

## **Organizational Description**

LongHorn Banks (NYSE : LHB) is an American multinational banking and financial services company headquartered in Dallas, Texas. It was founded in 1903 by Mr. Jacobs Longhorn. LongHorn provides the wide range of banking services that include personal and business accounts, loan mortgages, merchant services, consumer credit cards with over 600 branches and over 1600 ATM's through a network present in 20 different states. As of January 2017, LongHorn has a total of \$60 billion in asset and is 35<sup>th</sup> largest bank holding company in the country. In February 1979, LongHorn Bank merged with ShortHorn Bank, making it one of largest private sector banking institutions in Texas.

### **Products:**

- **LongWallet:** To make e-payment easier, LongHorn launched an e-wallet app in 2009 for consumers. Consumers can recharge e-wallet directly from their bank, which can be used to make online payments across many online e-commerce platforms.
- **LongRewards:** From 1 August 2010, LongHorn launched LongRewards program, where reward points are offered to domestic consumers for transactions made through their savings account.
- **LongVaults:** In 2012, LongHorn Bank launched fully automatic lockers for consumers. LongVaults provide highly secure and available locker service to consumers.

### **Achievements & Awards:**

- Awarded as best customer friendly bank by Time Magazine in Texas State in 2016 for sixth year in a row.
- Financial Times Awarded as Top Financial Advisors in 2015.
- Won American Bankers Association Community Bank Award in 2016.

- [2016 Bank Performance Scorecard](#) (#10 in the \$50 billion to \$75 billion asset category), Bank Director magazine
- Ranked #4 Best companies for Diversity in Texas.