

SEACOAST BANKING CORP OF FLORIDA  
Form FWP  
February 15, 2017

Filed Pursuant to Rule 433 of the Securities Act of 1933

Issuer Free Writing Prospectus dated February 15, 2017

Registration Statement No. 333-194712

Registration Statement No. 333-206588

This free writing prospectus relates only to the securities described below and should be read together with the preliminary prospectus supplement dated February 14, 2017 to (i) the prospectus dated July 10, 2014 relating to Registration Statement No. 333-194712 (the Primary Registration Statement ) and the shares of common stock of Seacoast Banking Corporation of Florida (the issuer ) to be sold by the issuer and (ii) the prospectus dated September 29, 2015 relating to Registration Statement No. 333-206588 (the Secondary Registration Statement and, together with the Primary Registration Statement, the Registration Statements ) and the shares of common stock of the issuer to be sold by CapGen Capital Group III LP (the selling stockholder ). The Primary Registration Statement can be accessed through the following link:

[https://www.sec.gov/Archives/edgar/data/730708/000114420415056132/v420628\\_s3a.htm](https://www.sec.gov/Archives/edgar/data/730708/000114420415056132/v420628_s3a.htm), and the Secondary

Registration Statement can be accessed through the following link:

[https://www.sec.gov/Archives/edgar/data/730708/000114420415056132/v420628\\_s3a.htm](https://www.sec.gov/Archives/edgar/data/730708/000114420415056132/v420628_s3a.htm)

### **Seacoast Banking Corporation of Florida**

#### **7,750,000 Shares of Common Stock**

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| <b>Issuer:</b>   | Seacoast Banking Corporation of Florida  |
| <b>NASDAQ GS Symbol:</b>   | SBCF   |
| <b>Total shares offered by the issuer:</b>                       | 2,702,500 shares   |
| Firm shares:   | 2,350,000 shares   |
| Option shares:   | Up to 352,500 shares   |
| <b>Total shares offered by the selling stockholder:</b>          | 6,210,000 shares   |
| Firm shares:   | 5,400,000 shares   |
| Option shares:   | Up to 810,000 shares   |
| <b>Price to public:</b>  | \$22.25 per share  |
| <b>Net proceeds to the issuer, before expenses:</b>              | Approximately \$49.4 million (or approximately \$56.8 million if the underwriters exercise their option to purchase additional shares in full)   |
| <b>Net proceeds to the selling stockholder, before expenses:</b> | Approximately \$113.5 million (or approximately \$130.6 million if the underwriters exercise their option to purchase additional shares in full) |
| <b>Pricing date:</b>   | February 15, 2017  |

**Closing date:** February 21, 2017  
**CUSIP No.:** 811707801  
**Joint Bookrunning Managers:** Guggenheim Securities, LLC  
Sandler O'Neill & Partners, L.P.  
**Lead Manager:** Raymond James & Associates, Inc.

Certain of our directors have agreed to purchase an aggregate of approximately \$1.0 million in shares of our common stock in this offering at the public offering price set forth above.

**The issuer has filed a preliminary prospectus supplement to the Primary Registration Statement (including a prospectus) and the Secondary Registration Statement (including a prospectus) with the U.S. Securities and Exchange Commission (the SEC) for the offering to which this communication relates, and each such Registration Statement has been declared effective. You may get these documents for free by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov). Alternatively, you may request a copy of these documents from Guggenheim Securities, LLC at Attention: Equity Syndicate Department, 330 Madison Avenue, 8<sup>th</sup> Floor, New York, NY 10017, by email at [GSEquityProspectusDelivery@guggenheimpartners.com](mailto:GSEquityProspectusDelivery@guggenheimpartners.com), or by phone at 212-518-9658; or from Sandler O'Neill & Partners, L.P., 1251 Avenue of the Americas, 6th Floor, New York, New York 10020, Attn: Syndicate Operations, or by phone at 1-866-805-4128.**

This communication shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.