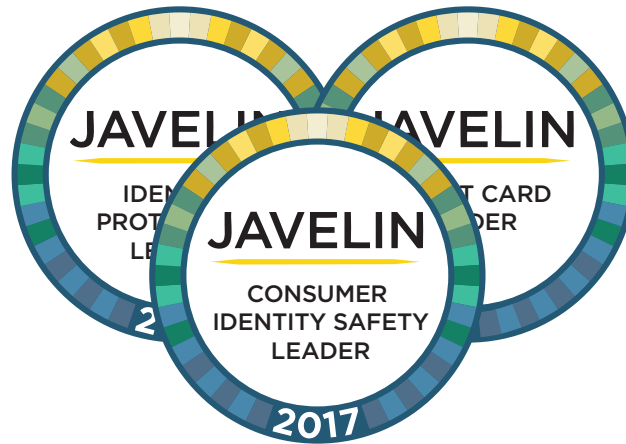
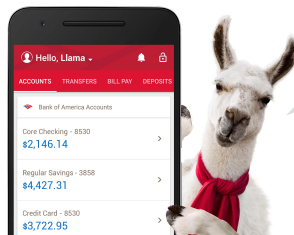


Recognizing Excellence in the Marketplace



Only Top Performing Firms Are Recognized for Excellence by Javelin Strategy & Research

Ranked #1 in
Mobile Banking for
Privacy & Security



Oh sn-app!
Check it out.



2016 Javelin Mobile Banking Leader
Award winner:
Mobile Functionality
Mobile Alerts
Mobile Accessibility

Bank of America

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Javelin created its award programs with one goal in mind:

Recognize excellence in the marketplace!

Javelin encourages winners to use their designation on publicly released information in internal and external marketing communications to win new business and increase business with existing clients.

Clients use their designations in many creative ways:

- Print/banner ads
- Business cards
- Email signature blocks
- Boilerplate mentions
- Press releases, annual reports, newsletters
- Websites
- Team or sales meetings
- Promotions in the branches

Terms of Use

- Firms are permitted to use the appropriate award logo to highlight only their own designation and not other winners in external advertising.
- Winners can announce their award after Javelin has made the announcement public.
- Awards must be listed appropriately in all promotional material. Use the exact wording as it appears on materials publicly released by Javelin Strategy & Research—including the Award Name and year. Other firms may not be cited by name.
- All winners are required to get approval from Javelin for all mentions before public release.

Acceptable

1) The General Award or Specific Category may be listed:

- Bank X won the 2016 Javelin Mobile Banking Leader award.

OR

- Bank X was named the 2016 Javelin Mobile Banking Leader in the Alerts category.
- Vendor Y was named the 2016 Javelin Identity Protection Leader.

OR

- Vendor Y won as the 2016 Javelin Identity Protection Leader in Prevention.

2) Best Overall Award Mentions:

- Vendor X received the 2016 Javelin Best Overall Mobile Banking Leader award.

Unacceptable

1) Do not cite other winners in your release:

- Bank X and Bank Y were awarded the 2016 Mobile Banking Leader award.
- Bank X was named the 2016 Credit Card Leader, beating out Bank Y.

2) Do not change the wording of the award title:

- Bank X received the 2016 Mobile Banking Scorecard Award.

Logo Usage

- Use of the Javelin Strategy & Research Award logo and award asset is available for 12 months from the date of release. Incremental licensing fees may apply.

Contact marketing@javelinstrategy.com with any questions about the award mention, Javelin logo usage, and for approvals.

The screenshot shows the BB&T website's award page. At the top, there are navigation links for Personal, Business, and Wealth. Below that is a search bar and a secondary navigation menu with links for Home, Banking, Lending, Investing & Retirement, Learn & Plan, Insurance, and Online Services. The main content area features the Javelin Mobile Banking Leader 2016 award logo on the left. To the right, the text reads: "2016 Javelin Mobile Banking Leader Award (Functionality Category). BB&T was recognized as a leader among the nation's top 30 financial institutions with the '2016 Javelin Mobile Banking Leader' award in the Functionality category by Javelin Strategy & Research. [Learn more.](#)" Below this, it says "Download the award-winning U by BB&T mobile app and experience the next generation of mobile banking." and includes "Download on the App Store" and "GET IT ON Google Play" buttons.

The screenshot shows the ID Watchdog website. At the top, there is a navigation menu with links for Home, ID Watchdog Experience, ID Watchdog Services, Employee Benefits, Company Overview, and Company Blog. The main content area features a large graphic of a fingerprint with the text: "15 Million Americans have their identities fraudulently used annually with losses near \$50 Billion. Stay protected and gain peace of mind with ID Watchdog". Below this, it says "With an identity being stolen every 2 seconds, ID Watchdog gives you the insight you need to find out if you are a victim of identity theft." and includes a quote: "Most victims only discover they have a problem when they are denied credit, denied employment." To the right, there is a "dig benefits" logo and text: "Best Technology Innovator for Employee Benefits" and "Best in Detection, Prevention and Resolution". At the bottom right, the Javelin Mobile Banking Leader 2016 award logo is displayed.

Learn More

For more information, please send us an email at inquiry@javelinstrategy.com or call us at 1.925.225.9100. You can also visit www.javelinstrategy.com to review our services in more detail.