
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF THE
SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported) November 7, 2018

SEACOAST BANKING CORPORATION OF FLORIDA

(Exact Name of Registrant as Specified in Charter)

Florida
(State or Other Jurisdiction
of Incorporation)

0-13660
(Commission
File Number)

59-2260678
(IRS Employer
Identification No.)

815 Colorado Avenue, Stuart, FL
(Address of Principal Executive Offices)

34994
(Zip Code)

Registrant's telephone number, including area code **(772) 287-4000**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2.)

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

SEACOAST BANKING CORPORATION OF FLORIDA

Item 7.01 Regulation FD Disclosure

On November 7, 2018 Seacoast Banking Corporation of Florida (“Seacoast” or the “Company”) intends to meet with investors at the Sandler O’Neill & Partners East Coast Financial Services Conference in Palm Beach, FL. Dennis S. Hudson, III, Chief Executive Officer, Charles M. Shaffer, Chief Financial Officer and Jeffrey Lee, Chief Marketing Officer will discuss the Company’s business strategy, financial performance, recent developments, and future opportunities with investors.

Attached as Exhibit 99.1 is the presentation (available on the Company’s website at www.seacoastbanking.com) to be presented to and reviewed with investors and incorporated herein by reference. All information included in the presentation is presented as of the dates indicated, and the Company does not assume any obligation to correct or update such information in the future. In addition, the Company disclaims any inferences regarding the materiality of such information which otherwise may arise as a result of it furnishing such information under Item 7.01 of this Form 8-K.

In accordance with the General Instruction B.2 of Form 8-K, the information presented herein pursuant to Item 7.01, "Regulation FD," shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the "[Exchange Act](#)"), nor shall the information be deemed incorporated by reference in any filing under the Exchange Act or the Securities Act of 1933, as amended, except as expressly set forth by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits

(d) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Investor Presentation used in meetings held on November 7, 2018.

Exhibit 99.1 referenced herein contains “forward-looking statements” within the meaning of Section 28A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, statements about future financial and operating results, ability to realized deferred tax assets, cost savings, enhanced revenues, economic and seasonal conditions in our markets, and improvements to reported earnings that may be realized from cost controls and for integration of banks that we have acquired, as well as statements with respect to Seacoast’s objectives, expectations and intentions and other statements that are not historical facts. Actual results may differ from those set forth in the forward-looking statements.

Forward-looking statements include statements with respect to our beliefs, plans, objectives, goals, expectations, anticipations, estimates and intentions, and involve known and unknown risks, uncertainties and other factors, which may be beyond our control, and which may cause the actual results, performance or achievements of Seacoast to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. You should not expect us to update any forward-looking statements.

You can identify these forward-looking statements through our use of words such as “may,” “will,” “anticipate,” “assume,” “should,” “support,” “indicate,” “would,” “believe,” “contemplate,” “expect,” “estimate,” “continue,” “further,” “point to,” “project,” “could,” “intend” or other similar words and expressions of the future. These forward-looking statements may not be realized due to a variety of factors, including, without limitation: the effects of future economic and market conditions, including seasonality; governmental monetary and fiscal policies, as well as legislative, tax and regulatory changes; changes in accounting policies, rules and practices; the risks of changes in interest rates on the level and composition of deposits, loan demand, liquidity and the values of loan collateral, securities, and interest sensitive assets and liabilities; interest rate risks, sensitivities and the shape of the yield curve; the effects of competition from other commercial banks, thrifts, mortgage banking firms, consumer finance companies, credit unions, securities brokerage firms, insurance companies, money market and other mutual funds and other financial institutions operating in our market areas and elsewhere, including institutions operating regionally, nationally and internationally, together with such competitors offering banking products and services by mail, telephone, computer and the Internet; and the failure of assumptions underlying the establishment of reserves for possible loan losses. The risks of mergers and acquisitions, include, without limitation: unexpected transaction costs, including the costs of integrating operations; the risks that the businesses will not be integrated successfully or that such integration may be more difficult, time-consuming or costly than expected; the potential failure to fully or timely realize expected revenues and revenue synergies, including as the result of revenues following the merger being lower than expected; the risk of deposit and customer attrition; any changes in deposit mix; unexpected operating and other costs, which may differ or change from expectations; the risks of customer and employee loss and business disruption, including, without limitation, as the result of difficulties in maintaining relationships with employees; increased competitive pressures and solicitations of customers by competitors; as well as the difficulties and risks inherent with entering new markets.

All written or oral forward-looking statements attributable to us are expressly qualified in their entirety by this cautionary notice, including, without limitation, those risks and uncertainties described in our annual report on Form 10-K for the year ended December 31, 2017 under “Special Cautionary Notice Regarding Forward-Looking Statements” and “Risk Factors”, and otherwise in our SEC reports and filings. Such reports are available upon request from the Company, or from the Securities and Exchange Commission, including through the SEC’s Internet website at <http://www.sec.gov>.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SEACOAST BANKING CORPORATION OF FLORIDA
(Registrant)

Date: November 7, 2018

By: /s/ Charles M. Shaffer
Charles M. Shaffer
Executive Vice President and Chief Financial Officer

EXHIBIT INDEX

Exhibit No.
[99.1](#)

Description
[Investor Presentation used in meetings held on November 7, 2018.](#)



Seacoast

BANKING CORPORATION
OF FLORIDA

Investor Presentation

Q3 - 2018

Contact: (email) Chuck.Shaffer@SeacoastBank.com

(phone) 772.221.7003

(web) www.SeacoastBanking.com



Cautionary Notice Regarding Forward-Looking Statements

This press release contains "forward-looking statements" within the meaning, and protections, of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, including, without limitation, statements about future financial and operating results, cost savings, enhanced revenues, economic and seasonal conditions in our markets, and improvements to reported earnings that may be realized from cost controls, tax law changes, and for integration of banks that we have acquired, or expect to acquire, as well as statements with respect to Seacoast's objectives, strategic plans, including Vision 2020, expectations and intentions and other statements that are not historical facts. Actual results may differ from those set forth in the forward-looking statements.

Forward-looking statements include statements with respect to our beliefs, plans, objectives, goals, expectations, anticipations, estimates and intentions, and involve known and unknown risks, uncertainties and other factors, which may be beyond our control, and which may cause the actual results, performance or achievements of Seacoast to be materially different from future results, performance or achievements expressed or implied by such forward-looking statements. You should not expect us to update any forward-looking statements.

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The risks of mergers and acquisitions, include, without limitation: unexpected transaction costs, including the costs of integrating operations; the risks that the businesses will not be integrated successfully or that such integration may be more difficult, time-consuming or costly than expected; the potential failure to fully or timely realize expected revenues and revenue synergies, including as the result of revenues following the merger being lower than expected; the risk of deposit and customer attrition; any changes in deposit mix; unexpected operating and other costs, which may differ or change from expectations; the risks of customer and employee loss and business disruption, including, without limitation, as the result of difficulties in maintaining relationships with employees; increased competitive pressures and solicitations of customers by competitors; as well as the difficulties and risks inherent with entering new markets.

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Agenda

1 ABOUT SEACOAST BANK

2 COMPANY PERFORMANCE

3 SEACOAST'S DIFFERENTIATED STRATEGY

4 OUTLOOK

Seacoast Bank [NASDAQ: SBCF]

Valuable Florida Franchise With Balanced Growth Strategy, Benefiting from Attractive Geography, Investments in Digital Transformation and Commercial Loan Platform, and Strategic Acquisitions



- \$5.9 billion in assets as of September 30, 2018, operating in the nation's third-most populous state
- Strong and growing presence in four of Florida's most attractive MSAs
 - #1 Florida based bank in the Orlando MSA
 - Growing share in West Palm Beach
 - #1 share in Port St Lucie MSA
 - Growing presence in Tampa MSA
- Investing in business banking and innovative customer analytics
- Growth-oriented culture, engaged associate base, strong customer advocacy
- Active board with diverse range of experience and expertise
- Market Cap: \$1.4 billion (9/28/2018)



Seacoast Has Outperformed the Major Indices



Source: Bloomberg
Note: Market data as of 10/26/2018
(1) Florida Bank Peers includes Florida headquartered banks with greater than \$200 million and less than \$30 billion in market capitalization.



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Q3 2018 Highlights and Notable Item

With a growing presence in Florida's most attractive markets, Seacoast is one of Florida's top-performing banking franchises.

- Earnings per share totaled \$0.34 on a GAAP basis, and \$0.37 per share on an adjusted basis¹.
- Results for third quarter were impacted by a \$3.1 million increase in the allowance for loan losses for a single impaired loan. This loan was originated in 2007 and impacted earnings per diluted share by 5 cents.
- Net income increased 15% YoY to \$16.3 million, while net revenue was up 12% during the same period to \$63.9 million. Adjusted net income¹ increased 16% YoY to \$17.6 million, and adjusted net revenue¹ increased 12% YoY or \$6.7 million.
- On a GAAP basis, ended the quarter at 1.18% Return on Tangible Assets (ROTA), 12.4% Return on Average Tangible Common Equity, and 57.0% efficiency ratio. On an adjusted basis, third quarter results were 1.22% adjusted ROTA¹, 12.4% adjusted ROTCE¹, and 56.3% adjusted efficiency ratio¹.
- Net interest margin expanded 5 basis points to 3.82% quarter over quarter, attributed to loan yield expansion of 10 basis points to 4.83%, securities yield expansion of 15 basis points to 3.00%, while cost of deposits expanded 4 basis points to 0.43%.
- Third consecutive quarter of record small business and consumer loan originations totaling \$126 million. Yields on new originations in this portfolio expanded to 5.50%, up 25 basis points over the prior quarter and 84 basis points over the prior year.

¹Non-GAAP measure, see "Explanation of Certain Unaudited Non-GAAP Financial Measures"

First Green Bank Acquisition: Continuation of "Land and Expand" M&A Strategy in Orlando FL

<p>High-Quality Expansion In Attractive Market</p>	<ul style="list-style-type: none"> • Expands footprint in Orlando, Florida's 3rd largest MSA • As of September 30, 2018, First Green Bank had approximately \$676 million in loans and \$664 million in deposits. • Significantly strengthens Seacoast's position as the #1 Florida-based bank by deposit share in the Orlando MSA, increasing deposits 41% to over \$1.6 billion • High growth-potential as Seacoast executes its integration and digital marketing playbook • Solidifies presence along attractive, high growth I-4 corridor
<p>Anticipated Positive Financial Results</p>	<ul style="list-style-type: none"> • 10%+ core EPS accretion in both 2019 and 2020 • 25%+ internal rate of return • Tangible book value dilution earn-back of under one year (crossover method)
<p>Adds Further Scale in Orlando MSA, Strengthens Florida Franchise Overall</p>	<ul style="list-style-type: none"> • Branch location overlap creates immediate operating synergy opportunities • Opens First Green's customer base and prospect list to Seacoast's expanded products and services • Expands Seacoast's loan portfolio and maintains prudent level of diversification

Net Interest Income and Margin

- Net interest income¹ totaled \$51.7 million, up \$1.4 million or 3% from the prior quarter and \$5.8 million or 13% from the prior year quarter.
- Net interest margin was 3.82% in the current quarter compared to 3.77% in the prior quarter and 3.74% in the third quarter of 2017.
- The impact of purchased loan accretion on total net interest margin represented 18 basis points in the current quarter, versus 16 basis points in the prior quarter and 20 basis points in the third quarter of 2017.

(\$ in thousands)



¹Calculated on a fully taxable equivalent basis using amortized cost.

Adjusted Noninterest Income¹

- Adjusted noninterest income¹ totaled \$12.3 million, down \$0.4 million or 3% from the prior quarter and up \$0.9 million or 7% compared to the prior year quarter.
- Adjusted noninterest income¹ is benefiting from increased customer engagement resulting in higher service charges and interchange income, supplemented by investments in wealth management that are generating growth in assets under management. Mortgage banking fees were lower quarter over quarter, the result of a smaller saleable pipeline at quarter end.
- Other income decreased compared to the prior quarter by \$0.5 million, primarily due to a seasonal decrease in marine finance fees and lower premium and volume on the sale of SBA loans.



¹Non-GAAP measure, see "Explanation of Certain Unaudited Non-GAAP Financial Measures"
²Other income includes gains on sale of SBA loans, marine finance fees, swap related income and other fees related to customer activity.

Adjusted Noninterest Expense¹

- As a percentage of average tangible assets, adjusted noninterest expense in the current quarter was 2.48% compared to 2.57% for the prior quarter and 2.50% for the third quarter of 2017.
- Higher salaries and benefits, reflecting investments in talent in our commercial bankers and roles to support scaling our franchise. This was more than offset by lower expenses across most other categories, the result of initiatives to improve efficiency across the franchise.

(\$ in thousands)



¹Non-GAAP measure, see "Explanation of Certain Unaudited Non-GAAP Financial Measures"

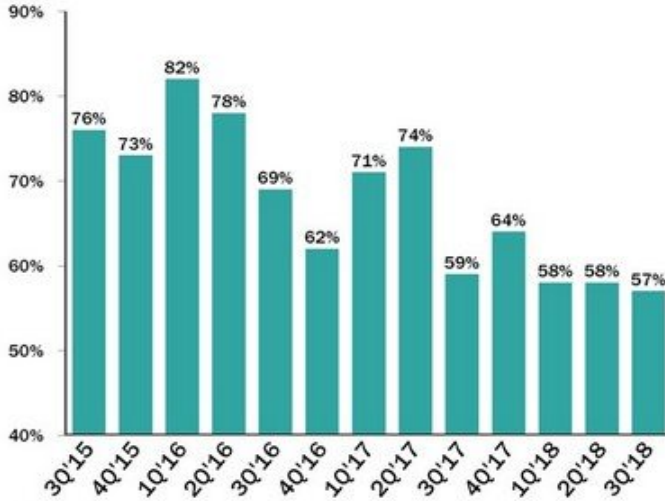
²Other expense includes legal and professional fees, marketing expenses and other expenses associated with ongoing business operations.



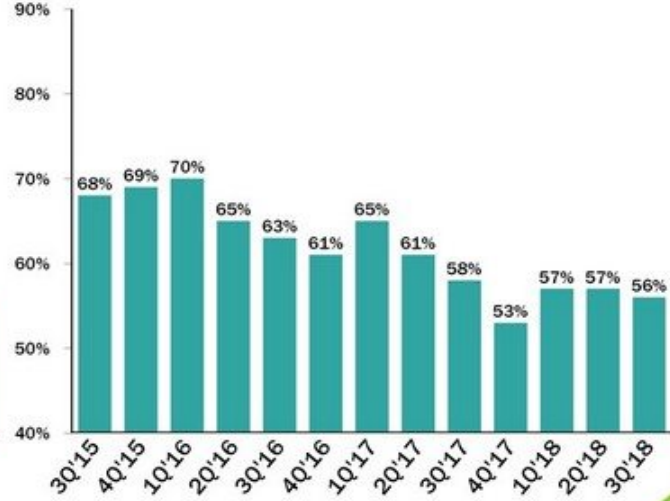
Efficiency Ratio

- The efficiency ratio was 57.0% compared to 58.4% in the prior quarter and 58.9% in the third quarter of 2017.
- The adjusted efficiency ratio¹ was 56.3% compared to 57.3% in the prior quarter and 57.7% in the third quarter of 2017.

GAAP - Efficiency



Adjusted - Efficiency¹



¹Non-GAAP measure, see "Explanation of certain Unaudited non-GAAP Financial Measures"

Loan Growth Momentum Continues, Supported by a Strong Florida Economy, and Prudent Guardrails

- Third quarter loans totaled \$4.1 billion, an increase of \$674 million or 20% from year-ago levels. Adjusting for acquisitions, loans grew \$267 million or 8% year over year.
- For the third consecutive quarter, consumer and small business originations reached record highs, increasing 20% from the second quarter to \$126 million.
- Pipelines were \$197 million in commercial, \$59 million in mortgage, and \$60 million in consumer and small business at September 30, 2018. This compares to \$195 million in commercial, \$64 million in mortgage, and \$53 million in consumer and small business at June 30, 2018.
- Purchased loan accretion was 25 basis points in Q3 2018 versus 23 basis points in the prior quarter, and 28 basis points in the third quarter of 2017.

Total Loans Outstanding (in millions)

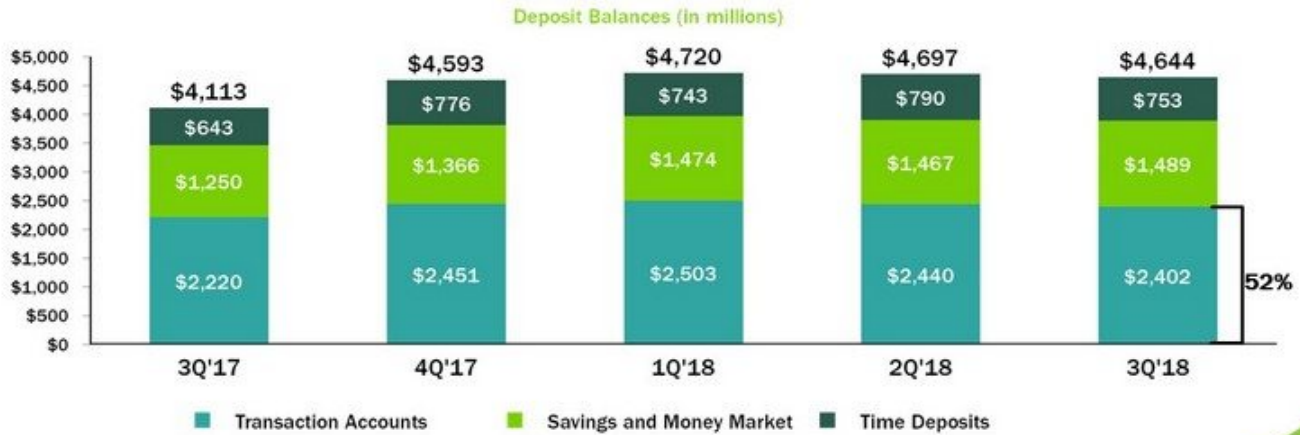


(Yields presented above do not reflect FTE adjustments)



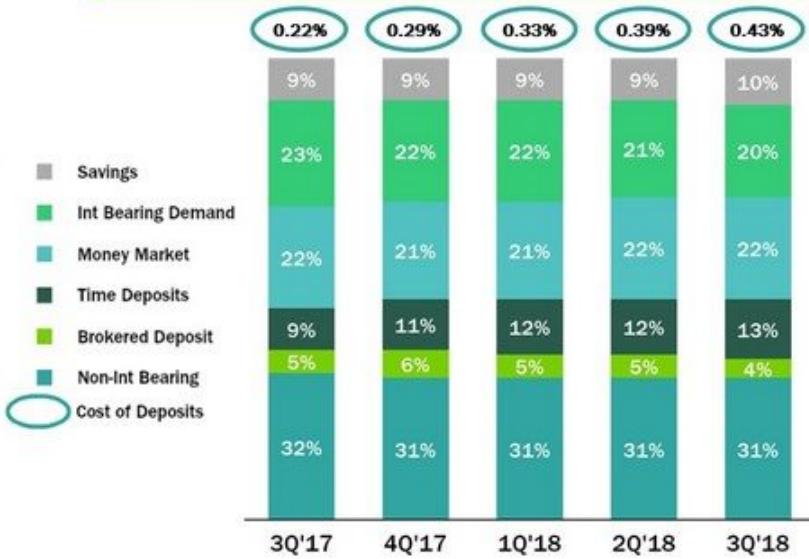
The Deposit Franchise Continues to Perform Well and Serves as a Source of Earnings Strength

- Total deposits increased 13% year over year.
- Excluding acquired deposits, noninterest bearing deposits grew 8% year over year, and total deposits grew 4% year over year.
- Transaction accounts represent 52% of total deposits, and have increased 8% year over year.
- Cost of deposits was 0.43%, up 4 basis points from the prior quarter, and up 21 basis points from the third quarter of 2017.



Average Deposit Balances and Cost

Our focus on organic growth and relationship-based funding, in combination with our innovative analytics platform, supports a well-diversified low-cost deposit portfolio. Our deposit beta continues to perform within our expectations.



3Q'17-3Q'18	Interest Bearing Deposits Cumulative Beta ¹
Savings	10 bps
Interest Bearing Demand	6 bps
Money Market	30 bps
Time Deposits	65 bps
Brokered CDs	57 bps
Total Interest Bearing	28 bps
Total Deposits	21 bps
Fed Fund Change	100 bps

¹Beta calculated using the change in deposit costs 3Q'18 vs 3Q'17 divided by the 100 bps change in Fed Funds rate from September 30, 2017 to September 30, 2018



Credit Quality

(\$ in thousands)

Net Charge-Offs



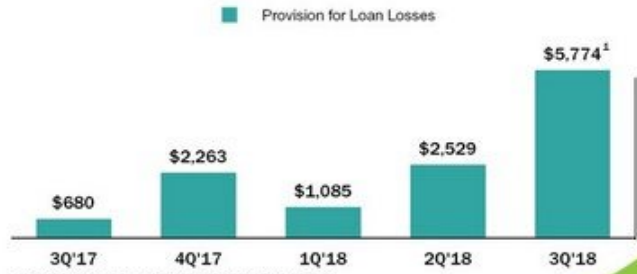
Nonperforming Loans



ALLL



Provision for Loan Losses



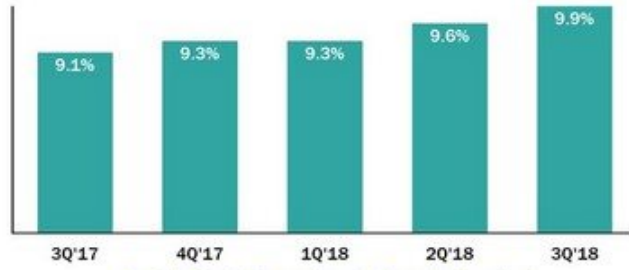
¹Includes provision of \$3.1 million for a single impaired loan.

Maintaining Strong Capital to Support Balanced Growth Opportunities

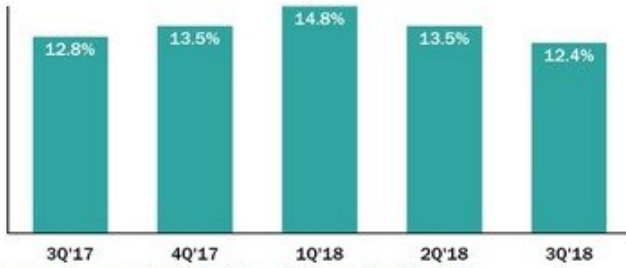
Tangible Book Value / Book Value Per Share



Tangible Common Equity / Tangible Assets



Adjusted Return on Tangible Common Equity¹



Total Risk Based and Tier 1 Capital



¹Non-GAAP measure, see "Explanation of Certain Unaudited Non-GAAP Financial Measures."



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4 OUTLOOK

Seacoast's Differentiated Strategy



Comprehensive Customer Servicing Model



Focused on Controls



Track Record of Value-Creating Acquisitions



Well-Positioned to Benefit From Florida Market



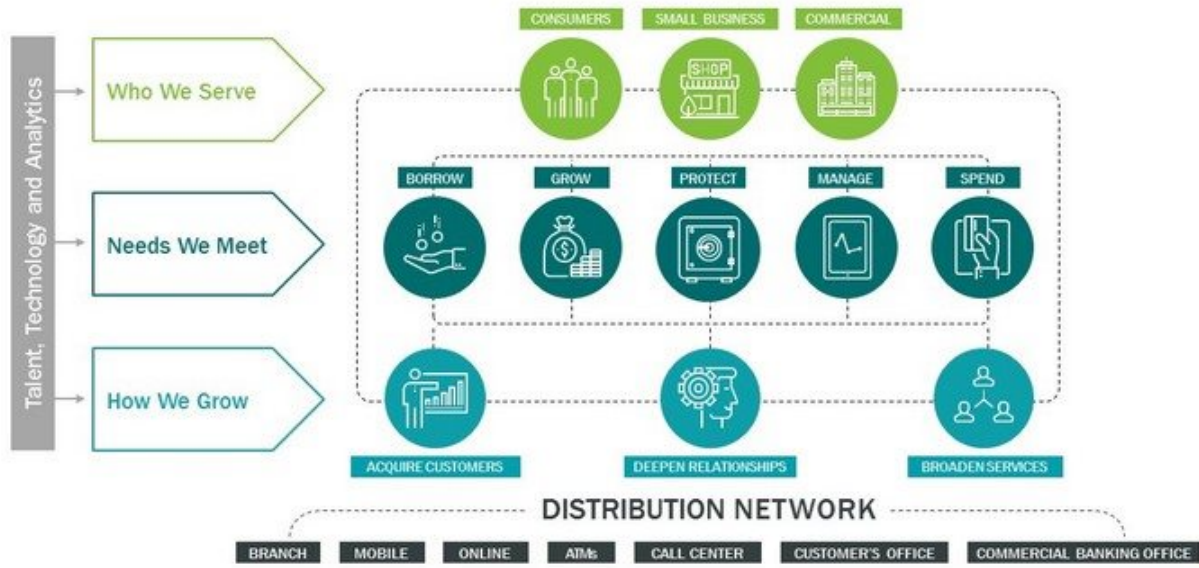
Expanding Analytical & Digital Capabilities



Experienced Board & Management Team

Strategic Execution Framework

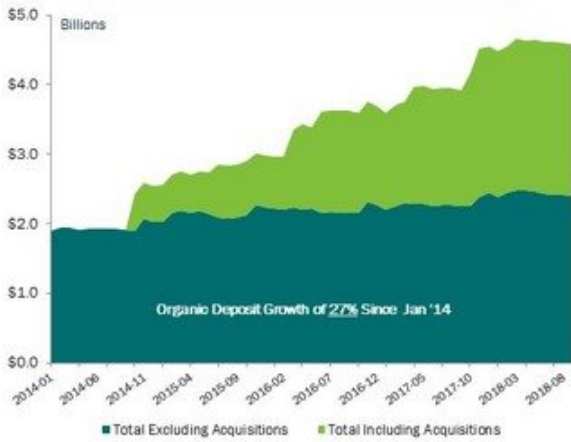
Meeting Customer Needs Profitably Through an Evolving Distribution Network



Seacoast Is Growing Its Deposits and Loans Both Organically And Via Strategic Acquisitions

Balanced Growth Strategy Delivering Results Since January 2014

Organic Deposit Growth Up 27%,
142% Including M&A



Organic Loan Growth Up 92%,
210% Including M&A



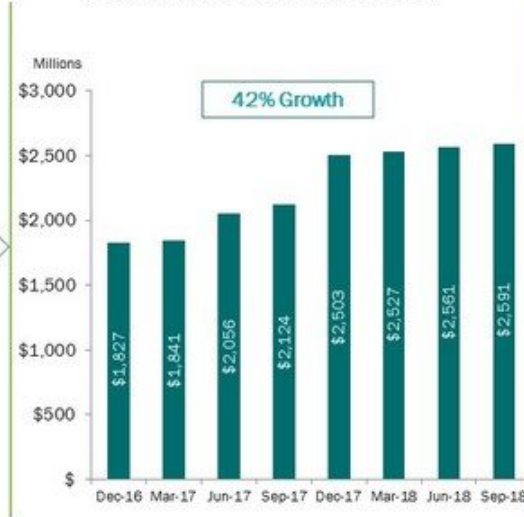
Focus On Business Banking Is Driving Significant Growth In Loans Outstanding And Deposits

Business Banking Approach

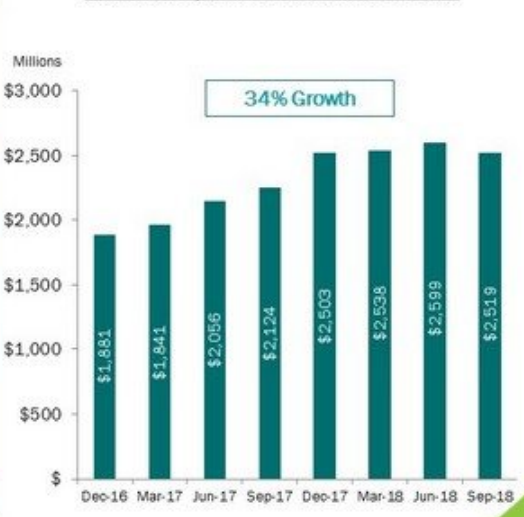
- Commercial**
 - Focused on businesses with revenues \$5mm+ in specific industry verticals
 - Comprehensive relationship approach: deposits, treasury, lending, wealth
- Small Business**
 - Focused on businesses with revenues less than \$5mm in specific industry verticals
 - Utilizes the retail network, with Calling Officers assigned to specific regions



Business Loan Balances Since YE 2016

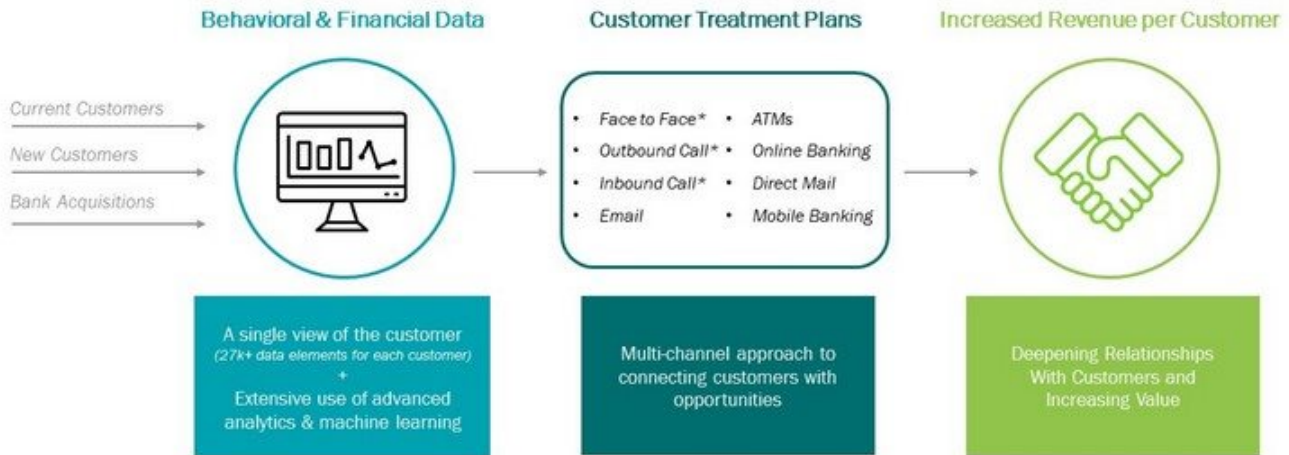


Business Deposit Balances Since YE 2016



Unique Approach to Serving Our Customers (Patent Pending)

Unlike Other Community Banks, Seacoast Uses its Vast Data Set and Machine Learning to Drive Value Creation



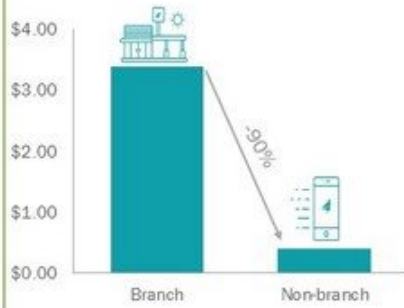
* Enabled via proprietary software designed to make customer insights and opportunities actionable among our associates. See appendix for a detailed overview.

Digital Servicing is Key to Increasing Customer Value

Half of all routine branch transactions have been shifted to lower cost channels like ATMs and Mobile. This gives Seacoast flexibility as it evolves its distribution network.

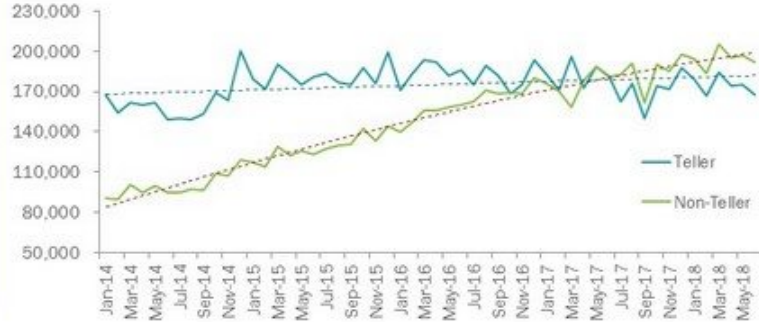
84.7% of All Teller Transactions are Simple Deposits and/or Withdrawals...

Variable Cost to Complete Transaction: Branch vs Non-branch



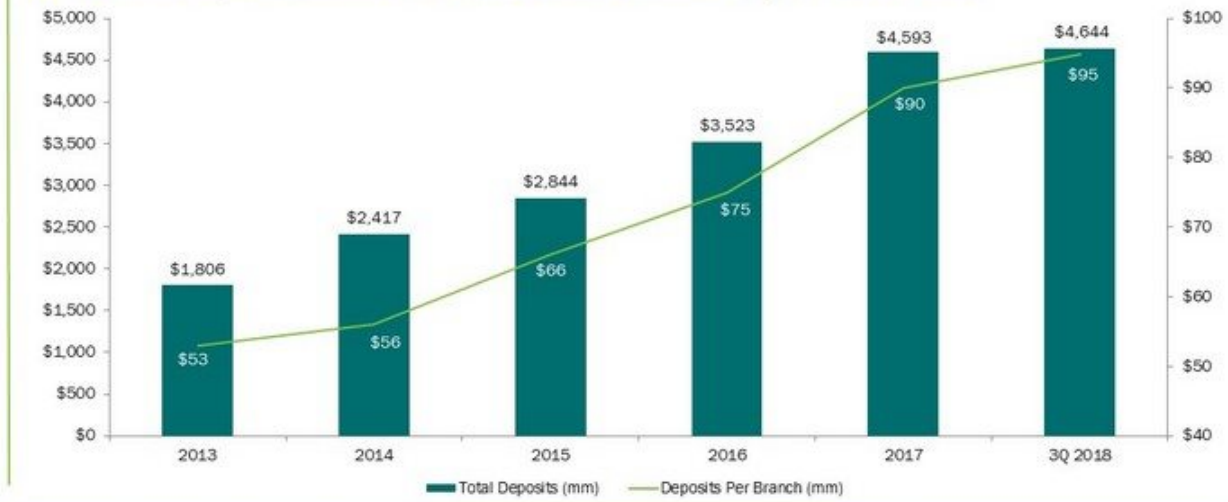
... And Seacoast is Aggressively Moving Routine Transactions to ATMs and Digital Channels.

Annual Expense Savings Impact of Over \$4.5mm



As a Result, Seacoast is Growing While Rationalizing Branches

As of 3Q 2018, Deposits Increased 157% While Branches Increased Only 44% Since YE 2013



Seacoast continues to create shareholder value via operating leverage in its branch network.

Seacoast's Differentiated Strategy



Comprehensive Customer Servicing Model



Focused on Controls



Track Record of Value-Creating Acquisitions



Well-Positioned to Benefit From Florida Market



Expanding Analytical & Digital Capabilities



Experienced Board & Management Team

We Have a Number of Advantages Related to Our Approach to Credit Risk Management

1

Strong, skilled, independent underwriting teams that confirm solid, multiple repayment sources

2

Well-defined portfolio limits and elevated credit portfolio management/monitoring

3

Digestible loan sizes and no syndications

4

CRE concentrations below 220%

5

CRE products substantially income producing types

6

Lead position in all organic loans

7

Risk Ratings generated by objective calculation

8

Centrally reporting construction loan control and Special Asset Department

9

Credit Culture is documented and reinforced throughout organization

Strong Growth Has Been Intentionally Balanced and Not Dependent on CRE Loans

Loans Outstanding



September 30, 2018 Mix





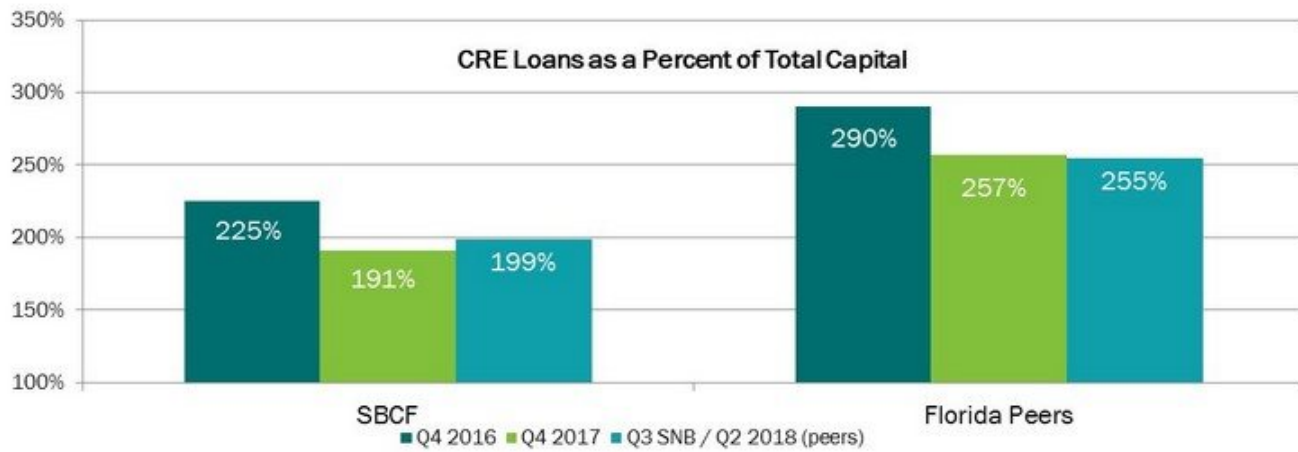
Seacoast Conservative Risk Profile Well Positioned For Sustainable Value Creation



Top 10 loan relationships represent 28% of total risk based capital

Our Approach To CRE Is Very Different Than Florida Peers

CRE loans as a percent of total capital remain relatively flat and intentionally below Florida peers (199% vs 255% peer mean)



Source: SNL Financial and Company Filings, Measured at Holding Company Level
 Note: Commercial/Real Estate defined as Construction & Development Loans plus Multifamily Loans plus Non-Owner Occupied Commercial/Real Estate Loans
 Florida peers include FCB, CSFL, BHU

Seacoast's Differentiated Strategy



Comprehensive Customer Servicing Model



Focused on Controls



Track Record of Value-Creating Acquisitions



Well-Positioned to Benefit From Florida Market



Expanding Analytical & Digital Capabilities



Experienced Board & Management Team

Acquisition Strategy Expands Customer Franchise



Seacoast's Differentiated Strategy



Comprehensive Customer Servicing Model



Focused on Controls



Track Record of Value-Creating Acquisitions



Well-Positioned to Benefit From Florida Market



Expanding Analytical & Digital Capabilities



Experienced Board & Management Team

The Florida Market

Florida is projected to be the **16th largest economy in the world in 2019** based on World Bank rankings

Surpassed **New York** to become the **third largest state** in 2014

Among the **top 10 fastest growing states**

Florida's economy accelerating at a faster pace than the nation for next four years and becoming a **\$1 trillion economy in 2018**

Diversified economy - growth in education, health services, leisure & hospitality, trade, transportation, utilities, construction and manufacturing

Source: Sarasota Herald Tribune

Florida Population Growth, 2015 - 2020*



Rapid Decline in Florida Headquartered Banks Increases Seacoast's Scarcity Value

Number of Banks Headquartered in Florida per Year



Source: SNL Financial and FDIC.gov.
 Note: Includes Commercial Banks, Savings Banks, and Savings & Loan Associations.
 Number of banks measured at year end with the exception of 2018Q3 (latest regulatory data available).

SBCF Now The Only Florida Pure Play Investment



Source: FDIC.org; Publicly traded Florida Banks over \$3 billion in assets

Seacoast's Differentiated Strategy



Comprehensive Customer Servicing Model



Focused on Controls



Track Record of Value-Creating Acquisitions



Well-Positioned to Benefit From Florida Market



Expanding Analytical & Digital Capabilities



Experienced Board & Management Team

We Know Our Customers' Profitability and Manage Them Accordingly

Because of Our Strength In Data And Analytics, We Can Examine:

(Illustrative)	% of Customers	% of Total Lifetime Value
Total	100.0%	100.0%
1. Ultra High Value	10%	60%
2. High Value	50%	30%
3. Low Value / High Potential	30%	10%
4. Low Value / Low Potential	10%	0%

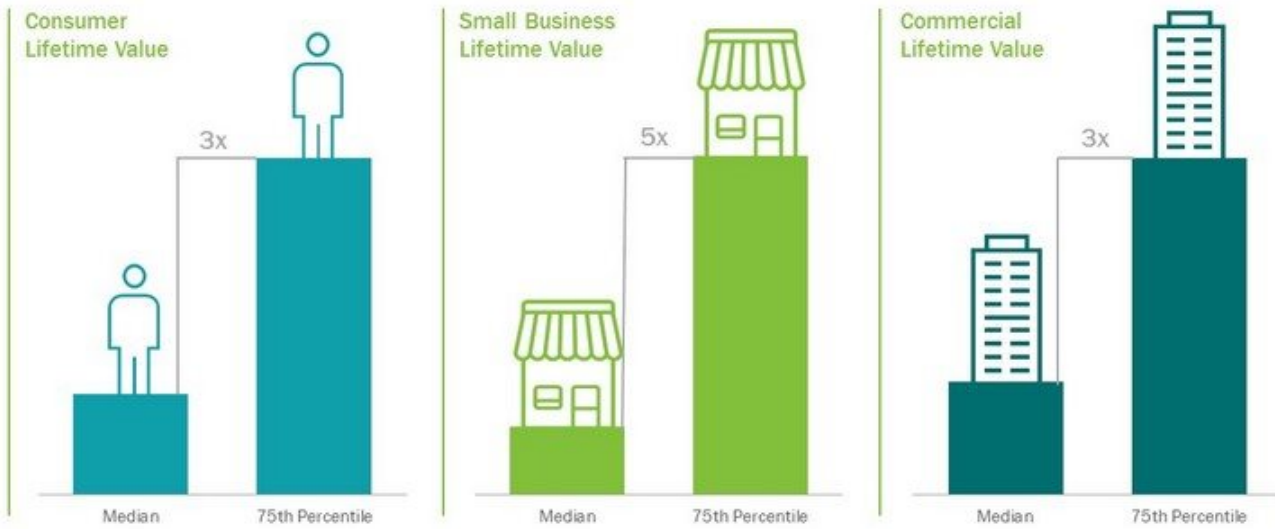
With this, We Can See the Characteristics and Behaviors of Our Customers...and Plan/Act Accordingly

		Customer Potential	
		Low	High
Current Value	High	Retain & Engage	Retain & Grow
	Low	Manage & Lower Cost to Serve	Grow!

Source: Seacoast Proprietary Data

Opportunity Sizing Engine (Patent Pending)

Understanding the Path to Value Creation at a Customer Level



Source: Seacoast Proprietary Data

Bringing Together Marketing Automation, Customer Lifetime Value (“CLTV”) and the Opportunity Sizing Engine



Seacoast's Differentiated Strategy



Comprehensive Customer Servicing Model



Focused on Controls



Track Record of Value-Creating Acquisitions



Well-Positioned to Benefit From Florida Market



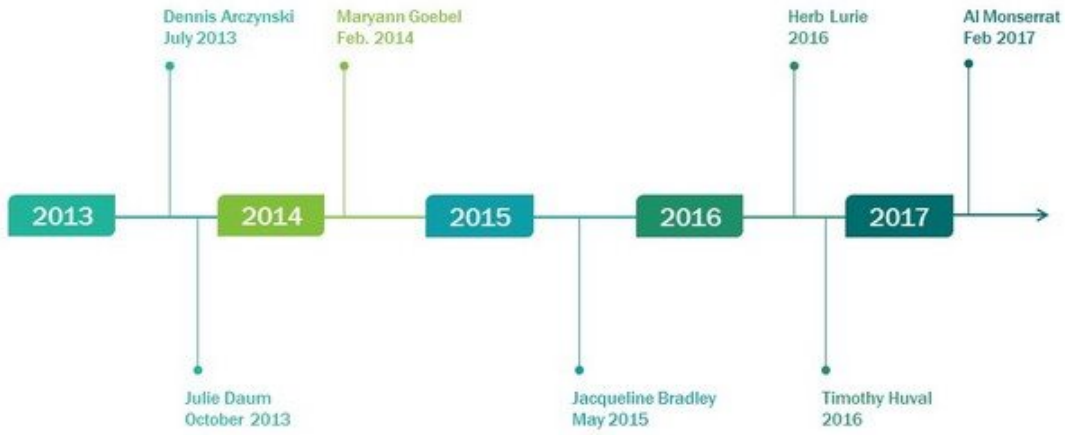
Expanding Analytical & Digital Capabilities



Experienced Board & Management Team

Revitalized Board Aligned with Our Balanced Growth Strategy

ADDITIONS



We Have Methodically Added Strong Talent in Key Areas



Dennis S. Hudson III
Chairman & CEO



Charles M. Shaffer
CFO & Head of Strategy



Charles K. Cross Jr.
Executive Vice President &
Commercial Banking
Executive



Julie Kleffel
Executive Vice President &
Community Banking
Executive



Jeffery Lee
Executive Vice President &
Chief Marketing Officer



David Houdeshell
Executive Vice President &
Chief Risk Officer



Mike Sonogo
Executive Vice President,
Residential Lending & Wealth



Jeffrey Bray
Executive Vice President,
Service & Operations



Dan Chappell
Executive Vice President &
CHRO



Joe Forlenza
Chief Audit Officer



Agenda

1 ABOUT SEACOAST BANK

2 COMPANY PERFORMANCE

3 SEACOAST'S DIFFERENTIATED STRATEGY

4 OUTLOOK

Our Future Outlook is Based on Four Key Principles

1

Our primary driver for growth will be strong performance from our business units

2

Our goal is to continue to drive profitability and growth to the maximum level without increasing our overall risk profile

3

Opportunistic acquisitions will be additive to medium term profitability and efficiency metrics. We will be disciplined in our approach

4

Execute Vision 2020 – Build direct sales channels, streamline our processes to improve efficiency, and grow top line revenue using data and analytics

Our VISION 2020 Innovation Plan Will Drive Shareholder Return Above an Already Strong Outlook

Vision 2020 Connects Current and Planned Innovations Over the Next Three Years to Necessary Changes in Our Business Model



How We Sell

- Continue to develop direct sales channels and offerings based on customer needs and preferences
- Simplify processes for our customers and bankers
- Reduce our cost to acquire



How We Service

- We are outpacing our peers in engaging our customers with self-serve options for routine banking needs
- This is creating the ability to reduce cost in the traditional model, and invest in personalized service for more complex transactions



How We Operate

- Data analytics is driving top line revenue, enhanced management decision making, and deeper customer penetration
- We are making investments to reduce product delivery times by streamlining internal processes through technology and reengineering

On-track to Achieve Our Vision 2020 Objectives

	Vision 2020 Targets
Return on Tangible Assets	1.30% +
Return on Tangible Common Equity	16% +
Efficiency Ratio	Below 50%



Contact Details: Seacoast Banking Corporation of Florida

Charles M. Shaffer

Executive Vice President

Chief Financial Officer

(772) 221-7003

Chuck.Shaffer@seacoastbank.com

INVESTOR RELATIONS

www.SeacoastBanking.com

NASDAQ: SBCF



Seacoast

BANKING CORPORATION
OF FLORIDA



90
+YEARS

Explanation of Certain Unaudited Non-GAAP Financial Measures

This presentation contains financial information determined by methods other than Generally Accepted Accounting Principles ("GAAP"). The financial highlights provide reconciliations between GAAP net income and adjusted net income, GAAP income and adjusted pretax, preprovision income. Management uses these non-GAAP financial measures in its analysis of the Company's performance and believes these presentations provide useful supplemental information, and a clearer understanding of the Company's performance. The Company believes the non-GAAP measures enhance investors' understanding of the Company's business and performance and if not provided would be requested by the investor community.

These measures are also useful in understanding performance trends and facilitate comparisons with the performance of other financial institutions. The limitations associated with operating measures are the risk that persons might disagree as to the appropriateness of items comprising these measures and that different companies might calculate these measures differently. The Company provides reconciliations between GAAP and these non-GAAP measures. These disclosures should not be considered an alternative to GAAP.



GAAP to Non-GAAP Reconciliation

(3Q 2018 - 3Q 2017)

(Dollars in thousands except per share data)	3Q'18	2Q'18	1Q'18	4Q'17	3Q'17
Net income (loss)	\$ 16,322	\$ 16,964	\$ 18,027	\$ 13,047	\$ 14,216
Gain on sale of VISA Stock	0	0	0	(15,153)	0
Securities (gains)/losses, net	48	48	102	(112)	47
Total Adjustments to Revenue	48	48	102	(15,265)	47
Merger related charges	482	695	470	6,817	491
Amortization of intangibles	1,004	1,004	989	963	839
Business continuity expenses - Hurricane Irma	0	0	0	0	352
Branch reductions and other expense initiatives	0	0	0	0	(127)
Total Adjustments to Noninterest Expense	1,486	1,699	1,459	7,780	1,555
Tax impact of adjustments	(230)	(443)	(538)	3,147	(673)
Effect of change in corporate tax rate	0	0	248	8,552	0
Adjusted Net Income	17,626	18,268	19,298	17,261	15,145
Earnings per diluted share, as reported	\$ 0.34	\$ 0.35	\$ 0.38	\$ 0.28	\$ 0.32
Adjusted earnings per diluted share	0.37	0.38	0.40	0.37	0.35
Average shares outstanding (000)	48,029	47,974	47,688	46,473	43,792
Revenue	63,853	62,928	62,058	74,868	57,183
Total Adjustments to Revenue	48	48	102	(15,265)	47
Adjusted Revenue	63,901	62,976	62,160	59,603	57,230
Noninterest Expense	37,399	38,246	37,164	39,184	34,361
Total Adjustments to Noninterest Expense	1,486	1,699	1,459	7,780	1,555
Adjusted Noninterest Expense	35,913	36,547	35,705	31,404	32,806
Foreclosed property expense and net (gain)/loss on sale	(137)	405	192	(7)	(298)
Net Adjusted Noninterest Expense	\$ 36,050	\$ 36,142	\$ 35,513	\$ 31,411	\$ 33,102



GAAP to Non-GAAP Reconciliation

(3Q 2018 - 3Q 2017)

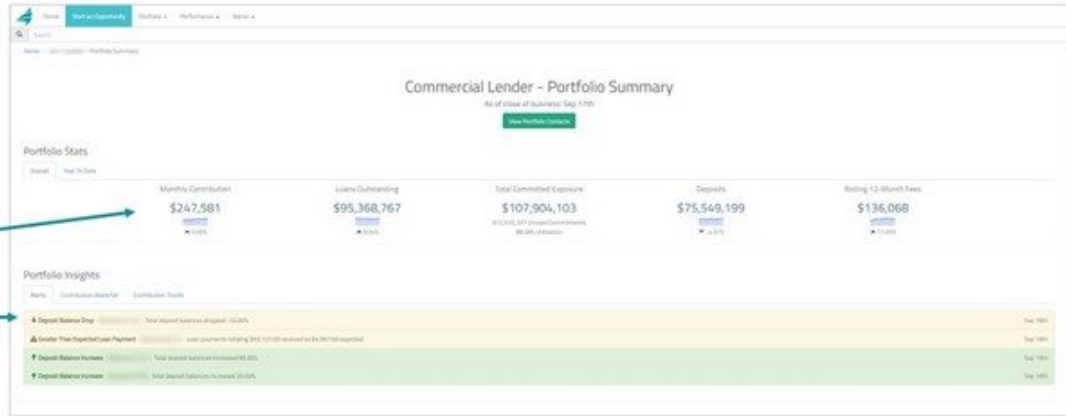
(Dollars in thousands)	3Q'18	2Q'18	1Q'18	4Q'17	3Q'17
Adjusted Revenue	\$ 63,901	\$ 62,976	\$ 62,160	\$ 59,603	\$ 57,230
Impact of FTE adjustment	147	87	91	174	154
Adjusted Revenue on a fully taxable equivalent basis	64,048	63,063	62,251	59,777	57,384
Adjusted Efficiency Ratio	56.3%	57.3%	57.1%	52.6%	57.7%
Average Assets	\$ 5,903,327	\$ 5,878,035	\$ 5,851,688	\$ 5,716,230	\$ 5,316,119
Less average goodwill and intangible assets	(165,534)	(166,393)	(167,136)	(149,432)	(118,364)
Average Tangible Assets	\$ 5,737,793	\$ 5,711,642	\$ 5,684,552	\$ 5,566,798	\$ 5,197,755
Return on Average Assets (ROA)	1.10%	1.16%	1.25%	0.91%	1.06%
Impact of removing average intangible assets and related amortization	0.08%	0.08%	0.09%	0.06%	0.06%
Return on Tangible Average Assets (ROTA)	1.18%	1.24%	1.34%	0.97%	1.12%
Impact of other adjustments for Adjusted Net Income	0.04%	0.04%	0.04%	0.26%	0.04%
Adjusted Return on Average Tangible Assets	1.22%	1.28%	1.38%	1.23%	1.16%
Average Shareholders' Equity	\$ 728,290	\$ 709,674	\$ 695,240	\$ 657,100	\$ 587,919
Less average goodwill and intangible assets	(165,534)	(166,393)	(167,136)	(149,432)	(118,364)
Average Tangible Equity	\$ 562,756	\$ 543,281	\$ 528,104	\$ 507,668	\$ 469,555
Return on Average Shareholders' Equity	8.9%	9.6%	10.5%	7.9%	9.6%
Impact of removing average intangible assets and related amortization	3.5%	3.5%	3.9%	2.8%	2.9%
Return on Average Tangible Common Equity (ROTCE)	12.0%	13.1%	14.4%	10.7%	12.5%
Impact of other adjustments for Adjusted Net Income	0.4%	0.4%	0.4%	2.8%	0.3%
Adjusted Return on Average Tangible Common Equity	12.4%	13.5%	14.8%	13.5%	12.8%

Commercial Bankers Utilize Proprietary Software, Fueled by Advanced Analytics, to Grow Their Portfolio Profitability

Commercial Banking portal (called Relationship Profitability System or RPS) provides each Banker with a summary of their portfolio.

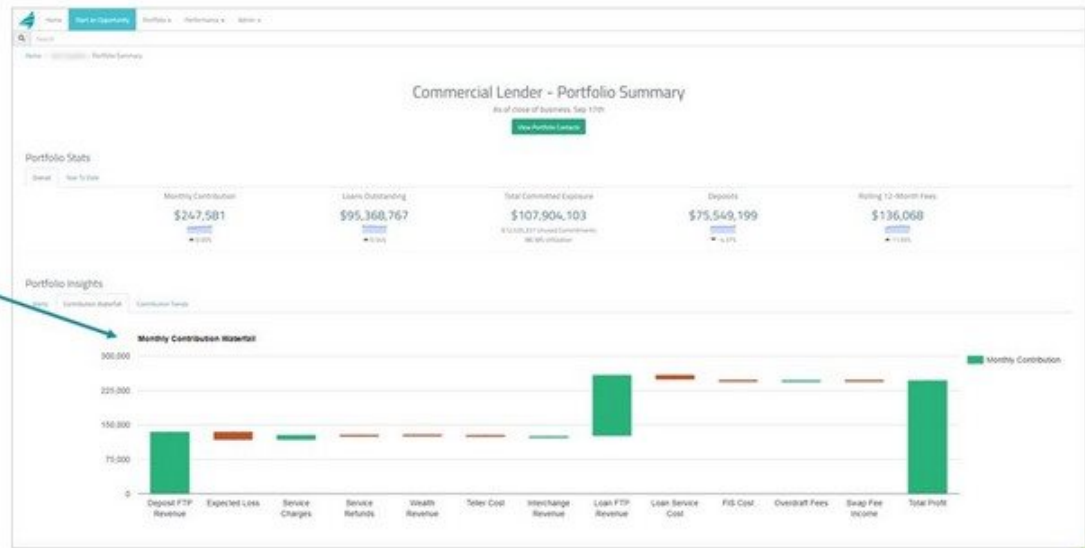
Key performance indicators on one dashboard.

Alerts provide details of sizable changes in customer relationships



Commercial Bankers Can Easily Visualize Profitability Levers for Their Portfolio

Commercial Banking portal shows component parts or waterfall of customer contribution at the portfolio level as well as at the customer level



Commercial Bankers Can Easily See Their Entire Portfolio and Recognize Important Trends ...

Bankers can see monthly contribution, loans, committed exposure, deposits, and fees

Entire portfolio can be sorted based on any of these metrics

Visual alerts enable bankers to see important trends

The screenshot displays a 'Portfolio Contacts' dashboard with a table of financial data. The table has columns for 'Name', 'Monthly Contribution', 'Loans Outstanding', 'Total Committed Exposure', 'Total Deposits', and 'Q Month Fees'. Each cell in the table contains a numerical value and a small line chart icon. A search bar is located in the top right corner. Three arrows point from text annotations to specific elements: one to the 'Monthly Contribution' column header, one to the 'Total Committed Exposure' column header, and one to a red alert icon in the 'Q Month Fees' column of one of the rows.

OK	Name	Monthly Contribution	Loans Outstanding	Total Committed Exposure	Total Deposits	Q Month Fees
	ABC COMPANY	\$123,456	\$1,234,567	\$1,234,567	\$1,234,567	\$1,234
	DEF COMPANY	\$234,567	\$2,345,678	\$2,345,678	\$2,345,678	\$2,345
	GHI COMPANY	\$345,678	\$3,456,789	\$3,456,789	\$3,456,789	\$3,456
	JKL COMPANY	\$456,789	\$4,567,890	\$4,567,890	\$4,567,890	\$4,567
	MNO COMPANY	\$567,890	\$5,678,901	\$5,678,901	\$5,678,901	\$5,678
	PQR COMPANY	\$678,901	\$6,789,012	\$6,789,012	\$6,789,012	\$6,789
	STU COMPANY	\$789,012	\$7,890,123	\$7,890,123	\$7,890,123	\$7,890
	VWX COMPANY	\$890,123	\$8,901,234	\$8,901,234	\$8,901,234	\$8,901
	YZA COMPANY	\$901,234	\$9,012,345	\$9,012,345	\$9,012,345	\$9,012
	BCD COMPANY	\$012,345	\$0,123,456	\$0,123,456	\$0,123,456	\$0,123
	EFG COMPANY	\$123,456	\$1,234,567	\$1,234,567	\$1,234,567	\$1,234
	HIJ COMPANY	\$234,567	\$2,345,678	\$2,345,678	\$2,345,678	\$2,345
	KLM COMPANY	\$345,678	\$3,456,789	\$3,456,789	\$3,456,789	\$3,456
	NOP COMPANY	\$456,789	\$4,567,890	\$4,567,890	\$4,567,890	\$4,567
	QRS COMPANY	\$567,890	\$5,678,901	\$5,678,901	\$5,678,901	\$5,678
	TUV COMPANY	\$678,901	\$6,789,012	\$6,789,012	\$6,789,012	\$6,789
	WXY COMPANY	\$789,012	\$7,890,123	\$7,890,123	\$7,890,123	\$7,890
	ZAB COMPANY	\$890,123	\$8,901,234	\$8,901,234	\$8,901,234	\$8,901
	CD EFG COMPANY	\$901,234	\$9,012,345	\$9,012,345	\$9,012,345	\$9,012
	HIJ KLM COMPANY	\$012,345	\$0,123,456	\$0,123,456	\$0,123,456	\$0,123
	NO PQR COMPANY	\$123,456	\$1,234,567	\$1,234,567	\$1,234,567	\$1,234
	STU VWX COMPANY	\$234,567	\$2,345,678	\$2,345,678	\$2,345,678	\$2,345
	YZA BCD COMPANY	\$345,678	\$3,456,789	\$3,456,789	\$3,456,789	\$3,456
	EFG HIJ COMPANY	\$456,789	\$4,567,890	\$4,567,890	\$4,567,890	\$4,567
	KLM NOP COMPANY	\$567,890	\$5,678,901	\$5,678,901	\$5,678,901	\$5,678
	QRS TUV COMPANY	\$678,901	\$6,789,012	\$6,789,012	\$6,789,012	\$6,789
	WXY ZAB COMPANY	\$789,012	\$7,890,123	\$7,890,123	\$7,890,123	\$7,890
	CD EFG HIJ COMPANY	\$890,123	\$8,901,234	\$8,901,234	\$8,901,234	\$8,901
	NO PQR STU COMPANY	\$901,234	\$9,012,345	\$9,012,345	\$9,012,345	\$9,012
	VWX YZA COMPANY	\$012,345	\$0,123,456	\$0,123,456	\$0,123,456	\$0,123
	BCD EFG HIJ COMPANY	\$123,456	\$1,234,567	\$1,234,567	\$1,234,567	\$1,234
	KLM NOP QRS COMPANY	\$234,567	\$2,345,678	\$2,345,678	\$2,345,678	\$2,345
	TUV WXY ZAB COMPANY	\$345,678	\$3,456,789	\$3,456,789	\$3,456,789	\$3,456
	CD EFG HIJ KLM COMPANY	\$456,789	\$4,567,890	\$4,567,890	\$4,567,890	\$4,567
	NO PQR STU VWX COMPANY	\$567,890	\$5,678,901	\$5,678,901	\$5,678,901	\$5,678
	YZA BCD EFG COMPANY	\$678,901	\$6,789,012	\$6,789,012	\$6,789,012	\$6,789
	HIJ KLM NOP QRS COMPANY	\$789,012	\$7,890,123	\$7,890,123	\$7,890,123	\$7,890
	STU VWX YZA COMPANY	\$890,123	\$8,901,234	\$8,901,234	\$8,901,234	\$8,901
	BCD EFG HIJ KLM COMPANY	\$901,234	\$9,012,345	\$9,012,345	\$9,012,345	\$9,012
	NO PQR STU VWX YZA COMPANY	\$012,345	\$0,123,456	\$0,123,456	\$0,123,456	\$0,123

... And Are Alerted to Changes in Customer Value and Behavior on a Daily Basis

Other alerts in Commercial Banking portal include loan pay-downs and large deposit balance fluctuations...

...as well as additional opportunities to serve customers.

Additionally, bankers have a full view of products and services as well as other customer relationships.

The screenshot displays a user interface for a Commercial Banking portal. It features several key sections:

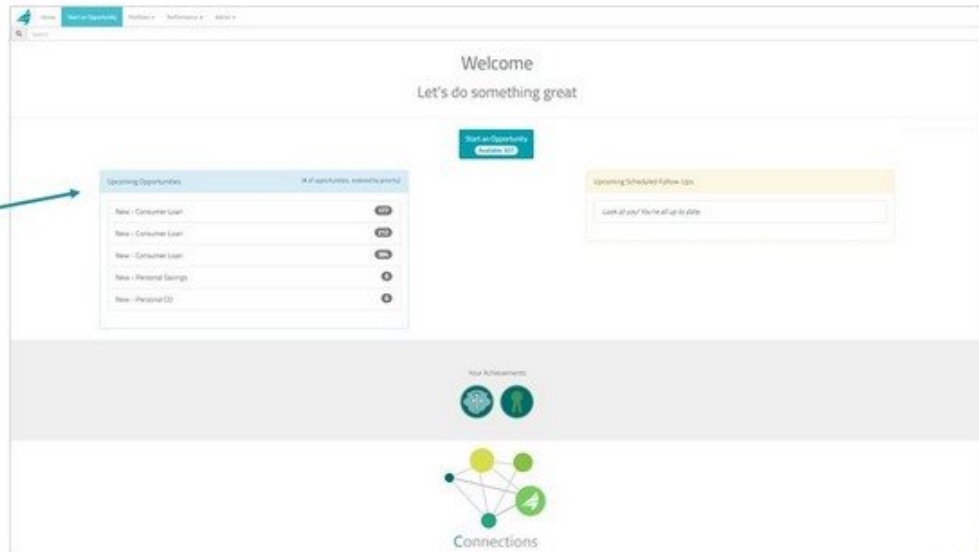
- Quick Update:** A form area with a checkbox for scheduling a follow-up, a text input field, and an 'Update' button.
- Contact Information:** A table listing customer details such as Name, NPA, Customer, and MAILING, with corresponding icons for each field.
- Additional Opportunities:** A section containing 'Offer Business Free Checking' and 'Email Acquisition - Missing Email' with 'No Attempt' buttons.
- Alerts:** A prominent yellow banner alert titled 'Greater Than Expected Loan Payment' with a date of 'Jun 20th'.
- Contact Detail:** A section with tabs for 'Activity Timeline', 'Notes', 'Product and Services (1)', 'Customer Relationships (3)', 'Detail', 'Analysis', and 'Resources'.

Arrows from the text on the left point to these specific areas: one points to the 'Update' button in the Quick Update section, another points to the 'Additional Opportunities' section, and a third points to the 'Product and Services (1)' tab in the Contact Detail section.

Retail Bankers Use Proprietary Software to Action Opportunities Within Their Customer Base

Customer outreach opportunities are triggered by Seacoast's marketing automation and customer analytics platform.

Opportunities are force ranked based on opportunity size.



Retail Bank Opportunities are Sequenced Based on Seacoast's Proprietary Models

Triggered opportunities driven by customer behavior

Opportunities derived from Seacoast's proprietary Opportunity Sizing Engine

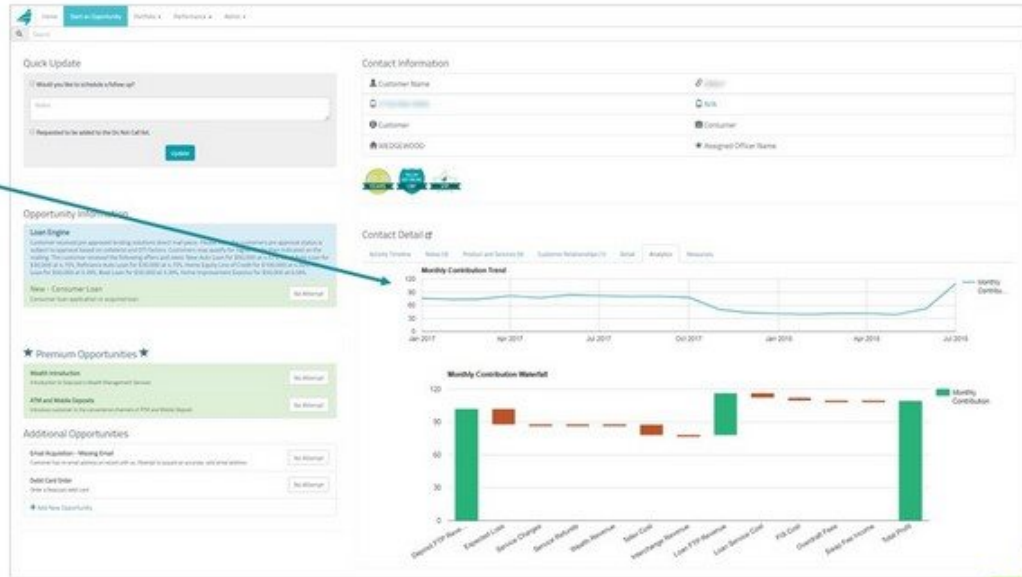
Other opportunities derived from Seacoast's marketing automation engine.

The screenshot displays a CRM interface with several sections:

- Quick Update:** A form with a dropdown menu and a 'Save' button.
- Opportunity Information:** A section containing:
 - Loan Engine:** A card with a blue header and detailed text about loan opportunities.
 - New - Consumer Loan:** A card with a green header and a 'No Change' button.
 - Premium Opportunities:** A section with three cards: 'Health Insurance', 'ATM and Mobile Deposit', and 'Credit Cards', each with a 'No Change' button.
 - Additional Opportunities:** A section with two cards: 'Email Acquisition - Missing Email' and 'Credit Card Offer', each with a 'No Change' button.
- Contact Information:** A section with fields for Customer Name, Address, Customer, and Assigned Officer Name.
- Contact Detail:** A section with a list of activities and dates, including 'September 2019' and 'August 2019'.

Retail Bankers Can Visualize Important Trends at a Customer Level

Monthly contribution trend and waterfall views help bankers understand areas of focus for each customer



Customer Outreach is Fully Measured and Models are Continuously Optimized

Outbound calling efforts and sentiment are measured, driving optimization efforts.

Engagement Result

Spoke	Left Message	No Answer	Bad Number	Transfer
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Requested to be added to the Do Not Call list.

Notes

Pleased	Neutral	Upset
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Would you like to schedule a follow up?

Automatically assign the next opportunity?

[Complete Engagement](#)

[Looking for help? View the Opportunity Page Tool](#)