

We're here to help bankers by turning volumes of data...



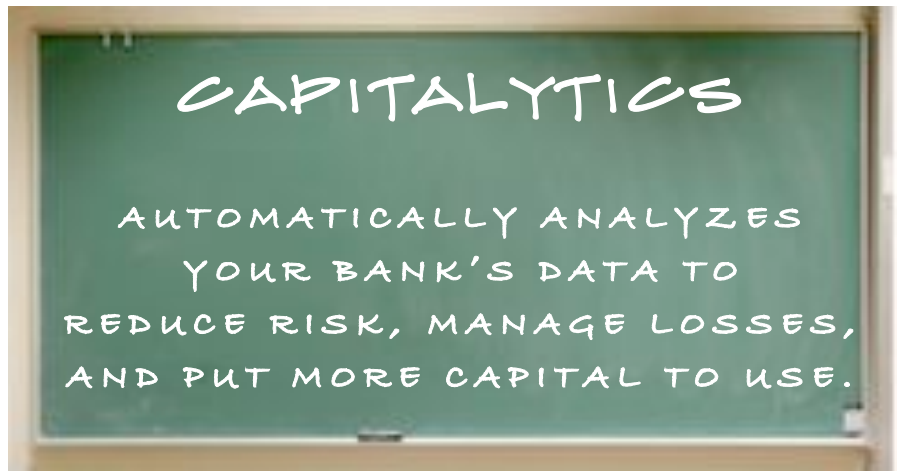
... into actionable intelligence



**CAPITALYTICS**

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## CAPITALYTICS

allows bankers to realize these valuable benefits:

### Proactively capture market trends & position

- Identify **growing and declining markets** by zip code, county, MSA, state, region, or country
- Locate **comparable peer banks** as competition changes based on assets per bank, geography, size, and up to 10 other attributes

### Forecasted market changes locally and nationally

- **Anticipate trends** across more than 400 metrics related to banks and markets
- **Anticipate the impact** of inflation, local unemployment, and the cost of money

### Automatically generate reports for your bank's portfolio

- **Best and worst** loan products based on loan loss rates
- Risk weighted asset valuation, based on **local** market metrics
- Profile regions, borrowers' line of business, etc. **across banks**
- Contribute standardized documentation for CRA & ECOA audits

### Generate actionable advice based on a bank's current holdings:

- Product lines to emphasize or de-emphasize for **increased profitability or balanced risk**
- Broad market segments to pursue for improved profitability or decreased risk

Call CAPITALYTICS today - and let's talk about how we can help your bank get ahead and stay ahead in today's economic environment.