



BANC OF CALIFORNIA

Banc of California Launches Private Banking

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New offering provides a relationship-driven experience that delivers personalized service and tailored financial solutions for high-net-worth clients

LOS ANGELES--(BUSINESS WIRE)--Oct. 20, 2026-- Banc of California, a wholly owned subsidiary of Banc of California, Inc. (NYSE: BANC), today launched a new Private Banking service designed for high-net-worth individuals, family offices, business owners, executives and their families.

Banc of California has been serving businesses for more than 85 years. The new Private Banking service extends Banc of California's relationship-driven commercial banking experience to clients' personal financial needs, providing coordinated support across both their personal and business banking relationships.

Private Banking gives clients direct access to dedicated Private Bankers and Private Client Service Managers who bring together relationship-based service, secure digital banking, treasury resources, deposit solutions and lending options aligned with their financial goals. For wealth managers and registered investment advisors (RIAs), Banc of California will be a Private Banking partner that supports their clients' banking, lending and liquidity needs.

"Private Banking is a natural extension of the Banc of California client experience," said **Jared Wolff, Chairman and CEO of Banc of California**. "We are launching this solution to fill the void we see in the market for a very high-touch, tech-forward banking experience that simplifies the lives of families, family offices and high-net-worth individuals. Because we aren't trying to be everything to everyone, we can focus on what we do well — delivering exceptional banking that's tailored and personalized — while working closely with the client's outside financial advisers to deliver a complete financial solution."

The group will be led by **Aaron Houpis, Executive Vice President and Managing Director of Specialty Deposits & Private Banking**. "We designed a high-touch solution with input from clients and wealth managers who felt there was a gap in the market on the personal side, having experienced Banc of California's service-first approach on the business side," **Houpis said**. "Our team is ready to deliver a seamless and outstanding experience for Private Banking clients that many aren't finding in the market today."

Banc of California's Private Banking offerings will include premium deposit accounts, customized personal lending and lines of credit, and treasury solutions designed to support clients' broader financial goals. Clients will also benefit from a full suite of digital tools, priority service and direct access to experienced bankers who understand the unique needs of high-net-worth individuals, business owners and executives.

To learn more about Banc of California's Private Client Services, please visit [Private Banking Designed Around You | Banc of California](#).

About Banc of California, Inc.

Banc of California, Inc. (NYSE: BANC) is a bank holding company with over \$34 billion in assets and the parent company of Banc of California. Banc of California is one of the nation's premier relationship-based business banks, providing banking and treasury management services to small, middle-market, and venture-backed businesses. Banc of California is the largest independent bank headquartered in Los Angeles and the third largest bank headquartered in California and offers a broad range of loan and deposit products and services through 77 full-service branches located throughout California and in Denver, Colorado, and Durham, North Carolina, as well as through regional offices nationwide. The Bank also provides full-service payment processing solutions to its clients and serves the Community Association Management industry nationwide with its technology-forward platform, SmartStreet™. The Bank is committed to its local communities by supporting organizations that provide financial literacy and job training, small business support, affordable housing, and more. Member FDIC. For more information, please visit us at www.bancocal.com.

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