



The Lincoln Agency, Thomas and Farr, Reeves Coon and Funderburg, and Pulley-White Announce Brand Change to Forth Insurance

November 10, 2023

Origin Bancorp, Inc. announced today the rebranding of its insurance operations under the name Forth Insurance. Historically, Origin has conducted its insurance operations through The Lincoln Agency, Thomas and Farr, Reeves Coon and Funderburg, and Pulley-White.

"The Lincoln Agency, Thomas and Farr, Reeves Coon and Funderburg, and Pulley-White have been in business for more than 280 years combined, and all have a reputation built on trust, responsiveness, and a deep commitment to customers," said Drake Mills, chairman, president and CEO of Origin Bancorp, Inc. "These companies have always operated independently of Origin Bank and that will continue under the new brand as they remain committed to serving the insurance needs of their customers and communities."

The new name and logo were introduced across all of the company's online channels as well as social media. Customers can learn more by accessing the new website at www.forthinsurance.com.

"All four of our companies have a long history of protecting what matters and guiding our customers every step of the journey," said Randy Graham, president of Forth Insurance. "Our customers and communities will have the same trusted teams they have relied on for decades. Our name is changing, but we are not changing who we are. We look forward to being united under the Forth brand."

Collectively, the four insurance companies have more than 125 employees with offices throughout Louisiana and Texas. The agencies make up one of the largest independent providers in the state of Louisiana. Forth Insurance is a full-service insurance agency providing coverage for all personal and business needs.

About Origin

Origin Bancorp, Inc. is a financial holding company headquartered in Ruston, Louisiana. Origin's wholly owned bank subsidiary, Origin Bank, was founded in 1912 in Choudrant, Louisiana. Deeply rooted in Origin's history is a culture committed to providing personalized relationship banking to businesses, municipalities, and personal clients to enrich the lives of the people in the communities it serves. Origin provides a broad range of financial services and currently operates more than 60 banking centers located in Dallas/Fort Worth, East Texas, Houston, North Louisiana and Mississippi. For more information, visit www.origin.bank. Member FDIC. Equal Housing Lender.

About Forth Insurance

Forth Insurance is an independently operated agency offering full-service insurance to protect every part of life's journey. Built on a legacy that began in Louisiana more than 100 years ago, Forth provides experienced guidance on a range of commercial, personal and benefits services. With offices located throughout Louisiana and parts of Texas, Forth serves clients across the southern U.S. and beyond. To learn more, visit www.forthinsurance.com.

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