

Deposit market share of pro forma KeyCorp/First Niagara merger

MSA name	Total active branches		Total deposits (\$M)		Pro forma				Market pro forma HHI ¹
	KEY	FNFG	KEY	FNFG	Active branches	Deposits (\$M)	Market share (%)	Deposit rank	
Buffalo-Cheektowaga-Niagara Falls, NY	55	52	3,526.3	10,305.3	107	13,831.6	34.75	2	3,835
Albany-Schenectady-Troy, NY	37	31	5,301.4	2,188.1	68	7,489.5	35.77	1	1,765
New York-Newark-Jersey City, NY-NJ-PA	38	23	2,044.7	1,441.6	61	3,486.3	0.23	34	1,352
Rochester, NY	23	20	1,076.4	1,395.1	43	2,471.4	14.93	2	1,316
Syracuse, NY	25	14	1,376.5	763.8	39	2,140.3	17.68	2	1,289
Hudson, NY	3	7	115.8	371.0	10	486.7	49.86	1	3,286
Utica-Rome, NY	2	7	50.0	425.9	9	475.9	12.49	5	1,457
Auburn, NY	2	5	60.2	297.0	7	357.2	34.61	1	1,777
Amsterdam, NY	1	4	76.9	237.1	5	314.0	46.85	1	3,532
Jamestown-Dunkirk-Fredonia, NY	4	4	147.9	162.4	8	310.2	21.17	2	1,768
Kingston, NY	9	1	226.0	24.3	10	250.3	8.80	5	986
Cortland, NY	2	4	43.0	187.4	6	230.4	34.80	2	2,997
Watertown-Fort Drum, NY	7	2	176.5	31.6	9	208.1	14.22	3	2,277
Ogdensburg-Massena, NY	5	2	103.4	63.0	7	166.4	14.85	3	2,222
Gloversville, NY	1	2	64.7	79.6	3	144.3	21.12	2	4,265
Malone, NY	2	2	45.5	71.1	4	116.6	25.28	2	4,453
Batavia, NY	1	2	26.8	76.8	3	103.6	13.33	4	2,394
Glens Falls, NY	1	1	44.3	41.4	2	85.7	3.79	5	3,425

As of Oct. 29, 2015.

Data is adjusted for completed mergers and acquisitions, as well as openings and closings, since the FDIC Summary of Deposits for June 30, 2015.

¹ The Herfindahl-Hirschman Index (HHI) is a commonly used method of measuring company density in a particular market. For the banking industry, it is calculated by taking the square of a company's deposit market share and then taking the sum of these results to get total market HHI. The higher the HHI, the lower the market concentration.

Deposits in closed branches are included in the analysis under the assumption that after a branch closure, deposits still remain with the parent institution within the same market.

Excludes credit unions.

Source: SNL Financial

