NEWS RELEASE

Hilltop Holdings Inc. Announces Key Leadership Changes at PlainsCapital Bank

5/1/2024

Erik Yohe Named Chief Strategy Officer and Walter Clarke Named Chief Financial Officer

DALLAS--(BUSINESS WIRE)-- Hilltop Holdings Inc. (NYSE: HTH) ("Hilltop") today announced that Erik Yohe has been named Chief Strategy Officer of the company's banking subsidiary, PlainsCapital Bank (the "Bank"), while Walter Clarke has been named the Bank's Chief Financial Officer.

"I am proud to welcome Erik and Walter to their new roles, and I could not ask for a more talented, capable, and committed group of proven leaders throughout our organization," said Jeremy B. Ford, President and CEO of Hilltop and Chairman and CEO of PlainsCapital Bank. "These changes will enhance the Bank's already strong leadership team and put us in an even better position to build upon PlainsCapital's success as a relationship-driven banking leader in Texas. I look forward to continuing our focus on supporting our customers as we pursue new opportunities for growth throughout the markets we serve."

Yohe has been with Hilltop for 13 years, most recently serving as Executive Vice President, Corporate Development where he oversaw Hilltop's merger and acquisition activities, led the company's Investor Relations department, and supported a variety of strategic initiatives. He also served on the Investment Committee of Hilltop's merchant banking arm, Hilltop Opportunity Partners. As PlainsCapital's Chief Strategy Officer, he will lead the Bank's strategic planning and development, and partner with executive management to identify and execute on new initiatives to improve performance and enhance the Bank's growth profile. Yohe will report to Ford and PlainsCapital Bank President Brian Heflin.

Clarke previously served as Director of Corporate Financial Planning at Hilltop since 2017 and brings 19 years of

finance, accounting, strategy, and operations experience to his new role. As PlainsCapital's CFO, Clarke will oversee all financials and reporting with an enhanced focus on business finance and market support. He will report to Ford and Hilltop CFO William B. Furr.

With Yohe's transition to Chief Strategy Officer at PlainsCapital, Hilltop Vice President of Corporate Development Matt Dunn will now oversee Hilltop's merger and acquisition activities, Investor Relations department, and join the Investment Committee of Hilltop Opportunity Partners.

About Hilltop

Hilltop Holdings is a Dallas-based financial holding company. Its primary line of business is to provide business and consumer banking services from offices located throughout Texas through PlainsCapital Bank. PlainsCapital Bank's wholly owned subsidiary, PrimeLending, provides residential mortgage lending throughout the United States. Hilltop Holdings' broker-dealer subsidiaries, Hilltop Securities Inc. and Momentum Independent Network Inc., provide a full complement of securities brokerage, institutional and investment banking services in addition to clearing services and retail financial advisory. At March 31, 2024, Hilltop employed approximately 3,740 people in 48 states and operated approximately 325 locations. Hilltop Holdings' common stock is listed on the New York Stock Exchange under the symbol "HTH." Find more information at Hilltop.com, PlainsCapital.com, PrimeLending.com and HilltopSecurities.com.

FORWARD-LOOKING STATEMENTS DISCLAIMER

This release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These forward-looking statements involve known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements anticipated in such statements. Forward-looking statements speak only as of the date they are made and, except as required by law, we do not assume any duty to update forward-looking statements. Such forward-looking statements include, but are not limited to, statements concerning such things as our plans, objectives, strategies, expectations, intentions and other statements that are not statements of historical fact, and may be identified by words such as "believe," ""expects," "focus," "may," "plan," "seeks," "strategy," "will" or "would" or the negative of these words and phrases or similar words or phrases. See the risk factors described in Hilltop Holdings Inc.'s most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q and other reports that are filed with the Securities and Exchange Commission. All forward-looking statements are qualified in their entirety by this cautionary statement.

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