

# AS SEEN IN *Forbes & Fortune*

HOUSTON  
BEST IN BANKING & FINANCE

## TRUTH, TRANSPARENCY, AND COMMUNITY

Veritex Community Bank stands for banking integrity and changing communities for the better.

"Our people make the difference. We do right by our neighbors and treat others like we want to be treated," said Malcolm Holland, president and CEO of Veritex Community Bank. "Because when we have a great community, we have a great bank."

Founded in 2010, Veritex Community Bank is rooted in truth, transparency, and uncompromising integrity. With 34 convenient banking centers across greater Dallas and Houston, Holland's team delivers personalized service backed by one of the 10 largest banks headquartered in Texas.

"We're partners. We get to know customers and collaborate on financial solutions that fit. No two relationships look the same," Holland said.

From personal checking and savings to commercial banking solutions, the full-service community bank provides a powerful range of financial services. But, it's Veritex's community commitment that shines brightest.

"Our team is in the trenches. We're active within school boards, churches, and civic organizations," Holland said. "Our employees put their own money and hard work into serving our neighbors. We do it as a Veritex family—all 700 of us."

The bank proudly supports Minnie's Food Pantry, Houston Habitat for Humanity®, Cedar Crest Community Development Center, and other organizations throughout Texas.

"It's easy to write a check, but we don't just throw money at things," Holland said. "We put time and effort into making the community a better place by rolling up our sleeves."



DALLAS-AREA VERITEX BANKERS VOLUNTEERING AT MINNIE'S FOOD PANTRY



MALCOLM HOLLAND, PRESIDENT AND CEO



HOUSTON-AREA VERITEX BANKERS PARTICIPATE IN ANNUAL HOME BUILD WITH HOUSTON HABITAT FOR HUMANITY

### Better Banking Partners

Named one of *Fortune's* 100 Fastest-Growing Companies two years running, Veritex Community Bank combines the prowess of a \$10 billion institution with the personalized service Texans demand.

"In the state of Texas, people still want to deal with people, not just machines. We leverage technology to be more efficient, but we will never lose that personal touch," Holland said. After 40 years in financial services, he knows what it takes to stand out, particularly with commercial clients. "Every company has different needs. We want to add value to your business, and that starts with building relationships and trust."

Through a conglomeration of acquisitions, Veritex brings banking, mortgage, and USDA-lending services together under one innovative umbrella. The bank counts talented, dedicated team members among its rank, encouraging longevity and loyalty through its "True You" culture, which consists of five pillars—Be Better, Be Healthy, Be Mindful, Be Prosperous, and Be Faithful. From day one, Veritex Community Bank was as much a philosophy as it was a bank. It's the bank's culture that defines how it treats colleagues, serves its customers, and helps its communities.

"Our employees are shareholders, too. And

when you're a shareholder of a business, you treat clients differently," Holland said. That's one reason Veritex Community Bank invests heavily in employees, in addition to clients and the community.

"To get the best people, you have to train the best people," he said. Beyond its fully immersive internship program, Veritex also sponsors banking programs at Texas Tech University Rawls College of Business, Texas A&M University Mays Business School, and Texas Southern University's Future Bankers Leadership Program.

Focused on growing better, not just bigger, Veritex soon will bring high-caliber community banking to even more Texans. "Veritex comes from two words: Veritas, which means truth, and, of course, Texas," Holland said. "Come see how we're bringing truth and total transparency to Texas banking."

  
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