

## Simply Southern Case Study

Music throughout.

:01 Katherine Lockhart – Simply Southern started selling tee shirts and have expanded into an array of products. The colors are just vibrant.

On screen copy:

**James T. Walsh**

Private Client Advisor, U.S. Trust

:09 James T. Walsh – Simply Southern is the pride of our local community here. To have the opportunity to serve Simply Southern is really a privilege of ours.

On screen copy:

**Katherine Lockhart**

Business Banking, Charlotte Triad Executive, Bank of America Merrill Lynch

:16 Katherine Lockhart – There is so much inspiration that comes from hearing Ginger's story, and I could hear it 100 times and be energized every time.

:23 Ginger Aydogdu: When we first started, we basically were only making t-shirts.

On screen copy:

**Ginger Aydogdu**

President, Simply Southern

:27 Ginger Aydogdu: And the first day, we actually only made \$30, and I thought, oh my gosh, we're never going to be able to survive on \$30. And then the next day we did \$40. And then by the weekend, on Friday night, we actually did \$300, and I thought, oh my gosh, we actually might make it and actually make rent.

:45 Ginger Aydogdu: My first production facility, it was very, very small. We had one manual machine, I didn't have enough employees, it was very scary. And wondering, you know, are we going to be able to survive?

:57 Ginger Aydogdu: It was a lot of hard work and determination, and it just all of a sudden finally paid off. And retailers started to see that, oh yeah, this is a product that we can sell, and we can sell a lot of.

1:06 Katherine Lockhart – Bank of America Merrill Lynch came into Ginger's life at a time when her company was experiencing tremendous growth. We discussed how we can help her with her payables and receivables, with financing buildings, with expanding. The company was doing very well and needed additional capabilities, not just for her business needs, but also on the personal side.

1:29 Ginger Aydogdu - U.S. Trust came in and laid it out there for me and said, you need to start thinking about yourself a little bit, and the future of you, and your family. My goal and my family's goal is to always give back.

On screen copy:

## Simply Southern banner

Pursuit of Happiness

1:39 Group of kids: Simply Southern! (Laughter)

1:44 James T. Walsh – Ginger, by nature, is a very philanthropic person. With business owners, so much of their concentration is in one area: their business. And we come in and share with them a strategy around being able to diversify and to be able to use that strategy, to help not only this generation, but the following generations to come as well.

2:02 We've just started in this aspiration of working with children, but we want to do more. We want the company to grow, we want to grow in the things that we're doing with all the children. The next generation is our legacy.

2:12 On screen copy:

Bank of America

Merrill Lynch

U.S. Trust

Bank of America Merrill Lynch

## End Card

Bank of America

Disclosure:

Case studies are for illustrative purposes only and intended to demonstrate the capabilities of bank of America Merrill Lynch. You should not consider these case studies as an endorsement of Bank of America Merrill Lynch. Case studies do not necessarily represent the experiences of other clients, nor do they indicate future performance. Results may vary.

\* Bank of America Merrill Lynch™ is the marketing name for the global banking and global markets businesses of Bank of America Corporation. Lending, derivatives, and other commercial banking activities are performed globally by banking affiliates of Bank of America Corporation, including Bank of America, N.A., Member FDIC. Securities, strategic advisory, and other investment banking activities are performed globally by investment banking affiliates of Bank of America Corporation ("Investment Banking Affiliates"), including, in the United States, Merrill Lynch, Pierce, Fenner & Smith Incorporated and Merrill Lynch Professional Clearing Corp., both of which are registered broker-dealers and Members of SIPC, and, in other jurisdictions, by locally registered entities. Merrill Lynch, Pierce, Fenner & Smith Incorporated and Merrill Lynch Professional Clearing Corp. are registered as futures commission merchants with the CFTC and are members of the NFA. Investment products offered by Investment Banking Affiliates:

- Are Not FDIC Insured
- May Lose Value
- Are Not Bank

Guaranteed © 2017 Bank of America Corporation