

GREATER OMAHA: YOU DON'T NEED A WALL STREET ADDRESS.

We're home to some of the biggest names in financial technology — a hot spot for challenging the status quo and disrupting tradition. Our diverse range of companies — from startups to Fortune 500s — are leaders in the industry, innovators who've taken nothing and turned it into something. Their stories of growth and well-earned success embody the unrelenting optimism of our city — a place that, through its friendly business climate, highly motivated workforce and steady economic growth, is designed to yield a powerful return.

A financial hub.

The finance and insurance industry contributed **\$10.6 billion to Greater Omaha's regional GDP in 2019**, amounting to **16% of the region's output of the Omaha-Council Bluffs MSA.**

(U.S. Bureau of Economic Analysis, 2019)

Critical mass.

Omaha's finance and insurance industry is **70% larger than the national average** and has a concentration **6.4x higher than the national average** in payment processing and compliance alone.

Business-friendly.

With a new state incentive package that rewards progressive employers and a **cost of doing business 14% below the national average**, Omaha is a great place to set up shop.

Well connected.

The region is served by **more than 50 diverse telecom carriers, with 100+ gig local and long-haul connectivity.** We're able to offer multiple routes from local to long-haul and international.



Let us connect you with the resources you need for a successful project.

Email Megan Skiles at mskiles@selectgreateromaha.com



A WORKFORCE THAT'S A FORCE OF NATURE.



35,700 existing financial services workers, for a robust network of professionals with industry expertise.



70% above the national average in finance and insurance industry employment. That means an experienced talent pool to draw from.



A supporting workforce of **19,000 network, web, database and cybersecurity professionals**.



Operations savings thanks to **industry wages** that are **30% lower** than the national average.



4,200 Series 6/7 holders within a 25-mile radius (FINRA, 2020).

(Above stats from JobsEQ, 2020)

Pipeline? We have a talent floodgate.

Omaha is a national leader in the financial industry, but we'll only keep improving our position. We're preparing our up-and-coming professionals to lead the way as home to the country's first degree program in Finance and Technology through the Creighton University Heider College of Business.



103,000 college students within a 50-mile radius with an excellent college graduate retention rate.



Home to several **code schools** and an accredited data science program.



Local universities eager to partner with local industry.



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INDUSTRY LEADERS OPERATING IN NEBRASKA.

FACEBOOK

fiserv.

Google

 Mutual of Omaha

PayPal

verizon^v

INSURANCE

Aetna
Pacific Life
Physicians Mutual
Amerisafe
Applied Underwriters
Blue Cross Blue Shield
WoodmenLife

TRANSACTIONS

Eckoh
TSYS Merchant Solutions, LLC
CSG International
Paysafe
Toast
ACI Worldwide Inc.

TRADING & LENDING

Bank of the West
Berkshire Hathaway, Inc.
Charles Schwab
First National Bank of Omaha
Securities America
Lincoln Financial Group
Cambridge Advisors
Carson Wealth

DATA CENTERS

Yahoo
CyrusOne
TierPoint
Fidelity Investments
CenturyLink
Travelers Companies
Scott Data Center
Interpublic Group
First National Technology Solutions

Verizon Media, formerly Yahoo!, chose Omaha to locate its global accounting operations. Since locating in Omaha, we've had great success recruiting quality talent and have been delighted with the quality of life Omaha affords our employees. We're proud to be a part of this up-and-coming market in the Silicon Prairie.

SCOTT GARNER, VERIZON MEDIA
GLOBAL CONTROLLER

The city of Omaha has been a central part of Mutual of Omaha's success throughout our 111-year history. From the consistent support of civic leaders to the innovative collaboration between public and private entities to the local talent pipeline, Omaha offers a forward-thinking, business-friendly climate that fosters our success. We count it a privilege to call Omaha home and look forward to growing our business here for years to come.

JAMES BLACKLEDGE, MUTUAL OF OMAHA
CHAIRMAN AND CEO



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MIDDLE AMERICA LEADS THE WAY.

Greater Omaha: It's the perfect balance of big city and tight-knit community. Fortune 500 companies and a short commute. World-class entertainment and a thriving makers movement. It's a great place to raise a family, forge a career and grow your business.



12% higher concentration of college graduates than the U.S. average



14% lower cost of doing business than the U.S. average

We work hard to keep the business climate friendly and taxes moderate.



State and local incentives include reduction or elimination of payroll, income and/or sales tax liability.



Tax credits for job training programs, recruitment and childcare expenses.



No. 14 cheapest places to live
U.S. News & World Report



No. 5 best city for young professionals
Yahoo Finance

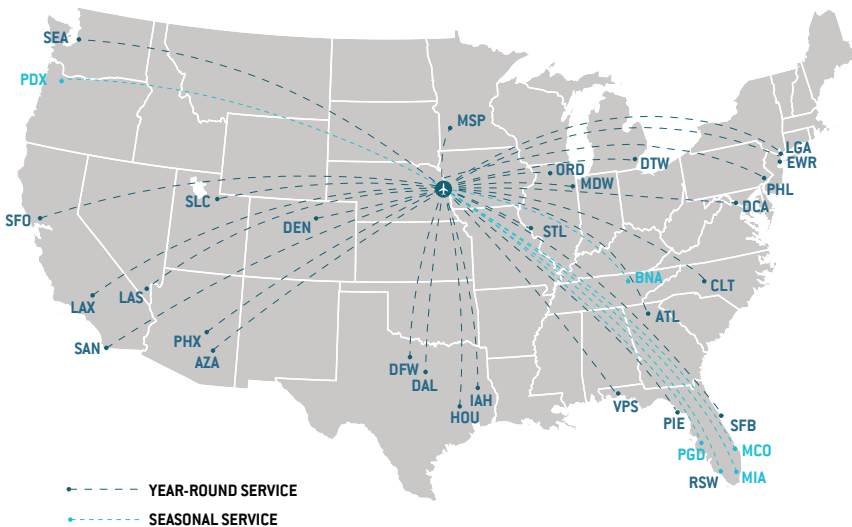


No. 2 best midsize city
BestCities.org



Among the 13 fastest-growing tech hubs
Uncubed.com

Nonstop service to 33 destinations.



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