



CAMELS CONSULTING GROUP LLC

INCREASING SHAREHOLDER VALUE

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## How a Stock Navigation Program Enhances Shareholder Value Long-Term

Stock navigation? If it's a term your board isn't familiar with, you are not alone. Yet it is a critical component for developing a successful shareholder strategy, designed to support your institution as it navigates:

- Investor lifecycles and changing investor climate.
- Remaining "privately held."
- Supporting shareholder succession.
- Elevating shareholder communications.
- Increasing fair market value.
- Providing liquidity to shareholders.

Typically, community banks do not have a framework in place that will help them successfully manage all of the above issues. Without it, an institution is at risk for losing its shareholder base, the value of its stock and, eventually, its independence.

The antidote is to proactively plan to address these issues and put the necessary structure in place to align the strategic activities of the bank with the needs of the shareholder. This accomplishes three important goals: 1. create true growth in shareholder wealth; 2. expand capital capabilities; and 3. remaining independent.

CAMELS' exclusive Stock Navigation Program has played a key role for many banks' in creating the structure necessary to create a sustainable solution for enhancing shareholder value over the long-term.

**The Power of CAMELS Stock Navigation Program**

**CAMELS' Stock Navigation Program** is considerably more than an investor relations endeavor, going far beyond managing press releases and investor filings. It provides independent banks with the tools necessary to successfully manage through shareholder succession and attrition and create an investment environment which supports consistent shareholder return and stock liquidity.

A key benefit of **CAMELS Stock Navigation Program**, is the creation of a platform for the trading of your bank's stock. When a bank does not have this capability, it may lead to a forced sale of the institution. In essence, CAMELS Stock Navigation Program allows the bank to take advantage of dislocated market opportunities free of capital constraints.

If your institution is experiencing the negative impact of increased capital pressures, consider talking with CAMELS about how the Stock Navigation program can help position your bank for growth opportunities and ensure that a satisfied shareholder base helps to strengthen your institution.

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Schedule a Complimentary Consultation Now

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**Mickey Schwarzbek**  
President & CEO,  
Sherwood Banc Corp/  
The Sherwood State Bank



"CAMELS Stock Navigation Program providing quarterly price updates of our common stock has elevated shareholder and new investor interest driving greater liquidity in our stock."

## Tap into a Toolbox of Shareholder Solutions

As a community banker, you know there are many challenges to maintaining long-term shareholder investment interest. CAMELS Consulting Group has developed a comprehensive tool box of solutions focused on helping you increase shareholder value and drive greater organic growth and profitability for your bank. See our full suite of solutions on our [website](#).

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## Edward E. Schmidt, President and CEO

Edward E. Schmidt (Ed) has more than 40 years of executive experience in the banking industry. He has managed bank turnarounds, transacted over \$1.8 billion in community bank merger and acquisition transactions, and opened 15 de novo institutions including Nationwide Bank in Columbus, Ohio.

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