

Video Transcript: Funeral & Cemetery Trust Services

Note:

Uplifting music plays.

On screen: Regions Funeral and Cemetery Trust Logo appears in green and fades in a circular motion, turning into a play button icon. A cursor clicks on play button.

On screen: Four illustrated business men and women ranging in age appear one by one in individual blocks of a rectangular grid, each facing inward towards the center. In the center of the screen, a black text box reads "Funeral & Cemetery Trust Team."

[Voice-over] [Woman's voice] [Uplifting music] Choose a funeral and cemetery trust team that shares your vision for the future.

On screen: A waving American flag fades onto left side of screen with bold black text in the center that says, "NATIONAL LEADER"

[Voice-over] As a national leader in funeral and cemetery trust services,

On screen: On the left side of the screen, a tall man in business attire stands talking on the phone and holds a computer in his other hand. A green bar chart and an orange thought bubble appear above his head. Sound effects are played as bubble and chart appear: [bloop bloop] implying he is thinking. To the right of the man, a woman in blue business attire sits in a rolling chair at a long table across from a man in a suit, each with computers. Another man walks by the table. Money symbols and a thought bubble appear over their heads: [bloop bloop]. One potted plant sits at the edge of each side of the office. Behind the office scene, a large green arrow zig zags upward across the screen.

[Voice-over] regions understand the business, operational and regulatory needs of the death care industry.

On screen: Green arrow fades into a black arrow, [Whoosh] moving quickly upward across a large gray piece of paper placed on the left side of the screen. An animated bar chart and dollar signs appear above the arrow. Text animates on screen below bar charts, saying "Industry Veterans" and "Trust Administrators."

[Voice-over] That's why our Funeral and Cemetery Trust team is staffed with industry veterans, trust administrators,

[Voice-over] and portfolio managers who bring both knowledge and experience to the table.

On screen: Gray paper slides down from the left side of the top of screen with an animated bar chart across it and text that reads, "Portfolio managers". A table animates into screen with bar charts and the text, "Experience." An Orange paper appears behind the gray paper as if it's below in a stack. The view pans out. The gray paper becomes smaller, and the orange paper also has a chart printed on it. A green paper with a circle chart and another gray and black paper appear to show the many layers of papers that were hidden below the original gray.

On screen: Screen fades to become black, outlining a map of every state in the United States, highlighting the 37 states Regions offers services in green, which is most of the map. The only states not highlighted — which remain black— are MT, WY, UT, SD, ND, MN, NY, VT, MA, NH, ME, AK, and HI.

[Voice-over] We work with clients in 37 states and offer fiduciary investment management

On screen: Map fades out in the background. A white screen appears. [Whoosh] sounds occurs when a man and woman in business attire appear in the center of the screen. They're sitting at a table, leaning over and looking down at papers discussing business.

[Voice-over] that is tailored to your business goals and fully in accordance with state and federal guidelines.

[Voice-over] From pre-need trusts and cemetery merchandise to perpetual care and pre-construction trusts,

On screen: [Uplifting music] Words appear individually on screen to explain the specific services offered— each having a different color background: [Whoosh] pre-need trusts, [Whoosh] cemetery merchandise, [Whoosh] perpetual care, [Whoosh] pre-construction trusts.

On screen: Animated bar charts, numbers, and data move across the background quickly while a black bar appears at the bottom of screen. Green words in all caps appear over black bar with check marks next to the words: Investment, Legal, Administrative, Marketing Tools.

[Voice-over] let us provide the investment, legal, administrative, and marketing tools you need to streamline your trust's financial management.

[Voice-over] For more information, contact our Funeral and Cemetery Trust Services Manager.

On screen: Text: For more information, contact our Funeral and Cemetery Trust Services Manager.

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Regions.com/funeraltrust

[Voice-over] Regions Bank. Equal Housing Lender. Member, FDIC. Only Bank deposits are FDIC insured.

On screen: Regions Funeral and Cemetery Trust logo with disclosures