



Fortune Financial Corporation Announces Private Placement of \$7.5 Million in Subordinated Debt

Arnold, MO., May 10, 2021, Fortune Financial Corporation, (the “Company”), the holding company for FortuneBank (the “Bank”), recently completed its private placement of \$7.5 million aggregate principal subordinated notes, fixed to floating rate due 2031.

The Company will utilize the proceeds for general corporate purposes, support organic growth, fund strategic growth initiatives, maintain the Bank’s regulatory capital ratios, and retire existing senior debt. The notes have been structured to qualify as Tier 2 capital under the bank regulatory guidelines. The notes will initially bear interest at 4.50% fixed for the first five years, then current three-month SOFR rate plus 377 basis points, payable quarterly, for the remaining 5 years. The notes may be redeemed beginning May 15, 2026 through final maturity, May 15, 2031. The redemption price would be the principal balance of the note plus accrued and unpaid interest.

Daniel Jones, Chairman and CEO of the Company, stated, “We are pleased with the successful outcome of our subordinated debt offering. The terms are better than we had initially expected and speak to the strong diversified business model we implore that historically provides solid returns with stable footings. Purposefully these notes will not dilute the value of current shareholders but provide an avenue to increase the shareholder’s investment.”

Piper Sandler & Co. served as the sole placement agent for the offering. Armstrong Teasdale LLP served as the Company’s legal counsel for the offering.

About Fortune Financial Corporation

Fortune Financial Corporation is a privately held financial holding company headquartered in Arnold, Missouri with assets of \$267.7 million as of March 31, 2021. Established in 2005 by Daniel (Dan) Jones to serve the surrounding community offering banking, insurance, investment, mortgage, and SBA lending services. The Company is committed to providing solution-orientated service through a resourceful team that partners with consumers and businesses for success. Fortune proudly continues its commitment to the community by participating in the payroll protection program and has provided 476 small businesses loans totaling \$64.6 million.

Additional information is available at www.myfortuneteam.com.

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