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**ANNUAL MEETING PRESENTATION  
FOR THE YEAR ENDED  
DECEMBER 31, 2017**

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# SAFE HARBOR STATEMENT

THIS PRESENTATION CONTAINS FORWARD-LOOKING STATEMENTS WITHIN THE MEANING OF THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995 GIVING BENEFICIAL BANCORP'S EXPECTATIONS OR PREDICTIONS OF FUTURE FINANCIAL OR BUSINESS PERFORMANCE OR CONDITIONS. FORWARD-LOOKING STATEMENTS ARE TYPICALLY IDENTIFIED BY WORDS SUCH AS "BELIEVE," "EXPECT," "ANTICIPATE," "INTEND," "TARGET," "ESTIMATE," "CONTINUE," "POSITIONS," "PROSPECTS" OR "POTENTIAL," BY FUTURE CONDITIONAL VERBS SUCH AS "WILL," "WOULD," "SHOULD," "COULD" OR "MAY", OR BY VARIATIONS OF SUCH WORDS OR BY SIMILAR EXPRESSIONS. THESE FORWARD-LOOKING STATEMENTS ARE SUBJECT TO NUMEROUS ASSUMPTIONS, RISKS AND UNCERTAINTIES, WHICH CHANGE OVER TIME. FORWARD-LOOKING STATEMENTS SPEAK ONLY AS OF THE DATE THEY ARE MADE AND WE ASSUME NO DUTY TO UPDATE FORWARD-LOOKING STATEMENTS. ACTUAL RESULTS MAY DIFFER MATERIALLY FROM CURRENT PROJECTIONS.

IN ADDITION TO FACTORS PREVIOUSLY DISCLOSED IN BENEFICIAL BANCORP'S REPORTS FILED WITH THE U.S. SECURITIES AND EXCHANGE COMMISSION AND THOSE IDENTIFIED ELSEWHERE IN THIS PRESENTATION, THE FOLLOWING FACTORS AMONG OTHERS, COULD CAUSE ACTUAL RESULTS TO DIFFER MATERIALLY FROM FORWARD-LOOKING STATEMENTS OR HISTORICAL PERFORMANCE: CHANGES IN ASSET QUALITY AND CREDIT RISK; THE INABILITY TO SUSTAIN REVENUE AND EARNINGS GROWTH; OUR ABILITY TO CONTROL COSTS AND EXPENSES; CHANGES IN INTEREST RATES AND CAPITAL MARKETS; LOAN DELINQUENCY RATES; INFLATION; CUSTOMER ACCEPTANCE OF BENEFICIAL BANK PRODUCTS AND SERVICES; CUSTOMER BORROWING, REPAYMENT, INVESTMENT AND DEPOSIT PRACTICES; CUSTOMER DISINTERMEDIATION; THE INTRODUCTION, WITHDRAWAL, SUCCESS AND TIMING OF BUSINESS INITIATIVES; COMPETITIVE CONDITIONS AND OUR ABILITY TO OFFER COMPETITIVE PRODUCTS AND PRICING; THE INABILITY TO REALIZE COST SAVINGS OR REVENUES OR TO IMPLEMENT INTEGRATION PLANS AND OTHER CONSEQUENCES ASSOCIATED WITH MERGERS, ACQUISITIONS AND DIVESTITURES; NATIONAL, REGIONAL AND LOCAL ECONOMIC CONDITIONS; AND THE IMPACT, EXTENT AND TIMING OF TECHNOLOGICAL CHANGES, CAPITAL MANAGEMENT ACTIVITIES, AND OTHER ACTIONS OF THE FEDERAL RESERVE BOARD AND OTHER LEGISLATIVE AND REGULATORY ACTIONS AND REFORMS. THESE FACTORS SHOULD BE CONSIDERED IN EVALUATING THE FORWARD-LOOKING STATEMENTS AND UNDUE RELIANCE SHOULD NOT BE PLACED ON SUCH STATEMENTS.

ANNUALIZED, PRO FORMA, PROJECTED AND ESTIMATED NUMBERS ARE USED FOR ILLUSTRATIVE PURPOSE ONLY, ARE NOT FORECASTS AND MAY NOT REFLECT ACTUAL RESULTS. THIS PRESENTATION ALSO INCLUDES INTERIM AND UNAUDITED FINANCIAL INFORMATION THAT IS SUBJECT TO FURTHER REVIEW BY BENEFICIAL BANCORP'S INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM.

# INVESTMENT HIGHLIGHTS

## Solid Franchise

- Strong core deposits
- Diversified loan portfolio
- History of growing core deposits and commercial loans organically and via acquisition
- Effectively managing credit, interest rate, and liquidity risk
- Oldest and largest Philadelphia-based bank

## Attractive Markets

- Country's 6<sup>th</sup> most populous city, 7<sup>th</sup> largest metropolitan area and major center of economic activity<sup>(1)</sup>
- Favorable income and age demographics
- Significant opportunities to grow market share
- Dominated by large "out of town" banks

## Shareholder Focused

- Demonstrated history of stock repurchases
- Disciplined acquirer
- Attractive dividend yield

## Compelling Valuation

- Stock Price \$15.55<sup>(2)</sup>
- Current Price to TBV: 139%

(1) Source: U.S. Census Bureau, S&P Global Market Intelligence

(2) Stock price as of March 29, 2018

# OVERVIEW OF BENEFICIAL BANCORP

(\$ in millions)

As of December 31, 2017

**Corporate Headquarters** Philadelphia, PA

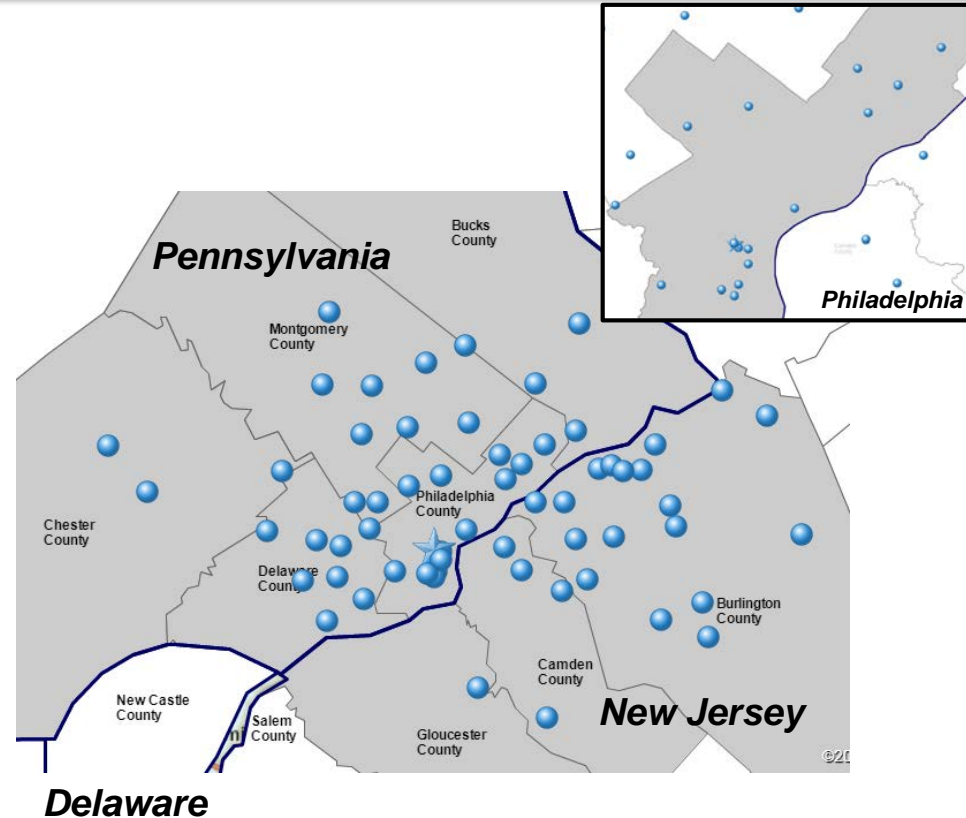
**Branches** 61 (38 in PA; 23 in NJ)

**Market Capitalization** \$1,247.4

**Total Assets** \$5,798.8

**Total Deposits** \$4,150.5

- Founded in 1853
- Oldest and largest bank headquartered in Philadelphia
- #6 deposit market share in Philadelphia for all banks and thrifts
- Largest locally-headquartered bank or thrift by assets or deposits



- ★ **Beneficial Bancorp, Inc.** Headquarters  
1818 Market Street, Philadelphia
- Beneficial Bank

# OUR MARKET – GREATER PHILADELPHIA

## Opportunity for Growth Both Organically and through Acquisitions in the Attractive Philadelphia MSA

- Philadelphia is 7th largest metropolitan region in the U.S.
- 66 colleges and universities in the area
- Median household income of \$71k versus national median of \$61k
- Community banks comprise a large portion of total institutions in Philadelphia Metro area (81 of 94)
- 72 of 94 Philadelphia banking institutions have less than 10 branch locations
- Only 10 of 94 Philadelphia banking institutions have more than 50 branch locations
- Beneficial is large enough to compete with the largest financial institutions
- Beneficial has enough capital to enhance existing branch footprint or strategically grow in other key Philadelphia/Southern New Jersey markets

Philadelphia MSA	
Population	6.1 Million
Unemployment Rate	4.2%
Projected 5-Year Household Income Growth	9.81%
Projected 5-Year Population Change	1.31%
Market Deposits	\$366.7 billion
Total Branches	1,670
Total Institutions	94








Philadelphia MSA Community Banks <sup>(1)</sup>	
Market Deposits	\$42.1 billion
Average Deposits per Bank	\$520 million
Total Branches	568
Total Institutions	81

(1) Excludes Beneficial Bank

Source: U.S. Census Bureau, S&P Global Market Intelligence, U.S. Bureau of Labor Statistics

# BENEFICIAL TODAY – COMPETITIVE ADVANTAGE

(\$ in thousands)

Rank	Bank	Number of Branches	Total Deposits in Market	Market Share
1	 WELLS FARGO	39	\$12,267,228	24.47%
2	 PNC	38	\$9,270,739	18.49%
3	 Bank of America	18	\$8,534,190	17.02%
4	 Citizens Bank <sup>®</sup>	51	\$7,440,331	14.84%
5	 TD Bank	22	\$4,001,957	7.98%
6	 <b>Beneficial</b> BANK True to our name. Since 1853.	15	\$1,654,021	3.30%
7	 Santander	19	\$1,384,515	2.76%
8	 M&T Bank	8	\$984,767	1.96%
9	 <b>FIRST TRUST</b> BANK	5	\$744,885	1.49%
10	 <b>R</b> EPUBLIC BANK	7	\$642,059	1.28%

# STRATEGIC PRIORITIES

## Improve Profitability

- Continued focus on growing commercial loan portfolio
- Improving balance sheet mix
- Disciplined in the pricing of loan and deposit products
- Stay focused on operating efficiency and cost structure

## Asset Quality

- Maintain low levels of non-performing assets
- Maintain strong reserves
- Employ prudent underwriting standards for new originations

## Capital Management

- Maintain strong capital levels to allow strategic flexibility
- Invest in profitable businesses
- Share repurchases based on trading levels
- Dividends
- Execute acquisitions with strategic and financial fit

## Operations / Technology

- Leverage IT platform to improve efficiency, control, and scalability
- Continued focus on risk management and compliance functions
- Optimizing mobile banking
- Enhancing online capabilities with completion of website and cash management solutions

## Brand

- Educate our customers to do the right thing financially
- Continue to differentiate with our legacy and history in the market with our tag line "TRUE TO OUR NAME. SINCE 1853."
- Highlight Beneficial's commitment to financial education
- Focus on communicating our core mission to provide customers with the tools, knowledge and guidance to help them make wise financial decisions

# CAPITAL MANAGEMENT

- **Common Stock Repurchases**

- First 10% stock repurchase program completed in May 2016 of which Beneficial repurchased 8.3 million shares
- Second 10% stock repurchase program adopted and announced in July 2016 for up to 7.8 million shares. 2.3 million shares have been repurchased through 2017.

- **Dividends**

- Declared first-ever dividend of 6 cents per share in July 2016, and 6 cent dividends in each subsequent quarter to date
- Will continue to evaluate future quarterly dividends based on financial performance
- Declared a special dividend of 25 cents per share in January 2018, given Beneficial's high capital levels and expected benefit to future earnings as a result of the Tax Reform Act

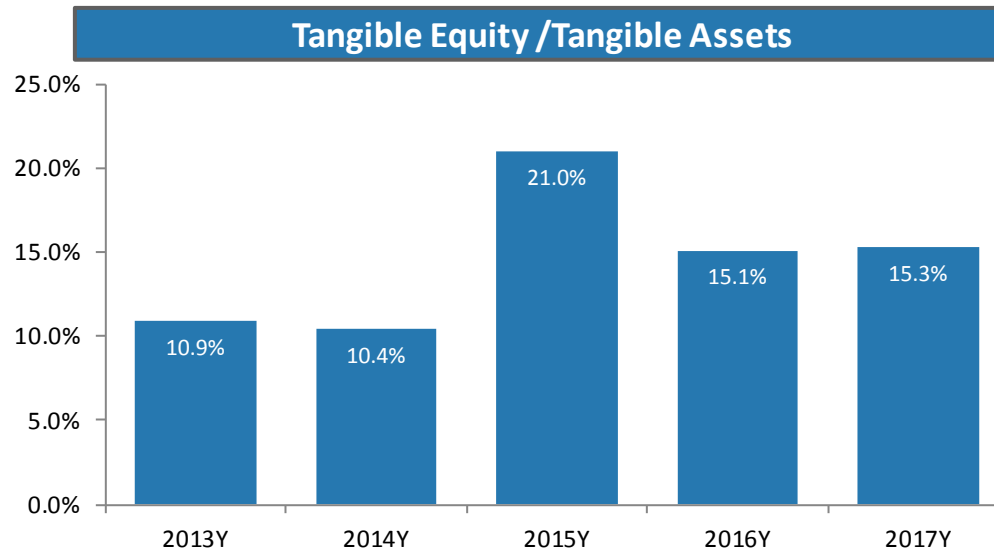
- **Acquisitions**

- Focused on in-market and contiguous market opportunities
- Maintain discipline on financial hurdles including earnings accretion, tangible book value dilution, earn-back period and internal rate of return



# FOCUSED ON PRUDENT CAPITAL MANAGEMENT

- Have actively reduced excess capital since the second step conversion while driving improved financial performance
- Capital will be deployed in the future to support organic growth, the second share repurchase plan, dividends and acquisitions

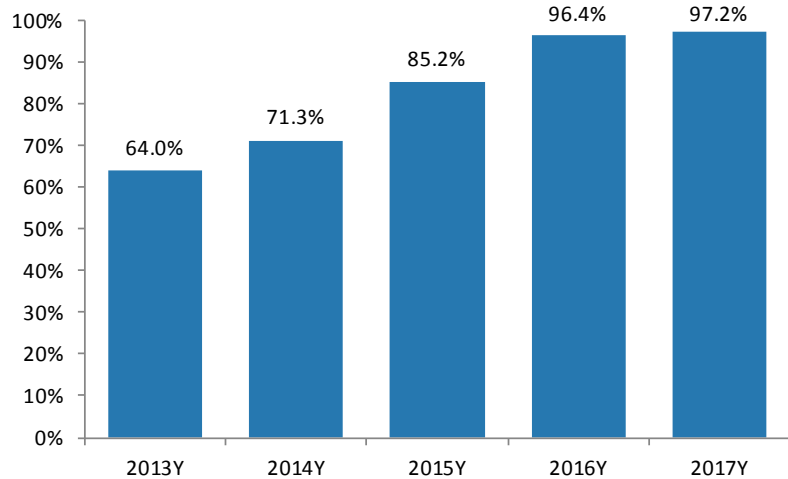


## 10 2017 HIGHLIGHTS

- Recorded net income of \$23.9 million, or \$0.32 per diluted share, for the year ended December 31, 2017, compared to net income of \$25.5 million, or \$0.34 per diluted share, for the year ended December 31, 2016. Net income for the year ended December 31, 2017 included a one-time \$13.1 million charge, or \$0.18 per diluted share, of additional income tax expense related to the enactment of H.R. 1 (originally known as the “Tax Cuts and Jobs Act”) and its impact on the re-measurement of our net deferred tax assets.
- Declared a special dividend of \$0.25 per share given our high capital levels and expected benefit to future earnings as a result of the Tax Reform Act.
- Net interest income increased \$19.0 million, or 12.6%, for the year ended December 31, 2017, compared to the same period in the prior year primarily due to the Conestoga Bank acquisition and organic growth in our loan portfolio.
- During the year ended December 31, 2017, both our commercial loan portfolio and residential loan portfolio increased \$93.4 million, or 3.8%, and \$49.1 million, or 5.5%, respectively.
- Asset quality metrics continued to remain strong with non-performing assets to total assets, excluding government guaranteed student loans, of 0.36% at December 31, 2017. Net charge-offs for the year ended December 31, 2017 totaled \$3.1 million, or 8 basis points annualized of average loans.
- Formed Neumann Finance Corporation (“Neumann”), a new equipment leasing firm within Beneficial Bank, that will focus on providing financing products and services to businesses nationwide and will be headed by industry veterans Daniel Dyer and George Pelose.
- Tangible book value per share totaled \$11.37 at December 31, 2017.

# BALANCE SHEET TRENDS

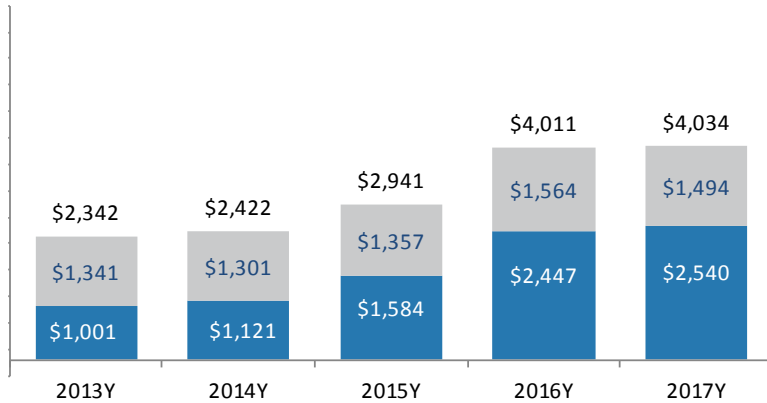
## Loans to Deposits Ratio



\* Excludes Stock Subscription Proceeds

(\$ in millions)

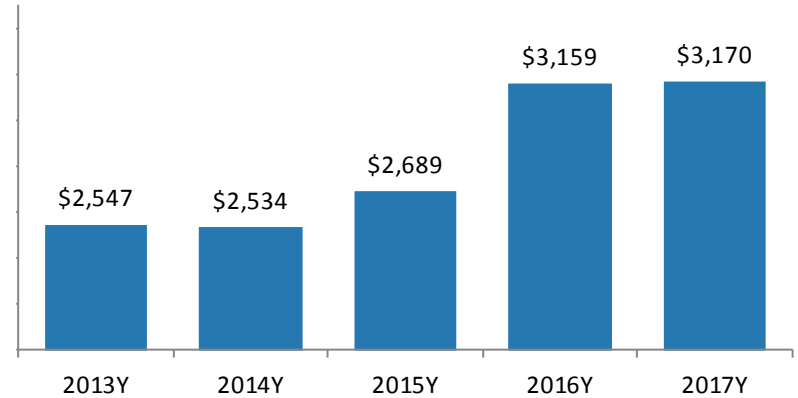
## Loans



■ Commercial Loans   ■ Residential & Consumer

(\$ in millions)

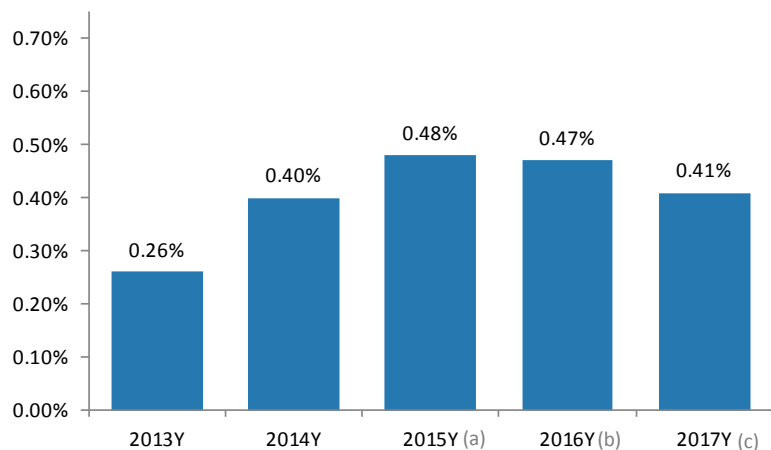
## Core Deposits (1)



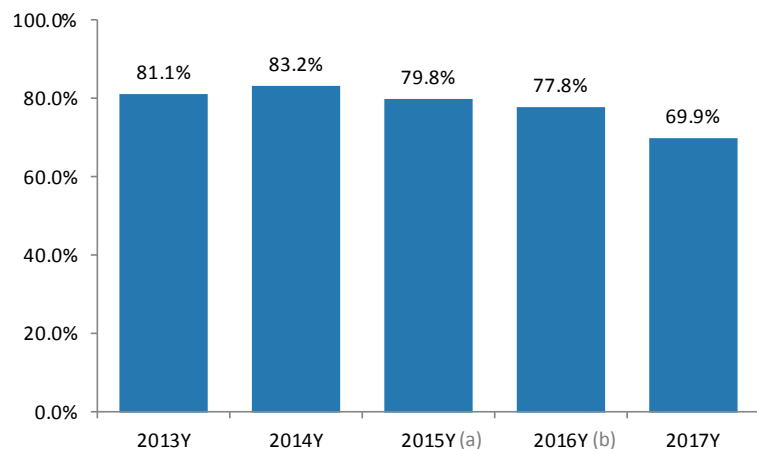
(1) Excludes Municipal Deposits, Time Deposits and Stock Subscription Proceeds

# EARNINGS PERFORMANCE IMPROVING

## Return on Average Assets

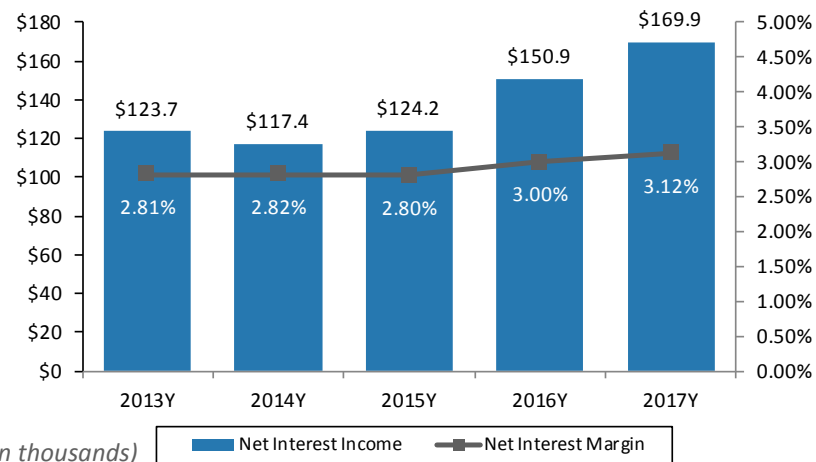


## Efficiency Ratio



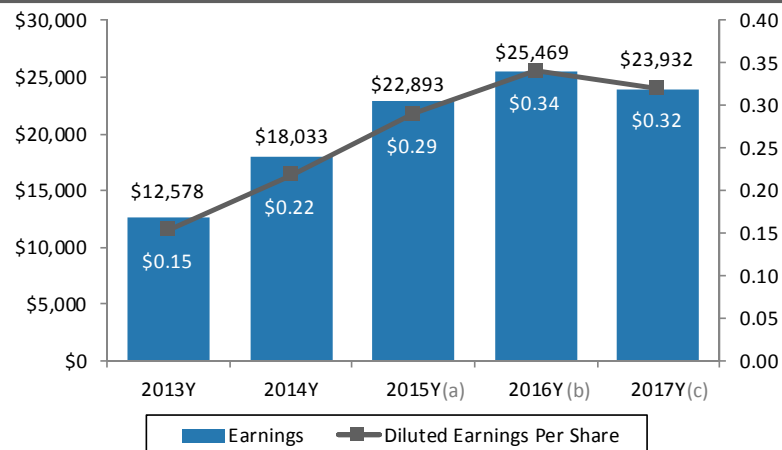
(\$ in millions)

## Net Interest Margin



(\$ in thousands)

## Earnings



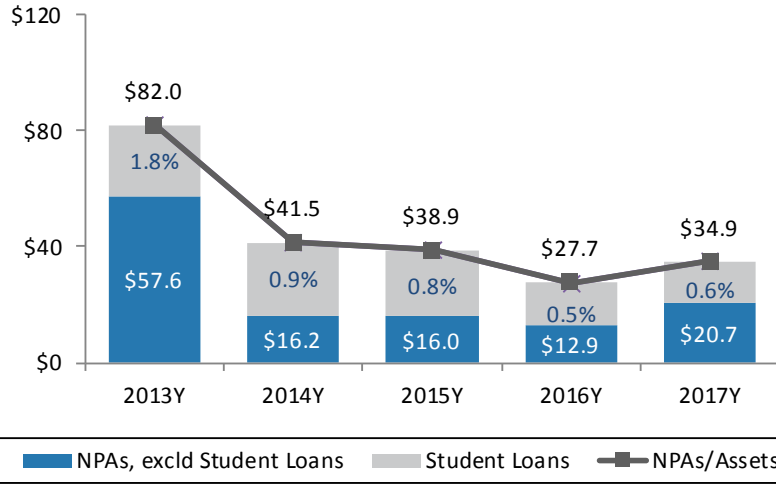
- (a): Includes merger and restructuring charges of \$753 thousand for the year ended December 31, 2015.  
 (b): Includes a \$1.8 million one-time gain on the sale of an equity investment and \$8.8 million of merger and restructuring charges for the year ended December 31, 2016.  
 (c): Includes a one-time \$13.1 million charge, or \$0.18 per diluted share, of additional income tax expense related to the enactment of H.R. 1 (originally known as the "Tax Cuts and Jobs Act")

Note: As a result of the second-step conversion on January 12, 2015, all share and per share information, as appropriate, was adjusted to reflect the 1.0999 exchange ratio for preceding periods.

# ASSET QUALITY TRENDS

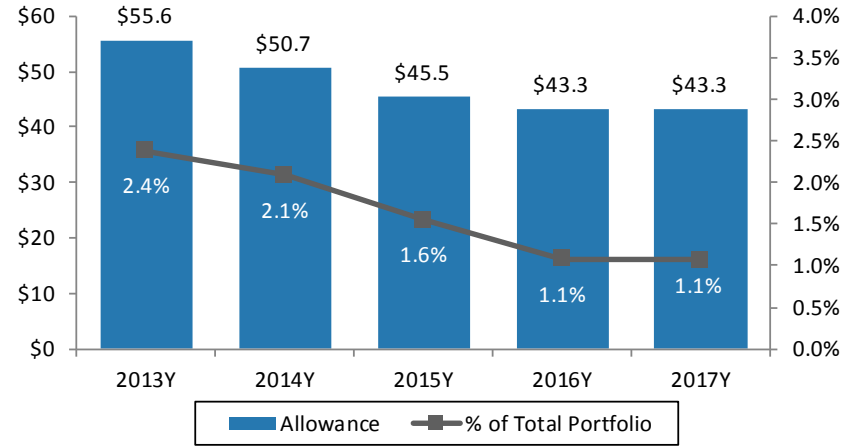
(\$ in millions)

## Non-Performing Assets



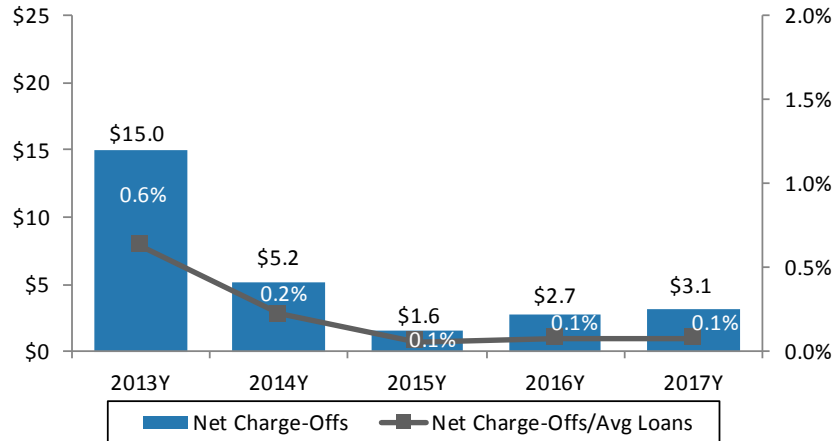
(\$ in millions)

## Allowance for Loan Losses



(\$ in millions)

## Net Charge-Offs



- Excluding government guaranteed student loans, non-performing assets/total assets totaled 0.36% as of December 31, 2017
- Charge-off levels remain low
- Reserve levels remain strong. Excluding loans acquired in the Conestoga transaction, our loan loss reserve coverage ratio totaled 1.17% as of December 31, 2017.

