



May 3, 2019

FDIC
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Atlanta, Georgia, 30309-3849

To whom it may concern:

As the dean of a business college that is deeply connected to the business community, I would like to voice my strong support of the proposed merger of SunTrust and BB&T and I have outlined a few of the many reasons why I have come to this conclusion.

A merger of these institutions will combine resources and strengths so they can better serve their business partners in making better informed, timely financial and business decisions. And that will lead to a solid, stable economy. Both SunTrust and BB&T have a similar mission focus: Success, not only for their respective business bottom lines, but for their clients, consumers and the community.

The face of the financial industry is changing. Technology now is a big part of banking and investment success. A firm grasp of data analytics, blockchain and other cutting-edge technology is no longer needed to compete, but to survive in this global, digital economy that makes the world a smaller place every day. This merger will better position SunTrust and BB&T to compete on the international market. This isn't about beating the competition here as much as it is to successfully stand toe-to-toe with those global institutions.

The technology imbedded in the banking and investment industries is changing minute by minute and this merger will show that when these two corporations work together, in an environment of ever-evolving technology and global intensity, they become more than the sum of their parts. They will strengthen relationships with partners, better support their respective communities and help steady the nation's economy.

Large mergers have worked in the past: The Exxon/Mobile merger in 1999 created a company that continues to be a leader – and stabilizer – in the oil market; the Disney/Pixar merger in 2006 resulted in a company that produces multiple blockbuster films each year, which separately they could not have accomplished; also in 2006, the AT&T/BellSouth merger takes charge in a market that began with wireless communications and now offers smartphones and tablets that access entertainment wirelessly.

Aside from the business of business, both SunTrust and BB&T have a solid track record of giving back to their communities. I see this first-hand at the University of South Florida's Muma College of Business.

We have long enjoyed fruitful relationships with SunTrust and BB&T. Their support enables us to host some important events, such as the annual Florida Business Analytics Forum, co-sponsored by the SunTrust Foundation, which also co-sponsors our “State of the Region” event. One of our major fundraisers, “Celebration of Free Enterprise,” most recently was co-sponsored by BB&T.

SunTrust also partners with us in a number of other ways from offering internships for our students to underwriting case competitions to helping to fund our Florida Small Business Development Center at USF.

The merger provides a combined power to move forward in this fast-paced digital age. This is a world into which our students are headed and we are appreciative of supporters like SunTrust and BB&T who help guide our graduates into meaningful, fulfilling jobs. We are the “community” that will also benefit from the merger.

So, as dean of the Muma College of Business at the University of South Florida, a preeminent university serving 53,000 students on three major campuses, I support the merger. It will make SunTrust and BB&T stronger to compete in the global market, it will better inform their clients in making sound business decisions and benefit the community, which stands to prosper even more.

Sincerely,



Moez Limayem, PhD
Dean