



CAMELS CONSULTING GROUP LLC  
*Increasing Shareholder Value*

## 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.

**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).**



**Edward E. Schmidt**  
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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.**