



UMPQUA HOLDINGS CORP.  
WIB/AABD  
2007 Annual Directors Conference

# A Perfect Storm

- Sarbanes Oxley
- Inverted Yield Curve
- De Novo Banks
- Competition for Core Deposits
- Internet Banks
- Residential Construction Sector
- Sub-Prime Meltdown

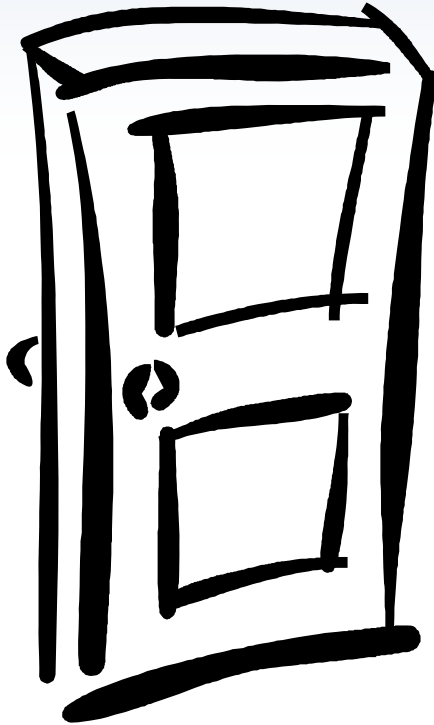
And,

Traditional Bank Advertising is Dead...



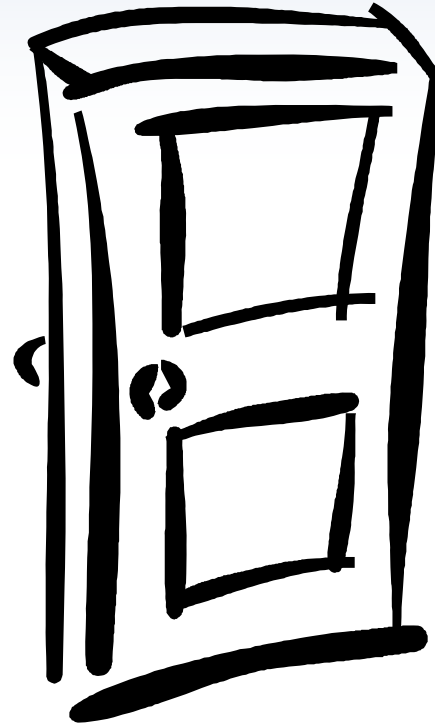
# THERE IS NO DOOR # 3

Door #1



"Get Better"

Door #2

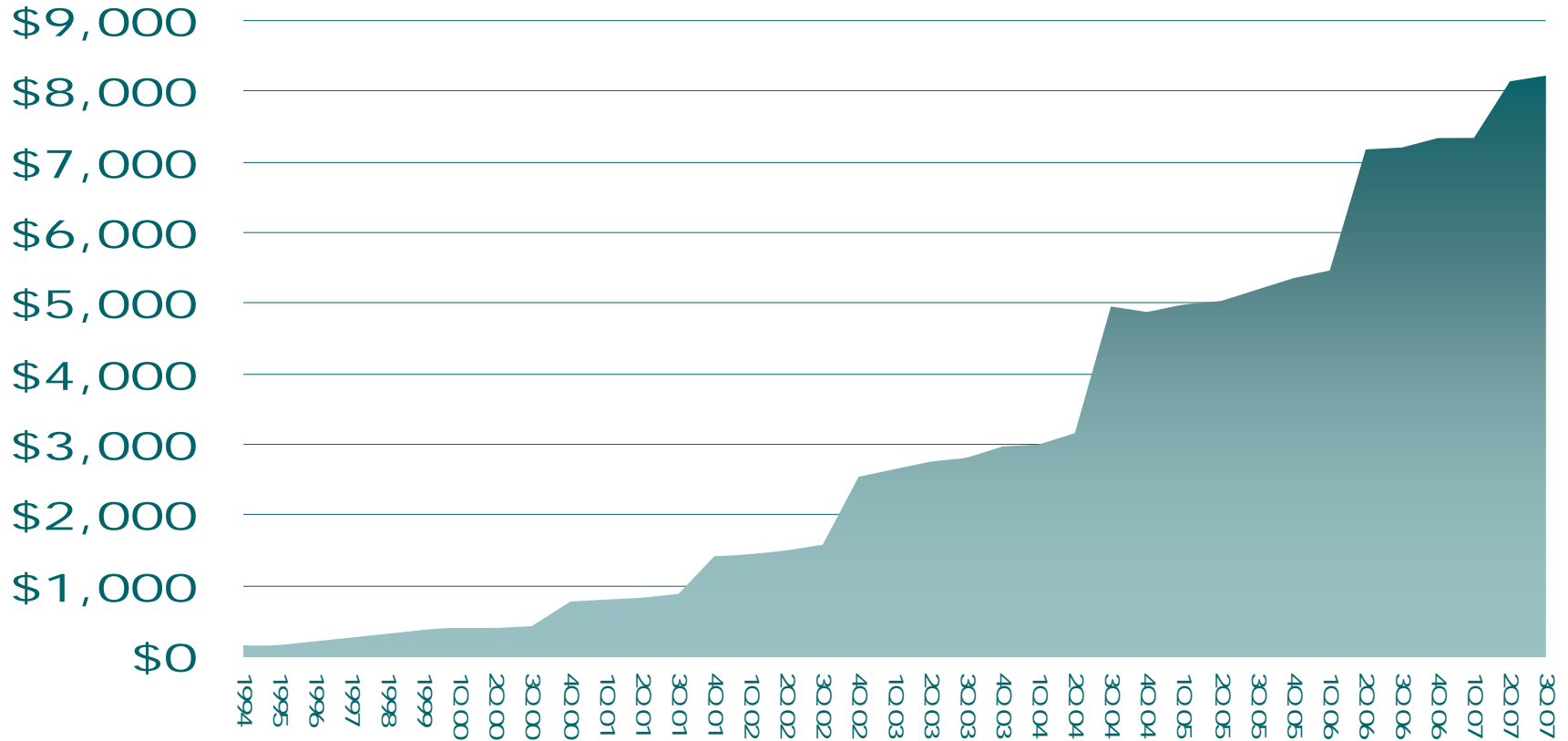


"Get Worse"

# Branches VS Stores

# \$64,000 Dollar Question

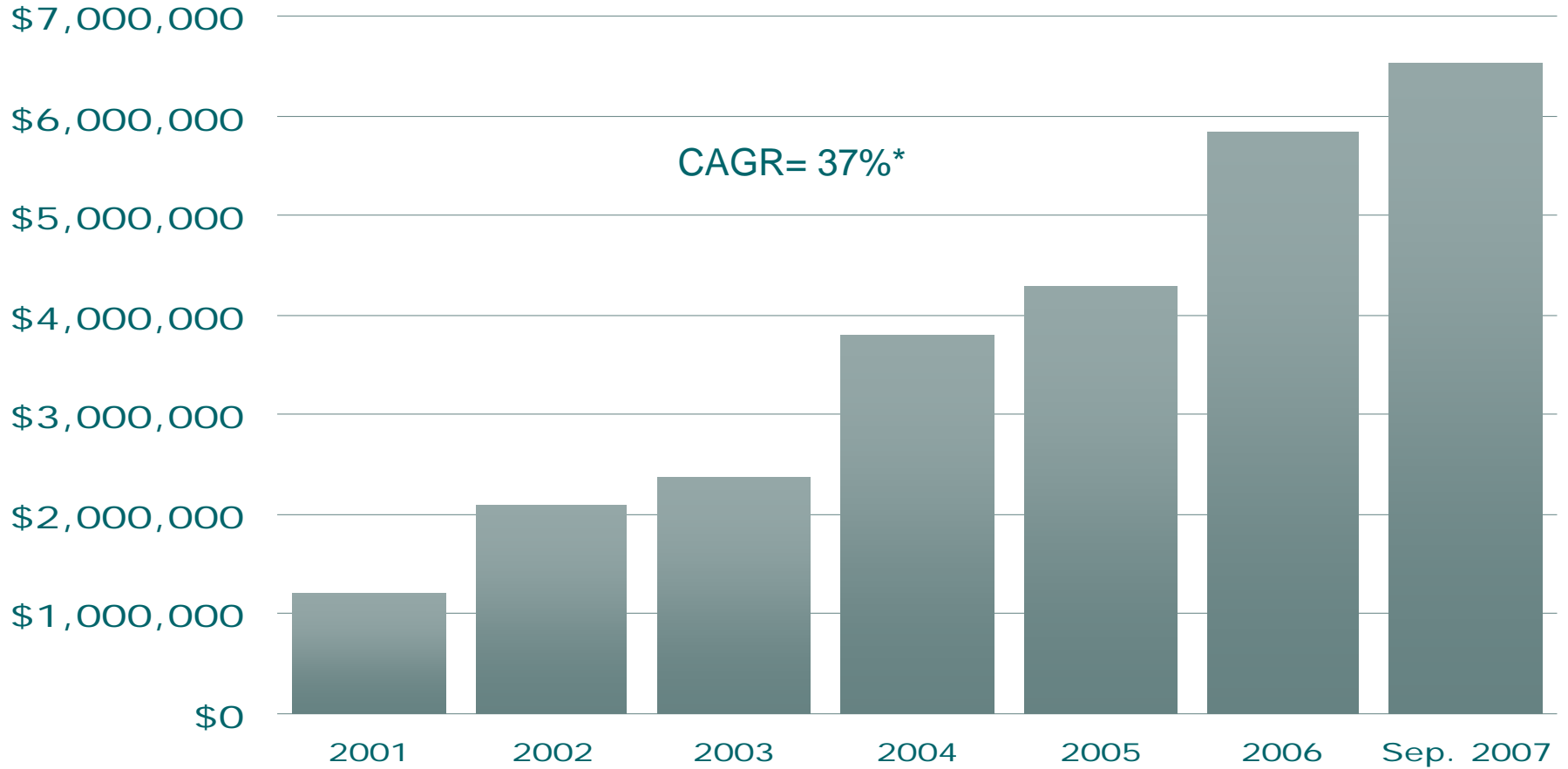
# Growth History Total Assets (\$ Millions)



Historical Total Assets before restatements of poolings.

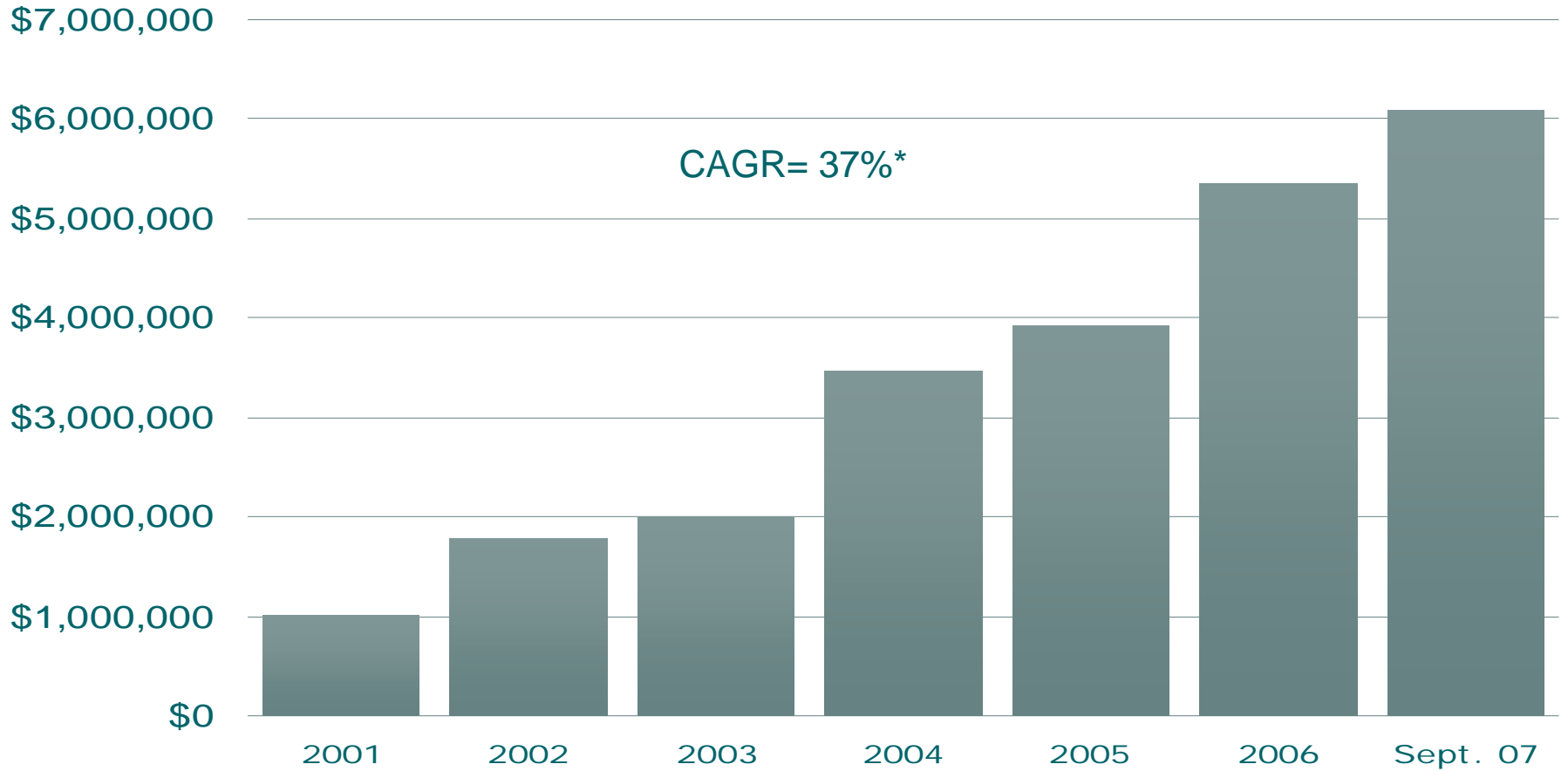


# Deposit Growth



\*Excludes Acquisitions  
CAGR 2001-2006

# Loan Growth



\*Excludes Acquisitions  
CAGR 2001-2006

“At a time when battered investors,  
customers, and employees and  
questioning whom they can trust, the  
ability of a familiar brand to deliver  
proven value flows straight to the  
bottom line.”

– *Business Week*







**UMPQUA**  
B · A · N · K

# Again,

How are we going to get people to drive by two or three of our competitors to do business with us?

# Video

# Umpqua's Competitive Logic

**Proposition 1:** Our competitive edge is to deliver an exceptional customer experience, which is our brand.

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**Proposition 2:** Delivering on our brand depends on our strong and vibrant Umpqua Culture

Therefore, our competitive edge depends on and comes from our culture

# Five Keys to Building a Culture of Growth

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5. Stamp Out the Rubber Band Syndrome



Thank You