



OCTOBER 2004

NYSE
BBX

Prepared: October 20, 2004



BANKATLANTIC BANCORP

NYSE:BBX

A Florida based financial services holding company



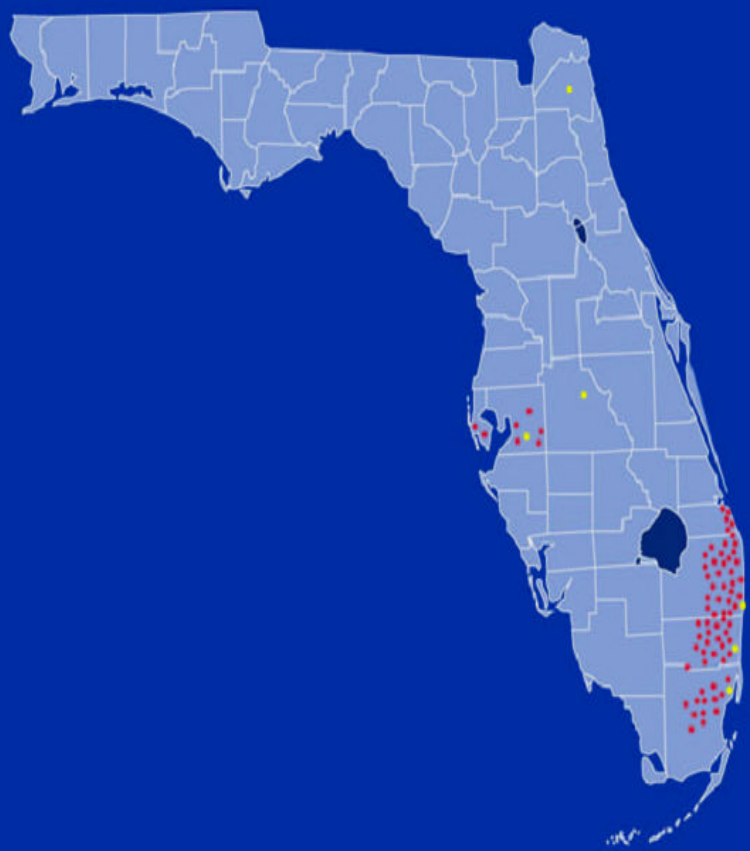
Retail and Commercial Banking

RYAN BECK & CO.

Investment Banking and Retail Brokerage

BANKATLANTIC

BRANCH NETWORK



● Loan Production offices ● Branches

Household Penetration ⁽¹⁾

- 273K households
- 621K accounts
- 63K online customers
- 2.5 products & services per household
- overall cross-sell rate

⁽¹⁾ As of 9/30/2004

Distribution Network

- 74 Branches - Open 7 days
- Unique ATM niche
- Award-winning Internet Platform
- 24x7 Customer Service

BANKATLANTIC

MARKET SHARE*

	BankAtlantic Deposits (In millions)	BankAtlantic Market Share	Market Share Ranking
Broward (Fort Lauderdale)	\$1,570	5.38%	6
Palm Beach / Boca Raton	784	2.71%	8
Miami-Dade	398	0.73%	23
Tampa Bay	113	0.40%	28
All Other	194	2.33%	12
Florida	3,059	1.12%	15

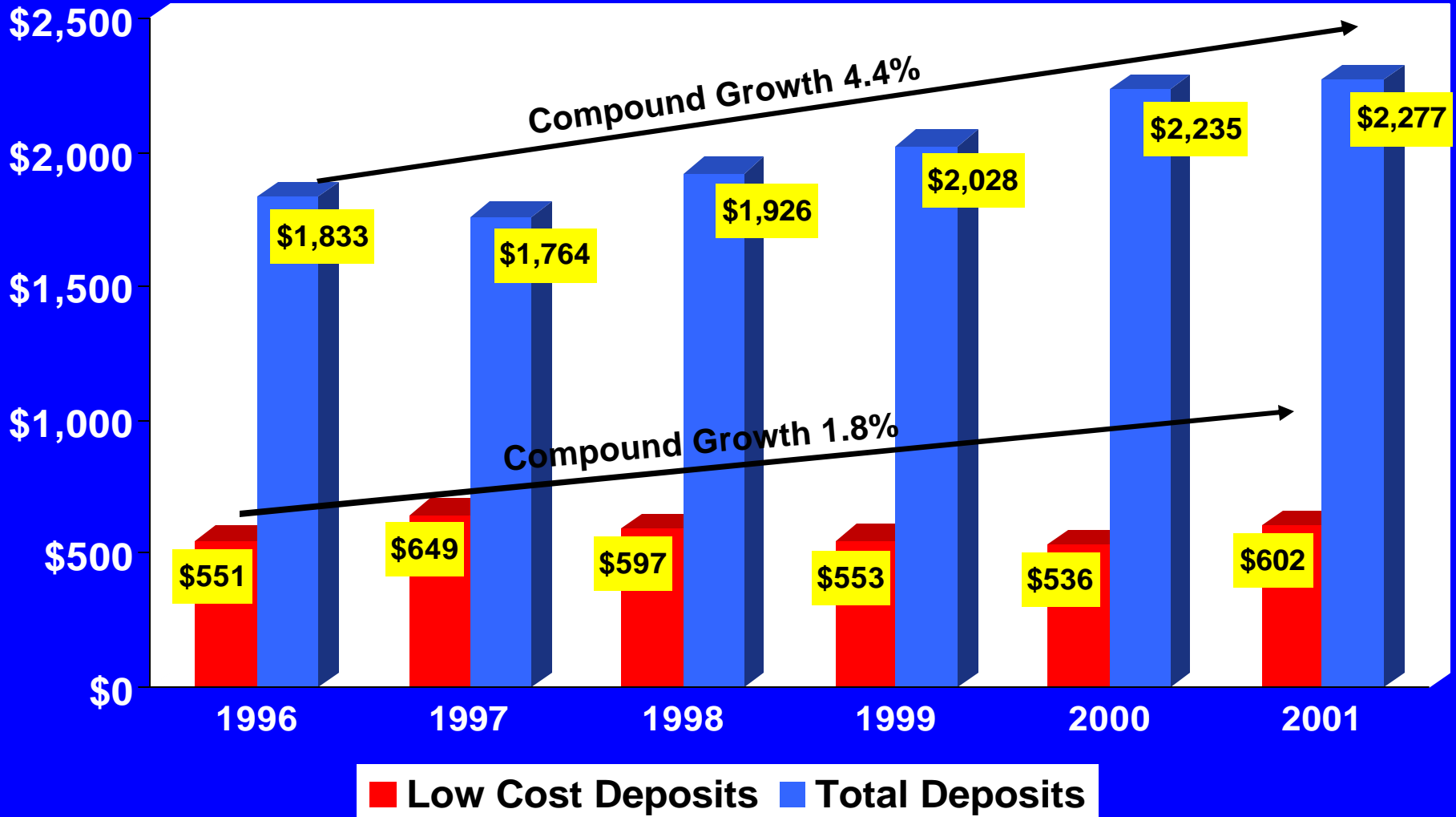
*As of 12/31/03

Source: FL Bankers Assoc.

TOTAL DEPOSITS

BANK OPERATIONS

Period-end Balances, Millions



Demand, Savings, NOW accounts comprise Low Cost Deposits

BANKATLANTIC

STRATEGY

- Increase Low Cost deposits by:
 - a) Florida's Most Convenient Bank initiative
 - b) Driving growth through service – not rate
 - c) Strong sales and marketing culture
- Grow Loans in Commercial Real Estate, Small Business and Consumer
 - No Credit Card, International, Syndication, or Indirect lending
- Maintain high performance credit standards

BANKATLANTIC

"FLORIDA'S MOST CONVENIENT BANK"

- **Seven Day Branch Banking**
- **Extended Weekday Hours**
- **24/7 "live" Customer Service**
- **Open Most Holidays**
- **Free Checking**
- **Free Online Banking**
- **Unique Banking Experience**
- **Dozens of New Deposit product bells and whistles**

BANKATLANTIC NEW BRANCH LOOK

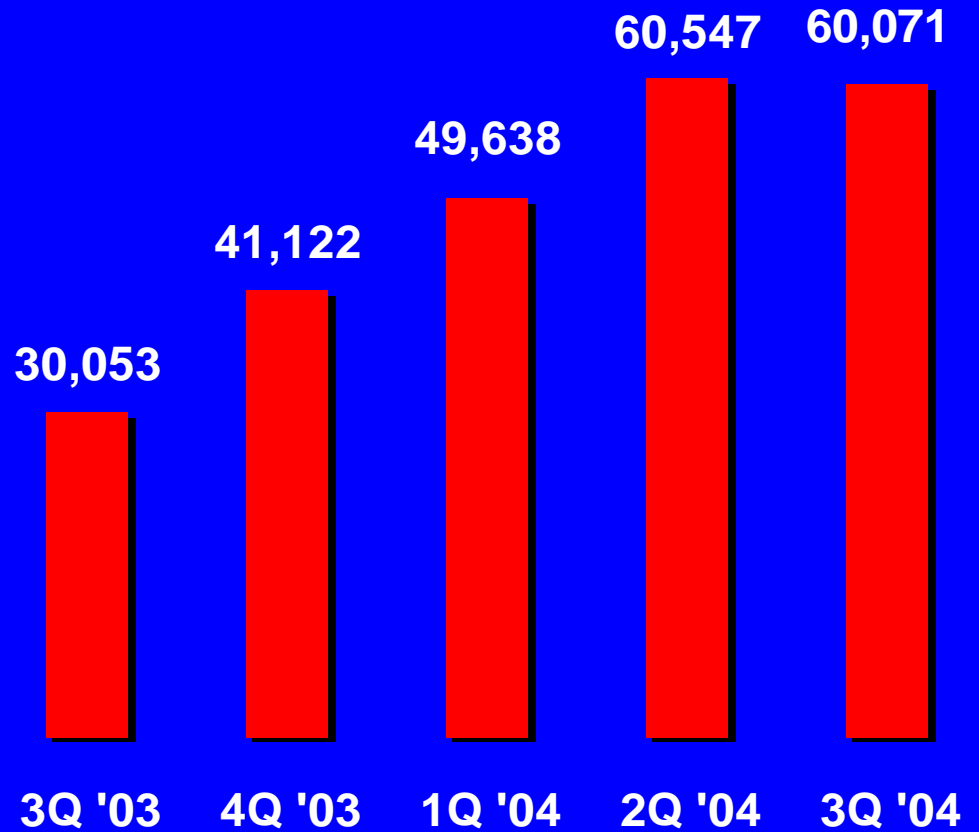


FLORIDA'S MOST CONVENIENT BANK



SELF SERVICE COIN COUNTER

Number of Transactions



Number of Counters in service: 72

BANKATLANTIC.COM

- 63,000 online customers
- Free Online Banking
- Electronic Bill Pay
- 24x7 Customer Service



Winner 2002 Standard of Excellence Award



What good are 8 million locations when they're all closed?



7 days a week.

Early in the morning.

Late at night.

Even weekends.

It's just what you'd expect from Florida's Most Convenient Bank.



Call 1.800.351.7799, or visit BankAtlantic.com,

or stop by Monday - Friday: 7:30am - 8pm, Saturday: 7:30am - 6pm, or Sunday: 11am - 4pm

Because your paycheck doesn't help you
if you can't cash it.



7 days a week.

Early in the morning.
Late at night.
Even weekends.

It's just what you'd expect from Florida's Most Convenient Bank.



Call 1.800.351.7799, or visit BankAtlantic.com,
or stop by Monday - Friday: 7:30am - 8pm, Saturday: 7:30am - 6pm, or Sunday: 11am - 4pm

Emergencies would be called plans if they happened on schedule.



7 days a week.

The un-expected is never convenient.

That's why Bank Atlantic is.

Helpful people, products and services early in the morning, late at night, and especially on weekends.

It's just what you'd expect from Florida's Most Convenient Bank.



Call 1.800.351.7799, or visit BankAtlantic.com,

or stop by Monday - Friday: 7:30am - 8pm, Saturday: 7:30am - 6pm, or Sunday: 11am - 4pm

Because home is the only place you should be rushing to at the end of the day.



7 days a week.

Early in the morning.

Late at night.

Even weekends.

It's just what you'd expect from Florida's Most Convenient Bank.



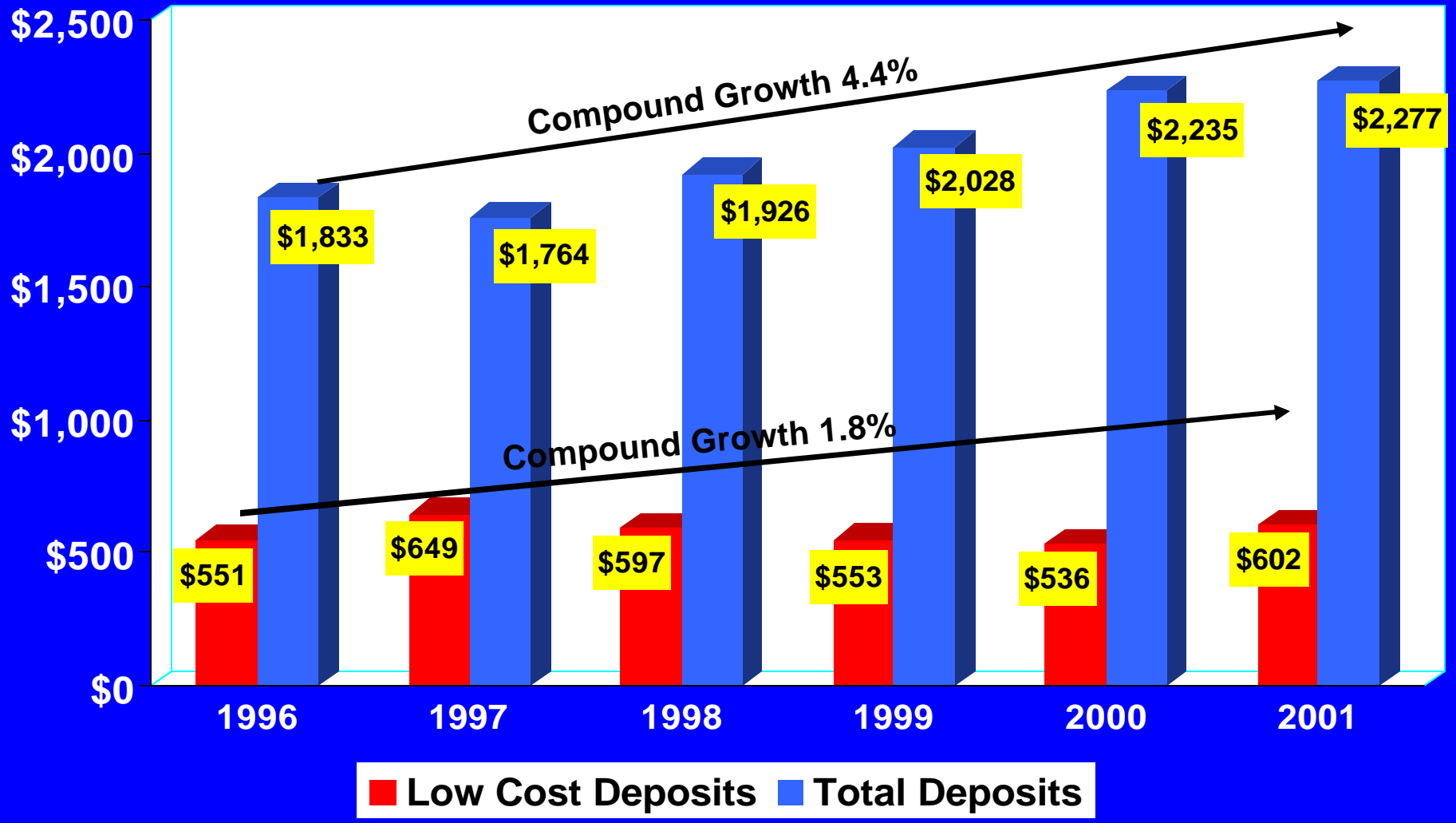
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TOTAL DEPOSITS

BANK OPERATIONS

Period-end Balances, Millions

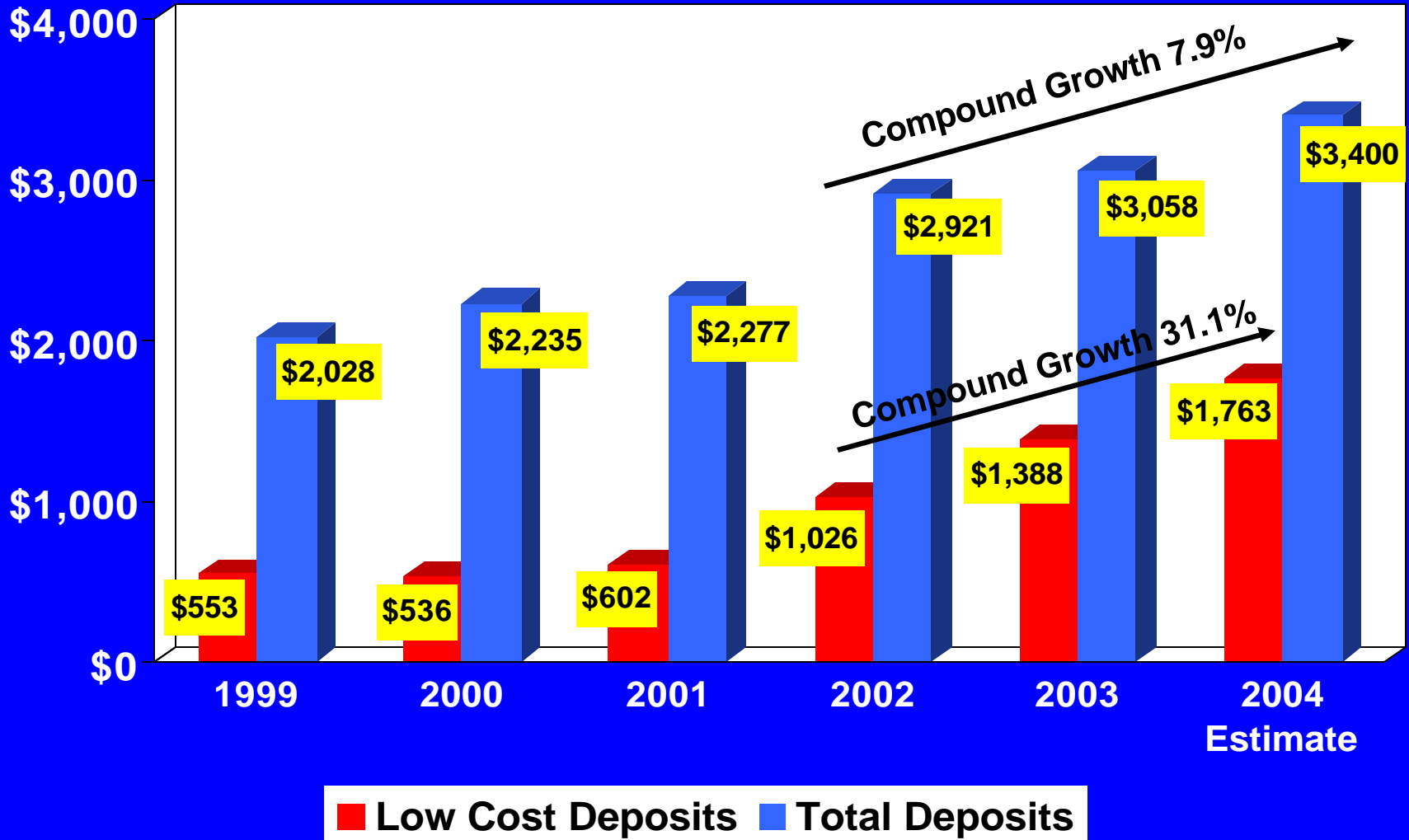


Demand, Savings, NOW accounts comprise Low Cost Deposits

TOTAL DEPOSITS

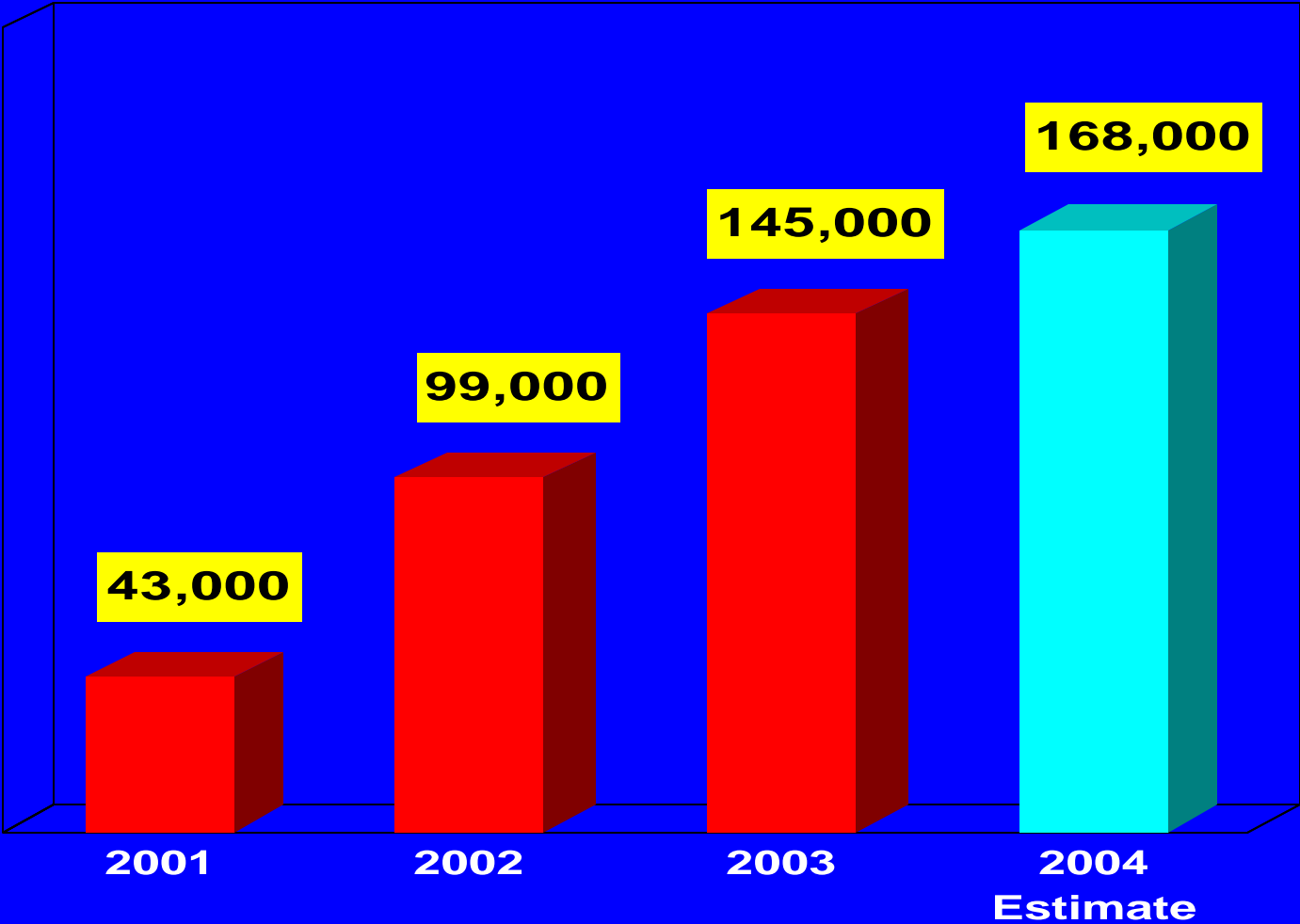
BANK OPERATIONS

Period-end Balances, Millions



Demand, Savings, NOW accounts comprise Low Cost Deposits

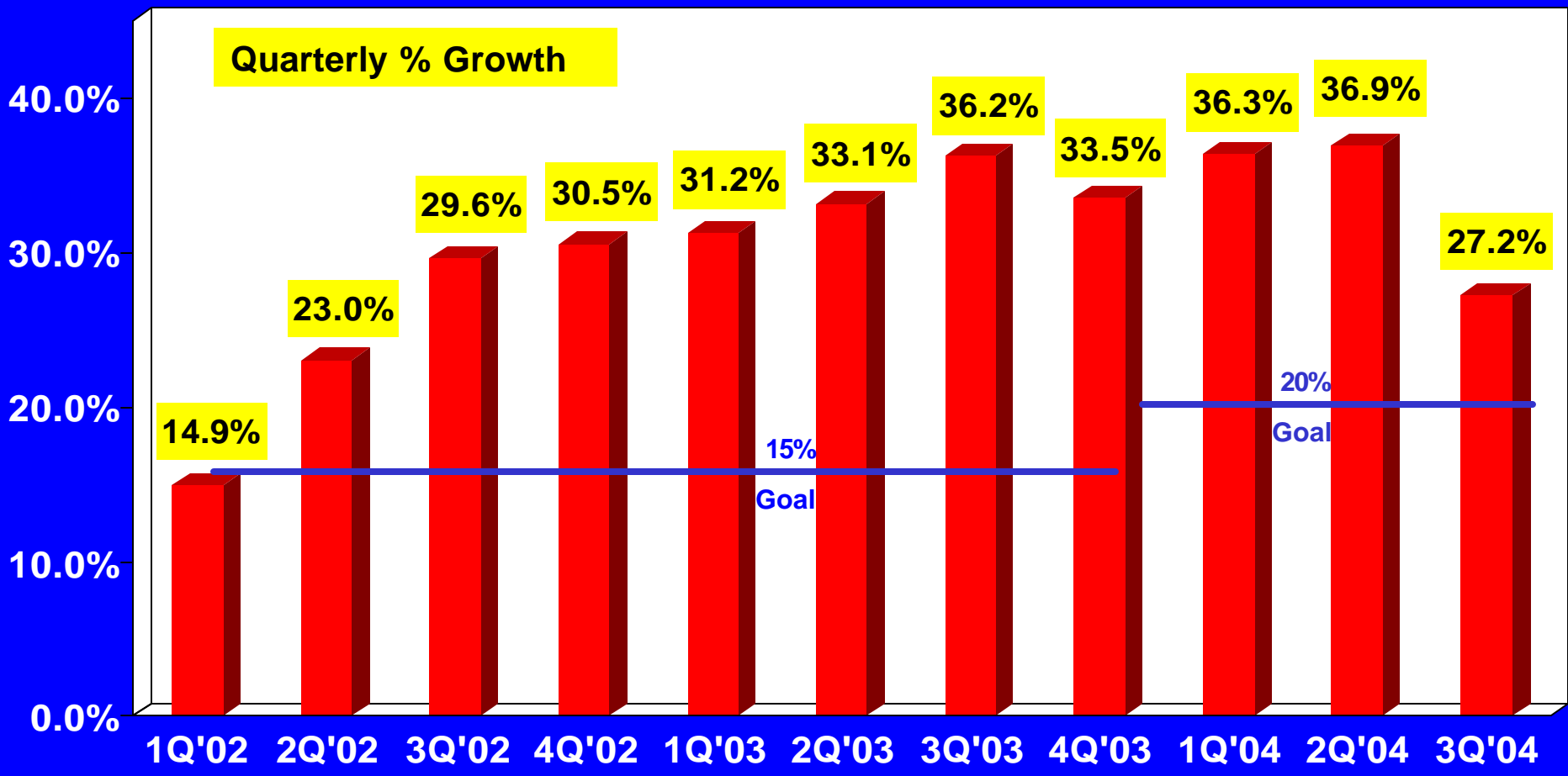
NEW LOW COST ACCOUNTS (CHECKING AND SAVINGS)*



*Demand, Savings, NOW accounts comprise Low Cost Deposits

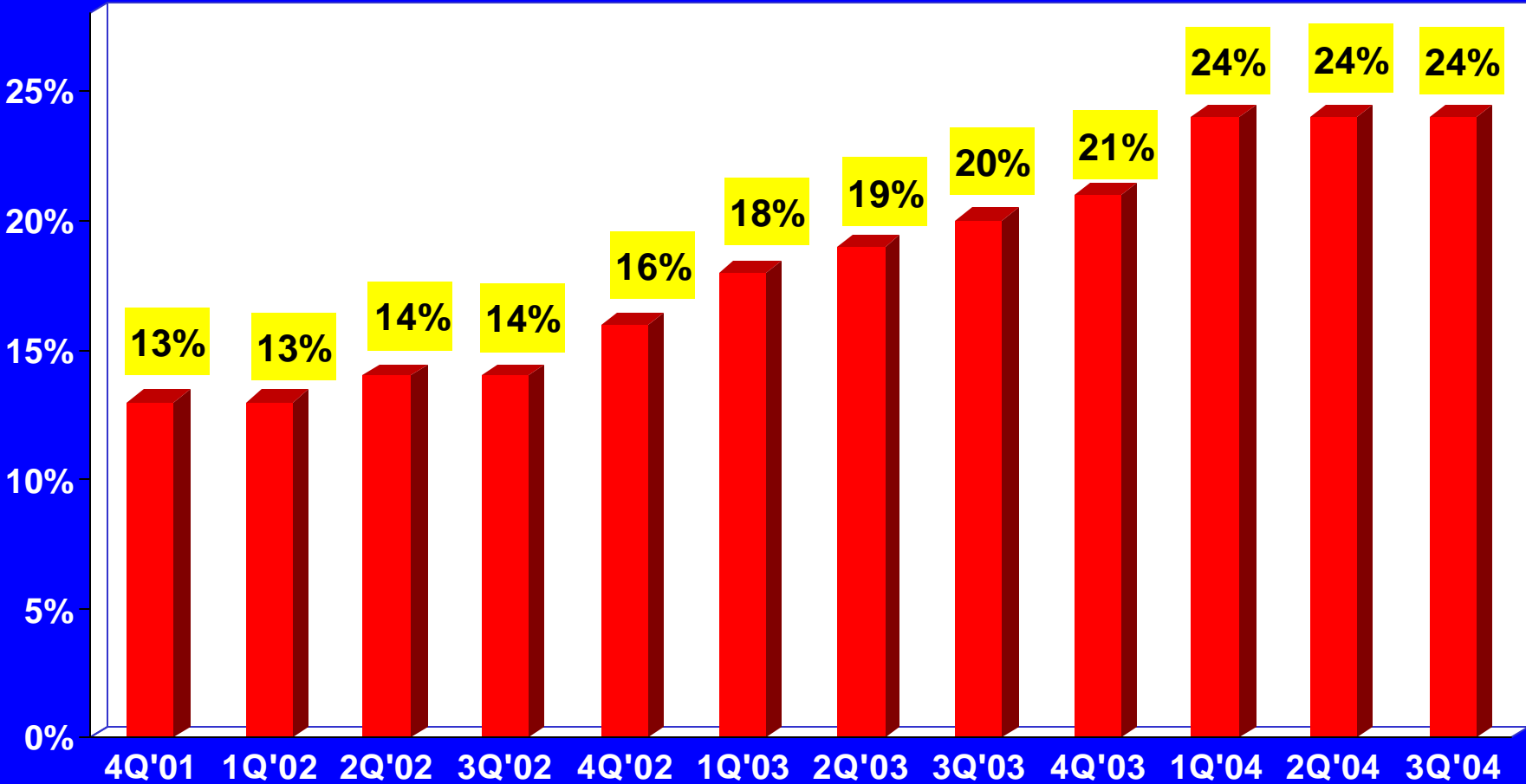
LOW COST DEPOSIT GROWTH¹

"SAME BRANCH"², YEAR-OVER-YEAR CHANGE

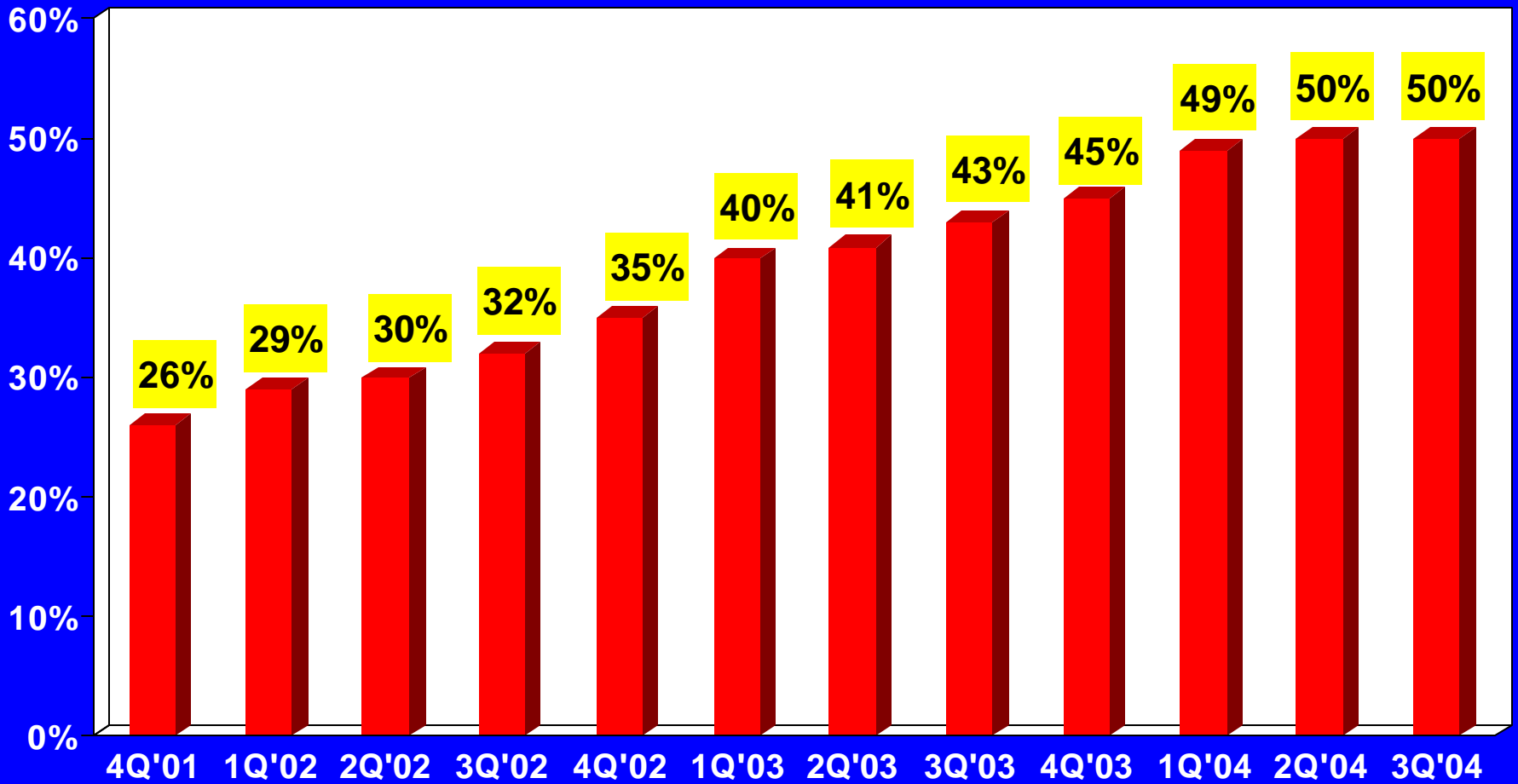


¹ Demand, Savings, NOW accounts comprise Low Cost Deposits
² Includes Branches open for 2 years or more

DEMAND DEPOSITS % OF TOTAL DEPOSITS

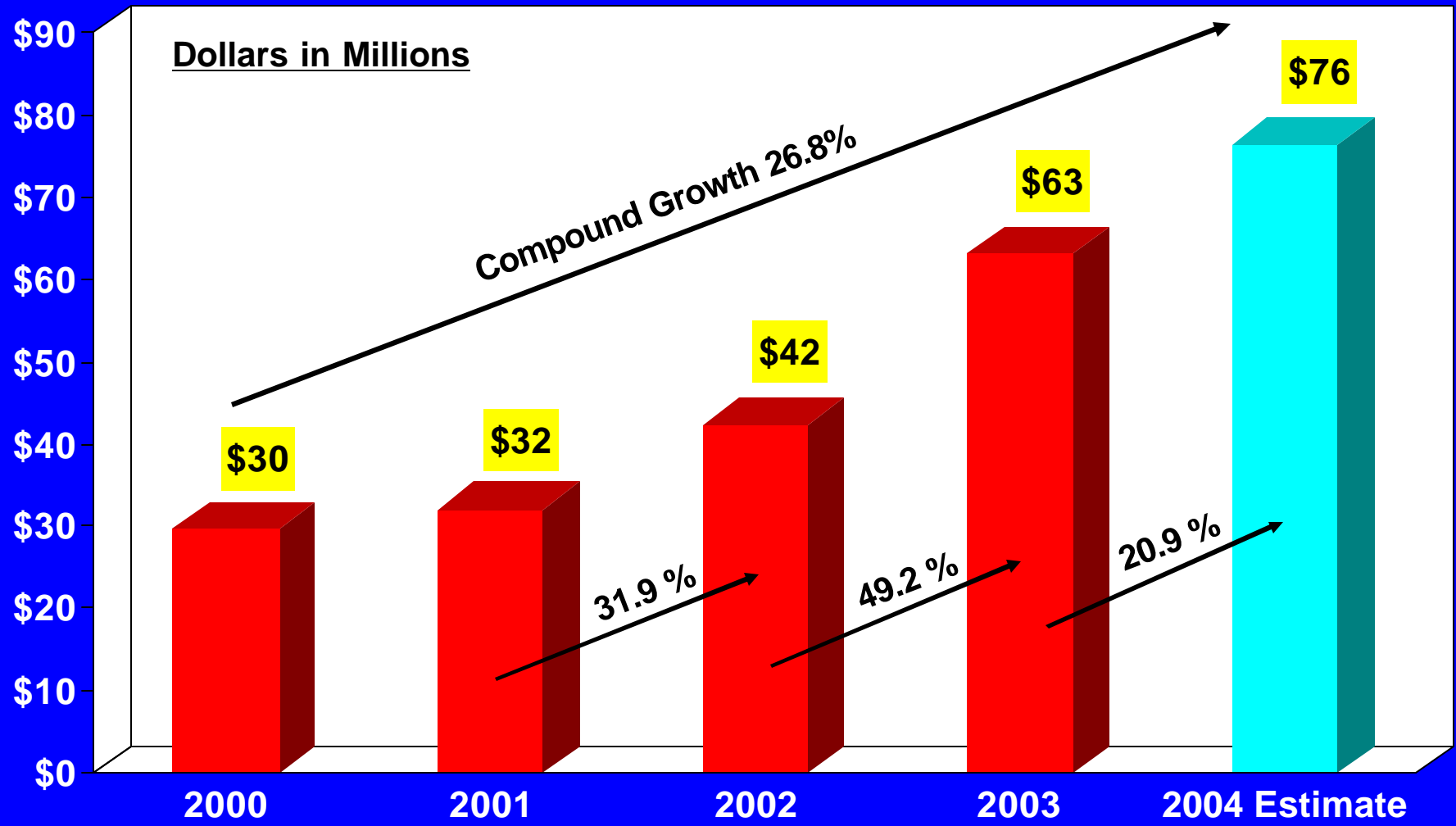


LOW COST DEPOSITS* % OF TOTAL DEPOSITS



* Demand, Savings, NOW accounts comprise Low Cost Deposits

FEE INCOME BANK OPERATIONS



COST DYNAMICS

<u>In Millions of Dollars</u>	<u>2001 Baseline</u>	<u>2004 Est Baseline Increase¹</u>	<u>FMCB Increment</u>	<u>Efficiency Ratio Impact</u>
Operating Expenses:				
Staffing	\$50.0	\$71.5	\$20.0	7.7%
Advertising	3.8	4.9	12.1	4.7%
Other	52.1	71.1		
Total Operating Expenses	105.9	147.5	32.1	12.4%

¹ Baseline Total Operating Expenses reflect a compound annual increase of 8.7% and also reflect the impact of the CMSV acquisition in 1Q'02

BANKATLANTIC

2005 BRANCH EXPANSION STRATEGY

- **Branch de novo expansion strategy:**
 - i. Open between 8 and 10 branches
 - ii. 2005 capital commitment \$18 million
 - iii. Anticipated break-even 12-15 months

- **Existing Branch renovation and “branding” initiative:**
 - i. Renovation and “branding” of existing branches
 - ii. Capital commitment \$13 million

FORWARD-LOOKING INFORMATION

Except for historical information contained herein, the matters discussed in these slides contain forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended (the “Securities Act”), and Section 21E of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), that involve substantial risks and uncertainties. When used in this presentation and in any documents incorporated by reference herein, the words “anticipate,” “believe,” “estimate,” “may,” “intend,” “expect” and similar expressions identify certain of such forward-looking statements. Actual results, performance, or achievements could differ materially from those contemplated, expressed, or implied by the forward-looking statements contained herein. These forward-looking statements are based largely on the expectations of BankAtlantic Bancorp, Inc. (“the Company”) and are subject to a number of risks and uncertainties that are subject to change based on factors which are, in many instances, beyond the Company’s control. These include, but are not limited to, risks and uncertainties associated with: the impact of economic, competitive and other factors affecting the Company and its operations, markets, products and services; credit risks and loan losses, and the related sufficiency of the allowance for loan losses; changes in interest rates and the effects of, and changes in, trade, monetary and fiscal policies and laws; adverse conditions in the stock market, the public debt market and other capital markets and the impact of such conditions on our activities and the value of our assets; BankAtlantic’s seven-day banking initiative and other growth initiatives not being successful or producing results which do not justify their costs; the impact of periodic testing of goodwill and other intangible assets for impairment; achieving the benefits of the prepayment of the Federal Home Loan Bank advances; and management’s estimates as to new account openings, loan growth and fee income. Further, this press release contains forward-looking statements relating to BankAtlantic’s new branch, de novo expansion strategy and its renovation and branch “branding” initiative which are subject to a number of risks and uncertainties. These include, but are not limited to: regulatory issues, that the number of new branches may be less than anticipated, and that the new branch, de novo expansion strategy and renovation and branch “branding” initiative will not be successful or will not produce results which justify their costs. In addition to the risks and factors identified above, reference is also made to other risks and factors detailed in reports filed by the Company with the Securities and Exchange Commission. The Company cautions that the foregoing factors are not exclusive.



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BANCORP