

**SYNOVUS FINANCIAL CORP.  
POST OFFICE BOX 120  
COLUMBUS, GA 31902-0120**

**VOTE BY INTERNET - [www.proxyvote.com](http://www.proxyvote.com)**

Use the Internet to transmit your voting instructions and for electronic delivery of information up until 11:59 P.M. Eastern Time the day before the cut-off date or meeting date. Have your proxy card in hand when you access the web site and follow the instructions to obtain your records and to create an electronic voting instruction form.

**ELECTRONIC DELIVERY OF FUTURE PROXY MATERIALS**

If you would like to reduce the costs incurred by our company in mailing proxy materials, you can consent to receiving all future proxy statements, proxy cards and annual reports electronically via e-mail or the Internet. To sign up for electronic delivery, please follow the instructions above to vote using the Internet and, when prompted, indicate that you agree to receive or access proxy materials electronically in future years.

**VOTE BY PHONE - 1-800-690-6903**

Use any touch-tone telephone to transmit your voting instructions up until 11:59 P.M. Eastern Time the day before the cut-off date or meeting date. Have your proxy card in hand when you call and then follow the instructions. If you vote by phone, all of the shares will be voted as one vote per share. See Voting Instructions at [investor.synovus.com/2017annualmeeting](http://investor.synovus.com/2017annualmeeting).

**VOTE BY MAIL**

Mark, sign and date your proxy card and return it in the postage-paid envelope we have provided or return it to Vote Processing, c/o Broadridge, 51 Mercedes Way, Edgewood, NY 11717.

TO VOTE, MARK BLOCKS BELOW IN BLUE OR BLACK INK AS FOLLOWS:

E17135-P85576

KEEP THIS PORTION FOR YOUR RECORDS  
DETACH AND RETURN THIS PORTION ONLY

**THIS PROXY CARD IS VALID ONLY WHEN SIGNED AND DATED.**

**SYNOVUS FINANCIAL CORP.**

**THIS PROXY WILL BE VOTED AS DIRECTED, OR IF NO DIRECTION IS INDICATED, WILL BE VOTED "FOR" ITEMS 1A THROUGH 1L AND "FOR" ITEMS 2, 3 AND 4.**

**The Board of Directors recommends you vote FOR the following proposals:**

- |  |   |   |   |
|--|---|---|---|
| <p>1. To elect the following 12 nominees as directors:</p> <p>1A. Catherine A. Allen</p> <p>1B. Tim E. Bentsen</p> <p>1C. F. Dixon Brooke, Jr.</p> <p>1D. Stephen T. Butler</p> <p>1E. Elizabeth W. Camp</p> <p>1F. Jerry W. Nix</p> <p>1G. Harris Pastides</p> <p>1H. Joseph J. Prochaska, Jr.</p> <p>1I. Kessel D. Stelling</p> <p>1J. Melvin T. Stith</p> | <p><b>For Against Abstain</b></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> | <p>1K. Barry L. Storey</p> <p>1L. Philip W. Tomlinson</p> <p>2. To approve, on an advisory basis, the compensation of Synovus' named executive officers as determined by the Compensation Committee.</p> <p>3. To ratify an amendment to the 2010 Synovus Tax Benefits Preservation Plan to extend the Plan.</p> <p>4. To ratify the appointment of KPMG LLP as Synovus' independent auditor for the year 2017.</p> | <p><b>For Against Abstain</b></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> <p><input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/></p> |
|--|---|---|---|

\_\_\_\_\_  
Signature [PLEASE SIGN WITHIN BOX]      Date

\_\_\_\_\_  
Signature (Joint Owners)      Date

**Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting:**  
The Notice and Proxy Statement, 2016 Annual Report and Voting Instructions are available at  
[investor.synovus.com/2017annualmeeting](http://investor.synovus.com/2017annualmeeting).

E17136-P85576

**SYNOVUS FINANCIAL CORP.**  
**BLANCHARD HALL, COLUMBUS BANK AND TRUST COMPANY, 1144 BROADWAY, COLUMBUS, GEORGIA 31901**  
**2017 ANNUAL MEETING OF SHAREHOLDERS TO BE HELD APRIL 20, 2017**  
**THIS PROXY IS SOLICITED ON BEHALF OF THE BOARD OF DIRECTORS.**

By signing on the reverse side, I hereby appoint Kevin S. Blair and Liliana C. McDaniel as Proxies, each of them singly and each with power of substitution, and hereby authorize them to represent and to vote as designated on the reverse side all the shares of common stock of Synovus Financial Corp. held on record by me or with respect to which I am entitled to vote on February 16, 2017 at the 2017 Annual Meeting of Shareholders to be held on April 20, 2017 or any adjournment or postponement thereof.

**THIS PROXY, WHEN PROPERLY EXECUTED, WILL BE VOTED AS DIRECTED BY THE UNDERSIGNED. IF THIS PROXY IS SIGNED AND RETURNED AND DOES NOT SPECIFY A VOTE ON ANY PROPOSAL, THE PROXY WILL BE VOTED IN ACCORDANCE WITH THE RECOMMENDATIONS OF THE BOARD OF DIRECTORS.**

The Board of Directors is not aware of any matters likely to be presented for action at the 2017 Annual Meeting of Shareholders other than the matters listed herein. However, if any other matters are properly brought before the Annual Meeting, the persons named in this Proxy or their substitutes will vote upon such other matters in accordance with their best judgment. This Proxy is revocable at any time prior to its use.

By signing on the reverse side, I acknowledge receipt of NOTICE of the ANNUAL MEETING and the PROXY STATEMENT and hereby revoke all Proxies previously given by me for the ANNUAL MEETING.

**IN ADDITION TO VOTING AND SIGNING THE PROXY, YOU MUST ALSO COMPLETE AND SIGN THE CERTIFICATION BELOW TO BE ENTITLED TO TEN VOTES PER SHARE.**

To the best of my knowledge and belief, the information provided herein is true and correct. I understand that the Board of Directors of Synovus Financial Corp. may require me to provide additional information or evidence to document my beneficial ownership of these shares and I agree to provide such evidence if so requested.

**PLEASE COMPLETE AND SIGN THE CERTIFICATION BELOW**

**(Continued and to be marked, dated, and signed on the other side)**

**DESCRIPTION OF VOTING RIGHTS**

In accordance with the Company's Articles of Incorporation and Bylaws, shares of the Company's Common Stock that meet certain criteria are entitled to 10 votes per share. A complete description of the criteria under which shares are entitled to 10 votes per share is included in the Proxy Statement for the Annual Meeting and at [investor.synovus.com/2017annualmeeting](http://investor.synovus.com/2017annualmeeting).

Shares of Common Stock are presumed to be entitled to one vote per share unless this presumption is rebutted by providing evidence to the contrary to the Company and its Board of Directors. **Shareholders desiring to rebut this presumption should complete and execute the certification below. The Company and its Board of Directors reserve the right to require evidence to support the certification.**

**Certification**

**Under the penalties of perjury, I do solemnly swear that I am entitled to the number of votes set forth below:**

_____ Shares @ 1 vote	1 Vote/Share	= _____ Votes	I agree to provide evidence to support this Certification at the request of the Company.
_____ Shares @ 10 votes	10 Vote/Share	= _____ Votes	Sign here X _____ Date _____, 2017
	Total	= _____ Votes	