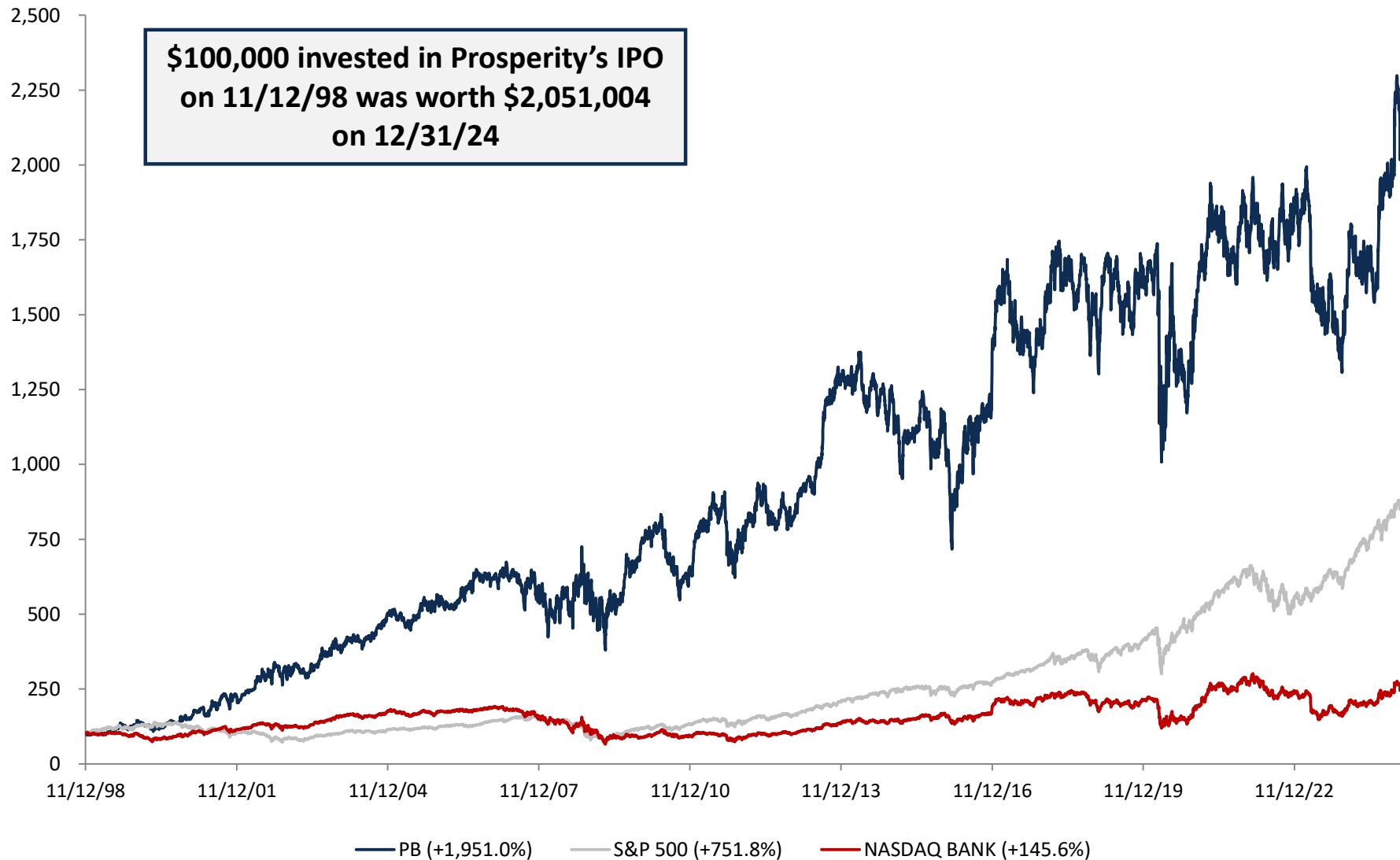
Source: Company Documents

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

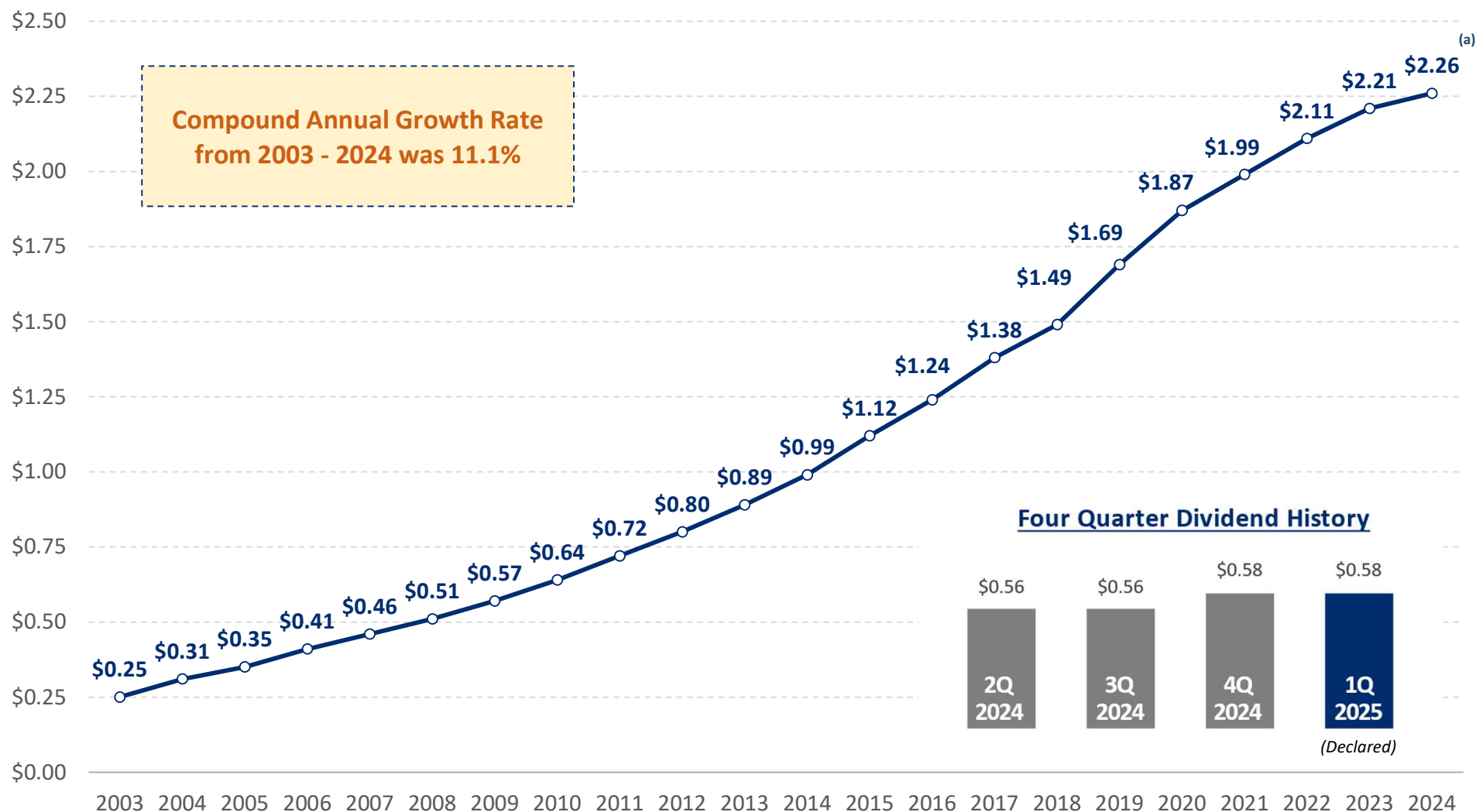
(2) Modified duration shown; Weighted average life equal to 4.8 years

Total Return Performance

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



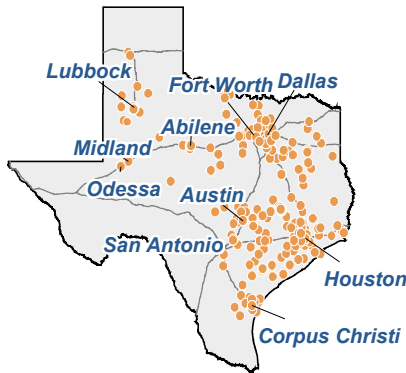
Dividend History



(a) 2024 dividend consists of \$0.56 per share declared in Q1 2024, 2Q 2024, 3Q 2024 and \$0.58 per share declared in 4Q 2024

Presence in Fast-Growing Markets

Positioned in Strong Markets



- As of November 2024, Texas led all states for jobs gained over the month and over the year, setting new records for total jobs
- Ranked #2 on the Fortune 500 list with 52 headquartered companies as of December 2024
- In Q3 2024, Texas' economy grew by 4.2%, outpacing the national growth rate and ranking it as the 8th largest economy globally



- Oklahoma City and Tulsa MSAs comprise over 60% of the state's population, which are two of the sixty largest MSAs in the country
- Oklahoma is home to 6 Fortune 500 companies as of December 2024
- In 2024, 75 companies announced new or expanding operations statewide, with a \$5.2 billion investment and over 5.5 thousand expected jobs

Top 15 Fastest Growing MSAs in the U.S. ⁽¹⁾

		2025- 2030	
		Prosperity	Proj. Population
		Deposits	Growth
		(\$mm)	(%)
Metropolitan Statistical Area		Prosperity Presence	
1	Austin-Round Rock-San Marcos, TX	✓	8.4%
2	Jacksonville, FL		8.3%
3	Raleigh-Cary, NC		7.4%
4	Dallas-Fort Worth-Arlington, TX	✓	7.1%
5	Orlando-Kissimmee-Sanford, FL		7.1%
6	Charlotte-Concord-Gastonia, NC-SC		6.6%
7	Greenville-Anderson-Greer, SC		6.4%
8	Houston-Pasadena-The Woodlands, TX	✓	6.1%
9	Tampa-St. Petersburg-Clearwater, FL		5.7%
10	Nashville-Davidson--Murfreesboro--Franklin, TN		5.6%
11	San Antonio-New Braunfels, TX	✓	5.6%
12	Richmond, VA		5.0%
13	Phoenix-Mesa-Chandler, AZ		5.0%
14	Oklahoma City, OK	✓	4.7%
15	Atlanta-Sandy Springs-Roswell, GA		4.4%

- Presence in five 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
Aviat 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)
MOB Capital
Mitrach
Mondee
Monkey Sports Inc.
MY Transportation
Noodoe 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)
Telsa, Inc. (TSLA)
The Allen Group, Inc.
ThermaSol
Thermos
Toyota USA (TM)
Trend Micro (TYO.4704)
Vendor Resource Management
Vermillion, Inc. (VRML)
Visual Numerics
Wiglobal
Waste Connections, Inc. (WCN)
WebSense
Xelis 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

Canada

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

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.

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

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.

Pennsylvania

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

New Jersey

Ameriflex
Compax USA
Creston Electronics
CVE Technology
Honeywell PMT

Maryland

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

Washington D.C.

EF Johnson Technologies, Inc.

Virginia

Capital One

Missouri

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

Ohio

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

Tennessee

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

Arkansas

Golden Living
Murphy Oil Corporation (MUR)
US Rare Earths Inc. (UREE)

Mississippi

Elite Advanced Polymers

Alabama

Torchmark Corporation (TMK)
Zoes Kitchen (ZOES)

Louisiana

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

Florida

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

Houston Market Highlights

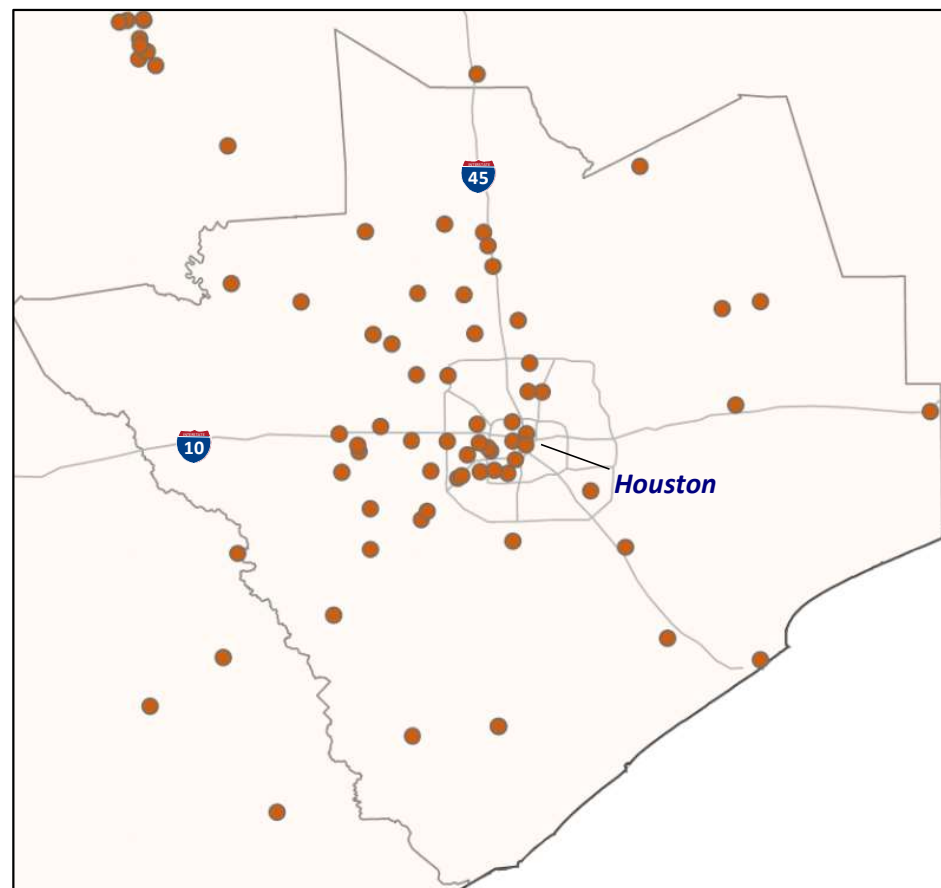
Market Highlights

- The Houston MSA is the 5th largest in the United States by population with nearly 7.7 million residents
 - Population is expected to grow 6.1% from 2025 – 2030 (compared to the 2.5% projected growth for the U.S.)
 - Median Household Income is expected to grow to \$85k by 2030 (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 November 2024, total nonfarm employment has increased 1.8% YoY, compared to the 12 month nationwide increase of 1.4%
 - Employment in Houston has increased 4.2% YoY in the financial activities sector and 1.0% YoY in the trade, transportation, and utilities sector, compared to 3.4% and 0.9% statewide, respectively
- Houston is an emerging hub of corporate activity
 - As of June 2024, Metro Houston has the 3rd largest number of Fortune 500 companies in the nation and is home to more than 9,300 tech-related firms

Select Fortune 500 Companies



Houston Franchise



Dallas/Ft. Worth Market Highlights

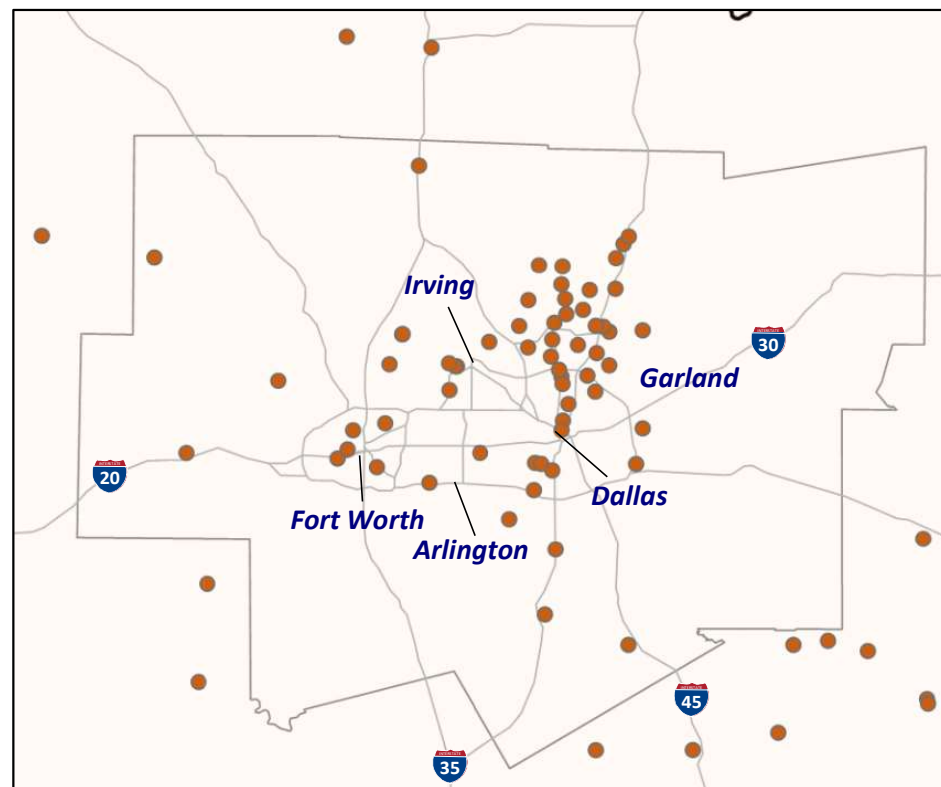
Market Highlights

- The Dallas/Ft. Worth MSA is the 4th largest in the United States by population with over 8.3 million residents
 - Population is expected to grow 7.1% from 2025 – 2030 (compared to the 2.5% projected growth for the U.S.)
 - Median Household Income is expected to grow to \$98k by 2030 (compared to \$84k for the U.S.)
- As of November 2024, total nonfarm employment has increased 1.5% YoY, compared to the nationwide increase of 1.4%
- Employment in Dallas/Ft. Worth has increased 2.1% YoY in the government sector and 4.1 % in the financial activities sector, compared to 1.7% and 3.4% statewide, respectively
- Dallas continues to draw in Fortune 500 and Fortune 1000 companies
 - DFW is home to one Fortune 10 company
 - More than 250 corporate HQs have moved to Dallas-Fort Worth since 2010. The ease of doing business in the Dallas Region has drawn six Fortune 500 companies to DFW since 2016

Select Fortune 500 Companies



Dallas / Ft. Worth Franchise



Austin Market Highlights

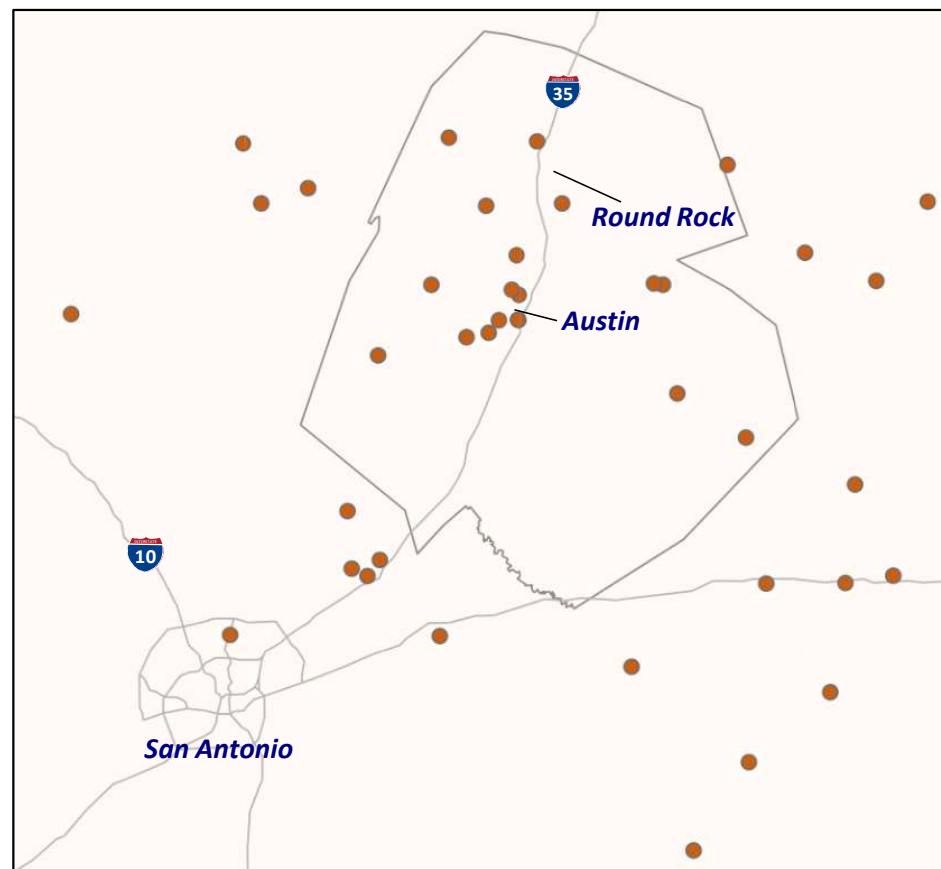
Market Highlights

- The Austin MSA is the 25th largest in the United States by population with nearly 2.6 million residents
 - Population is expected to grow 8.4% from 2025 – 2030 (compared to the 2.5% projected growth for the U.S.)
 - Median Household Income is expected to grow to \$117k by 2030 (compared to \$84k for the U.S.)
- As of November 2024, total nonfarm employment has increased 1.6% YoY, compared to the nationwide increase of 1.4%
 - Employment in Austin has increased 3.1% YoY in the leisure and hospitality sector and 3.8% YoY in education & health services sector, compared to 2.6% and 2.7% statewide, respectively
- Austin is a magnet for foreign investment
 - As of December 2024, the Sister Cities Agreement was signed between Austin and Limerick Ireland, outlining mutual commitments to collaborate in areas such as business development and tourism

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