

Popular Community Bank Continues to Unveil Digitally Enhanced Branches

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Branch at 164 East 116th Street Becomes 10th to Be Transformed

Popular Community Bank, a subsidiary of Popular, Inc. (Nasdaq: BPOP) and one of the nation's premier community banks, today announced the continuation of its *Retail Network Transformation* initiative with the newly digitally transformed Popular Community Bank branch at 164 East 116th Street in East Harlem, New York City.

Popular Community Bank was established in East Harlem in 1990, when the branch was formerly part of Banco de Ponce. Popular sought to invest in this area, help businesses overcome barriers to growth and bring banking services to the community at a time when ATMs were not available in the immediate area.

"We are proud to have strong, lasting roots in the East Harlem community. The new technologically-enhanced branch gives customers more options on how they choose to bank with onsite guidance," said Manuel Chinae, COO of Popular Community Bank. "Our mission for customers here is the same one we had over 25 years ago - to deliver exceptional services, engagement and opportunity."

Popular Community Bank launched its first digitally transformed branch in 2015. The opening of 116th Street marks the 10th transformed branch as part of the technology enhanced strategy, with several of them located in Upper Manhattan including new branches at 109th St. and Broadway and 180 Dyckman St.

Customers will be able to utilize EZ Deposit ATMs, mobile and other in-branch self-service tools to expedite their experience.

"We are thrilled to continue offering our services and strengthening our long-term ties with the East Harlem community. Our team believes in providing unparalleled service and financial literacy education on topics like savings, life insurance and how to secure a loan," said Paul Mak, New York Metro Region Executive. "Now we are complementing our hands-on approach with more options that allow for our customers to bank in different ways."

About Popular Community Bank

Founded in 1893, Popular, Inc. (NASDAQ: BPOP) is the leading banking institution by both assets and deposits in Puerto Rico and ranks among the top 50 U.S. banks by assets. In the United States, Popular Community Bank has established a community-banking franchise providing a broad range of financial services and products with branches in New York, New Jersey and Florida.

Popular Community Bank's services are available at branches and online at <http://popularcommunitybank.com> [12]. Banco Popular North America is a Member of the FDIC and operates under the assumed name "Popular Community Bank" in the markets in which it operates. For customers seeking more information, call 1-800-377-0800 or email popularnet@bpop.com [13]. Find out about the community service of Popular Community Bank on Facebook at www.facebook.com/PopularCommunityBank [14]. © 2016 Banco Popular North America. Member FDIC.

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