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FROST BANK AGAIN RECEIVES HIGH NUMBER OF GREENWICH EXCELLENCE AND BEST BRAND AWARDS

SAN ANTONIO, March 2, 2023 – Frost Bank, one of the largest banks based in Texas, received 33 Greenwich Excellence and Best Brand Awards – the highest amount received nationwide for the seventh consecutive year – for providing superior service, advice and performance to small-business and middle-market banking clients.

As in previous years, Frost was the only Texas-based bank to receive national recognition for “Overall Satisfaction” and “Likelihood to Recommend” in both the middle-market and small-business banking categories.

This is the 18th consecutive year that Frost has been recognized by Coalition Greenwich, the leading research-based consulting firm serving the financial services industry. The 33 awards Frost received were nearly evenly split between the middle-market segment (16) and the small-business segment (17).

“I’m grateful to the business leaders who took the time to recognize Frost bankers’ hard work at such a high level for so many years,” said Frost Chairman and CEO Phil Green. “Our team works every day to make people’s lives better, and that focus helps make us and our customers more successful.”

Frost received Greenwich Awards in Small Business Banking for:

- Best Brand – Ease of Doing Business
- Best Brand – Trust
- Best Brand – Values Long-Term Relationship
- Likelihood to Recommend – National
- Overall Satisfaction – National
- Overall Satisfaction with Relationship Manager – National
- Relationship Manager Proactively Provides Advice – National
- Industry Understanding – National
- Cash Management – Customer Service – National
- Cash Management – Ease of Product Implementation – National
- Cash Management – Overall Satisfaction – National
- Cash Management – Product Capabilities – National
- Cash Management – Making Commercial Payments Easier – National
- Cash Management Overall Satisfaction – West Region
- Overall Satisfaction – West Region
- Likelihood to Recommend – West Region
- Relationship Manager Proactively Provides Advice – West Region

Frost received Greenwich Awards in Middle Market Banking for:

- Best Brand – Ease of Doing Business
- Best Brand – Trust
- Best Brand – Values Long-Term Relationship
- Overall Satisfaction – National
- Likelihood to Recommend – National
- Overall Satisfaction with Relationship Manager – National
- Relationship Manager Proactively Provides Advice – National
- Industry Understanding – National
- Cash Management – Overall Satisfaction – National
- Cash Management – Customer Service – National
- Cash Management – Product Capabilities – National
- Cash Management – Making Commercial Payments Easier – National
- Overall Satisfaction – West Region
- Likelihood to Recommend – West Region
- Relationship Manager Proactively Provides Advice – West Region
- Cash Management – Overall Satisfaction – West Region

Coalition Greenwich based the awards on interviews with thousands of executives across the country.

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.