



CAMELS
ShareholderLink

IDENTIFYING INVESTORS

ONE NAME AT A TIME

***Your Solution for Reinventing Your Shareholder Base
and Increasing Fair Market Value and Stock Liquidity***

CAMELS ShareholderLink offers a unique combination of discovery, intent, and processes for answering
one key question ... ***Where will I find my next shareholder?***



CAMELS CONSULTING GROUP_{LLC}
Increasing Shareholder Value

camelsgroup.com

Reinvigorate Your Bank's Shareholder Base with CAMELS ShareholderLink

CAMELS ShareholderLink is a proprietary solution designed for privately-held and publicly-traded banks, draws on CAMELS 35 years of community bank, investment banking and brokerage management investment experience providing a seamless solution to assist privately-held or publicly-traded banks in attracting new investors, supporting shareholder liquidity, and making owners out of customers.

The CAMELS ShareholderLink Advantage

CAMELS ShareholderLink is your link to building stronger bank relationships, supporting liquidity of your stock, and increasing shareholder value.

CAMELS ShareholderLink a Powerful, Yet Simple Solution

Staff will immediately see the value of **CAMELS ShareholderLink** and be able to effectively use the system after a short orientation session. The program is easy and intuitive—a simple yet powerful tool for capturing customer opportunities.

Training is provided in the utilization of **CAMELS ShareholderLink** for directors, officers, and staff. It is an essential part of the systems implementation. A special Trading Desk program is also available.

CAMELS ShareholderLink is the first shareholder and investor identification and tool, that:

- Increases the liquidity of your stock
- Reinvent your shareholder base
- Supports capital offerings
- Drives greater organic growth
- Provides an internal trade desk
- Establishes a direct communication link for increased investor relations

Why CAMELS ShareholderLink?

CAMELS ShareholderLink builds stronger bank relationships by offering your customers an ownership opportunity. It is structured to provide community banks with the ability to continually identify new shareholders from existing customer relationships and local investors.

The identification process is only the start. **CAMELS ShareholderLink** provides a 'trading desk' structure for your internal transfer agent, enabling the matching of both buyer and seller, and fully managing a listing of prospective investors. No longer do sudden large block sales challenge the liquidity of your stock.

With CAMELS ShareholderLink you can:

- Eliminate one-dimensional spreadsheets and paper-based buyer/seller lists.
- Maintain an active list of prospective buyers providing your shareholders with liquidity in their investment.
- Increase local investor interest by providing quarterly updates of your stock's fair market value (FMV) with CAMELS' Stock Valuation Program.

Add Shareholder

Customer/Investor Name:	<input type="text"/>
Shareholder Type:	<input type="text"/>
Transaction Type:	<input type="text"/>
Number of Shares:	<input type="text"/>
Purchase shares:	<input type="checkbox"/>
Price Per Share:	<input type="text"/>
First Follow Up:	11/14/2015 <input type="text"/>
Second Follow Up:	12/2/2015 <input type="text"/>
Third Follow Up:	2/9/2016 <input type="text"/>

“Our strategic plan called for raising capital, CAMELS ShareholderLink provided the solution.”

President & CEO
\$170 Million Community Bank

“What if everyone in your organization could help find your bank's next shareholder?”

CAMELS ShareholderLink, empowers your bank to:

- Take charge of your shareholder base; be prepared for large block transactions; and maintain contact with the most valuable shareholder... those who want to expand their investment in your bank.
- Attract Main Street investors—Wall Street investors do not focus on organic growth or directly add to the bank's profitability.
- Reduce missed buy/sell opportunities by matching prospective investors with existing shareholders.
- Be prepared for shareholder post sell-offs due to splits, mergers and acquisitions.
- Benefit from a self-monitoring, results-driven program that is low cost, simple and effective.
- Reinvent existing branch growth and speed profitability of de novo branch placement with a plan to make customers your new owners.



Richwood Bank CEO



Re-Invent Our Shareholders



Turning Customers into Owners



Communication of Fair Market Value



CSL Trading Platform



Frequently Asked Questions

Empower Your Organization With CAMELS ShareholderLink

CAMELS ShareholderLink reports provide a real-time transfer desk environment for privately held bank stock.

My Shareholder

Track your customer to shareholder conversion process including identifying new investors. Management of the sales cycle with commentary and notes for follow-up. Export data in Excel® for mailing campaigns.

My Shareholder Notes

Keep track of shareholder relationships with comprehensive archives of notes for each existing and prospective shareholder.

By Referral

Provides quantitative data on referral activity for prospective shareholders and tracks referral efforts on an individual basis.

By Call Status

Allows the bank's Trading Desk to set forward call dates and qualify prospective or existing shareholders as 'Priority' or 'Follow-up Call' to enhance the sales process.

By Transaction (Buy/Sell)

Manage the Buy/Sell process for the Trading Desk with data on who is selling at what price, match seller to buyer and enhance stock liquidity. Fully electronic platform.

By Prospectus/Interest

Identifies prospective investors supporting capital offerings, organic growth and operational enhancements.

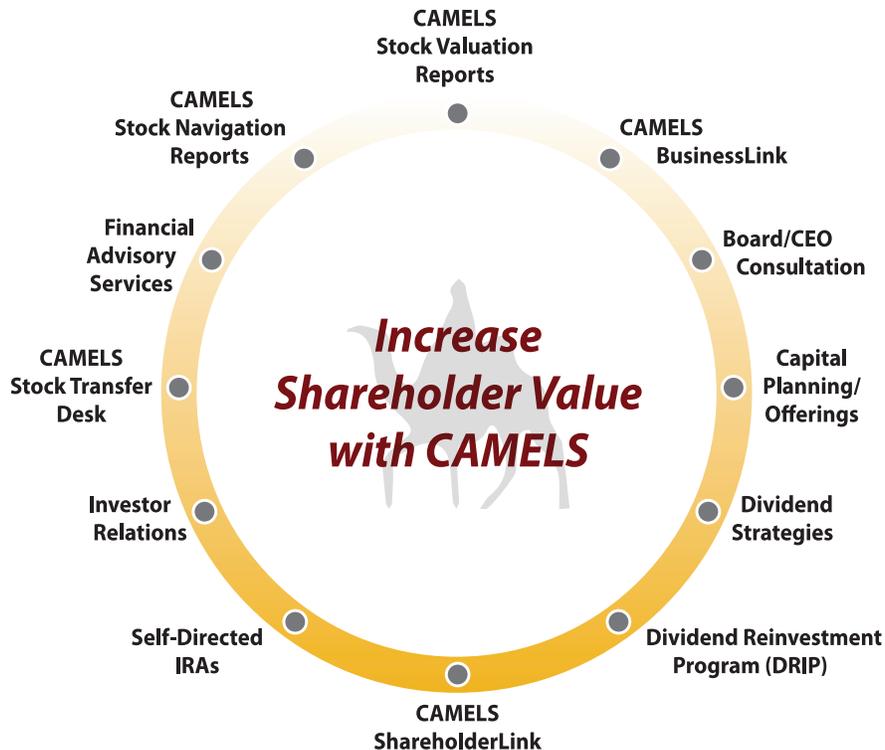
See **CAMELS ShareholderLink** in action.

Call 614-746-4634 or Email: eschmidt@camelsgroup.com



CAMELS ShareholderLink Operating Platform: A Highly Secure, Cloud-Based Solution

CAMELS ShareholderLink utilizes Microsoft® SharePoint architecture and is web-based, allowing 24/7 access from any internet capable computer. Each user has a proprietary database configuration. The system platform supports integration with MS Office Suite. Microsoft is recognized as an industry leader in cloud security with policies and controls.



Edward E. Schmidt
President & CEO
CAMELS Consulting Group, LLC

PROVEN SOLUTIONS *For increasing shareholder value*

At CAMELS Consulting Group, we focus on one thing:
Providing privately-held and publicly-traded community banks with proven solutions to increase shareholder value.

Led by Edward E. Schmidt, recognized for his extensive experience in bank valuation, investment banking and shareholder management, CAMELS offers a comprehensive suite of solutions exclusively designed for the community bank sector.



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