



June 01, 2020

Customer Relationship Summary

Helping you make an informed decision

Form CRS

Hancock Whitney Investment Services, Inc. ("HWIS") is a registered broker-dealer and investment adviser with the Securities and Exchange Commission. We are members of FINRA and the Securities Investor Protection Corporation. We are affiliated with Hancock Whitney Bank and we are owned by Hancock Whitney Corporation.

- There are different ways that we can help you with your investments. You should carefully consider which types of accounts and services are right for you.
- Brokerage and investment advisory services and fees differ, and it is important for you to understand the differences. Free and simple tools are available for you to use at [Investor.gov/CRS](https://www.investor.gov/crs), a website maintained by the SEC. These tools can provide you with educational materials about broker-dealers, investment advisers, and investing
- This document gives you a summary of the types of services we provide and how you pay for our services. Please ask us for more information, if needed.

"What investment services and advice can you provide me?" *"We offer brokerage services, investment advisory services, or both, to retail investors. We will inform you at the time of service in what capacity we are serving you. We also offer annuities and insurance products."*

Brokerage Services

- Our brokerage services include buying and selling securities at your direction and providing you with investment recommendations, research, financial tools and planning services, and investor education from time to time or at your request. We offer mutual funds, exchange traded funds (ETFs), domestic and international equities(stocks), options, fixed income securities(bonds), structured and traditional certificates of deposit (CDs), structured notes, fixed and variable annuities.
- You may select investments, or we may recommend investments or investment strategies for your account, but the ultimate investment decision for your investment strategy and the purchase or sale of investments will be yours. We do not make recommendations for the purchase of individual corporate equity securities/stocks. We also offer financial planning.
- We do not monitor your brokerage account.
- We will deliver account statements to you each quarter, electronically or in paper.
- We offer a limited selection of investments. Other firms could offer a wider range of choices, some of which might have lower costs.

Ask your financial professional –

- *Given my financial situation, should I choose an investment advisory service? Should I choose a brokerage service? Should I choose both types of services? Why or why not?*
- *How will you choose investments to recommend to me?*
- *What is your relevant experience, including your licenses, education, and other qualifications? What do these qualifications mean?*

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Hancock Whitney Investment Services, Inc., a registered broker-dealer and investment adviser, is a subsidiary of Hancock Whitney Corporation. The investments offered through HWIS, with the exception of brokerage certificates of deposit, are not bank deposits and are not obligations of, or guaranteed by, any bank. These products are not insured or guaranteed by the FDIC. Investments are subject to risk including possible loss of principal.

- At new account opening, your account agreement, terms and conditions, prospectus, and other disclosures such as margin agreement (if applicable), will specify the account minimums and thresholds to hold the account.

Ask your financial professional –

- *Help me understand how these fees and costs might affect my investments.*
- *If I give you \$10,000 to invest, how much will go to fees and costs, and how much will be invested for me?*

Advisory Services

- Our advisory services include our asset allocation services using mutual funds and exchange traded funds (ETFs) and managed portfolios from third-party investment managers. Our asset allocation services are “discretionary”—meaning that we will buy and sell investments in your account without asking you in advance based on your investment objectives, goals and risk tolerance guidelines. The third-party managers we make available to you will invest your account on a discretionary basis using mutual funds, ETFs, and other securities, which could include individual stocks and bonds.
- We offer discretionary investment management services through a wrap-fee program. This program provides clients with advisory and brokerage execution services for one all-inclusive fee. This means that the cost of our advisory services and the cost of executing brokerage transactions are “wrapped” into a single fee based on the value of your portfolio. Either we or third-party managers will monitor the asset allocation model for your advisory account, usually monthly, and make changes as needed to maintain the investment profile of the chosen model portfolio. However, accounts opened before March 8, 2018 are only subject to annual monitoring and additional review as agreed between the adviser and the customer. We will also have a meeting with you at least annually to review your objectives and risk tolerance and will make changes to your account if needed.
- We provide the following services:
 - financial planning
 - identification and analysis of your investment objectives;
 - a managed account based on your goals and investment objectives;
 - continuous management of your accounts;
 - on-going communication with you through calls, meetings, account statements and performance updates;
 - annual review of your account.
- Investment advisory minimums range from \$25,000 to \$500,000 depending on the type of account.

For additional information on our brokerage and advisory services, please see our Regulation Best Interest Disclosures and Form ADV, Part 2A Brochure (Items 4.A. and 5 of Part 2A Appendix 1). Both of which can be found here, <https://www.hancockwhitney.com/investment-services-disclosures> Or ask for a paper copy.

“What fees will I pay?” ***“You will pay fees and costs whether you make or lose money on your investments. Fees and costs will reduce any amount of money you make on your investments over time. Please make sure you understand what fees and costs you are paying.”***

Brokerage Account Fees

- For **brokerage services**, you will pay a *transaction-based fee*. You will pay us a fee every time you buy or sell an investment. This fee, commonly referred to as a “commission,” is based on the specific transaction and not the value of your account. Also, you will pay this fee regardless of whether we recommend the transaction or simply act on your instructions.
- Depending on the investments you select, these fees can include up-front commissions, as well as fees that are charged on an on-going basis for as long as you hold the investment (“trails”). If we buy a security from you, or sell a security to you for our own account (as “*principal*”), we mark the price up or down, which provides compensation to us. Accordingly, **we may have an incentive to encourage you to trade more often** and in greater amounts, and to trade with us as principal because we receive more revenue when you do so.

- Our fees vary and some are negotiable. The amount you pay will depend, for example, on how much you buy or sell, what type of investment you buy or sell, and what kind of account you have with us.
- You will also pay fees for custodial or administrative services, as well as fees and expenses that are included in the expense ratios of certain of your investments, including in mutual funds, ETFs, and variable annuities.
- **For additional information about the fees and costs for our brokerage services**, please see “Investment Services Commissions: Full Service Brokerage,” <https://www.hancockwhitney.com/hubfs/Investment-Services-Commission-and-Fee-Schedule.pdf> and Regulation Best Interest Disclosures which can be found here: <https://www.hancockwhitney.com/investment-services-disclosures>

Advisory Account Fees

- For **advisory services**, you will pay an *asset-based wrap fee* – an on-going fee at the end of each month. The wrap fee is an “asset-based” fee meaning that the fee is calculated as a percentage of the assets invested according to the fee schedule in your advisory agreement with us. This means that the more assets you invest in your account, the more you will pay in fees, and therefore **we have an incentive to encourage you to increase your advisory account assets**.
- A wrap fee includes most transaction costs and fees paid to a broker-dealer or bank that has custody of your assets, and therefore is typically higher than a typical asset-based advisory fee that does not include transaction costs and fees. Our clients typically pay the advisory fee monthly in advance.
- You may also pay miscellaneous fees that your account's custodian may charge, including wire fees, transfer fees, bank charges and other fees, fees for account balances that fall below the minimum, as well as fees and expenses that are included in the expense ratios of certain of your investments, including in mutual funds, ETFs, and separately managed accounts (SMA's).
- Our fees vary and are negotiable. The amount you pay will depend, for example, on the services you receive and the amount of assets in your account.
- An advisory agreement can be cancelled at any time. The advisory fee will be prorated and refunded based on the number of days in the month of the termination. No fee adjustments will be made for partial withdrawals or for account appreciation or depreciation within a billing period. In the event of withdrawal of all or substantially all of the assets from the account or the termination of the account, customary commissions other expenses associated with liquidating or transferring the account will be charged and deducted from the final payment.

For additional information about the fees and costs for our advisory services, please see Item 4G of our ADV Pt 2A Brochure, which can be found here <https://www.hancockwhitney.com/investment-services-disclosures>

“What are your legal obligations to me when providing recommendations as my broker-dealer or when acting as my investment adviser? How else does the firm make money and what conflicts of interest do you have?”

Standard of Conduct. When we provide you with a recommendation as your broker-dealer or act as your investment adviser, we have to act in your best interest and not put our interest ahead of yours. At the same time, the way we make money creates some conflicts with your interests. You should understand and ask us about these conflicts because they can affect the recommendations and investment advice we provide you. Here are some examples to help you understand what this means.

Examples of Ways We Make Money and Conflicts of Interest:

- a. Depending on the program, your portfolio may include shares of the Horizon Funds or Hancock Separately Managed Accounts (SMAs). Hancock Whitney Bank, an affiliate of HWIS, owns and manages the Horizon Funds. Although HWIS's recommendations are guided by its duties to act in the best interests of its clients (broker) or as a fiduciary (adviser), the existence of the economic benefits to Hancock Whitney Bank from

investments by clients in the Horizon Funds/SMAs is a conflict of interest for HWIS.

b. HWIS receives revenue sharing from service providers/vendors, including mutual funds. In some instances, the support received from these firms supports certain sales and educational meetings. HWIS's receipt of revenue sharing creates a potential conflict of interest. While HWIS's recommendations will be guided by its duties to act in the best interests of its clients (broker) or as a fiduciary (adviser), these revenue sharing arrangements create an economic benefit for HWIS and a conflict of interest.

c. For some of our advisory account (wrap fee) programs, HWIS pays a portion of the fees it receives from clients to the Trust and Asset Management team of Hancock Whitney Bank, an affiliate of HWIS. These payments are intended to pay for their services as overlay manager and for due diligence services and asset allocation models. HWIS does offer other overlay managers, some of which offer their services at lower costs. While HWIS's actions are guided by its duties to act in the best interests of its clients (broker) or as a fiduciary (adviser), the use of an affiliated overlay manager creates an economic benefit for our affiliate company, which must be considered by the client before investing.

Questions you might wish to ask:

"As a financial professional, do you have any disciplinary history? For what type of conduct?"

How might your conflicts of interest affect me, and how will you address them?

For additional information about our obligations to you, please see our ADV Pt 2A Brochure. In particular, Items 4, 5 and 12, and our Regulation BI Disclosure both of which can be found at:

<https://www.hancockwhitney.com/investment-services-disclosures>

"How do your financial professionals make money?"

On the brokerage side, you pay a commission on every transaction you execute based on the value and the type of investment that you buy or sell. A portion of this commission is paid to the adviser. In addition, financial advisors may receive ongoing compensation from product sponsors, including mutual fund and annuity companies. This compensation (commonly known as trails, service fees or Rule 12b-1 fees in the case of mutual funds) is typically paid from the assets of the investment product under a distribution arrangement and is calculated as an annual percentage of invested assets. Our advisors have a financial incentive to encourage you to execute more transactions in higher commission products and products that pay trail, service fees or 12b-1 fees to generate more fees for themselves.

On the advisory side, we receive an asset-based fee calculated on a percentage of the amount of assets you invest with us and the investment program that you select. The exact amount of the percentage fee can be negotiated with your financial advisor and depends on the investment program that you select. This fee is charged monthly in advance and your advisor receives a portion of this fee monthly. Our advisors do not receive any 12b-1 or trail fees on the advisory side. Our advisors have an incentive to encourage you to increase the size of your account and to choose more expensive investment programs to generate more fees.

"Do you or your financial professionals have legal or disciplinary history?"

Yes. Visit [Investor.gov/CRS](https://investor.gov/CRS) for a free and simple search tool to research us and our financial professionals.

Additional Information about our services

Ask your financial professional –

Who is my primary contact person?

Is he or she a representative of an investment adviser or a broker-dealer?

Who can I talk to if I have concerns about how this person is treating me?

We are happy to answer your questions. If you would like additional, up-to-date information or a copy of this disclosure, please call 1-800-385-4188 or visit our web site <https://www.hancockwhitney.com/investment-services>. We can provide the materials to you via email or paper.

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