

Company overview

With the nation's largest all-digital bank, Ally Financial Inc. (NYSE: ALLY) is a leading digital financial services company, dedicated to doing it right and being even better for our customers and communities.

We serve approximately 11 million customers through a full range of online offerings, including deposits, mortgage, industry-leading auto financing and insurance, credit cards, securities brokerage and investment advisory services, and a corporate finance business providing capital for equity sponsors and middle-market companies.

For more information, visit ally.com

What we offer

Ally Dealer Financial Services

We're an independent provider of financing, leasing, commercial insurance and vehicle protection products for dealers and consumers.

- ✓ 3.8 million consumer auto customers; 2.46 million insurance customers; 22K dealers served
- ✓ 3.7 million consumer auto applications, driving \$9.8 billion in origination volume
- ✓ Insurance written premiums totaling \$344 million
- ✓ Estimated retail auto originated yield of 10.6% this quarter

Ally Credit Card

We acquired Fair Square Financial in December 2021, and rebranding to Ally Credit Card was completed along with full integration to OneAlly in 2023.

- ✓ 1.2 million active cardholders and \$2.0 billion in outstanding balances to date
- ✓ Credit card offerings include Platinum, Everyday Cash Back, Unlimited Cash Back and Nurses & Educators Affinity

Ally Invest

Our growing platform offers self-directed and managed investment accounts for every level of investor.

- ✓ Approximately 529K customer brokerage accounts, totaling \$16.6 billion in assets
- ✓ 80%+ of new Invest accounts are opened by existing Ally depositors

Quick stats

\$193B

total assets

~11,000

employees

~11M

customers

top 25

financial holding company

90%

customer satisfaction at Ally Bank

Ally Bank

Our consumer banking suite includes spending and savings accounts, CDs and IRAs.

- ✓ 3M+ deposit customers yield \$152 billion in total deposits
- ✓ 14+ consecutive years of retail deposit customer growth, with 10% of customers holding multiple accounts with us
- ✓ Named 2023's "Overall Best Bank" by NerdWallet


Ally Corporate Finance

Our corporate finance business provides sources of capital to meet the unique needs of equity sponsors and middle market companies.

- ✓ Diverse portfolio of 100+ relationships includes cash flow and asset-based loans ranging from \$15 - \$250 million
- ✓ 100% floating-rate lending portfolio with 100% in first lien position

Ally Home

Our direct-to-consumer mortgage platform offers new purchase and refinancing solutions to consumers.

- ✓ Fixed-rate and adjustable-rate loans with consistently competitive rates help people reach their home financing goals
- ✓ All mortgage products provided by Ally Bank, Equal Housing Lender , NMLS ID 181005

Our brand promise

For all things finance, we're all better off with an ally.

We're in the business of putting people first, and we've been doing it for over 10 years. By creating financial services that actually serve, we're helping approximately 11 million customers navigate every aspect of their financial lives.

Our commitment

Do it right, and be (even) better.

For our customers, employees and investors, our teammates are committed to developing award-winning digital experiences, services that make life easier, products that are never status quo and diverse thinking that inspires new ideas.

For our communities, we're dedicated to reducing barriers to economic mobility through financial education, affordable housing, workforce preparedness and digital job training.

Get in touch


Media inquiries

Send them to media@ally.com

Customer assistance

Find account-specific contact information at www.ally.com/contact-us

Our media reps do not have access to account information, and cannot provide customer assistance.

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