



Dear Valued Customer,

We are excited to announce that HC3 will be acquiring BSI on September 30. HC3, formerly known as High Cotton, is a 58 year old, family-owned company headquartered in Birmingham, AL. HC3 focuses on helping financial institutions communicate with their customers in meaningful ways through statement and notice redesign, intelligent marketing campaigns and seamless delivery of both printed and digital communications.

While this is an exciting and transformational time in our company's history, we understand there are many questions that surround this transition of company ownership. Beginning October 1, 2020, all BSI operations, including those in Dallas and Indianapolis, will officially operate as part of HC3. While not expected, any change in account representation will be proactively communicated. Operations and delivery will not be interrupted during this process; please do not anticipate a delay in service.

"As we enter into this new era and become part of the HC3 team, we look forward to continuing the degree of service we have been known for," said Lee Long, Chief Operating Officer, BSI." As HC3, we are not only better equipped to deliver upon our existing commitments, but we gain the resources to deliver new and innovative solutions to further serve your organization. Additional details regarding the acquisition of BSI are forthcoming. In the interim, please rest assured that matters of due diligence are in progress."

For further questions, please find the FAQ enclosed. You will receive a call from your account representative within the few next weeks to discuss the acquisition further and assist with any queries and/or needs.

Best,

Griffin McGahey  
President, HC3