

Bank of America.



THE MARKET

On any given day, approximately \$38 trillion flows through the U. S. financial services industry.

This industry includes consumer, small business, middle-market, and corporate banking markets, as well as insurance, asset management and investment banking. With more than \$600 billion in assets, Bank of America operates in all of these specialized markets, providing service to customers and clients not only in the United States, but also in 150 countries around the world.

ACHIEVEMENTS

Bank of America is quickly becoming one of the world's most admired companies by fulfilling its brand promise: *to be the people who make banking work for customers and clients in ways it never has before.*



With 143,000 associates, offices in 30 countries, approximately 13,000 ATMs nationwide, more than 4,200 banking centers, and innovative telephone banking and online channels, Bank of America serves:

- 28 million consumer customers
- 2 million small-business clients
- More than 30 percent of all mid-sized companies within its franchise footprint
- Seventy-six percent of the Global Fortune 500
- Ninety-four percent of the U.S. Fortune 500
- More than 4 million active subscribers to Online Banking
- Clients in 150 countries

The company works to attract, retain, and deepen these relationships, improve processes, and drive internal growth.

Bank of America has helped shape the U.S. banking industry by:

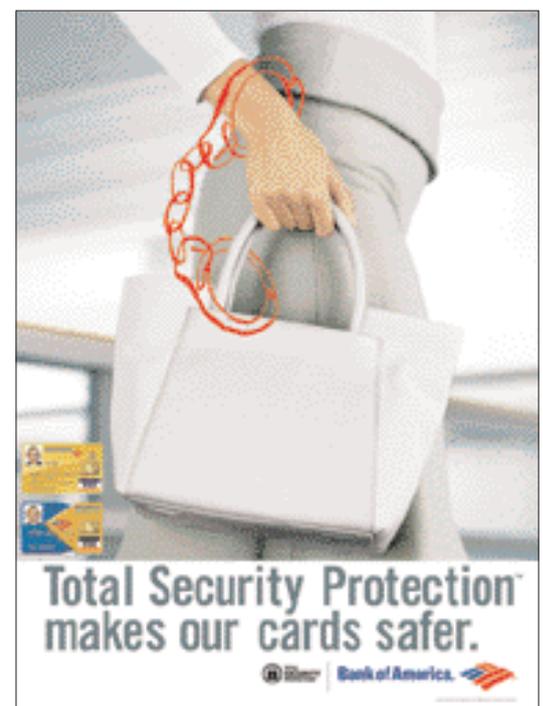
- Installing the first nationwide ATM network, with approximately 13,000 ATMs, by far the largest proprietary network in the nation.



- Becoming the first major bank online and having currently the largest active online banking customer base in the world.
- Having the world's best consumer Internet bank site, according to a 2002 ranking from *Global Finance* magazine.
- Being a leading provider of comprehensive capital raising, advisory and working capital solutions, through its Global Corporate and Investment Banking (GCIB) group. (For example, in 2001, GCIB raised over \$1.5 trillion in equity and debt capital for clients.)
- Being named the top lender in nine states and 12 key markets by the Small Business Administration. Bank of America also leads the field as an employer-of-choice by:
- Being named one of the top companies for working mothers for over 12 consecutive years by *Working Mother* magazine.
- Being ranked as one of *Fortune* magazine's top 50 companies for minorities.

workers in St. Louis called Boatmen's Bank, a place where "the average person can safely deposit a few dollars to earn interest."

In 1904, A. P. Giannini founded the Bank of Italy in San Francisco "to bring banking to the little fellow," Italian workers and shop owners whom other banks wouldn't serve. When the



HISTORY

Throughout its 200-year history of predecessor organizations, Bank of America has been a community bank—originally established for immigrants and consumers from diverse cultural and economic backgrounds.

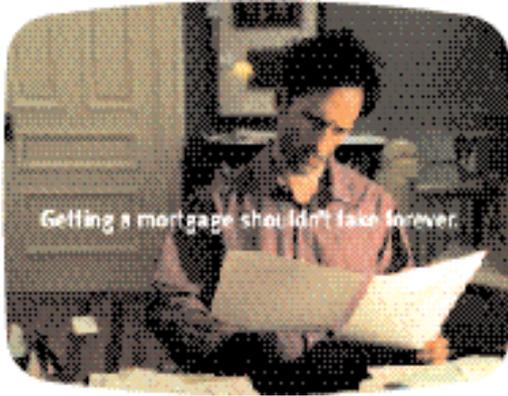
In 1805, a small group of farmers founded the Eastern Shore branch of the Farmer's Bank of Maryland, which later became Easton National Bank, the first bank in the country to pay interest on deposits.

In 1847, a businessman named George Knight Budd founded a bank for underserved riverboat

earthquake and fire of 1906 destroyed much of San Francisco, Giannini set up a desk made of two barrels and a plank on the San Francisco waterfront and began making loans based only on a handshake.

This legacy of predecessor banks culminated in the 1998 merger of NationsBank in the east with BankAmerica in the west, creating Bank of America, the nation's first coast-to-coast bank.





THE PRODUCT

Bank of America delivers a comprehensive range of financial products and services.

For *consumers*, Bank of America offers core banking services such as checking and savings products, credit cards, Online Banking with Bill Pay, insurance, investments, loans, mortgages, home equity products, and other real estate services.

For *small businesses*, the company offers core banking services plus merchant card, treasury management, insurance, Online Banking, and value packages, to name a few.

For *commercial clients*, Bank of America offers creative solutions through its Commercial Banking, Real Estate Banking, and Business Credit groups — with services such as treasury management, investment banking, trade, credit and leasing, capital markets, and more.

For *clients of all types*, the Bank of America Asset Management Group serves as a trusted wealth advisor offering investment, securities, and financial planning services.

For *large corporations and institutional clients*, Banc of America Securities provides capital-raising solutions, advisory services, derivatives capabilities, equity and debt sales and trading, as well as traditional bank deposit and loan products, cash management, and payments services.

For *communities*, Bank of America Community Development Bank committed an unprecedented \$350 billion — approximately \$96 million a day and more than any other American company — to development efforts over 10 years (starting in 1998). By 2001, the company had created a total of 100,000 affordable housing units nationwide.

RECENT DEVELOPMENTS

Bank of America maintains an ongoing research and development project known as the Innovation and Development Market in Atlanta, a live testing environment of 20 banking and financial centers. Recent developments include:

- Digital check imaging that allows associates and customers to view digital images of checks and deposit slips online at bankofamerica.com or in banking centers, typically within a few seconds versus the old standard of at least three business days.

- Mobile Teller, a mobile computer device that allows banking center associates to move freely and quickly process deposits on-the-spot for customers who may be waiting in teller lines.
- The world's first Visa mini credit card — half the size of a regular credit card and attachable to a key chain.



Other company-wide developments include launching a Six-Sigma quality and productivity program to improve processes, reduce error rates, increase efficiencies, and create a consistently outstanding customer experience.

PROMOTION

Bank of America invests in advertising programs and sponsorships that build brand awareness and consideration at a national level.

In 2002, to drive deposit growth and deepen customer relationships, Bank of America launched its largest ever general-market advertising campaign for its consumer products and delivery channels. One of the most successful ads in the series, titled “Love Letter,” was nominated for a Grand Prix award at the Cannes Lion advertising competition.

Bank of America also launched its largest ever multicultural advertising campaign with television ads tailored to Asian-American, Hispanic, and African-American consumers.

Sponsorship marketing activities include a 2002 Olympic brand campaign with humorous ads to support the company's Olympic sponsorship. Most recently, Bank of America entered a four-year title sponsorship agreement with the PGA to host the Bank of America Colonial golf tournament in Fort Worth, Texas.

BRAND VALUES

Banks have not traditionally been perceived as having strong brands, but Bank of America is changing this perception. With a brand already valued at \$21 billion, the company was ranked No. 55 in *BrandWeek's* list of America's Top Brands for 2001, showing a strong upward trend from previous years' rankings of 123 and 427.

Within the highly competitive financial services market, the company is continually working to differentiate itself by bringing to life its brand promise: *to be the people who make banking work for customers and clients in ways it never has before.*

To further drive positive brand behavior, associates are rewarded for consistently demonstrating the company's five core values: trusting and teamwork, leadership, inclusive meritocracy, winning, and doing the right thing.

THINGS YOU DIDN'T KNOW ABOUT BANK OF AMERICA

- The Bank of America Foundation is one of the top five charitable givers in the country.
- Bank of America financed hundreds of popular movies, such as *Gone with the Wind*, *The Ten Commandments*, *Lawrence of Arabia*, *It's a Wonderful Life* and the world's first feature-length animated film, Walt Disney's *Snow White and the Seven Dwarfs*.
- Customers interact with Bank of America more than 3 billion times a year — or 116 times per second.
- During the Great Depression, when no other bank would put up the funds, Bank of America (as Bank of Italy) bought the \$35 million in bonds that financed construction of San Francisco's Golden Gate Bridge.
- In the 1950s, Bank of America became the first bank to use computers by creating the Electronic Recording Method of Accounting, which automated the sorting of checks, debits, and withdrawal of funds. ERMA is now housed at the Smithsonian Institution.