



Request a Complimentary Shareholder Strategy Consultation

## A Simple Solution to Shareholder Succession



Shareholder succession is a critical problem for privately-held banks. An aging shareholder base is a risk that could jeopardize your institution's independence. This is true for two reasons:

- Aging shareholders may pass away and their families may divest their interest in your institution.
- Due to the lack of liquidity in your stock, attracting younger, new shareholders can be very challenging.

Another challenge the majority of community banks face is identifying new shareholders to help stem their succession problem. This is why CAMELS has developed a proprietary solution to help privately-held banks address this problem.

As part of **CAMELS' Stock Navigation Program**, **CAMELS Investor Focus (CIF)** provides a direct portal to your trading desk, increasing shareholder liquidity through identification of new investors.

This web-based application linked to your bank's website, allowing directors, management, and staff to identify prospective shareholders. Investors can also

identify themselves.

It's a simple solution to ensure your shareholder strategy addresses the core challenge of shareholder succession.

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**See CIF in action by clicking the image below to watch the video on our website [camelsgroup.com](http://camelsgroup.com).**

Click on the image below to watch the CAMELS Investor Focus video.

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## Download the CIF Fact Sheet

Click on the image below to download the CAMELS Investor Focus Fact Sheet



## CAMELS INVESTOR FOCUS

### *Creating Liquidity for Shareholders*

As part of CAMELS' Stock Navigation Program, CAMELS Investor Focus provides a direct portal to your trading desk. Increasing shareholder liquidity through identification of new investors.

**CAMELS Investor Focus** is a web-based application linked to your bank's website. Now directors, management, and staff can identify prospective shareholders. Investors can also identify themselves. **Your answer to shareholder succession.**

**CAMELS Investor Focus** is a simple, easy-to-use application designed for addressing stock liquidity. It can be an integral component of your shareholders outreach program. CAMELS Investor Focus is an essential component to any future capital raise or large block sale.

**CAMELS Investor Focus FAQ:** CAMELS Investor Focus is a web-based solution that is secure, proprietary and requires no special ID or Password.

**Is it difficult to link CAMELS Investor Focus to the banks web site? Will it take a lot of time to prepare?** No and no. We work with you creating a special page for your IR website. CAMELS creates this page with your bank's description, logo placement, and key investor questions. We provide code for you to embed so the page is linked directly to your website.

#### **CAMELS Investor Focus Benefits:**

- ▶ *Custom Data Collection Form*
- ▶ *Email Alerts Provided IR*
- ▶ *Weekly/Monthly Recap Report*
- ▶ *IR Communications program*
- ▶ *FMV/Liquidity Improvement*

**Learn more at [CamelsGroup.com](http://CamelsGroup.com) or email [eschmidt@camelsgroup.com](mailto:eschmidt@camelsgroup.com).**



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**CAMELS CONSULTING GROUP** LLC  
*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.**

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