

Pinnacle Is the Nation's No. 3 Best Financial Services Firm to Work For

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Great Place to Work® and FORTUNE rank the firm third nationwide

NASHVILLE, Tenn.--(BUSINESS WIRE)-- Pinnacle Financial Partners has once again been **named among the nation's Best Large Workplaces in Financial Services and Insurance by FORTUNE magazine and Great Place to Work®**, climbing to the No. 3 spot for 2024. That's up from No. 7 in 2023 and places the firm on a top 10 list of much larger national and international brands. This marks the eighth consecutive year Pinnacle has earned this recognition, reinforcing its reputation as a destination for top-tier talent in the banking industry.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20240911899671/en/>

Pinnacle associates in Raleigh, NC, at the annual Heart Walk. (Photo: Business Wire)

"Our 24-year commitment to creating a great place to work is

at the core of our business model," said Terry Turner, Pinnacle's president and CEO. "We've built a culture where the best of the best want to work, where they want to stay and where they're empowered to give their best to clients. That's a model that benefits everyone we serve, including delivering long-term value to our shareholders. Our team shows up and contributes to our outstanding culture every day, and we couldn't be prouder of them."

The rankings are based on anonymous employee feedback from more than 194,000 people in financial services and insurance industries. The survey evaluates workplace culture, trust in leadership, respect among colleagues and fairness in decision-making. Pinnacle's focus on these principles and the firm's own values ensure that associates feel empowered, motivated and invested in the firm's success.

Pinnacle's workplace culture is built on mutual care, with associates supporting each other in their work and personal lives. Every associate owns part of the firm through restricted stock grants, and every non-commissioned associate participates in the same cash incentive plan based on firm-wide performance rather than individual quotas. This has resulted in high engagement scores on the annual Great Place to Work survey:

- 98 percent say Pinnacle is a great place to work (benchmark is 90 percent)
- 94 percent say people are paid fairly for their work they do (benchmark is 76 percent)
- 98 percent say people are treated fairly regardless of their race (benchmark is 94 percent)
- 98 percent say people are treated fairly regardless of their gender (benchmark is 93 percent)

The firm's commitment to its associates drives exceptional client service, where associates are empowered to go above and beyond to meet client needs. This model fosters long-term relationships with clients, built on trust and comprehensive service, contributing to Pinnacle's continued growth and success in the Southeast.

Earlier this year, Pinnacle was also recognized by FORTUNE as No. 11 among the 100 Best Companies to Work For in the U.S., earning a spot for the eighth consecutive year. The firm's sustained accolades reflect its deep commitment to cultivating an environment where associates thrive, which in turn benefits clients and shareholders alike.

Pinnacle Financial Partners provides a full range of banking, investment, trust, mortgage and insurance products and services designed for businesses and their owners and individuals interested in a comprehensive relationship with their financial institution. The firm is the No. 1 and fastest growing bank in the Nashville-Murfreesboro-Franklin MSA, according to 2023 deposit data from the FDIC. Pinnacle is No. 11 on FORTUNE magazine's 2024 list of 100 Best Companies to Work For® in the U.S., its eighth consecutive appearance and was recognized by American Banker as one of America's Best Banks to Work For 11 years in a row and No. 1 among banks with more than \$10 billion in assets in 2023.

Pinnacle Bank owns a 49 percent interest in Bankers Healthcare Group (BHG), which provides innovative, hassle-free financial solutions to healthcare practitioners and other professionals. Great Place to Work and FORTUNE ranked BHG No. 4 on its 2021 list of Best Workplaces in New York State in the small/medium business category.

The firm began operations in a single location in downtown Nashville, TN in October 2000 and has since grown to approximately \$49.4 billion in assets as of June 30, 2024. As the second-largest bank holding company in Tennessee, Pinnacle operates in several primarily urban markets across the Southeast.

Additional information concerning Pinnacle, which is included in the Nasdaq Financial-100 Index, can be accessed at www.pnfp.com.

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