



Wall Street Has Its Bull. HilltopSecurities Has Its Buffalo.

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Firm's 80th anniversary campaign expands to iconic New York stage as financial industry migration puts Texas at the center of American capital markets

DALLAS--(BUSINESS WIRE)-- Hilltop Securities Inc. ("HilltopSecurities"), one of the nation's leading full-service investment banks and a wholly owned subsidiary of Hilltop Holdings Inc. (NYSE: HTH), today announced that its 80th anniversary campaign is now appearing on a digital video board in Times Square. The placement, at 46th Street and Broadway, runs through summer.

The timing is deliberate. As major financial institutions, law firms, and capital markets firms accelerate relocations to Dallas from New York, HilltopSecurities arrives in Times Square with a simple message: we've already been here. Standing strong since 1946 and headquartered in Dallas, the firm has maintained a presence in New York and national capital markets throughout its eight decades.

Y'all Street Takes On Wall Street

HilltopSecurities is ranked America's #2 Municipal Advisor for the 10-year period ending December 31, 2025, based on total number of issues per LSEG. As a prolific municipal advisor under a publicly traded parent company, it operates across public finance, capital markets, wealth management, structured finance, clearing, and commodities – participating in the same conversations as the largest names on Wall Street on issues ranging from infrastructure finance, tax reform, and tokenized securities.

"The financial community is waking up to what Texas has been building for decades," said CEO Brad Wings.

"HilltopSecurities has been a part of that story since 1946, and Times Square is a chance to tell that story on America's biggest stage."

Public Finance as the Foundation

Public finance is HilltopSecurities' core pillar – and the engine behind eight decades of community impact. The firm has financed infrastructure, energy systems, transportation networks, hospitals, and universities across America, serving public entities that depend on stable, experienced advisors with deep capital markets access and the backing of a publicly traded parent company.

As financial firms new to Texas establish themselves in the market, HilltopSecurities' record in public finance represents a competitive distinction that no amount of repositioning can replicate: it was built over 80 years, transaction by transaction, community by community.

About the Campaign

The Times Square placement extends HilltopSecurities' 80th anniversary campaign, currently airing on CNBC and Bloomberg TV. The digital board will feature a 15-second edit of the anniversary television spot – showcasing the firm's heritage since 1946, its role financing American infrastructure, and its standing as a top municipal advisor. A second creative execution will rotate into the placement in May.

Not far from the iconic Wall Street bull, the video placement of the Hilltop buffalo is at one of the most-photographed intersections in the world, bringing high-impact visibility across the entire Hilltop Holdings family of companies, including: HilltopSecurities, PlainsCapital Bank, and PrimeLending.

The campaign was produced by The Point Group, a Dallas-based integrated marketing agency.

About HilltopSecurities

Celebrating its 80th Anniversary in 2026, HilltopSecurities is a full-service municipal investment bank and wealth advisory firm providing a full suite of financial services for public entities, institutional investors, housing finance agencies, broker-dealers, and individual investors. With a legacy dating back to 1946, its primary areas of focus include public finance, capital markets, structured finance, retail brokerage, clearing services, and securities lending. Hilltop Securities Inc.'s goal is to build long-term relationships to help communities, businesses, and individuals thrive. A wholly owned subsidiary of Hilltop Holdings Inc. (NYSE: HTH), HilltopSecurities' affiliates include Momentum Independent Network, HilltopSecurities Asset Management, HilltopSecurities Insurance, PlainsCapital Bank, and PrimeLending. Learn more at HilltopSecurities.com. Member: NYSE/FINRA/SIPC/NFA.

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