



CEOCFO

Interviews & News!

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As A Young Bank With A Young Management Team, MetroPacific Is Well Positioned In An Industry Where There Is Constant Consolidation



**Financial
Business Banking
(MPBK-OTC: BB)**

MetroPacific Bank

**18831 Von Karman Ave., Ste. 101
Irvine, CA 92612
Phone: 949-477-1200**



**David Morris
President and CEO**

BIO:

David Morris is a senior financial service executive with more than 20 years experience in financial institutions. He has proven expertise in commercial banking, cash management and strategic planning.

Prior to joining MetroPacific Bank Mr. Morris was the Chief Operating Officer for San Diego Community Bank where he was part of a management team that dou-

ble the size of the Bank and was consistently profitable. Mr. Morris was Executive Vice President, Chief Financial and Chief Operating Officer for North American Trust Company and subsequent to that was Vice President and Controller for Community National Bank. Mr. Morris started career with First Interstate Bank followed by Banker's Trust.

Mr. Morris is a graduate from the University of Maryland and a graduate from the University of Southern California's MBA School. He is a commissioner on the Oceanside Economic Development Commission.

Company Profile:

MetroPacific Bank is a California state-chartered bank headquartered in Irvine, California, providing business banking services to Orange County businesses, including remote deposit, E-Bank, commercial and investor real estate loans, business loans and lines of credit, SBA loans and a full range of depository accounts. Its executive offices are located at 18831 Von Karman Avenue, Suite 101, Irvine, California 92612.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFOinterviews.com**

CEOCFO: Mr. Morris, what is your vision for MetroPacific Bank?

Mr. Morris: "Our vision is to be the premiere provider of business banking services in Irvine and Orange County."

CEOCFO: What are the characteristics of the marketplace you focus on?

Mr. Morris: "Initially we targeted the real estate development market, however due to the changes in the economy we

have changed our focus to the typical commercial banking market."

CEOCFO: How do you attract your customers?

Mr. Morris: "We believe in the old-fashioned approach. We go out and meet and greet local business owners. At MetroPacific Bank we believe in building close relationships with our customers, and we offer them the personalized service that many other banks lack."

CEOCFO: What is different about MetroPacific; why should people be banking with you?

Mr. Morris: "We are different because we are locally owned, operated and managed and we care about the local community. At MPB, we take great pride in our customer service and we are one of the few banks where you can walk into the branch and talk to the president. We offer the combination of personalized service and banking expertise that very few financial institutions can provide, and we offer an array of products that meet the needs of our community."

CEOCFO: What is an example of something you might offer that is a bit different or that you feel is hitting the right spot for your customers?

Mr. Morris: "We offer quicker, more efficient customer service and processing then most big banks. If our customers have special processing needs, we are more than happy to handle it right there at the branch. We offer the personalized services and products that many other banks simply cannot offer."

CEOCFO: Does SBA play a big part for you?

Mr. Morris: "Absolutely. We are a preferred SBA lender, and we are one of the

few SBA lenders in Orange County that offer the Patriot Express program, which is a great program geared towards veterans. While we are a big SBA lender, we are always looking to expand our SBA business and we are constantly thinking of additional SBA products and programs. For example, currently we are at initial stages of designing an export product and a construction lending product that should help our bank diversify and grow.”

CEOCFO: Does the SBA play a bigger factor in this particular economy than it might have a year ago?

Mr. Morris: “Yes.”

CEOCFO: Speaking of the economy in general, how is the bank weathering what the current environment?

Mr. Morris: “With all things considered the Bank is doing fine. In August of last year, we forecasted the changes in the economy and we subsequently shortened up our CD maturities, so that as the rates go down we can quickly adjust to reflect the current market. Like many small banks as interest rates go down, so will our interest margin.”

CEOCFO: Are many of your clients taking advantage of a variety of your products or do they need to be convinced to do things like CDs and other services?

Mr. Morris: “On the business side our customers tend to have more than one product with us; most of the time our customers have a checking account, a line of credit, a credit card, maybe cash-management products like merchant capture with us. On the business side, we do not need to coax our customers into banking with us. However, most of the time trying to get our business customers to bank here personally is trickier because we are a one-branch operation and most

people prefer the convenience of multiple branches with multiple ATM locations.”

CEOCFO: Do you see the need for additional branches?

Mr. Morris: “No. Collectively we decided that it was more prudent to grow our personal and retail client base via the internet. We believe that online banking will soon replace the need for multiple branches. No longer will you need to visit your local branch, because you will have complete control of all your banking needs on your computer or cell phone. We are currently updating our website to reflect our vision and in the near future our customers will be able to quickly manage and view their accounts without ever stepping foot in our branch. The update of our website is our strategic ini-

“Our vision is to be the premiere provider of business banking services in Irvine and Orange County.” - David Morris

tiative for this year and we hope to be fully functional in order take deposits, deposit applications, loan applications and so forth over the internet.”

CEOCFO: Other than experience, what do you look for in your people, what are the intangible qualities?

Mr. Morris: “We look for people that take the initiative. We want people that want to be here. We believe in friendly and personalized customer assistance, and we strongly value honesty and integrity. We employ energetic and dedicated individuals who have a thorough knowledge of the local market and its financial needs.”

CEOCFO: How is business?

Mr. Morris: “Business is doing well considering how young a bank we are, we are right on target and we couldn’t be happier with how much success we have

achieved in such a small amount of time. Our loan demand is on the up rise, and our deposits have considerably increased recently. The economy has been slow, and while it is going to be a tough year.”

CEOCFO: Everywhere!

Mr. Morris: “Everywhere!”

CEOCFO: You had a nice interest margin last year.

Mr. Morris: “Yes, we did. However, with the downturn in the economy recently, it will be hard to match those numbers.”

CEOCFO: Why should potential investors consider MetroPacific Bank?

Mr. Morris: “Investors should consider MetroPacific Bank because of our potential upside. There are so many possibilities in this Bank, and you are going to see more and more banks combining with other banks. In the near future,

I think you are going to see it become harder for new banks to form and to get to the position where we already are. Furthermore, it is a less risky investment to buy into an existing bank than it is to buy into a de novo.”

CEOCFO: What is your daily focus as CEO?

Mr. Morris: “I allocate about a third of my time marketing, a third of my time is spent designing and discussing our strategic issues, and a third of my time managing our daily branch activities.”

CEOCFO: What should readers take away from this interview?

Mr. Morris: “They should remember that we are a young bank, with a young, hard working management team who have a shared desire to take this Bank to the next level.”



MetroPacific Bank

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