# SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

#### FORM 8-K

### CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): September 14, 2005

## **United Community Banks, Inc.**

(Exact name of registrant as specified in its charter)

Georgia	No. 0-21656	No. 58-180-7304
(State or other jurisdiction of incorporation)	(Commission File Number)	(IRS Employer Identification No.)

63 Highway 515, P.O. Box 398

<u>Blairsville, Georgia 30512</u>
(Address of principal executive offices)

Registrant's telephone number, including area code: (706) 781-2265

Not applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240-13e-4(c))

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#### **ITEM 7.01 Regulation FD Disclosure**

On September 14, 2005, United Community Banks, Inc. ("United") is hosting an investor conference at its office. A copy of the slideshow presentations are attached as an exhibit hereto. The presentations will also be available at United's website <a href="www.ucbi.com">www.ucbi.com</a>.

The information in the Report, including the exhibit attached hereto, is furnished solely pursuant to Item 7.01 of this Form 8-K. Consequently, it is not deemed "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934, or otherwise subject to the liabilities of that section. It may only be incorporated by reference in another filing under the Exchange Act or Securities Act of 1933 if such subsequent filing specifically references this Form 8-K.

#### ITEM 9.01 FINANCIAL STATEMENTS AND EXHIBITS

Exhibit No.	Description
99.1	Presentation Materials dated September 13, 2005

#### **Table of Contents**

#### **SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

/s/ Rex. S. Schuette

Rex S. Schuette

September 13, 2005

Executive Vice President and Chief Financial Officer



Investor Presentation
2nd Quarter 2005

The Bank That SERVICE Built,

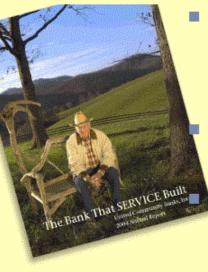
### **Cautionary Statement**

This presentation contains forward-looking statements, as defined by Federal Securities Laws, including statements about financial outlook and business environment. These statements are provided to assist in the understanding of future financial performance. Such performance involves risks and uncertainties that may cause actual results to differ materially from those in such statements. Any such statements are based on current expectations and involve a number of risks and uncertainties. For a discussion of factors that may cause such forwardlooking statements to differ materially from actual results, please refer to United Community Banks, Inc. Annual Report filed on Form 10-K with the Securities and Exchange Commission. This presentation also contains non-GAAP financial measures, as defined by the Federal Securities Laws. For a presentation of the most directly comparable financial measures calculated and presented in accordance with GAAP and a reconciliation of the differences between those measures and the non-GAAP financial measures, please refer to "Selected" Financial Data" in the United Community Banks, Inc. Annual Report filed on Form 10-K with the Securities Exchange Commission, which may be found on the company's Web site, www.ucbi.com.

### United at a Glance

- 3rd largest bank holding company in Georgia
- 24 community banks, 88 banking offices
- \$5.5 billion in assets
- \$1.0 billion market cap
- Unique footprint some of the fastest growing markets in the country
- Local CEOs average over 20 years of experience in their markets

## **Business Update**



Performance milestones

- Achieved record earnings each quarter
- ► Surpassed \$5 billion in assets
- ► Reached \$1 billion market cap

Core deposit program

► Added 55k accounts totaling \$420 mil.

Balanced growth strategy

- ► Continued focus on organic growth
- ► Core loan growth up 16%
- De novo expansion into Gainesville, GA

## **Key Investment Considerations**

- Track record of high quality growth and consistent high performance
- Unique footprint, community-focused model and balanced growth strategy positions us well to continue that growth and performance
- Committed to creating and building shareholder value



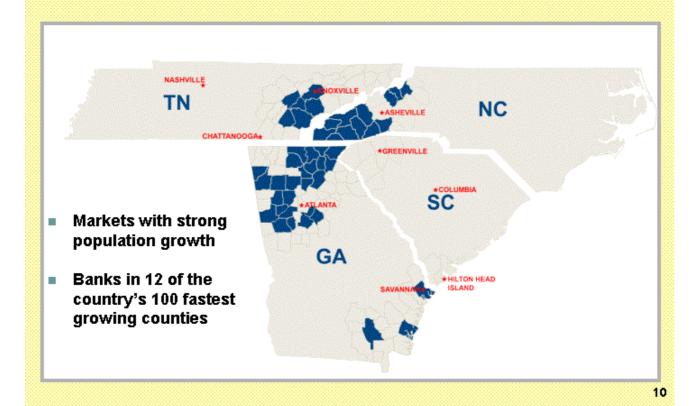




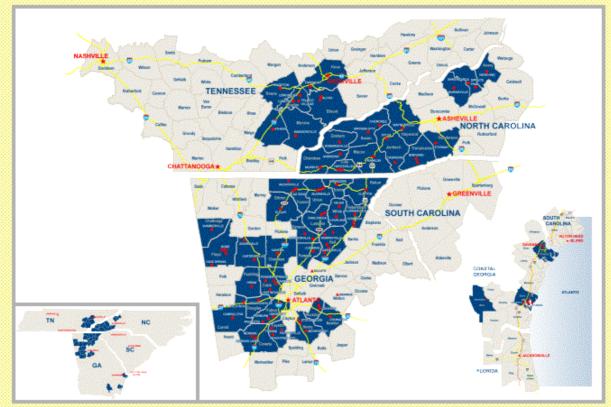
### **Business Model for Success**

- Unique footprint with some of the fastest growing markets in the country
- Operating model tailored to each of our community's needs and focused on providing the highest-quality customer service
- Balanced growth strategy emphasizing organic growth and complemented by selective acquisitions

# **Unique Footprint**



# **Unique Footprint**

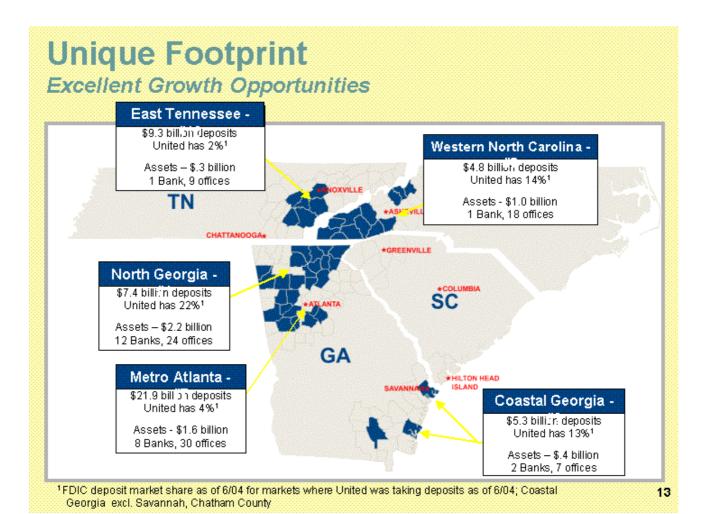


# **Unique Footprint**

Fast-Growing Markets

			Populatio	n Growth
	Deposits <sup>1</sup>	Population	(Actual)	(Projected)
Markets	(\$ in billions)	<u>(000s)</u>	<u> 90 to '00 </u>	<u>'00 to '10</u>
North Georgia	7.4	476	33%	29%
Metro Atlanta	21.9	2,916	51	50
Coastal Georgia	5.3	349	7	7
Western North Caroli	na 4.8	360	20	11
East Tennessee	<u>9.3</u>	<u>703</u>	<u>15</u>	<u>11</u>
Total Markets	48.7	4,804	35	35
Georgia		9,134	26	24
North Carolina		8,733	21	17
Tennessee		6,016	17	12
United States		298,728	13	13

<sup>&</sup>lt;sup>1</sup> FDIC deposit data as of 6/04 for markets where United is taking deposits



## **Operating Model**

Community-Focused

- 24 community banks each with local CEOs, local boards and local decision-making
- Bankers are highly engaged members of the community and committed to service excellence
- Best of both worlds: service delivery of a \$200 million community bank with resources of a \$5.5 billion bank

"Provides a competitive advantage"

# **Operating Model**

Service-Focused

- Providing high-quality, personal customer service is our top priority
- 90 percent customer satisfaction rate leveraged through referrals
- 95 percent of customers "had already, or would likely" recommend United

"The Bank That SERVICE Built"

#### Organic growth

70% of United's growth; It fuels new initiatives

#### De novo offices

With the right people, in the right markets

#### Selective mergers

Where the fit is right

#### Disciplined expense controls

Positive operating leverage contributes to our growth



De Novo Offices

- Establish 2 to 4 new offices each year In growth markets that add value to our franchise
- De novo with a difference

  Find the right people first, then build a bank around them
- Strong performance goals

Profitability target in 18 to 24 months

Selective Mergers

#### Target size range

"Sweet spot" is \$100 million to \$400 million in assets

#### Cultural fit

Bankers that share our passion for community banking

#### Strong management and board of directors

Good people who know the community and want to join the United family

#### Best of both worlds

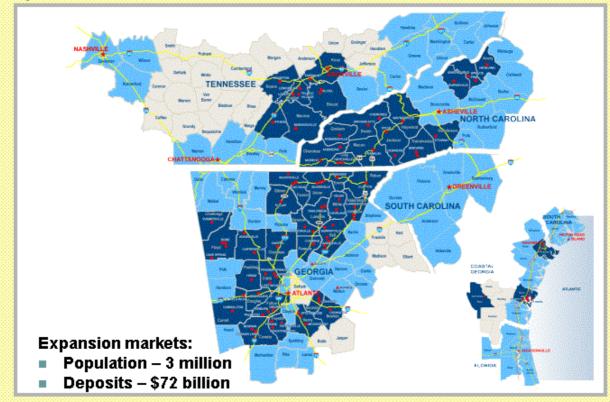
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Growth From Early Partnerships (\$ in billions)

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**Expansion Markets** 





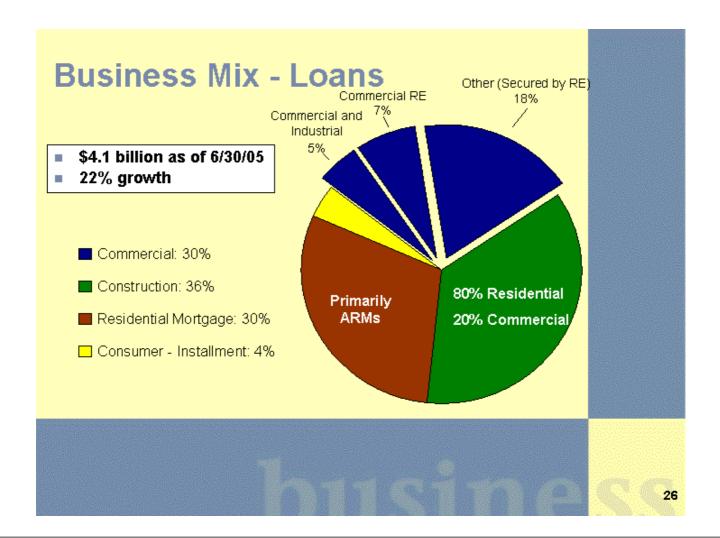
<b>Continuing Growth - 200</b>
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(\$ in millions)

	Second Quarter		
	2005	2004	_%_
Total Revenue	\$60.6	\$47.1	29
Operating Expenses	38.8	29.4	32
Net Operating Income	13.8	11.4	21
Operating EPS	.35	.31	13
Loans	4,073	3,338	22

# **Continuing Strong Profitability**

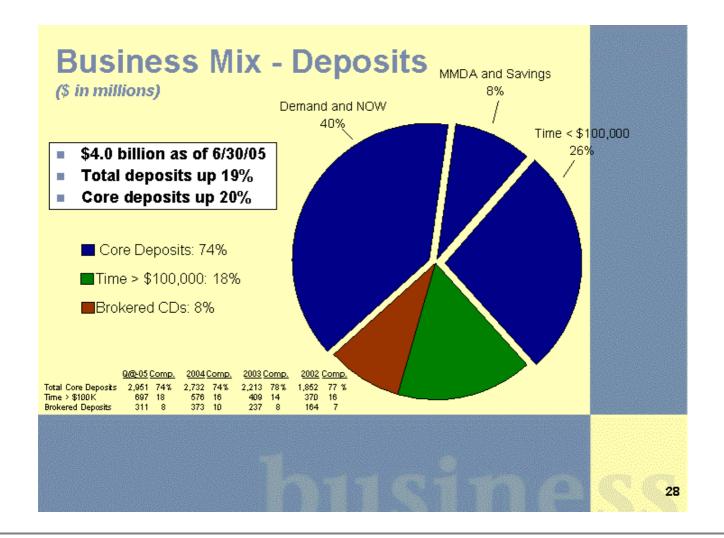
	Second Quarter		
	2005	2004	
Return on Tangible Equity	19.21%	19.70%	
Return on Assets	1.03	1.07	
Net Interest Margin	4.12	3.95	
Efficiency Ratio	61.18	60.05	



Strong	Credit	Quality

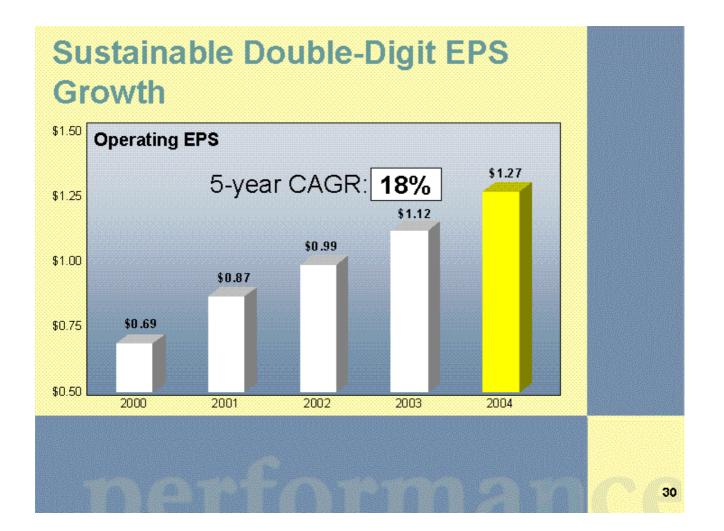
(\$ in millions)

	Q2-05	2004	2003	2002
Net Charge-Offs	\$1.4	\$3.6	\$4.1	\$3.1
Percent of Average Loans	.14%	.11%	.15%	.14%
Non-Performing Assets	\$13.5	\$8.7	\$7.6	\$8.0
Percent of Total Assets	.24%	.17%	.19%	.25%
Allowance as a Percent of Total L	oan\$.22%	1.26 %	1.28 %	1.30 %
Allowance as a Percent of NPL	s 435%	588%	583%	459%



### **Commitment to Our Shareholders**

- Sustainable double-digit operating EPS growth
- Return on tangible equity above 18%
- Expand franchise and continue to build shareholder value



# **Analyst Mean EPS Estimates**

Quarter/Year	Mean EPS Estimate	High	Low	Analysts
Q3-05	\$ .36	\$ .36	\$ .35	8
Q4-05	.37	.38	.36	8
2005	1.41	1.43	1.40	8

#### United's Guidance for 2005

- Core loan growth of 10% to 14%
- Net interest margin continues at 4% level
- EPS growth of 12% to 15%

### Reasons to Invest in UCBI

- Track record of growth and performance
  - Committed to continuing the disciplined growth and high financial performance of our company
  - Committed to deliver double digit operating EPS growth and return on tangible equity above 18%
- Business model that positions us well to continue that track record
  - Focused on high-growth markets with the right bankers in place
  - Guided by our proven balanced growth strategy
- Commitment to build shareholder value
  - A strong commitment, since 1 of every 4 shares is owned by our family!



# **Experienced Management Team**

Jimmy Tallent, President and CEO	1984
Rex Schuette, CFO (State Street Corp.)	2001
Guy Freeman, Banking	1994
Tom Gilliland, General Counsel and Secretary	1992
Ray Williams, Risk Management (Bank South	2002
Corp.)	2002
Craig Metz, Marketing (Bank South Corp.)	2000
Bill Gilbert, Retail Banking (BB&T)	

# **Shareholder Information**

Share Price (9/12/05)	\$28.31
Trading Range (52-week range)	\$21.70 – \$29.60
Book Value Per Share (as of 6/30/05)	\$10.86
Annual Dividend (payout ratio 19% - 2	<b>**005)</b> \$0.28
Market Capitalization (millions)	\$1,080
Insider Ownership	26%
Average Daily Volume (52-weeks)	50,700
Stock Repurchased (2.25 mil. shares	1.33

### **Analyst Coverage**

Fig Partners (Market Perform, 7/28/05)

 FTN Financial Securities Corp. (Neutral, 7/27/05)

 Keefe, Bruyette & Woods, Inc. (Outperform, 8/4/05)

McConnell, Budd & Romano (Market Perform, 2/1/05)

 Raymond James & Associates, Inc. (Outperform, 7/27/05) Sandler O'Neill & Partners, LP
 (Buy, 7/28/05)

Stanford Group Company (Hold, 7/26/05)

Sterne, Agee & Leach, Inc. (Hold, 8/4/05)

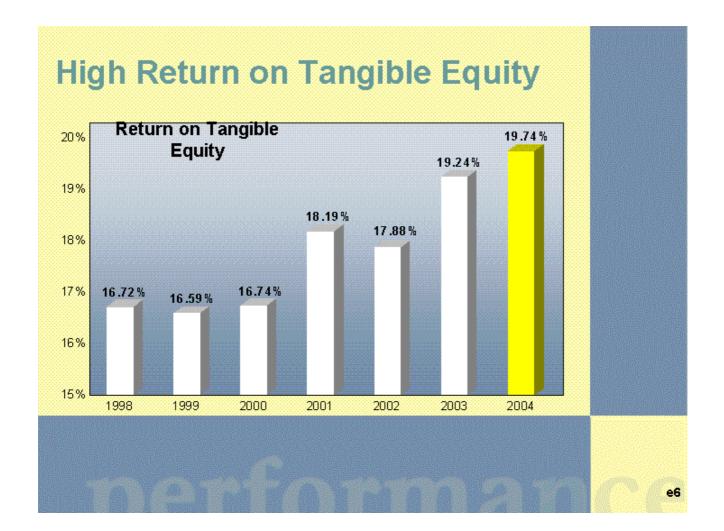
SunTrust Robinson Humphrey (Buy, 5/17/05)

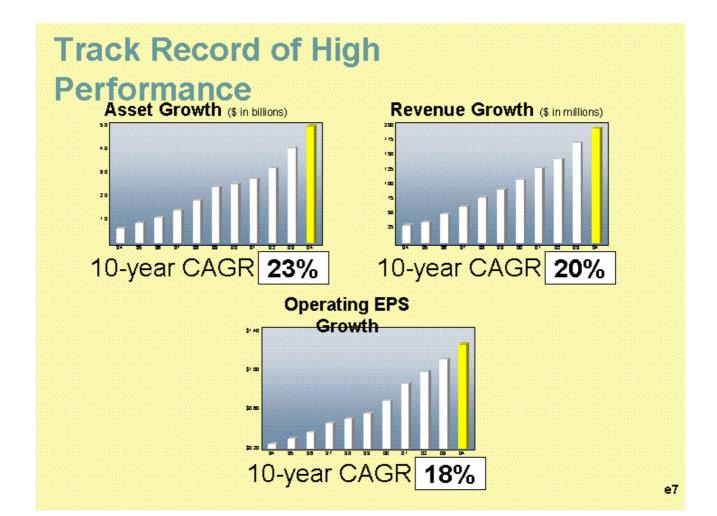
### **Market Makers**

- Banc of America Securities
- Bear, Stearns and Co., Inc.
- BNP Paribas Securities Corp.
- Cantor, Fitzgerald & Co.
- CIBC World Markets Corp.
- Citigroup Global Markets, Inc.
- Deutsche Bank Securities, Inc.
- Fig Partners, LLC
- Fox-Pitt, Kelton, Inc.
- FTN Midwest Research Secs.
- Goldman, Sachs & Co.
- Hill, Thompson, Magid & Co.
- JP Morgan Securities, Inc.
- Koofo Brinietto & Monde

- Lehman Brothers, Inc.
- McConnell, Budd & Downes
- Merrill Lynch
- Morgan Keegan & Company
- Morgan Stanley & Co., Inc.
- Piper Jaffray & Co.
- Prudential Equity Group, Inc.
- Raymond James & Associates
- Sandler O'Neill & Partners, LP
- Stanford Group Company
- Stephens, Inc.
- Sterne, Agee & Leach
- SunTrust Capital Markets, Inc.
- Trident Securities
- UBS Capital Markets







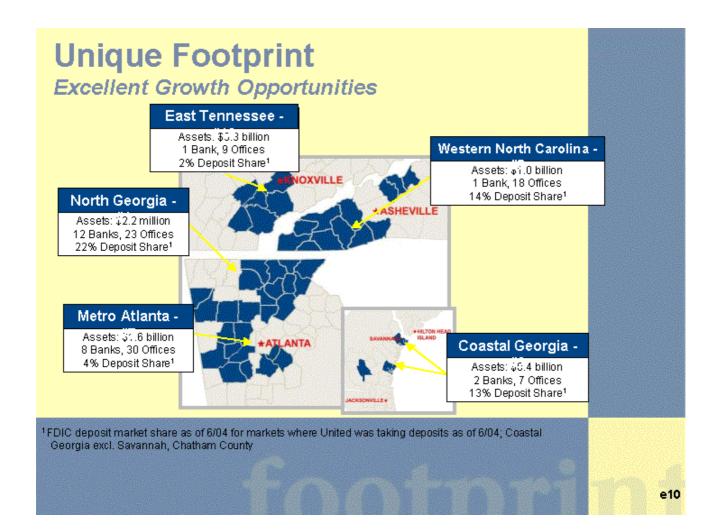
#### **Unique Footprint** Fast-Growing Markets East Tennessee <sup>1</sup>Deposits: \$9.3 billion Western North Population: 703k Growth 2000 - 2010: <sup>1</sup>Deposits: \$4.8 billion. Population: 360k TN Growth 2000 - 2010: 11% North Georgia \*COLUMBIA <sup>1</sup>Deposits: \$7.4 billion Population: 476k Growth 2000 - 2010: GA Metro Atlanta <sup>1</sup>Deposits: \$21.9 billion Coastal Georgia Population: 2.9 million Growth 2000 - 2010: 50% <sup>1</sup>Deposits: \$5.3 billion Population: 350k Growth 2000 - 2010: 7% 1 FDIC deposit data as of 6/04 for markets where United is taking deposits e8

# **Unique Footprint**

### Excellent Growth Opportunities

Markets <sup>1</sup>	Assets (\$ in billions	) Banks	Offices	Counties	Deposit <u>Share</u> 1	<u>Rank</u>
North Georgia	2.2	12	23	11	22 %	1
Metro Atlanta	1.6	8	30	14	4	7
Coastal Georgia	.4	2	7	3	13	2
Western North Care	olina 1.0	1	18	12	14	3
East Tennessee	<u>.3</u>	<u>1</u>	<u>9</u>	<u>6</u>	2	10
	5.5	24	88	46		

<sup>&</sup>lt;sup>1</sup>FDIC deposit market share as of 6/04 for markets where United was taking deposits as of 6/04; Coastal Georgia excl. Savannah, Chatham County



# **Business Mix - Loans**

(\$ in millions)							Average Loan Size
	Q2-0	5	200	04	200	3	(000's)
Commercial-Secured by RE	\$1,017	<u>Comp.</u> 25%	\$967	<u>Comp.</u> 26 %	\$777	<u>Comp.</u> 26 %	•
Commercial & Industrial Total Commercial	222 1,239	5 30	212 1,178	6 32	190 967	6 32	150
Construction (primarily residential	1,481	36	1,305	35	927	31	217
Residential Mortgage	1,195	30	1,102	29	982	32	62
Consumer	158	4	150	4	140	5	7
	4,073		3,735		3,016		

(98% secured, 90% with real estate)

Loans - Commercial	
(\$ in millions)	<u>Q2-05</u>
Commercial & Industrial	\$ 222
Commercial RE (Office Buildings,	267
Hotels/Motels)	
Other (Secured by Real Estate)	101
<ul> <li>Single Unit Retail Stores</li> </ul>	63
<ul> <li>Small Strip Centers</li> </ul>	55
<ul> <li>Small Warehouses / Storage Units</li> </ul>	48
<ul> <li>Farmland</li> </ul>	483
<ul> <li>Other Small Businesses</li> </ul>	1,239
Total%Gommercial luding Commercial & Industrial)	

### **Loans – Markets Served**

(\$ in millions)

	Growth versus 6/30/04
North Georgia	\$235
Metro Atlanta	352
Coastal Georgia	65
Western North Carolina	43
East Tennessee	40_
Total	735

### **Loans – Markets Served**

(\$ in millions)

Legal lending limit \$ 76

House lending limit

15

Top 25 relationships – 349
Total balance (8.5% of total loans)

Regional credit review

# **Business Mix – Deposits**

(\$ in millions)

	Q2-	05	200	4	200	3	200	02
		Comp.		Comp.		Comp.		Comp.
Demand and NOW	\$1,575	40%	\$1,411	38 %	\$1,142	40 %	\$933	39 %
MMDA and Savings	334	8	356	10	258	9	200	8
Time < \$100K	1,042	26	965	26	813	29	719	30_
Total Core Deposits	2,847	74	2,732	74	2,213	78	1,852	77
Time > \$100K	697	18	576	16	409	14	370	16
Brokered Deposits	311	8	373	10	237	8	164	
Total Deposits	3,959		3,681		2,859		2,386	

Growth From Recent Partnerships (\$ in millions)

	Date	Asset Size Acq.	Asset Size
Coastal GA	May-03	\$300	<b>ქყ</b> ე•05
East TN	Mar-03	195	270
West GA	Nov-01	85	211
Metro	Jul-00	153	221
Dawson	Jul-00	119	200
Rome	Aug-99	108	208
TOILE	Mar-99	41	78

### Liberty National Bank - Conyers, GA

- \$36.1 million transaction value 85% stock, 15% cash
- 2.95x book value, 21.65x earnings
- Closed on December 1, 2004
- Cost savings of 15% of non-interest expenses
- Slightly accretive to earnings per share in 2005
- \$180 million in assets, \$161 million in deposits
- Serves the east side of Atlanta through 3 offices in Rockdale and Newton counties
- 46 employees highly capable and energized team of bankers
- Contiguous to United's existing metro Atlanta franchise
- Fast growing markets since 1990, the population growth of Rockdale and Newton counties has been 40% and 85%

# Eagle National Bank – Stockbridge, GA

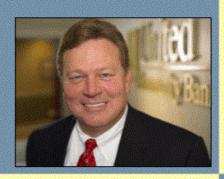
- \$12.5 million transaction value 80% stock, 20% cash
- 2.13x book value
- Closed on November 1, 2004
- Cost savings of 15% operating expenses
- Slightly accretive to earnings per share in 2005
- \$64 million in assets, \$58 million in deposits
- Serves Henry County with 2 offices in Stockbridge and McDonough
- 25 employees most have been there since Eagle opened
- Opportunity to leverage United's nearby loan production office
- Fast growing markets from 1990 to 1993, Henry County

# Fairbanco Holding Co. – Fairburn, GA

- \$24.5 million transaction value 85% stock, 15% cash
- 1.79x book value, 16.63x earnings
- Closed on June 1, 2004
- Cost savings of 15% of non-interest expenses
- Slightly accretive to GAAP earnings per share in 2004
- \$192 million in assets, \$164 million in deposits
- Serves the south side of Atlanta through 5 offices in Coweta,
   Fayette and south Fulton counties
- 51 employees years of in-market experience at all levels
- Contiguous to United's existing metro Atlanta franchise
- Provides gateway to one of Atlanta's fastest growing areas



Investor Conference
Jimmy Tallent



September 14, 2005

The Bank That SERVICE Built,

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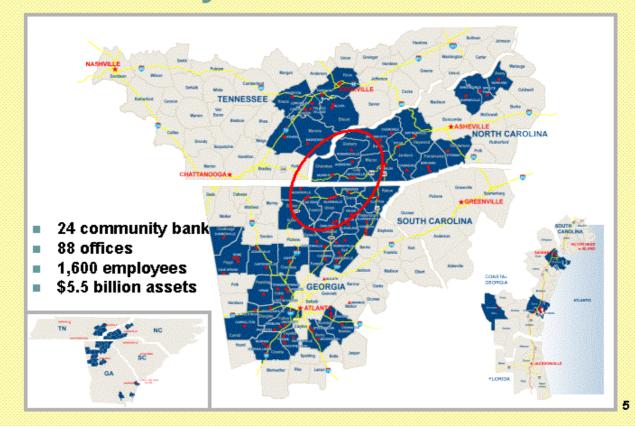
## **Today's Discussion Topics**

- Introductions/Overview
- Community Banking
- Bank CEO Updates
  - ▶ North Carolina
  - ▶ Blairsville
  - ▶ Gainesville
- Operations/Information Technology
- Capital Markets/ALCO
- Risk Management/Credit/Atlanta/Loan Portfolio
- Marketing
- Closing Remarks

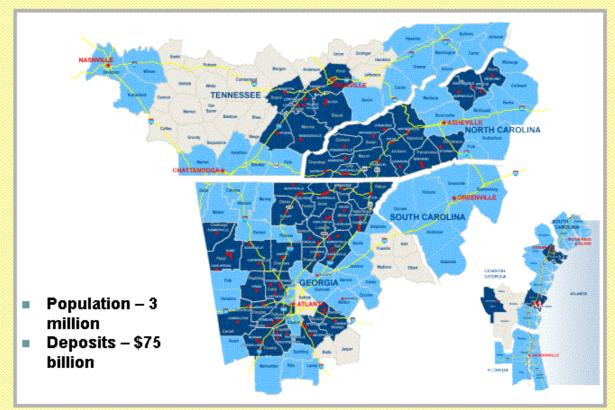
# **United 10 Years Ago**



# **United Today**



# **Expansion Markets**



### **Recent Expansion**

#### 2004

## Banks – 3 community banks, 10 offices in 7 counties, \$440 million in assets

Metro Atlanta - 1<sup>st</sup> Community Bank, Eagle National Bank, Liberty National Bank

# De Novo Offices –5 offices, \$105 million in loans and \$52 million in deposits

Metro Atlanta – Cartersville, Bartow County

Coastal Georgia - Savannah, Chatham County

Western N. Carolina – Spruce Pine, Mitchell County and Burnsville, Yancey County

East Tennessee - Athens, McMinn County

#### 2005 (YTD)

#### De Novo Offices -4 offices

North Georgia – Gainesville, Hall County (2) Metro Atlanta – Tyrone, Fayette County and Newnan, Coweta County







### **Business Model for Success**

- Unique footprint with some of the fastest growing markets in the country
- Operating model tailored to each of our community's needs and focused on providing the highest-quality customer service
- Balanced growth strategy emphasizing organic growth and complemented by selective acquisitions

### Organic growth

70% of United's growth; It fuels new initiatives

#### De novo offices

With the right people, in the right markets

### Selective mergers

Where the fit is right

### Disciplined expense controls

Positive operating leverage contributes to our growth



De Novo Offices

- Establish 2 to 4 new offices each year In growth markets that add value to our franchise
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- Strong performance goals

Profitability target in 18 to 24 months

Selective Mergers

#### Target size range

"Sweet spot" is \$100 million to \$400 million in assets

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Bankers that share our passion for community banking

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## **Balanced Growth Strategy**

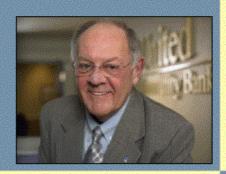
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Community Banking
Guy Freeman



September 14, 2005

The Bank That SERVICE Built,

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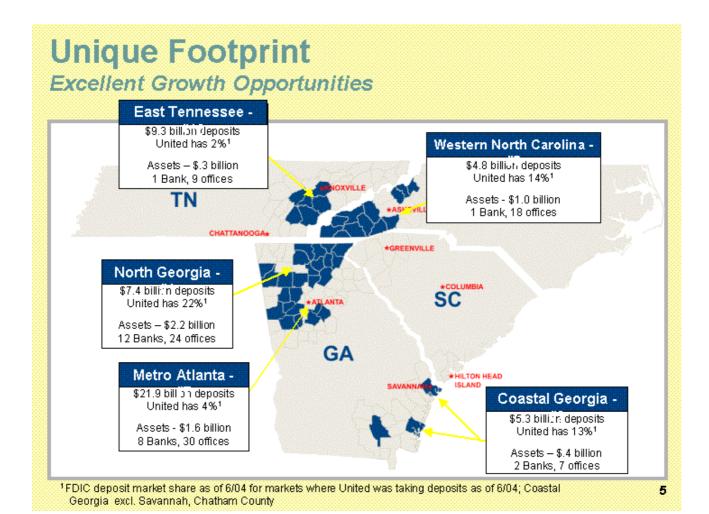
What We Saw on Yesterday's Tour

- Markets where people live, work, play, and retire
- Fast growing outskirts of Metro Atlanta
  - ► Cumming, Forsyth County
  - ▶ Dawsonville, Dawson County
- Strategically important markets for expansion
  - ▶ Gainesville, Hall County
- Attractive mountain communities that continue to prosper
  - ► Cornelia, Habersham County
  - ▶ Clayton, Rabun County
  - ► Hiawassee, Towns County

Fast-Growing Markets

			Population Growth			
	Deposits <sup>1</sup>	Population	(Actual)	(Projected)		
<u>Markets</u>	(\$ in billions)	<u>(2000)</u>	<u> 90 to 90</u>	<u>'00 to '10</u>		
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Metro Atlanta

- 8 banks, 30 offices
- Assets \$1.6 billion
  - ▶ 30% of our company

Significant growth potent

#### Atlanta MSA

Population – 4.7 million Projected growth – 37% Deposits: \$81 billion

#### **Our Markets**

Population – 2.9 million Projected growth - 50% Deposits: \$22 billion



### **Operating Model**

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"Provides a competitive advantage"

### **Operating Model**

Service-Focused

- Providing high-quality, personal customer service is our top priority
- 90 percent customer satisfaction rate leveraged through referrals
- 95 percent of customers "had already, or would likely" recommend United

"The Bank That SERVICE Built"

### **Operating Model**

Achieving Our Goals

- 24 bank CEOs execute United's strategy to achieve its common goals together
- Intensive budget process is used to establish accountability and track progress
- Quarterly and other regional meetings keep things moving in the right direction



Retail Banking
Bill Gilbert

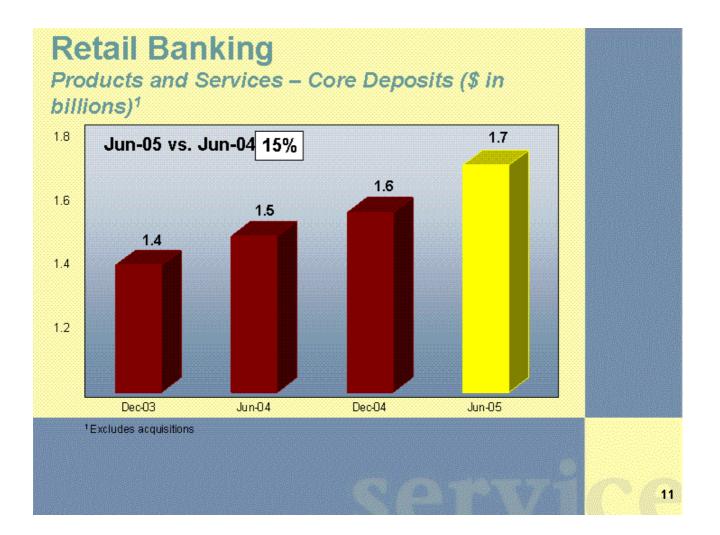
September 14, 2005



#### **Retail Banking**

**Products and Services** 

- Common "United" brand and product unification
- Core deposits
- Retail products and fee revenue opportunities
  - ▶ Deposits and service fees
  - Online banking, imaging, cash management, courier service
  - ► Mortgage banking
  - ▶ Brokerage
- Marketing and cross-selling efforts



## **Retail Banking**

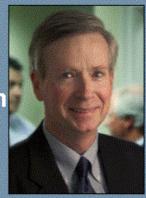
# Products and Services – Fee Revenue (\$ in thousands)

			<u>Vari</u>	ance
	<u>Q2-</u> 05	Q2- 04	<u>\$</u>	<u>%</u>
Service Charges and Fees	<u>05</u> 6,280	<u>04</u> 5,312	968	18
Mortgogo	1,742	1,585	157	10
Mortgage	1,685	1,402	203	14
Consulting	768	515	253	49
Brokerage	<u>1,705</u>	<u>833</u>	<u>872</u>	105
Other	12,179	9,647	2,532	26
Total Fee Revenue				



Bank CEO Updates

- Western North Carolin
Greg Hining



September 14, 2005

The Bank That SERVICE Built,

### **Bank History**

- Joined United in 1990 acquisition of Citizens
   Bank
- \$55 million in assets
- 3 offices in Cherokee and Clay counties
  - ► Markets contiguous and similar to United's North Georgia markets
- Now have over \$1 billion in assets and 18 offices



#### **Operating Model** Management Structure 240 employees including: ▶ 45 Lenders 30 Customer Serv. **Guy Freeman** Reps **Board of Directors** EVP, Banking ▶ 100 Tellers **Greg Hining** President & CEO Region 1 Region 2 Region 3 Dale Cable, EVP Rick King, EVP Andrews Brevard (2) Bakersville Murphy Cashiers Bryson City Sylva Etowah Burnsville Franklin Hayesville (2) Cherokee Waynesville Newland Robbinsville Spruce Pine



# Unique Footprint Market Characteristics

- Located among The Great Smokey Mountains
- Haven for a growing number of baby boomers
- Manufacturing being replaced by developments
- Strong demand for real estate and small business loans that support growth from retirees and second home owners

# Unique Footprint Market Characteristics

In April 2005, Forbes published a list of the top ten developing markets for second homes:

- 1. Big Lake, Alaska
- 2. Brunswick, Me.
- 3. Clear Lake, Calif.
- 4. Livingston, Mont.
- 5. Minden, Nev.
- 6. Murphy, N.C.
- 7. Paonia, Colo.
- 8. Talent, Ore.
- 9. Vashon Island, Wash.
- 10. Venice, Fla.

1. "Buying the Perfect Vacation Home", Forbes, 4/21/05

# Competitive Factors – Western North Carolina

Rank	Institution	Branch Count	Total Deposits in Market (\$000)	Total Market Share (%)
1	First Citizens BancShares Inc. (NC)	25	1,018,210	21.4
2	Wachovia Corp. (NC)	16	817,598	17.2
3	United Community Banks Inc. (GA)	18	683,628	14.3
4	Macon Bancorp (NC)	9	473,785	9.9
5	South Financial Group Inc. (SC)	9	406,784	8.5
6	Royal Bank of Canada	10	330,201	6.9
7	SunTrust Banks Inc. (GA)	6	198,120	4.1
8	BB&T Corp. (NC)	7	161,152	3.3
9	Bank of America Corp. (NC)	4	156,637	3.2
10	HomeTrust Bnk (NC)	3	167,106	3.5
11	First Charter Corp. (NC)	4	68,530	1.4
12	Financial Guaranty Corporation (NC)	4	107,918	2.2
13	Mountain 1st Bank & Tr (NC)	3	53,821	1.1
14	Asheville Savings Bank SSB (NC)	2	45,978	0.9
15	First Citizens Bancorp (TN)	2	21,381	0.4
16	Regions Financial Corp. (AL)	1	15,360	0.3
17	Jackson Savings Bank SSB (NC)	2	23,319	0.4
18	Highlands Bankshares Inc. (VA)	1	4,243	0.0
19	Carter County Bancorp (TN)	1	1,033	0.0
20	Nantahala Bank & Trust Co (NC)	2	0	0.0
	Totals	129	4,754,804	100.0

- Wide range of competitors in number and size in each market
- Competitive advantage is our people and product delivery
- Excellent opportunities to grow and to gain market share

## **Balanced Growth Strategy**

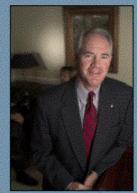




Bank CEO Updates

- Blairsville

Andy Williams

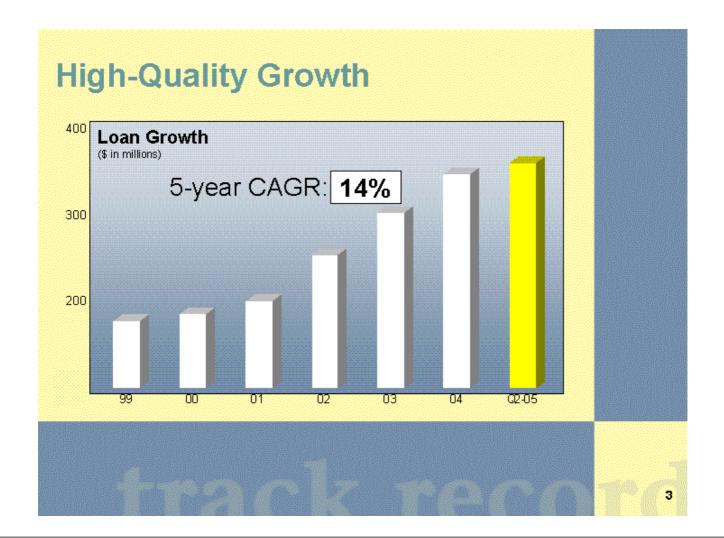


September 14, 2005

The Bank That SERVICE Built,

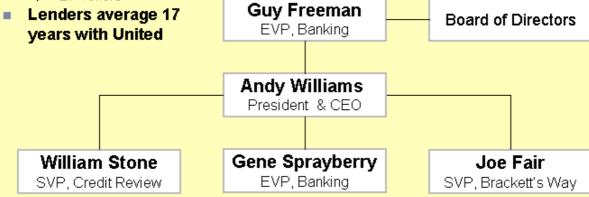
### **Bank History**

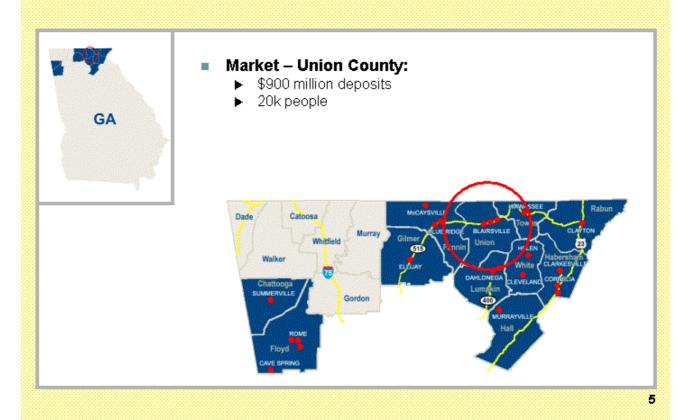
- Opened in 1950 as Union County Bank with one location on the square in Blairsville
- First bank in the United family
- Now have 3 offices in Blairsville with \$360 mil. in loans
- Market leader



### **Operating Model** Management Structure

- 89 employees including:
  - ▶ 11 Lenders
  - ▶ 7 Customer Service Reps.
  - ▶ 27 Tellers
- years with United





# Unique Footprint Market Characteristics – Union County

- Popular for second and retirement homes
  - More recently, Atlanta and Florida residents have discovered Union County
- Steady growth continues population growth
  - ▶ 44% from 1990 to 2000 (vs. 26% for GA)
  - ▶ 31% projected from 2000 to 2010 (vs. 24% for GA)
- Fueling growth in healthcare and related services
- Strong demand for our style of community banking, products and services

# Unique Footprint Competitive Factors – Union County

"2004 Rank	Institution	2004 Branch Count	2004 Total Deposits in Market <sup>1</sup> (\$000)	2004 Total Market Share <sup>1</sup> (%)	1998 Rank <sup>*</sup>	1998 Total Deposits in Market (\$000)	1998 Total Market Share (%)
1	United Community Banks Inc. (GA)	3	771,361	85.46	1	273,604	83.27
2	Appalachian Bancshares Inc. (GA)	1	60,985	6.76	2	50,724	15.44
3	Seasons Bancshares Inc. (GA)	1	37,527	4.16	na	0	0.00
4	Chatuge Bank Shares Inc. (GA)	1	32,680	3.62	na	0	0.00
2000	Totals	6	902,553	100		328,586	100

#### From 1998 to 2004:

- ▶ We grew deposits \$104 million or 38%, excluding brokered deposits
- ► Two new community bank competitors entered the market
- Competitive advantage is our people and product delivery

1 Reported by FDIC, includes brokered deposits

### **Balanced Growth Strategy**

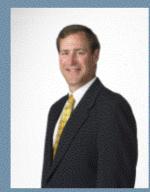
- Capture our share of the continued growth in the area
- Focus on defending against existing and new competitors
  - ► Attract and retain top bankers and customers
- Continue to grow organically and maintain high profitability



Bank CEO Updates

- Gainesville

Dick Valentine



September 14, 2005

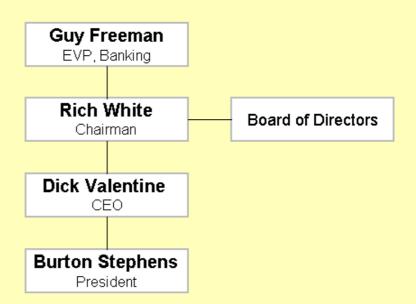
The Bank That SERVICE Built,

### **Bank History**

- Executive team joined United in May 2005
- Hired a team of 51 bankers and started a de novo bank
- Three offices open in 2005 and one other currently planned for early 2006
- At the end of Q2-05, \$90 million in loans and \$50 million in deposits

### Operating Model Management Structure

- 75 employees including:
  - ▶ 27 Lenders
  - ▶ 5 Business Dev. Officers
  - ► 12 Customer Serv. Reps
  - ▶ 12 Tellers
- Lenders average 15 years experience





- Market Gainesville MSA:
  - ▶ \$2.3 billion deposits
  - ▶ 170k people
- 7<sup>th</sup> fastest growing MSA among those with > 100k people!<sup>1</sup>



' 2000 - 2010 projected

### **Unique Footprint**

### Market Characteristics – Hall Cty./Gainesville

- Vibrant and growing economic environment
  - ▶ Diverse business community
  - ▶ Multiple options for higher education
- Lake Lanier
- Atlanta is at our doorstep
- Steady growth continues population growth
  - ▶ 46% from 1990 to 2000 (vs. 26% for GA)
  - ▶ 45% projected from 2000 to 2010 (vs. 24% for GA)
- Our style of community banking is in demand!

# Unique Footprint Competitive Factors – Hall Cty./Gainesville MSA

Rank	Institution	Branch Count	Total Deposits in Market (\$000)	Total Market Share (%)	
1	Regions Financial Corp. (AL)	9	722,370	30.89	
2	GB&T Bancshares Inc. (GA)	9	429,020	18.34	
3	BB&T Corp. (NC)	8	392,213	16.77	
4	Wachovia Corp. (NC)	6	359,345	15.37	
5	SunTrust Banks Inc. (GA)	6	143,746	6.15	
6	Bank of America Corp. (NC)	3	135,531	5.80	
7	Community Bankshares Inc. (GA)	6	57,098	2.44	
8	NBOG Bancorp Inc (GA)	1	52,465	2.24	
9	Brand Banking Company (GA)	1	20,038	0.86	
10	United Community Banks Inc. (GA)	1	11,174	0.48	
11	Allied Bancshares Inc. (GA)	1	10,418	0.45	
12	PAB Bankshares Inc. (GA)	1	5,258	0.22	
13	Hamilton State Bk (GA)	1	0	0.00	
13	NBG Bancorp Inc. (GA)	1	0	0.00	
	Totals	52	2,338,676	100	

- 75% of deposit market share currently held by "big banks"
- Great opportunity grow and to gain market share
- Capitalize on what United has already built in the market

### **Balanced Growth Strategy**

- Organic growth target by the end of 2006
  - ▶ \$300 million in loans and deposits
- Expand through additional offices when and where it makes sense
  - ► "A people decision"
  - ▶ Financial considerations
- Focus on gaining market share from existing competitors and capturing our share of market growth



Operations/IT
Jim Stewart

September 14, 2005

The Bank That SERVICE Built,

#### **Our Role**

- Provide a sound infrastructure of technologies to support the customer-centric, service-based corporate goals and objectives
- Produce a suite of products and banking applications that our banks would choose if they had a choice
- Allow the customer to see us as 24 \$200 million banks while operating with efficiency as a \$5.5 billion bank
- Bottom line...
  - ▶ Our job is to allow our bankers to be better bankers

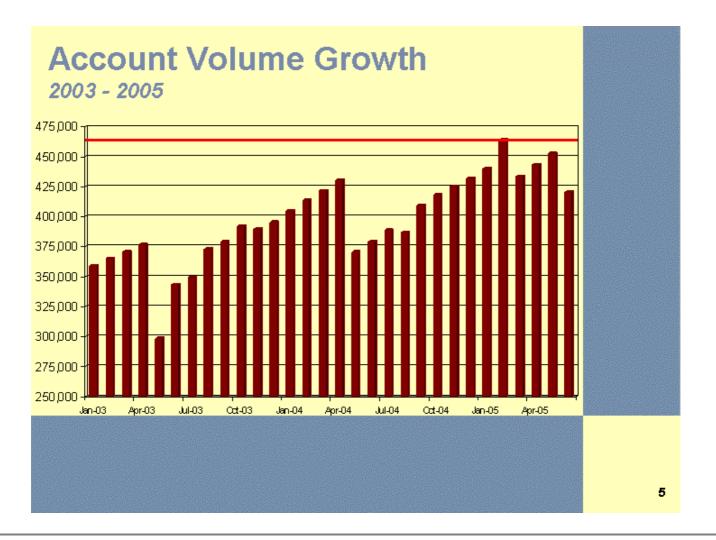
### How Do We Do It?

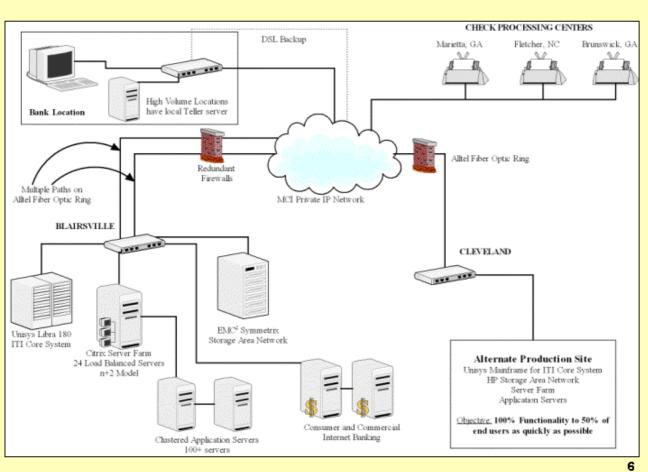
- Downtime is not an option impact on service
- Redundancy eliminate single points of failure
- Alternate Production Site Cleveland, GA
- Constant communication with business units banks, credit administration, mortgage, finance, accounting, treasury, marketing, retail banking

### **Managing Our Growth**

- Integration of newly acquired institutions tried and true methodology on numerous core systems
- Team approach all areas are represented in weekly status meetings including the acquiree
- Scalability foundation has been built to support our continued growth, both organic and acquisition

Financial investments in technology – goal is to smooth the curve and eliminate "writing the big check"





### **Challenges for the Future**

- Security, security, security
- Driving down variable costs telephony as an example
- Leveraging technology to create efficiencies without compromising our community bank model – Check 21, remote merchant capture, check processing model

Adhering to standards in order to preserve our scalability and harden our security

### **Strategic Partners**





Capital Markets/ALCO
Rob Cochran

September 14, 2005

The Bank That SERVICE Built,

### **Primary Objectives**

- Manage Interest Rate Risk
- Provide Liquidity/Wholesale Borrowings
- Manage Investment and Derivatives Portfolio
- Capital
- Community Banking Support

### **Manage Interest Rate Risk**

- Interest Rate Simulation
- Economic Value of Equity
- Daily Balance Sheet Management

	Inte	rest	Rate	Risk
--	------	------	------	------

		<u>Jun-05</u>	<u>Dec-04</u>
Simulation	+200	3.5%	2.7%
	-200	(6.6%	(5.2%
EVE	+100	2.8%	2.5%
	-100	(6.6% )	(8.1%

-4

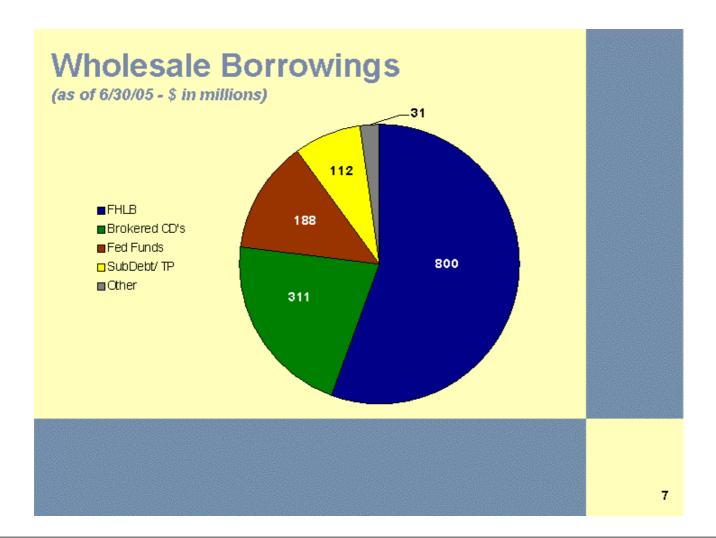
### **Loans – Maturity/Repricing**

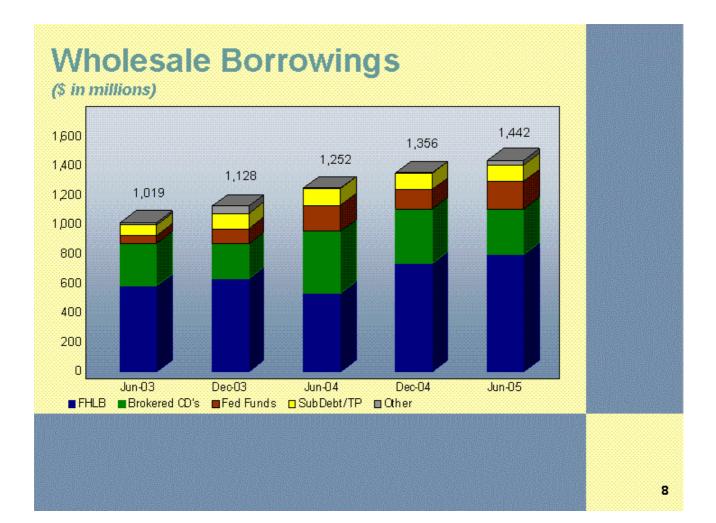
(As of June 30, 2005)

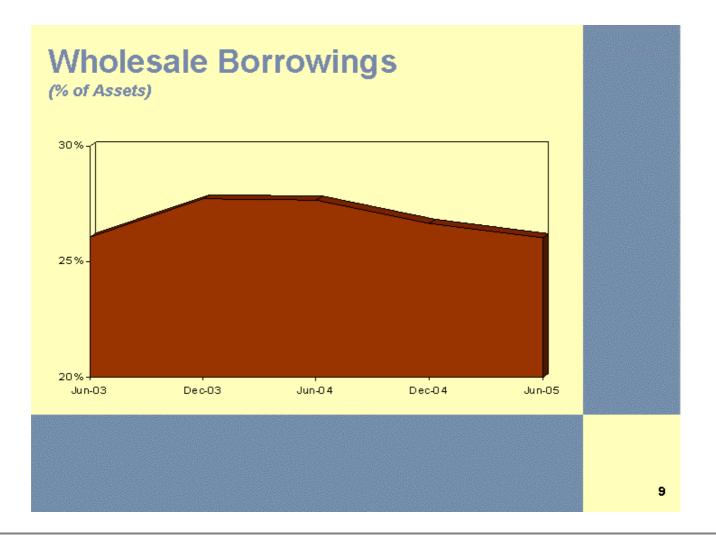
 <3 mth</th>
 <12</th>
 <3 yr</th>
 <5 yr</th>

 Total
 64%
 mth/82%
 92%
 97%









### **Investment Portfolio**

(as of 6/30/05)

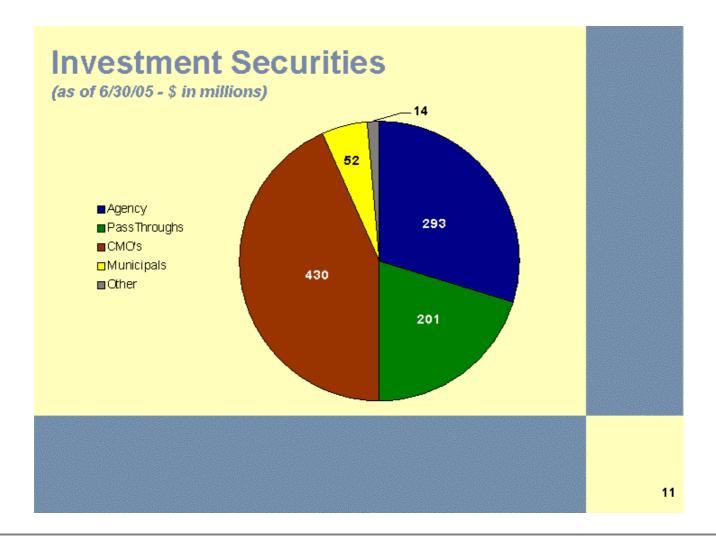
Balance \$991 Million

Book Yield 4.45%

Average Life 2.3 Years

Duration 1.9 Years

Percent of Assets 18%



### **Interest Rate SWAPs**

(as of 6/30/05)

- \$538 million notional
- Average life of 12 months
- Cash flow hedge of prime-daily loans
- Counterparties

### **Capital Position**

	<u>Jun-05</u>	<u>Dec-04</u>	<u>Dec-03</u>
Tier 1 Ratio	8.1%	8.3%	8.4%
Leverage Ratio	6.6%	6.9%	6.7%
Total Capital Ratio	10.9%	11.3%	11.9%
Tangible Capital Ratio	5.6%	5.8%	6.0%

### **Community Banking Support**

- Pricing
- Reporting

## Loan Pricing (Illustrative Example)

	Actua I <u>Rate</u>	Targe t <u>Rate</u>	<u>Variance</u>	Activ <u>Balance</u>	ity <u>WART</u>	Loan G <b>M∂</b> Ωth
Blairsville	7.38	7.25	.13	30,198,114	7	2,241,871
Habersham	7.62	7.40	.22	13,989,809	4	1,341,083
White	6.95	7.15	(.20)	14,513,217	13	4,752,389
Summerville	7.85	7.75	.10	2,650,127	22	933,057
West Georgia	7.15	6.50	.65	12,683,162	0	(1,064,001)
Tennessee	7.28	<u>7.15</u>	<u>.13</u>	<u>11,467,031</u>	<u>12</u>	<u>1,690,226</u>
UNITED	7.10	7.00	.10	330,262,282	8	52,505,156

## CD Pricing (Illustrative Example)

	Actua I <u>Rate</u>	Targe t <u>Rate</u>	<u>Variance</u>		Activity <u>Balance WAT</u>	
Blairsville	3.65	3.85	(.20)	17,460,357	12	4,875,694
Habersham	2.95	3.90	(.95)	6,260,887	7	(251,349)
White	3.70	3.90	(.20)	4,121,484	10	1,773,230
Summerville	3.80	3.75	.05	2,788,956	20	1,413,589
West Georgia	3.30	4.05	.75	2,423,375	10	918,114
Tennessee	3.85	<u>4.15</u>	<u>.30</u>	6,996,563	<u>13</u>	<u>2,796,528</u>
UNITED	3.86	4.00	(.14)	176,092,992	12	72,139,611

## Loan vs. CD Spread (Illustrative Example)

	Loan <u>Rate</u>	CD <u>Rate</u>	Loan/CD <u>Spread</u>	Loan <u>WART</u>	CD <u>WAT</u>	<u>Gap</u>
Blairsville	7.38	3.65	3.73	7	12	(5)
Habersham	7.62	2.95	4.67	4	7	(3)
White	6.95	3.70	3.25	13	10	3
Summerville	7.85	3.80	4.05	22	22	0
West Georgia	7.15	3.30	3.85	0	10	(10)
Tennessee	7.28	<u>3.85</u>	<u>3.43</u>	<u>12</u>	<u>13</u>	<u>(1)</u>
UNITED	7.10	3.86	3.24	8	12	(4)



Risk Management /
Loan Portfolio
Ray Williams



September 14, 2005

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### **Global Risk Management**

- Enterprise concept, not just credit risk
- Risk management process

### **Enterprise Risk Types**

- Credit Risk: The risk to earnings and capital arising from an obligor's failure to meet the terms of any contract with the institution, or otherwise fail to perform as agreed.
- Interest Rate / Warket Risk: The risk to a financial institution's condition resulting from adverse movements in interest rates, or changes in the value of portfolios of financial instruments.
- Liquidity Risk: The risk to earnings or capital that arises from a financial institution's inability to meet its obligations when they come due without incurring unacceptable losses.
- Compliance / Legal Risk: Risk arising from violations of or non-conformance with the laws, regulations, or prescribed practices which govern the institution's activities. Legal risk arises from potential unenforceable contract, lawsuit, or judgment.
- Transaction Risk: Risk arising from the potential that inadequate information systems, operational problems, breaches in internal controls, fraud or unforeseen catastrophes will result in unexpected losses.
- Reputational Risk: Risk arising from negative public, regulatory, industry, and capital markets opinion.
- Strategic Risk: Risk resulting from adverse business decisions or the improper implementation of those decisions.

### Risk Management Chart BOARD OF DIRECTORS

**AUDIT COMMITTEE** 

DISCLOSURE COMMITTEE

#### **RISK POLICY COMMITTEE**

President & CEO **EVP Chief Financial Officer EVP Banking EVP Secretary & General Counsel EVP Risk Management & Chief Risk Officer EVP Marketing SVP Retail Banking** 

#### RISK MANAGEMENT COMMITTEE

Co-Chairmen: **EVP Risk Management & Chief Risk Officer EVP Secretary & General Counsel** 

**SVP** Controller **SVP Human Resources** SVP Operations & Technology SVP Chief Credit Officer **SVP Treasurer SVP** General Auditor **SVP Retail Banking SVP Credit Administration SVP Chief Compliance Officer** 

### **Risk Management Oversight**

### Ray Williams, EVP Risk Management Chief Risk Officer

- Executive officer oversight global and at bank level
- Portfolio management reporting global, regional, and at bank level
- Monthly portfolio management meetings to discuss trends, growth, credit quality issues – global, regional, and at bank level
- Bank level reporting and accountability

## Managing Credit Risk to Maintain Strong Asset Quality

- Strong credit culture
- We put the right people in the right jobs
- Defined approval process for loans
- Risk management oversight

### **Credit Culture**

### Chris Jones, SVP Credit Administration

#### Strong Asset Quality by:

- Secured lending
- Geographic focus
- Relationship orientation
- Knowledge of our markets
- People

### **People**

- Average of over 20 years experience at the CEO level
- Highly involved local Boards
- Local empowerment and accountability
- Training initiatives
  - New position to coordinate and enhance recruiting and training process
  - Defined programs to bring more consistency in process

### **Credit Culture Underwriting**

- Credit officers average over 25 years experience
- Analysts report to credit officer for objectivity and efficiency
- Decentralized for responsiveness
- Emphasis on capacity, character, and collateral
- Appraisal review function: Gloria McColgan, MAI (formerly Chief Appraiser for Bank of America)
- Enhancing underwriting to facilitate responsiveness in markets and risk management

### **Loan Approval Process**

### Shep Calhoun, SVP Chief Credit Officer

- Lenders
- CEO
- Regional credit officers
- Executive management and Board approvals for large relationships

## Credit Administration Lending Authorities Two Holding Company Directors Above \$12.5MM

#### Credit Approval Limits

Watchlist credits must be approved by: CCO, any EVP, or UCBI CEO UCBI President & CEO or Two EVPs \$12.5 MM

EVP (involved in the credit approval process) \$7.5MM secured

Chief Credit Officer or SVP Credit Administration \$5MM secured

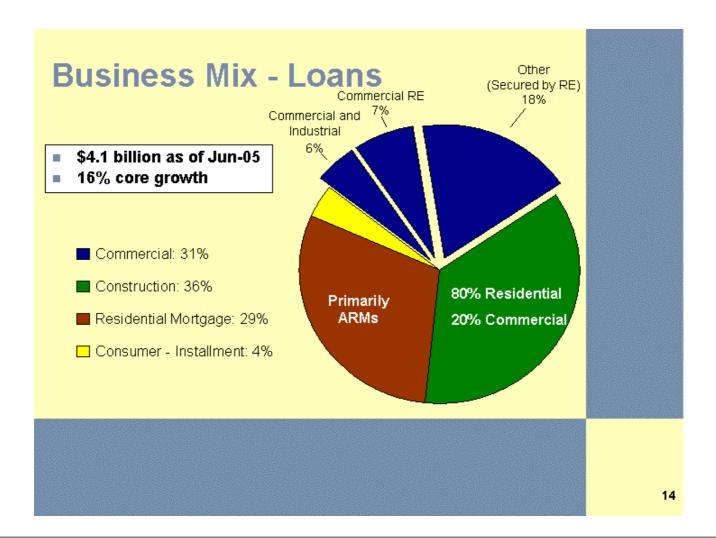
Regional Credit Managers Joint authority with bank CEO \$3MM secured

> Bank CEO \$250M to \$2MM

Strong Credit Qu					Histori
-	Jun-05	2004	2003	2002	c Avg¹
et Charge-Offs	\$1.4	\$3.6	\$4.1	\$3.1	
Percent of Average Loans	.14%	.11%	.15%	.14%	.17%
on-Performing Assets	\$13.5	\$8.7	\$7.6	\$8.0	
Percent of Total Assets	.24%	.17%	.19%	.25%	.25%
llowance as a Percent of Total Lo	oan\$.22%	1.26 %	1.28 %	1.30 %	1.31%
Allowance as a Percent of NPLs	435%	588%	583%	459%	478%
Five-year average (2000 – 2004)					

### **Portfolio Information**

- Business mix Loans
- Growth by region
- Commercial loans
- Construction loans
- Lending limits



Business Mix - Loans (\$ in millions)  Average Loan Size Jun-05 2004 2003 (000's)												
Commercial-Secured by RE	\$1,017	<u>Comp.</u> 25%	\$966	Comp. 26 %	\$777	<u>Comp.</u> 26 %		Amount \$ 71	<u>%</u> 8%			
Commercial & Industrial Total Commercial	222 1,239	6 <sub>-</sub> 31	212 1,178	6 32	<u>190</u> 967	6 32	150	23 94	13 9			
Construction (primarily residential	) 1,481	36	1,305	35	927	31	217	297	27			
Residential Mortgage	1,195	29	1,102	29	982	32	62	125	12			
Consumer	158	4	150	. 4	140	5	7	12	8			
TOTAL LOANS	4,073		3,735		3,016			528	16%			
(98% secured, 90% with real e	state)											

### **Loan Growth by Region**

(\$ in millions)

#### June 2005 vs. June 2004

	Tota	al	Organic				
<u>Markets</u>	<u>Amount</u>	<u>%</u>	<u>Amount</u>	<u>%</u>			
North Georgia	\$235	15	\$235	15%			
Metro Atlanta	352	44	145	18			
Coastal Georgia	65	27	65	27			
Western North Carolina	43	7	43	7			
East Tennessee _	40	33	40	33			
Total Markets	\$735	22%	\$528	16 %			

Commercial – Secured by R	eal		
Estate (\$ in millions) June 2005			
Commercial RE (Office Buildings,	\$	267	
Hotels/Motels)			
Other (Secured by Real Estate)		101	
<ul> <li>Single Unit Retail Stores</li> </ul>		63	
<ul> <li>Small Strip Centers</li> </ul>		55	
<ul> <li>Small Warehouses / Storage Units</li> </ul>		48	
<ul> <li>Farmland</li> </ul>	_	483	
<ul> <li>Small Business</li> </ul>	1	1,017	
Total Commercial – Secured by RE (66% owner occupied)		.,	

### **Construction Loan Growth – By** Region (\$ in millions)

#### June 2005 vs. June 2004

		Tota	ıl	Organic					
<u>Markets</u>	<u>Ar</u>	<u>nount</u>	<u>%</u>	Amount	<u>%</u>				
North Georgia	\$	73	15	\$ 73	15%				
Metro Atlanta		267	71	189	46				
Coastal Georgia		51	81	51	81				
Western North Caro	lina	(28)	(20)	(28)	(20)				
East Tennessee		<u>12</u>	36	<u>12</u>	36				
Total Markets	\$	375	34%	\$ 297	25 %				

### **Lending Limits**

(\$ in millions)

Legal lending limit \$ 76

House lending limit 15

Top 25 relationships – 349 Total balance (8.5% of total loans)

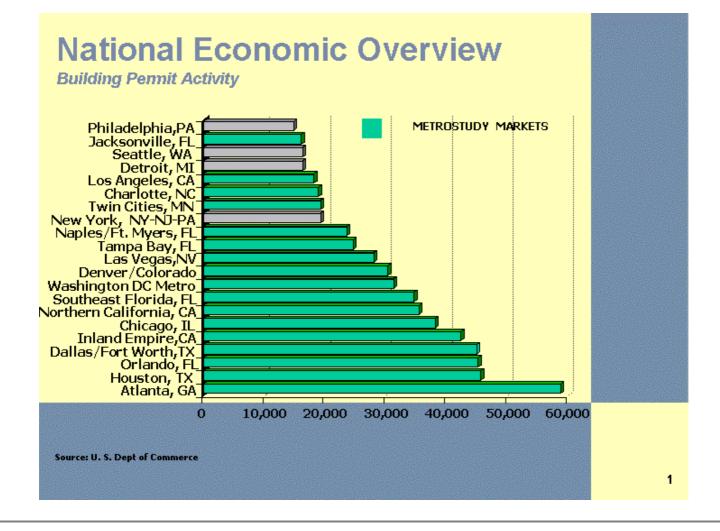


Atlanta Markets
Gary Guthrie



September 14, 2005

The Bank That SERVICE Built,



### **Northeast - Analysis**

Market	Unemployment	Median	Annual
	Rate	Home Price	% Change
Buffalo	6.2%	\$97,100	3.1%
Philadelphia	4.9%	\$164,800	1.7%
Boston	4.5%	\$398,300	14.8%
Baltimore	4.5%	\$250,400	6.9%
Washington DC	3.2%	\$3 <i>7</i> 6,900	22.7%
New York	5.8%	\$414,100	16.1%
Bergen, NJ	4.1%	\$448,100	18.1%
Long Island	3.9%	\$435,800	18.0%

Source: MetroStudy

### Midwest - Analysis

Market	Unemployment Rate	Median Home Price	Annual % Change		
			J		
St Louis	5.8%	\$112,800	2.7%		
Pittsburgh	5.7%	\$111,200	6.6%		
Detroit	7.6%	\$151,000	0.5%		
Cincinnati	5.0%	\$139,600	2.7%		
Columbus	4.7%	\$148,300	1.1%		
Cleveland	6.4%	\$135,400	5.4%		
Minneapolis	4.2%	\$219,300	6.7%		
Chicago	5.9%	\$243,800	6.9%		
Denver	5.3%	\$236,000	1.8%		

Source: MetroStudy

### **West - Analysis**

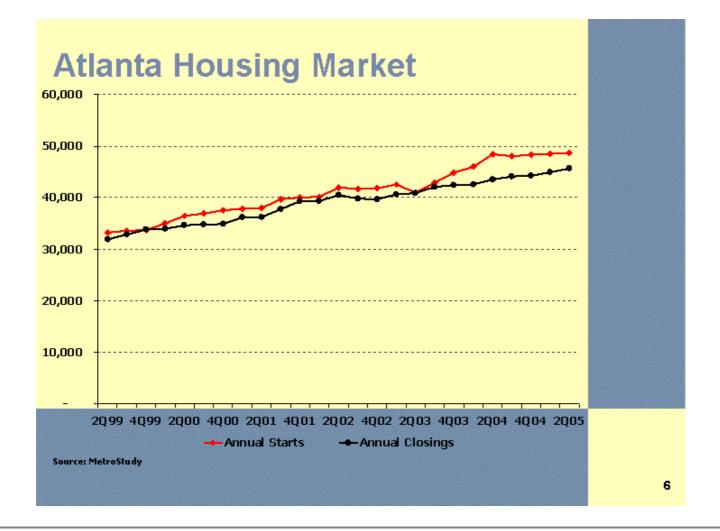
Market	Unemployment	Median	Annual
	Rate	Home Price	% Change
Phoenix	3.8%	\$193,800	24.4%
Las Vegas	3.7%	\$291,000	29.4%
San Diego	3.6%	\$584,100	20.9%
Orange County	3.0%	\$656,900	14.7%
Los Angeles	6.1%	\$469,800	21.1%
Riverside, CA	5.2%	\$343,400	32.6%
San Francisco	4.2%	\$689,200	14.8%
Portland	6.8%	\$223,700	14.7%
Seattle	5.2%	\$321,100	13.7%

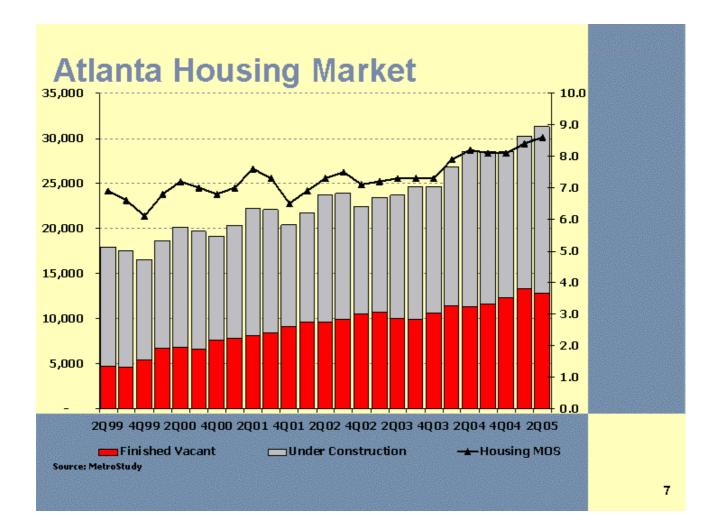
Source: MetroStudy

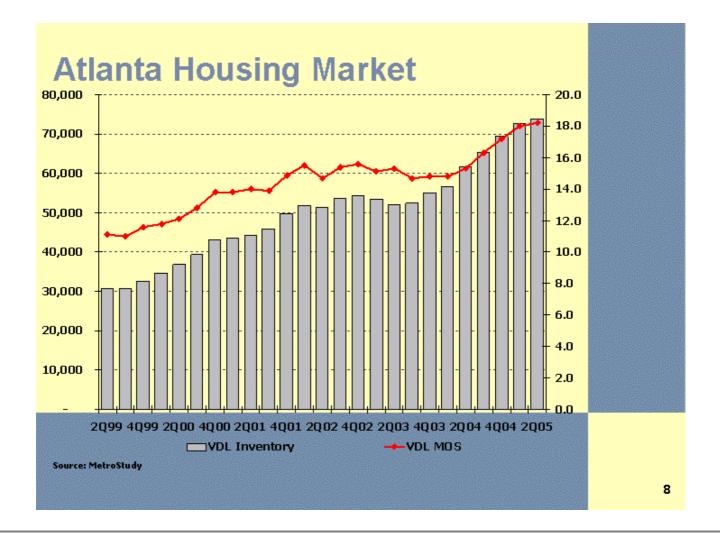
**Southeast - Analysis** 

Market	Unemployment	Median	Annual
	Rate	Home Price	% Change
Dallas	6.0%	\$140,000	5.4%
Charlotte	5.6%	\$169,400	9.1%
Raleigh	3.6%	\$175,600	0.6%
Houston	6.1%	\$138,100	5.7%
Atlanta	4.4%	\$159,500	4.8%
Tampa	4.1%	\$179,300	24.2%
Naples	3.1%	\$430,800	19.3%
Orlando	4.0%	\$197,100	29.6%
Ft Lauderdale	4.5%	\$332,400	31.1%
Sarasota	3.5%	\$305,400	35.8%
West Palm Beach	4.4%	\$371,500	36.7%

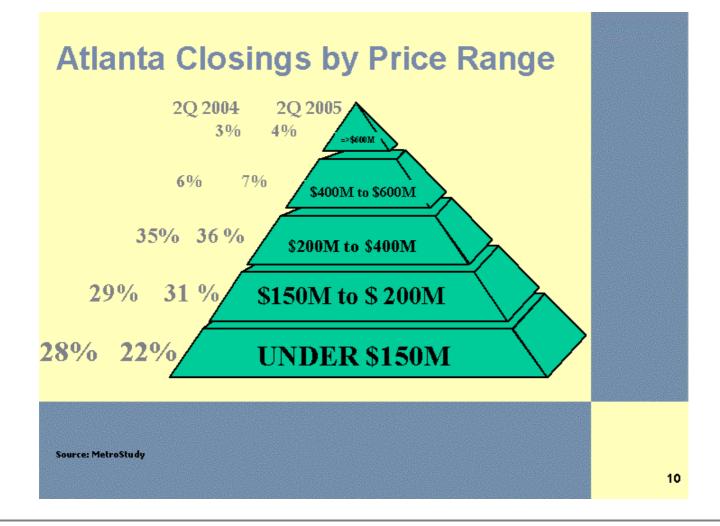
Source: MetroStudy











### **Atlanta Resale Market Jun-05**

													1 M M			
		100 to	120to	140 to	160 to	180 to	200 to	225to	250to	300 to	500 to	750 to	to			%CHG
Price Range	≺100	119	139	159	179	199	224	249	299	499	749	999	2MM	2M M+	Totala	YN
# Homes Sold - 12 mths	3,211	3,436	5,865	6,135	5,417	3,710	3,321	3,112	4,299	7,306	2Д19	481	323	57	48,692	13.32 %
Current Inventory	1,275	1,581	3,108	3,346	2,951	2,235	1,536	1,832	2,487	4,322	1,638	736	616	203	27,866	-2.76%
Months of Inventory	4.8	5.5	6.4	6.5	6.5	7.2	5.6	7.1	6.9	7.1	9.7	18.4	229	42.7	69	-13.8%

Single Family Condo/Townhome

													I m m			20 May 12 19 19 19 19
		100 to	120 to	140 to	160 to	180 to	200 to	225to	250to	300 to	500 to	750 to	to			%CHG
Price Range	≺100	119	139	159	179	199	224	249	299	499	749	999	2MM	2M M+	Totala	YN
# Homes Sold - 12 mths	1,085	858	998	684	668	428	342	335	427	47.1	51	27	10	1	6,385	26.34%
Current Inventory	993	780	950	644	569	379	306	320	338	440	104	54	34	12	5,923	8.80%
Months of Inventory	110	10.9	11.4	11.3	10.2	10.6	10.7	11.5	9.5	11.2	24.5	24.0	40.8	144.0	11.1	-13.95%

Single Family Totals

		100 to	120to	140to	160 to	180 to	200 to	225to	250to	300 to	500 to	750 to	1MM to			%CHG
Price Range	<b>&lt;100</b>	119	139	159	179	199	224	249	299	499	749	999	2 M M	2M M+	Totala	YW
# Homes Sold - 12 mths 4	1,296	4,294	6,863	6,819	6,085	4,138	3,663	3,447	4,726	7,777	2,070	508	333	58	55,077	14.69 %
Current Inventory	2268	2361	4058	3990	3520	2614	1842	2152	2825	4762	1742	790	650	215	33,789	-0.91%
Months of Inventory	6.3	6.6	7.1	7.0	69	7.6	6.0	7.5	7.2	7.3	10.1	18.7	23.4	44.5	7.4	-1294%

Source: FMLS

Source: MetroStudy

### Our Approach to the Atlanta Market

- Experienced bankers with deep market knowledge
- Ongoing monitoring of market trends
- Long-term relationships with proven borrowers
- Majority of construction portfolio falls within the broadest segment of market
- Strong monthly internal reporting and monitoring systems
- Third party monitoring of construction process

### **Panel Discussion**

# Questions and Answers



**Closing Remarks** 

The Bank That SERVICE Built,

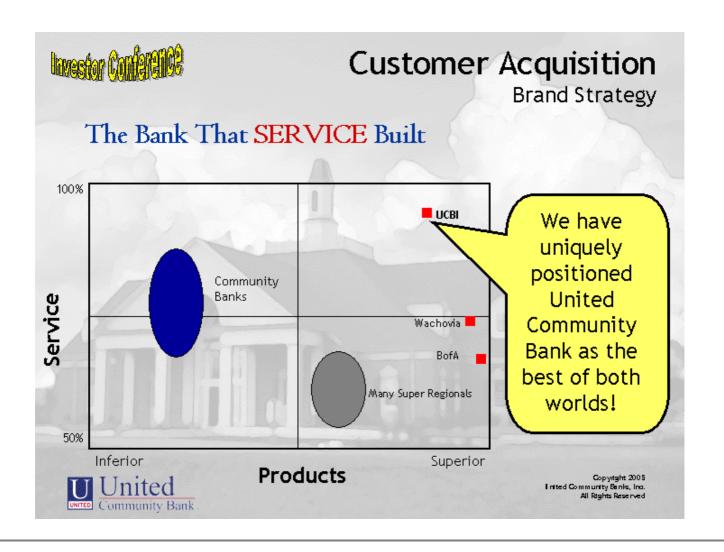




### Table of Contents

- Customer Acquisition
  - Brand Strategy
  - Common products
  - Core Deposits
- Serving Additional Needs
  - Listening to customers
  - Tailoring our response
- Retention
  - Customer service standards
  - Employee satisfaction



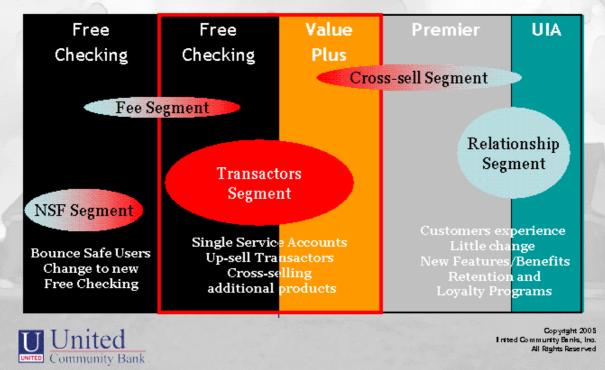




### **Customer Acquisition**

2003 Product Unification

### 177 deposit products in 2002 to 5 in 2003



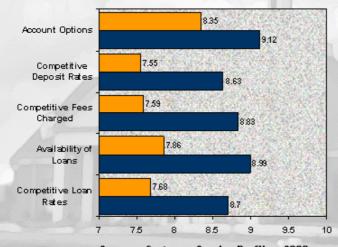


### **Customer Acquisition**

2003 Product Unification

Key product attributes of satisfaction: United Community Bank vs.

CSP Normative data.

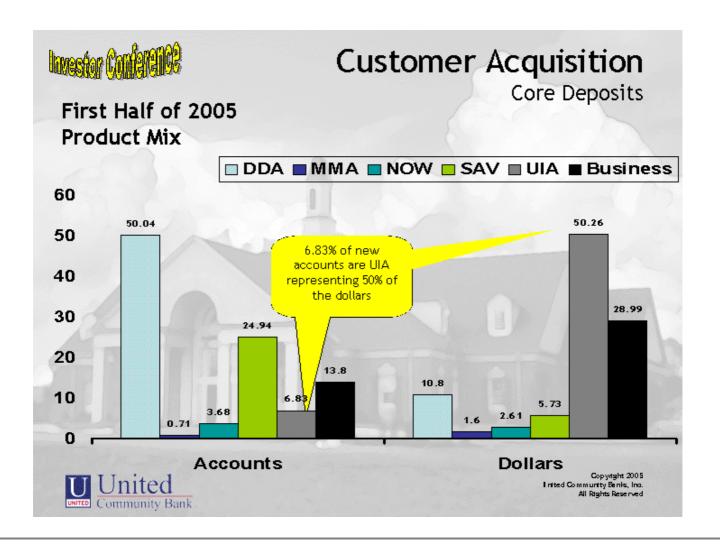


Source: Customer Service Profiles, 2003

#### **Product Satisfaction**

- According to CSP we out perform their bank averages in key product attributes
- Our customers believe our products to be competitive





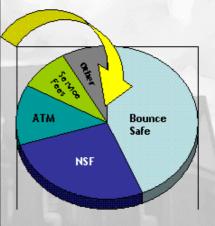


### **Customer Acquisition**

Core Deposits

A new core deposit account is worth on average over \$300 per year, up 50% over 2004!

The Value of an Account	1 yr	4yrs book
Fee Revenue	\$108	\$432
Cost of borrowed funds	<b>375</b> Бр	
Weighted cost of core funds	<b>120</b> Бр	
Interest Spread	<b>255</b> Бр	
Average account balance	\$7,667	
Net Interest Revenue	\$196	\$782
Total	\$304	\$1,214





As of June 30, 2005



### Serving Additional needs

"Solving Customer Needs through Exceptional Service?"



Empowering customer contact employees with accurate and timely information to have a "needs based" conversation with their customers.





### Serving Additional needs

At every point of "customer contact" we provide a timely, accurate marketing message that triggers a customer "needs" conversation.



Teller, "Good to see you again Mrs. Brown.

Brown, "You too Sally."

**Teller**, "Mrs. Brown, are you an active computer user?"

Brown, "Yes, why do you ask?"

**Teller**, "We have just installed our new, free Bill Pay service which can save you both time and expense, would you like for me to arrange a demo with one of our CSRs?"

Brown, "Tomorrow at three 3:00 would be great."

**Teller**, "Ok, let me set you up with Mary Beth tomorrow for a demonstration and thank you Mrs. Brown for banking with United Community Bank."





### Serving Additional needs

#### Strategic Imperatives

- · Keep it simple
- · Ask a "needs based" question
  - "Do you use a computer?"
  - Not, "Would you like to buy Bill Pay today?"
- Facilitate a referral to the appropriate expert: lenders, advisors, & CSRs.
- Make it personal and be specific to the customers needs
- · No quotas or product of the week selling



\_\_\_\_





#### Serving Additional needs



#### How does the system know what customer is in front of me?

- When you open a session on your computer to conduct a transaction or inquiry for a customer, software will identify the individual automatically.
- A database containing questions by customer is queried based on the marketing department's analysis
- The customers answer is recorded Accept, Decline or Snooze, for further action



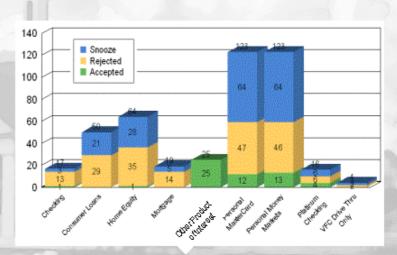
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## Serving Additional needs

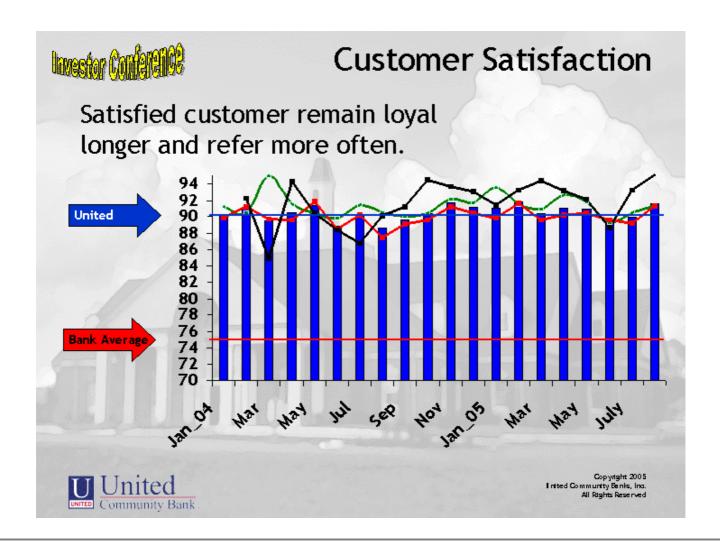
# Marketing can see what questions are working and adjust them on the fly

- Each question can be judged on its merits
- Change is easy to make
- Intercept marketing can be tied into direct mail activity
- Activity can be tailored down to the individual bank level





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## **Customer Loyalty**

Criteria Question	Benchmark Score	United Community Bank
On a scale of 1-10:	A	
A. How likely are you to continue using "United" for your future financial needs?	9.07	9.46
B. How likely are you to recommend "United" to a friend or associate?	8.75	9.33
C. How would you rate your overall satisfaction with "United"?	8.83	9.32



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## **Customer Loyalty**

Loyalty Index Score	A 28% differences
United Community Bank Loyalty Index*	81.37%
All CSP Clients	63.72%

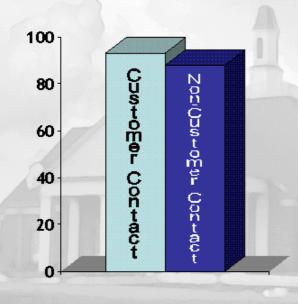
<sup>\*</sup> The **Customer Loyalty Index** is a calculation of the percentage of customer evaluations that exhibit loyal tendencies. The index is calculated by taking the results of the three key loyalty criteria questions (Continue Using the Bank, Likelihood to Recommend and Overall Satisfaction) and determining what percentage of your customer evaluations rated ALL THREE questions a 9 or a 10. Once that number is determined, it is divided by the total number of customer evaluations that were processed, and the loyalty index is obtained.





United Community Bank

### **Employee Satisfaction**



- Employee satisfaction is consistently high at United Community Bank
- We measure this routinely and act on any issues
- There is a strong correlation between employee and customer satisfaction

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Closing Remarks
Jimmy Tallent



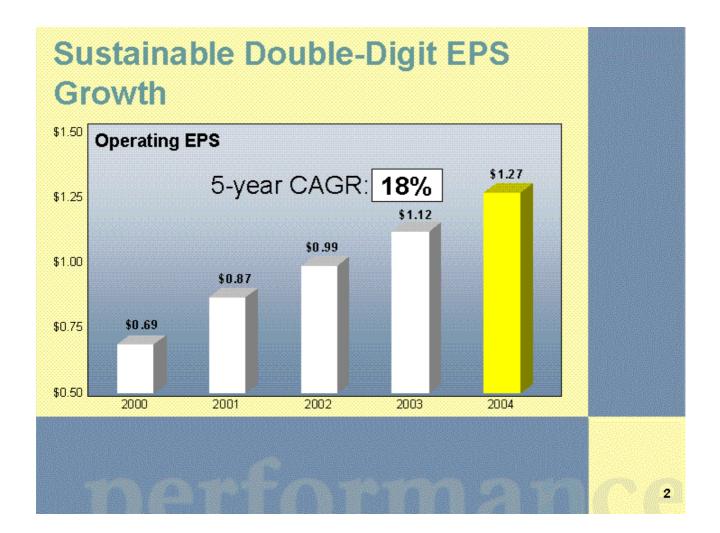
**September 14, 2005** 

The Bank That SERVICE Built,

#### **Commitment to Our Shareholders**

- Sustainable double-digit operating EPS growth
- Return on tangible equity above 18%
- Expand franchise and continue to build shareholder value

1



## **Analyst Mean EPS Estimates**

Quarter/Year	Mean EPS Estimate	High	Low	Analysts
Q3-05	\$ .36	\$ .36	\$ .35	8
Q4-05	.37	.38	.36	8
2005	1.41	1.43	1.40	8

#### United's Guidance for 2005

- Core loan growth of 10% to 14%
- Net interest margin continues at 4% level
- EPS growth of 12% to 15%

3

#### Reasons to Invest in UCBI

- Track record of growth and performance
  - Committed to continuing the disciplined growth and high financial performance of our company
  - ► Committed to deliver double digit operating EPS growth and return on tangible equity above 18%
- Business model that positions us well to continue that track record
  - Focused on high-growth markets with the right bankers in place
  - Guided by our proven balanced growth strategy
- Commitment to build shareholder value
  - A strong commitment, since 1 of every 4 shares is owned by our family!

4





#### **Investor Conference**

September 14, 2005

The Bank That SERVICE Built,