

Project Title: How do we connect with our clients? Cutdown	Date: 10/25/17
Version #: Final	Agency/Production Company: Newfangled Studios
Total Run Time: :45	ARFBDXGS

Video	Audio
On screen copy: How do we connect with our clients?	Music throughout
	Brandon Dorsey: How do you guys personalize the conversation that you have with your clients?
On screen copy: Mark Benson, Division Executive, West and Central South	Mark Benson: I try to use life experiences and things that I've been through in my life and see if there's a connect point.
On screen copy: Brandon Dorsey, Vice President, Private Client Advisor	Brandon Dorsey: (nods)
	Mark Benson: They want to know about us, they want us to know them, and they want to know not just who we are from a capability standpoint but who we are as a company.

<p>On screen copy: Jim Marion, National Fiduciary Executive</p>	<p>Jim Marion: It's not only the way we live our lives, but you're right. The way clients need to understand what Bank of America and U.S. Trust are...</p>
<p>On screen copy: Disclosure: Opinions are those of the featured participants and may differ from those of Bank of America Corporation and its affiliates. The information presented is for discussion purposes only and is not intended to serve as a recommendation and does not constitute investment advice.</p>	<p>Jim Marion: ..the impact that we're having from an environmental, social, and governance perspective on the broader community..</p>
<p>On screen copy: Investment products: Are Not FDIC Insured Are Not Bank Guaranteed May Lose Value</p>	<p>Jim Marion: ..and then their ability to feel good about working with us..</p>
<p>On screen copy: U.S. Trust operates through Bank of America, N.A., Member FDIC. ©2017 Bank of America Corporation. All rights reserved.</p>	<p>Jim Marion: ..because there is a sense of shared value and our ability to help them deliver against those values in a really tangible way.</p>