
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

SCHEDULE 14A

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- | | | | |
|-------------------------------------|--|--------------------------|---|
| <input type="checkbox"/> | Preliminary Proxy Statement | <input type="checkbox"/> | Confidential, for use of the Commission |
| <input type="checkbox"/> | Definitive Proxy Statement | | Only (as permitted by Rule 14(a)-6(e)(2)) |
| <input checked="" type="checkbox"/> | Definitive Additional Materials | | |
| <input type="checkbox"/> | Soliciting Material Pursuant to Section 240.14a-12 | | |

SEACOAST BANKING CORPORATION OF FLORIDA

(Name of Registrant as Specified in its Charter)

(Name of Person(s) Filing Proxy Statement, if other than Registrant)

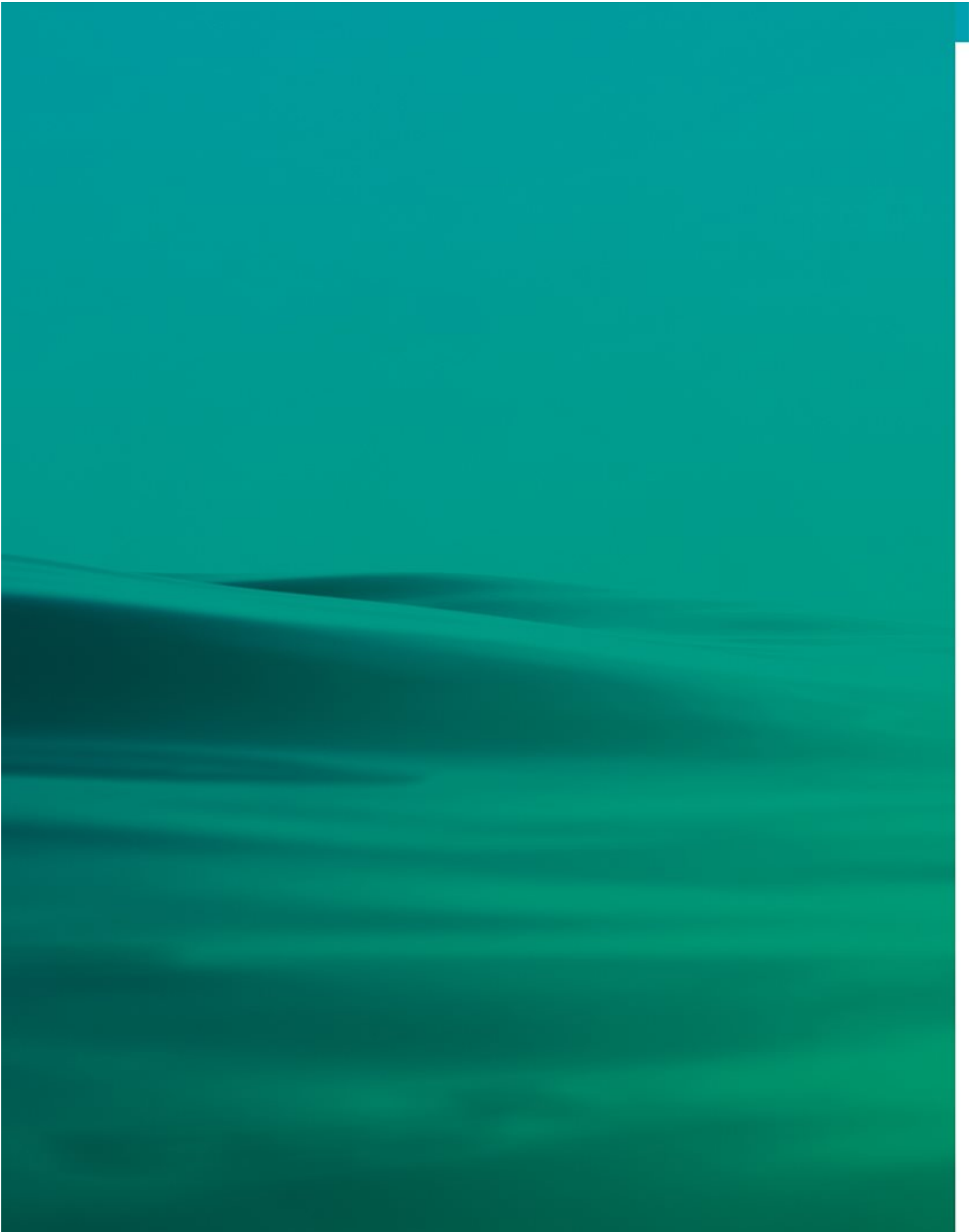
Payment of Filing Fee (check the appropriate box):

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 - 3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined.):
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 - 5) Total fee paid:
- Fee paid previously with preliminary materials.
- Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.
- 1) Amount Previously Paid:
 - 2) Form, Schedule, or Registration Statement No.:
 - 3) Filing Party:
 - 4) Date Filed:
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**CHAIRMAN'S
LETTER**











TO OUR FELLOW SHAREHOLDERS AND FRIENDS,

Seacoast had a year of record results in 2017, underscoring again that our balanced growth strategy - investing in organic growth, completing sound acquisitions and managing risks prudently - continues to unlock significant value for shareholders and within our banking franchise.

Our investments during the last few years rank us among the top-performing banking organizations in Florida with solid positions in four of its most attractive markets. These investments have paid off for shareholders with returns of 116 percent in the past three years, creating value that significantly outpaced our Florida banking peers and related major indices. This long-term success is the result of Seacoast routinely delivering core results above the 90th percentile relative to our peers in critical areas such as three-year compounded annual growth rates of earnings per share and deposit and loan growth.

Seacoast possesses tremendous and lasting potential to generate shareholder value and propel top- and bottom-line growth while delivering our trademark exceptional customer service. A balanced growth strategy led by organic growth and supplemented by strategic mergers and acquisitions will continue to help us expand our base and strengthen our position in Florida. Our 2017 results prove this balanced approach to be a winning strategy.

In 2017, Seacoast generated net revenue of \$235 million, an increase of 32 percent from 2016, and achieved \$43 million in net income, up 47 percent from the prior year. Adjusted net income¹ was \$55 million, up 42 percent from the prior year. We posted \$0.99 in diluted earnings per share, 27 percent higher than 2016, and \$1.28 in adjusted earnings per share¹, a rise of 23 percent from 2016 returns.

¹ A Non-GAAP Measure - Refer to Explanation of Certain Unaudited Non-GAAP Financial Measures beginning on page 6.



We met our earnings target that was set at the beginning of the year, despite the impact of Hurricane Irma. In 2017, we also increased our tangible book value per share to \$11.15 from \$9.37, a meaningful indication of improved shareholder value. Among other 2017 highlights:

- Loans outstanding climbed \$938 million, or 33 percent, from the prior year, to \$3.8 billion and, excluding acquisitions, loan growth increased \$278 million, or 10 percent. We continue to preserve a very granular loan portfolio and a healthy book with modest commercial real estate exposure.
- Assets at year's end totaled \$5.8 billion, up 24 percent from the previous year, reflecting the 2017 addition of Palm Beach Community Bank, which expands our presence in Palm Beach County, and GulfShore Bank and NorthStar Bank, our initial acquisitions in Tampa, the state's second-largest banking market.
- Deposits were \$4.6 billion at year's end, a 30 percent increase from a year earlier. During 2017, interest-bearing deposits rose 19 percent, noninterest-bearing demand deposits increased 22 percent and certificates of deposit surged 121 percent.
- Taken as a milestone of our digital transformation, in July 2017, we began and continue processing more routine transactions outside than inside the branch. This is a leading indicator of our customers' continued migration to online, ATM and mobile channels.
- Supported by our acquisition strategy and strong traction with new accounts, our number of customers served during the year increased by 8.4 percent to 188,285.

While we experienced some moderation in loan growth and in our pipeline late in the year, primarily due to the lingering effects of the hurricane, we are confident we will drive strong and consistent loan growth in the long term, aided by our expanding footprint across Florida's strongest banking markets and what we consider a satisfied and engaged customer base. We're proud that we are evolving successfully with our customers and, in the process, outperforming many of our peers.

SEACOAST HAS OUTPERFORMED THE MAJOR INDICES

3-year return



Source: Bloomberg
 Note: Market data as of 11/29/2017
 (1) Florida Bank Peers includes Florida headquartered banks with greater than \$200 million and less than \$30 billion in market capitalization.

Looking ahead, we have set aggressive growth targets and have a conservative loan-to-deposit ratio to help fuel our long-term plans. We clearly are on pace to achieve our ambitious Vision 2020 goals outlined in early 2017 that connect current and planned innovations to necessary changes in our business model. Through our Vision 2020 plan, we expect to modernize how we sell; lower our cost to serve by, among other things, continuing to invest in our digital transformation and expansion; and, drive improvements in how our business operates.

We also anticipate employing the additional financial resources from the federal tax cut to accelerate investments in our franchise, deliver incremental shareholder value and advance our momentum toward achieving our Vision 2020 objectives. Those goals include producing a 1.30 percent return on tangible assets, 16 percent or more return on tangible common equity, and an efficiency ratio below 50 percent. We are well on our way to achieving these targets.

Our expansion into South Florida, Orlando and Tampa positions Seacoast to take advantage of the expected economic growth from the tax cut. Even before the tax cut, our state's diversified economy was expected to accelerate at a faster pace than the nation through 2020 and become a \$1 trillion economy this year and the world's 16th largest economy in 2019. We believe the tax legislation will add fuel to that growth, and we are prepared to maximize the opportunity for years to come.

As we look ahead, we are poised to sustain and build upon momentum from 2017. The bank's position in key Florida markets provides a long runway for future growth. And, of course, we will continue to prudently identify acquisition opportunities along the way.

In brief, we are filled with confidence and anticipation. We sincerely and enthusiastically thank our employees for their incredible work ethic and passion, especially in the aftermath of Hurricane Irma. We also thank our shareholders, and we look forward to continuing to grow together in 2018.

Sincerely,



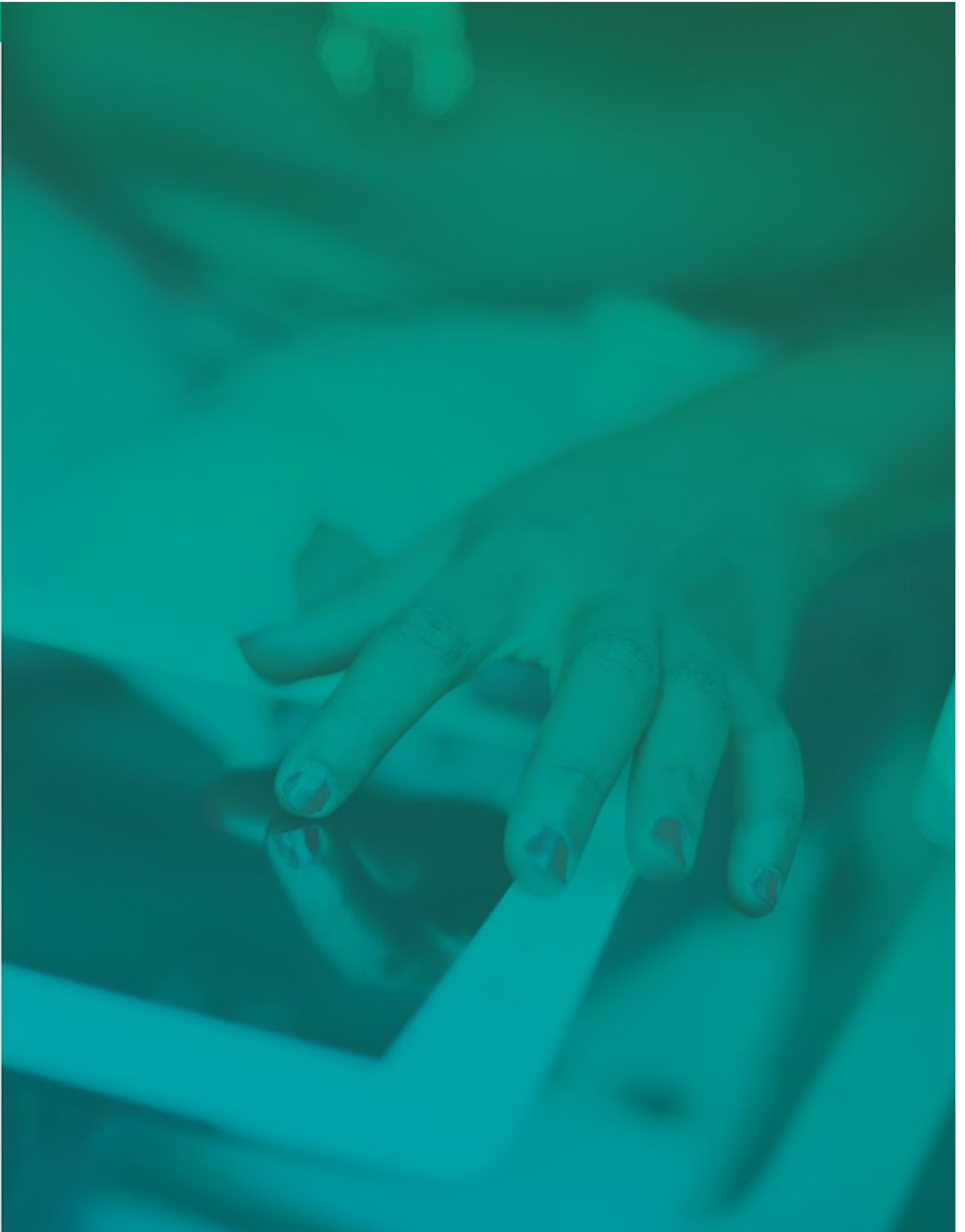
Dennis S. Hudson III
Chairman and Chief Executive Officer

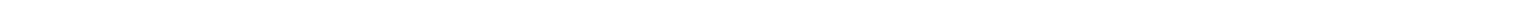
EXPLANATION OF CERTAIN UNAUDITED NON-GAAP FINANCIAL MEASURES

This letter contains financial information determined by methods other than Generally Accepted Accounting Principles ("GAAP"). 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. Certain prior period amounts have been revised to conform to the current period presentation.

| (Dollars in thousands except per share data) | Quarterly | | | | YTD | | |
|---|---------------------|--------------------|---------------------|--------------------|---------------------|-------------------|-------------------|
| | Fourth Quarter 2017 | Third Quarter 2017 | Second Quarter 2017 | First Quarter 2017 | Fourth Quarter 2016 | December 31, 2017 | December 31, 2016 |
| Net Income | \$13,047 | \$14,216 | \$7,676 | \$7,926 | \$10,771 | \$42,865 | \$29,202 |
| BOLI income (benefits upon death) | 0 | 0 | 0 | 0 | 0 | 0 | (464) |
| Gain on Sale of Visa Class B shares | (15,153) | 0 | 0 | 0 | 0 | (15,153) | 0 |
| Security (gains) / losses | (112) | 47 | (21) | 0 | (7) | (86) | (368) |
| Total Adjustments to Revenue | (15,265) | 47 | (21) | 0 | (7) | (15,239) | (832) |
| Merger related charges | 6,817 | 491 | 5,081 | 533 | 561 | 12,922 | 9,028 |
| Amortization of intangibles | 963 | 839 | 839 | 719 | 719 | 3,360 | 2,486 |
| Business continuity expenses - Hurricane Irma | 0 | 352 | 0 | 0 | 0 | 352 | 0 |
| Branch reductions and other expense initiatives | 0 | (127) | 1,876 | 2,572 | 163 | 4,321 | 3,357 |
| Early redemption cost for FHLB advances | 0 | 0 | 0 | 0 | 0 | 0 | 1,777 |
| Total Adjustments to Noninterest Expense | 7,780 | 1,555 | 7,796 | 3,824 | 1,443 | 20,955 | 16,648 |
| Effective tax rate on adjustments | 3,147 | (673) | (2,786) | (1,480) | (404) | (1,792) | (5,949) |
| Effect of change in corporate tax rate | 8,552 | 0 | 0 | 0 | 0 | 8,552 | 0 |
| Adjusted Net Income | \$17,261 | \$15,145 | \$12,665 | \$10,270 | \$11,803 | \$55,341 | \$39,069 |
| Earnings per diluted share, as reported | 0.28 | 0.32 | 0.18 | 0.20 | 0.28 | 0.99 | 0.78 |
| Adjusted Earnings per Diluted Share | 0.37 | 0.35 | 0.29 | 0.26 | 0.31 | 1.28 | 1.04 |
| Average shares outstanding (000) | 46,673 | 43,792 | 43,556 | 39,499 | 38,252 | 43,350 | 37,508 |
| Revenue | \$74,868 | \$57,183 | \$54,644 | \$48,070 | \$47,354 | \$234,765 | \$177,383 |

| | | | | | | | |
|--|---------------|---------------|---------------|---------------|---------------|----------------|----------------|
| Total Adjustments to Revenue | (15,265) | 47 | (21) | 0 | (7) | (15,239) | (832) |
| Adjusted Revenue | 59,603 | 57,230 | 54,623 | 48,070 | 47,347 | 219,526 | 176,551 |
| Noninterest Expense | 39,184 | 34,361 | 41,625 | 34,746 | 30,297 | 149,916 | 130,881 |
| Total Adjustments to Noninterest Expense | 7,780 | 1,555 | 7,796 | 3,824 | 1,443 | 20,955 | 16,648 |
| Adjusted Noninterest Expense | 31,404 | 32,806 | 33,829 | 30,922 | 28,854 | 128,961 | 114,233 |







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