



Answers to Frequently Asked Questions on the Reverse Stock Split

What is a reverse stock split?

A reverse stock split reduces the total number of a company's outstanding shares in proportion to the split ratio chosen. Following the effectiveness of a reverse stock split, a pre-determined number of existing shares is exchanged for one new share, resulting in an initially higher, yet proportionate, price per share. A reverse stock split has no impact on a shareholder's pro rata ownership of the company.

At the annual meeting of shareholders for Seacoast Banking Corporation of Florida ("Seacoast" or the "Company") held on May 23, 2013, shareholders approved a proposal permitting the Board of Directors to (i) effect a reverse stock split of our common stock at one of two reverse split ratios and (ii) reduce the number of authorized shares of our common stock by the reverse stock split ratio selected by the Board of Directors.

When will the reverse stock split be effective?

The effective date for the reverse stock split is December 13, 2013, at 12:01 a.m. Eastern Standard Time. To effect the reverse stock split, we will file an amendment to our Articles of Incorporation with the Secretary of State of the State of Florida reflecting the decrease in our authorized shares of common stock. We expect our common stock to begin trading on the Nasdaq Global Select Stock Market on a split-adjusted basis when the market opens on December 13, 2013.

What is the reverse stock split ratio?

Seacoast plans to conduct a 1-for-5 reverse stock split of its common stock. Consequently, if you held five shares of common stock prior to the reverse stock split, you will hold one share after the reverse stock split becomes effective. Any fractional shares created as a result of the reverse stock split will be rounded up to the nearest whole number.

What will be the impact of the reverse stock split on the outstanding shares of Seacoast common stock and on the number of authorized shares of Seacoast common stock?

The 1-for-5 reverse stock split will reduce the total number of shares of Seacoast's common stock issued and outstanding from approximately 130 million shares to approximately 26 million shares.

We currently have 300,000,000 authorized shares of common stock. On the effective date of the reverse stock split, after the Articles of Amendment are filed, we will reduce the number of authorized shares of our common stock in proportion to the reverse stock split ratio: from 300,000,000 to 60,000,000.

Why is Seacoast implementing a reverse stock split?

Reducing the number of outstanding shares of our common stock through the reverse stock split is intended, absent other factors, to increase the per share market price of our common stock and make our common stock more attractive to a broader range of investors, improve the visibility of our earnings trends and lower investor trading costs. Many brokerage houses and institutional investors have internal policies and practices that either prohibit them from investing in low-priced stocks or tend to discourage individual brokers from recommending low-priced stocks to their customers. In addition, some of those policies and practices may function to make the processing of trades in low-priced stocks economically less attractive to brokers. Moreover, because brokers' commissions on low-priced stocks generally represent a higher percentage of the stock price than commissions on higher-priced stocks, the current average price per share of common stock can result in individual shareholders paying transaction costs representing a higher percentage of their total share value than would be the case if the share price were substantially higher.

We believe that a reverse stock split will potentially make our common stock a more attractive and cost effective investment for many investors. However, other factors, such as our financial results, market conditions and the market perception of our business may adversely affect the market price of our common stock. As a result, there can be no assurance that the reverse stock split, if completed, will result in the intended benefits described above. Additionally, we cannot assure you that the market price per share of our common stock after a reverse stock split will increase in direct proportion to the reduction in the number of shares of our common stock outstanding before the reverse stock split. Accordingly, the total market capitalization of our common stock after the reverse stock split may be lower than the total market capitalization before the reverse stock split.

Will the CUSIP number for Seacoast's common stock change?

Yes. The new CUSIP number for Seacoast's common stock is 811707801, which will be effective after the reverse stock split on December 13, 2013. Seacoast's common stock will continue to trade under the symbol "SBCF".

What should I do with my Seacoast common stock certificate?

After the effective date of the reverse stock split (described above), shareholders holding shares of our common stock in certificated form will be sent a transmittal letter by Continental Stock Transfer & Trust Company, our transfer agent and the exchange agent for the reverse stock split. The letter of transmittal will contain instructions on how to surrender your certificate(s) representing shares of our common stock (the "Old Certificates") to the transfer agent in exchange for certificates representing the appropriate number of whole shares of post-reverse stock split common stock (the "New Certificates"). New Certificates will be issued to you once all of your Old Certificates have been surrendered and submitted with a properly completed and executed letter of transmittal to the transfer agent. Shareholders will not be required to pay a transfer or other fee to exchange Old Certificates. Until surrendered, we will deem outstanding Old Certificates held by shareholders to be cancelled and only to represent the number of whole shares of post-reverse stock split common stock to which these shareholders are entitled. Any Old Certificates submitted for exchange, whether because of a sale, transfer or other disposition of stock, will automatically be exchanged for New Certificates. If an Old

Certificate has a restrictive legend on the back of the Old Certificate, the New Certificate will be issued with the same restrictive legends that are on the back of the Old Certificate.

SHAREHOLDERS SHOULD NOT DESTROY ANY STOCK CERTIFICATE(S) AND SHOULD NOT SUBMIT ANY STOCK CERTIFICATE(S) UNTIL REQUESTED TO DO SO.

Holders of shares of common stock held in book-entry form or in Seacoast's Dividend Reinvestment and Stock Purchase Plan, or through a bank, broker or other nominee, will not be required to take any action in connection with the reverse split, and will automatically see the impact of the reverse split reflected in their accounts.

How will fractional shares of Seacoast common stock be treated in the reverse stock split?

We do not intend to issue fractional shares in connection with the reverse stock split. To avoid the existence of fractional shares of our common stock, the number of shares to be issued to each shareholder will be rounded up to the nearest whole number, if, as a result of the reverse stock split, the number of shares owned by any shareholder would not be a whole number.

Who should I call if I have questions regarding how the reverse stock split will affect my shares of Seacoast common stock?

All shareholders may direct their questions regarding the reverse stock split to Seacoast's Investor Relations Department by email at information@seacoastbanking.net or by calling (800) 706-9991 x6085.

After the effective date of the reverse stock split, you may also direct your inquiries as follows:

- If you are a registered Seacoast shareholder, you can contact our transfer agent, Continental Stock Transfer & Trust Company, at (800) 509-5586, extension 536 or (917) 262-2378.
- If you are a beneficial shareholder (you hold your shares through a broker, bank or other nominee), you should contact your broker, bank or other nominee directly.

How will the reverse stock split effect Options, Restricted Stock Awards and Units, Warrants, and Convertible or Exchangeable Securities?

Adjustments proportionate to the reverse stock split ratio are generally required to be made to the per share exercise price and the number of shares issuable upon the exercise or conversion of all outstanding options, warrants, convertible or exchangeable securities entitling the holders to purchase, exchange for, or convert into, shares of common stock. In particular, the number of common shares subject to Seacoast's outstanding employee stock options and unvested employee restricted stock and restricted stock units, as well as the relevant exercise price per share, will be proportionately adjusted to reflect the reverse stock split. The number of shares authorized for issuance under Seacoast's 2013 Incentive Plan will also be reduced by the same reverse split ratio.

What are the tax consequences of the reverse stock split to Seacoast shareholders?

In general, no gain or loss should be recognized by Seacoast shareholders from the reverse stock split for U.S. federal income tax purposes. For a more complete discussion of certain U.S. federal income tax consequences of the reverse stock split, please see pages 76-77 of the Seacoast proxy statement dated April 10, 2013, which is available at Seacoast's website: www.seacoastbanking.net. **Each shareholder should consult his/her own tax advisor regarding the particular consequences of the reverse stock split on its shares and holding periods, including the applicability and effect of any U.S. federal, state and local and foreign tax laws.**

What are the accounting consequences of the reverse stock split?

The par value of Seacoast's common stock will remain unchanged at \$.10 par value per share after the reverse stock split. As a result, as of the effective time of the reverse stock split, the stated capital attributable to common stock on our balance sheet will be reduced proportionately based on the reverse stock split ratio, and the additional paid-in capital account will be credited with the amount by which the stated capital is reduced. Additional adjustments will be made to these accounts as a result of any rounding to avoid the existence of fractional shares. After the reverse stock split, reported per share net income or loss will be higher because there will be fewer shares of common stock outstanding.