

PEAPACK GLADSTONE FINANCIAL CORP

Form FWP

October 29, 2013

Filed Pursuant to Rule 433

Free Writing Prospectus

Dated October 29, 2013

Registration No. 333-188009





























































• 92 Year history with a strong wealth-oriented brand • Unique and compelling strategy that capitalizes on macroeconomic trends for wealth creation while leveraging our existing core business in one of the wealthiest regions of the US • Experienced leadership team with a proven track record • Strong enterprise risk management platform and processes (particularly credit risk management) • An enviable business mix with a stable source of fee income • Best in class credit metrics • Strong core deposit base in a market with considerable depth to support growth • On October 25, 2013, PGC traded at 1.30x tangible book value and its peers traded at 1.42x tangible book value while its wealth management peers traded at 1.52x tangible book value<sup>1,2</sup> Executing our strategy – “Expanding Our Reach” – will create shareholder value by consistently growing revenue and profitability.