



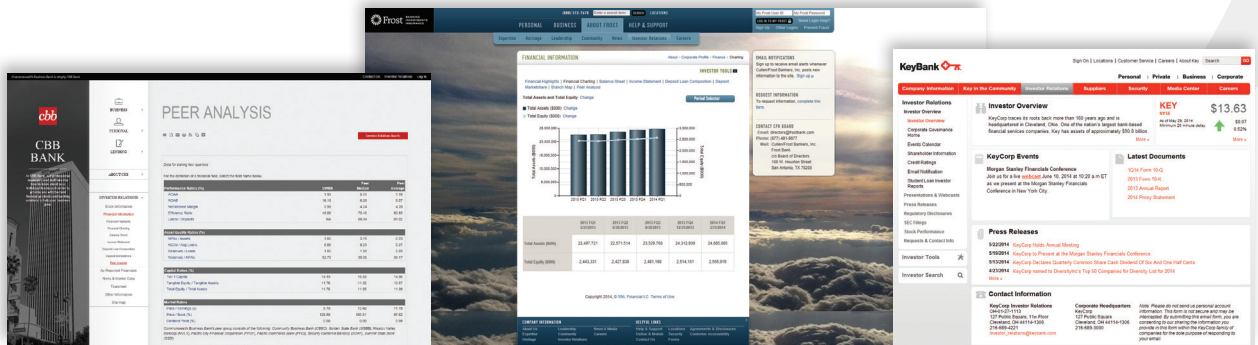
# Shareholder Communications

## PROBLEM

*"Transparency and liquidity go hand in hand, because nobody invests in a bank without a good reputation. That's why it's vital to communicate our bank's performance to investors clearly and effectively, with metrics and indicators that are specific to banks — showing not just how well we compare to competitors, but also the intricacies of our market. SEC compliance is an added concern: compliance costs are already high and we don't have the resources to ensure our investor relations website is up-to-date to avoid disciplinary action."*

## SNL SOLUTION

SNL IR Solutions will host your investor relations website to remove the burden of in-house management. SNL integrates our gold-standard banking data into your IR site, including peer analysis and branch mapping. You also get an advanced IR console, site design that matches your corporate image, conference call & webcast services and client support that's second to none. That's why SNL is the choice for IR site management by 80% of the top 100 NASDAQ-traded banks who outsource investor relations.



**LEARN MORE** about telling your unique investment story with a customized IR site. Contact an SNL expert today: [SNLInfo@SNL.com](mailto:SNLInfo@SNL.com); [866-296-3743](tel:866-296-3743); [SNL.com/BankTools](http://SNL.com/BankTools)