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ASM GLOBAL AND FROST BANK ENTER INTO MULTIYEAR PARTNERSHIP FOR BOEING CENTER AT TECH PORT

Sponsorship and Related Programming in the Region's Newest Marquee Public Space Further Strengthen Bank's Focus on Community Engagement



Image courtesy of ASM Global

(LOS ANGELES – March 21, 2023) — ASM Global—the world's largest venue management company and producer of live entertainment experiences and Frost Bank today announced a multiyear pact naming Frost a founding partner for San Antonio's Boeing Center at Tech Port, a 130,000-square-foot exhibition center located in Tech Port San Antonio, a 1,900-acre campus.

As part of the partnership, Frost is now the official commercial banking partner for the Boeing Center at Tech Port. The premium lux level at the arena will now be named Frost Club and add to the elevated VIP experiences offered at the venue.

The partnership builds on Frost's longstanding support of Port San Antonio. Frost and Port San Antonio are committed to efforts to bring high-paying jobs and economic development to the community.

"This is a great opportunity to further strengthen our presence in this community that is key to Frost and the city of San Antonio," said Dan Geddes, Frost's region president in San Antonio. "Our sponsorship will give Frost the chance to be involved in activities and events taking place at Boeing Center at Tech Port, which includes the LAN Gaming Center and San Antonio Museum of Science and Technology. We look forward to this partnership and the impact it will have in the community."

Through the sponsorship, Frost plans to host community seminars such as financial literacy classes to promote financial health and a sense of financial belonging for individuals and businesses as well as career fairs and family-friendly celebrations.

ASM Global Chief Commercial Officer Jason Oberlander said, "We're honored by this alliance with one of the country's most esteemed banking names. It's a partnership that produces meaning and value for the entire region. Boeing Center at Tech Port is a centerpiece of Port San Antonio's commitment to regional economic development, and Frost is the perfect partner to help make that happen."

The Port campus is home to a growing array of employers—including globally renowned industry names and locally headquartered startups—focused on advancing new technologies in aerospace, cybersecurity, defense, space exploration, robotics and other advanced technologies. Organizations at the Port directly employ over 16,000 people from across the region, yielding a regional economic impact of over \$5.6 billion annually. In 2022 the Port became a member of the Association of University Research Parks.

"We're proud to have an iconic and respected name like Frost join as a partner in our newest state-of-the-art facility: an exciting innovation destination for the nation and a tremendous cultural and educational asset for the San Antonio community," said Port President and CEO Jim Perschbach.

Boeing Center at Tech Port offers a unique intersection of entertainment, education and an array of other community engagements. In addition to hosting major live entertainment events and premier e-sports, the venue offers opportunities for innovators of all ages to connect and create future technologies in dedicated ideation labs and coworking spaces.

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About Frost

Frost is the banking, investments and insurance subsidiary of Cullen/Frost Bankers, Inc. (NYSE: CFR), a financial holding company with \$52.9 billion in assets at Dec. 31, 2022. One of the 50 largest U.S. banks by asset size, Frost provides a full range of banking, investments and insurance services to businesses and individuals in the Austin, Corpus Christi, Dallas, Fort Worth, Houston, Permian Basin, Rio Grande Valley and San Antonio regions. Founded in 1868, Frost has helped Texans with their financial needs during three centuries. For more information, visit www.frostbank.com.

About ASM Global

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management—delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 350 of the world's most prestigious

arenas, stadiums, convention and exhibition centers, and performing arts venues. Follow us on [Facebook](#), [Instagram](#) and [Twitter](#). asmglobal.com

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