

NewtekOne®

NASDAQ:NEWT

A Differentiated Financial Holding Company

Investor and Analyst Conference Call for Rebranding Initiative & Demonstration of The Newtek Advantage®

Hosted by:

Barry Sloane, CEO & President

Newtek Attendees:

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Jim Corcoran, SVP, Operations & Project Management

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Certain statements in this presentation are “forward-looking statements” within the meaning of the rules and regulations of the Private Securities Litigation and Reform Act of 1995. These statements are based on management’s current expectations and are subject to uncertainty and changes in circumstances. These statements are not guarantees of future results or occurrences. Actual results and capital and other financial conditions may differ materially from those included in these statements due to a variety of factors. These factors include, among others: the impacts related to or resulting from Russia’s military action in Ukraine, as well as the broader impacts to financial markets and the global macroeconomic and geopolitical environments; higher inflation and its impacts; higher interest rates and the impacts on macroeconomic conditions, customer and client behavior, as well as NewtekOne, Inc.’s funding costs; macroeconomic and other challenges and uncertainties related to the COVID-19 pandemic, such as the impacts to the U.S. and global economies; NewtekOne, Inc.’s conversion to a financial holding company, consummation of the acquisition of Newtek Bank, N.A. and limited experience as a financial holding company; and the precautionary statements included in this release. Factors that could cause NewtekOne, Inc.’s actual results to differ materially from those described in the forward looking statements can be found in NewtekOne, Inc.’s Annual Report on Form 10-K for the year ended December 31, 2021 and Quarterly Reports on Form 10-Q for the quarters ended March 31, 2022, June 30, 2022, and September 30, 2022, filed May 9, 2022, August 8, 2022, and November 8, 2022, with the Securities and Exchange Commission and are available on NewtekOne, Inc.’s website (<https://investor.newtekbusinessservices.com/sec-filings>), and on the Securities and Exchange Commission’s website (www.sec.gov). Any forward-looking statements made by or on behalf of NewtekOne, Inc. speak only as to the date they are made, and NewtekOne, Inc. does not undertake to update forward-looking statements to reflect the impact of circumstances or events that arise after the date the forward-looking statements were made.

The **NewtekOne**[®] Difference

NewtekOne[®] is a Differentiated
Financial Holding Company

*"We give you personal banking relationships, analytics,
software & transactional capability that other banks do not!"*

- In September 2022, the Company publicly announced its rebranding strategy
- Newtek Business Services Corp. is now **NewtekOne®** and the National Bank of New York City, the 59-year-old nationally chartered bank, is now **Newtek Bank, National Association**, a wholly owned subsidiary of NewtekOne®
- NewtekOne® will trade under its existing ticker (Nasdaq: NEWT)
- The rebranding strategy is consistent with the Company's three-decade old philosophy developed by Newtek's CEO, Barry Sloane, in 1995, when he recognized and nurtured the idea to provide a single set of branded financial and business solutions to address the needs of independent business owners across the U.S.
- According to the Small Business Administration, independent business owners and businesses that are defined as SMBs equal in excess of 32 million businesses in the United States
- Newtek has solidified its position in the marketplace as the One Solution for All of Your Business Needs® for independent business owners, and now plans to expand upon this long-standing model as NewtekOne®
- As NewtekOne®, independent business owners will be able to access their depository functions and money movement capabilities multiple times a week, as well as develop a partnership with NewtekOne through which they can cultivate business relationships, as well as access advice, consultation, analytics and transactional capability. The typical business owner will visit their business portal 3-5 times per week, and 12-20 times per month. This frequency is a game changer for NewtekOne®, as it will give them the ability to communicate with their existing clientele on multiple occasions as well as offer white papers, podcasts, and webinars.
- Newtek will launch several rebranded product lines under the names of Newtek Bank, Newtek Technology, Newtek Payments, Newtek Lending, Newtek Payroll and Newtek Insurance

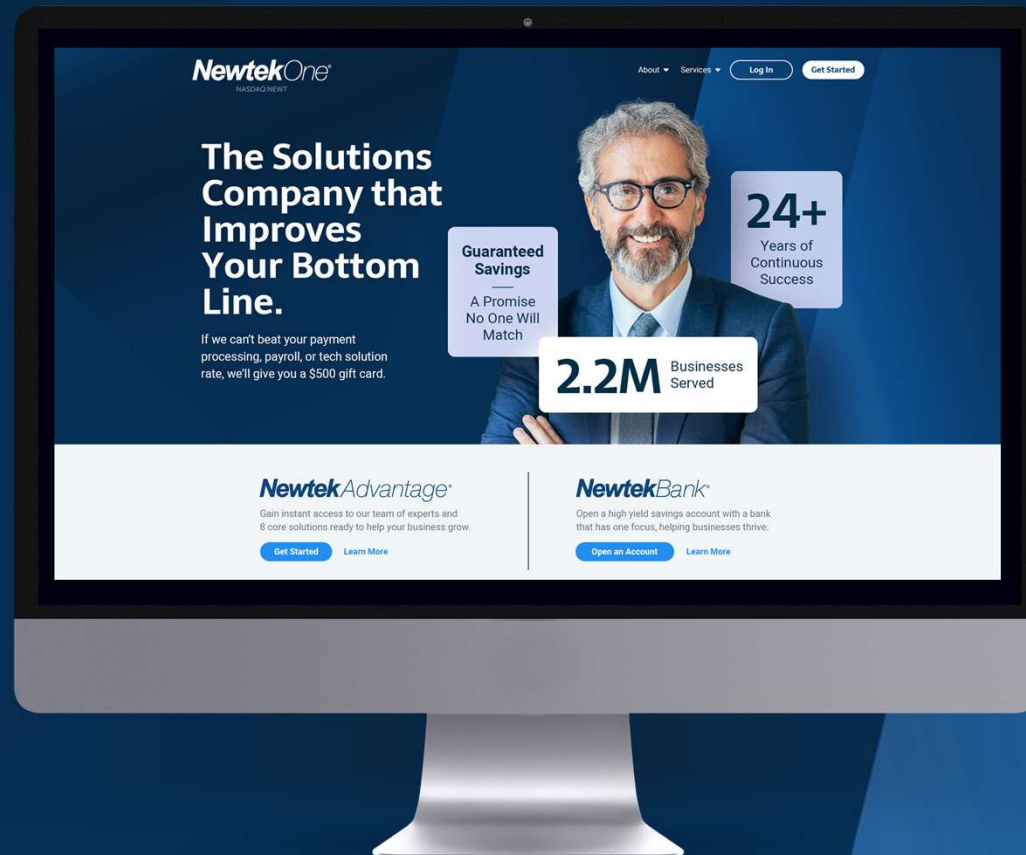
- NewTracker[®] enables us to remotely acquire customers through strategic alliance partnerships without the traditional use of branches, brokers, or business development officers (“BDO”). Newtek has been using NewTracker[®] since 2003 and continues to update and upgrade its remarkable capability.
- Newtek has historically used its patented NewTracker technology to receive referrals from third party providers. In 2022, it received approximately 75,00 unique business referrals per quarter and the database has 2.2 million in historic referrals. Due to this unique technology and business process, Newtek has the ability to acquire tens of thousands of business accounts on a referral basis routinely and regularly without the user of branches, brokers, BDOs, or bankers
- The Newtek Advantage[®] is designed to be a management tool for our business clientele that can make their businesses more successful and that our clients can depend on. Newtek will actually be giving its clients an asset through the Newtek Advantage[®] in contrast to banks who typically take depository funds and do little else for their independent business owner clientele.
- We will evaluate licensing NewTracker[®], the Newtek Advantage[®] and other Newtek technologies that have been developed across all product lines, to technology solution providers. Similar to what Live Oak Bank has done with nCino
- The Company believes it can further unlock shareholder value by potentially creating joint ventures with, and/or licensing our technology to, other market participants and financial institutions, including but not limited to community banks, regional banks and credit unions, which we believe can place us in a position to monetize our technological assets and processes
- We believe the Newtek Advantage[®], can allow us to offer our future banking clientele the personal banking relationships, analytics, software and transactional capability that other banks simply do not offer

- The Newtek Advantage® will give Newtek's clients analytics, relationships and transactional capability that other banks do not
- We expect the Newtek Advantage® to give our business clients a management asset that will enhance their business operations
- We believe the Newtek Advantage® is unique because each of our clients will be assigned a Newtek relationship manager, and specialist in each Newtek business line
 - For example, our clients will have a Newtek lending specialist or a payments specialist and a Newtek Bank depository specialist. This could give our clients 6 relationships to connect with at any time
- Our clients will be able to go into the Newtek Advantage® and communicate via video with a Newtek specialist
- Our vision is to offer our clients the Newtek Advantage®, which can become a market-recognized tool and solution that Newtek's clients ultimately will not want to be without
- Future potential Newtek Advantage® benefits: Newtek Tax and Newtek Digital Bookkeeping

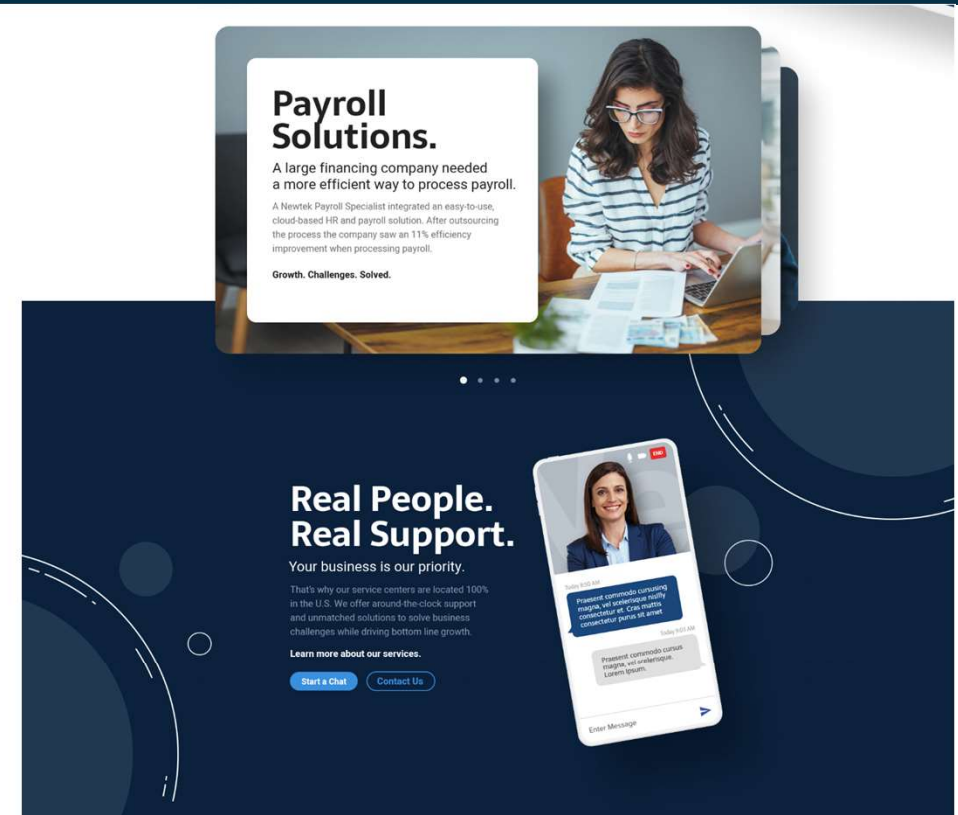
"We give you relationships, analytics, software & transactional capability that other banks do not"



NewtekOne® Website Redesign



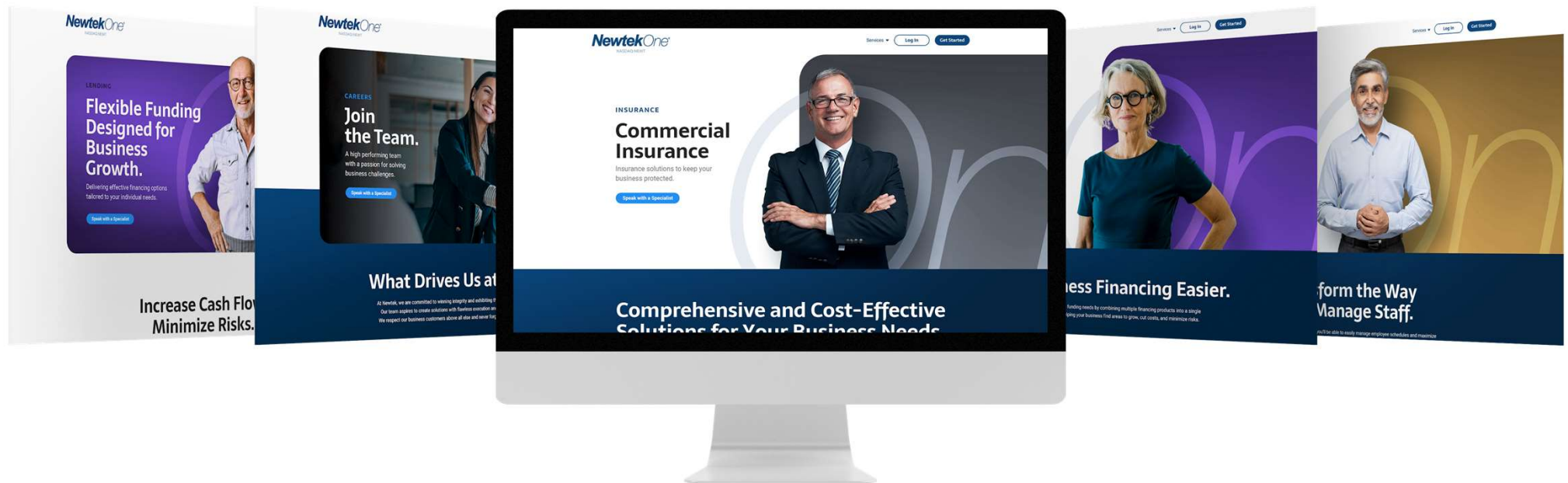
Newtek will launch its redesigned corporate website at www.newtekone.com on February 1, 2023.



How We Help Businesses Grow.

With 8 service lines, we are the core backbone for thousands of companies. Learn more about how our services can help you and your business.

[See How](#)



Newtek*Advantage*[®]
Video Demonstration

- Newtek has been publicly traded since 2000, with a strong core business that has proven to be nimble, operating in different financial structures, markets and economic environments and navigating to success, which we believe positions us for success in our new structure and therefore benefit our shareholders
- NEWT potentially could be added back to the Russell 2000, which could add two million shares of buying according to street analysts
- Bank holding company stocks tend to be favored investments by institutional investors compared to BDC stocks
 - We believe the new structure will allow for increased institutional ownership as Institutional investors typically do not purchase BDCs due to BDCs exclusion from the S&P 500 and Russell 2000 indices and the Acquired Fund Fees and Expenses (“AFFE”) makes it difficult for institutional investors to invest in BDCs
- Management’s interests aligned with shareholders; management and Board combined own approximately 5.7% of outstanding shares as of July 2022
- Any future dividends paid will be classified as qualified income versus ordinary income
- Diversified business model provides multiple streams of revenue
- Consolidated accounting
- Value vs growth stocks