



# Introducing BankVQ

A new analytics resource for banks from Marakon

**Marakon**

Management Consulting at  
Charles River Associates

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It is not legal, tax, investment, or financial advice.*

**Better decision-making starts with advantaged insights**

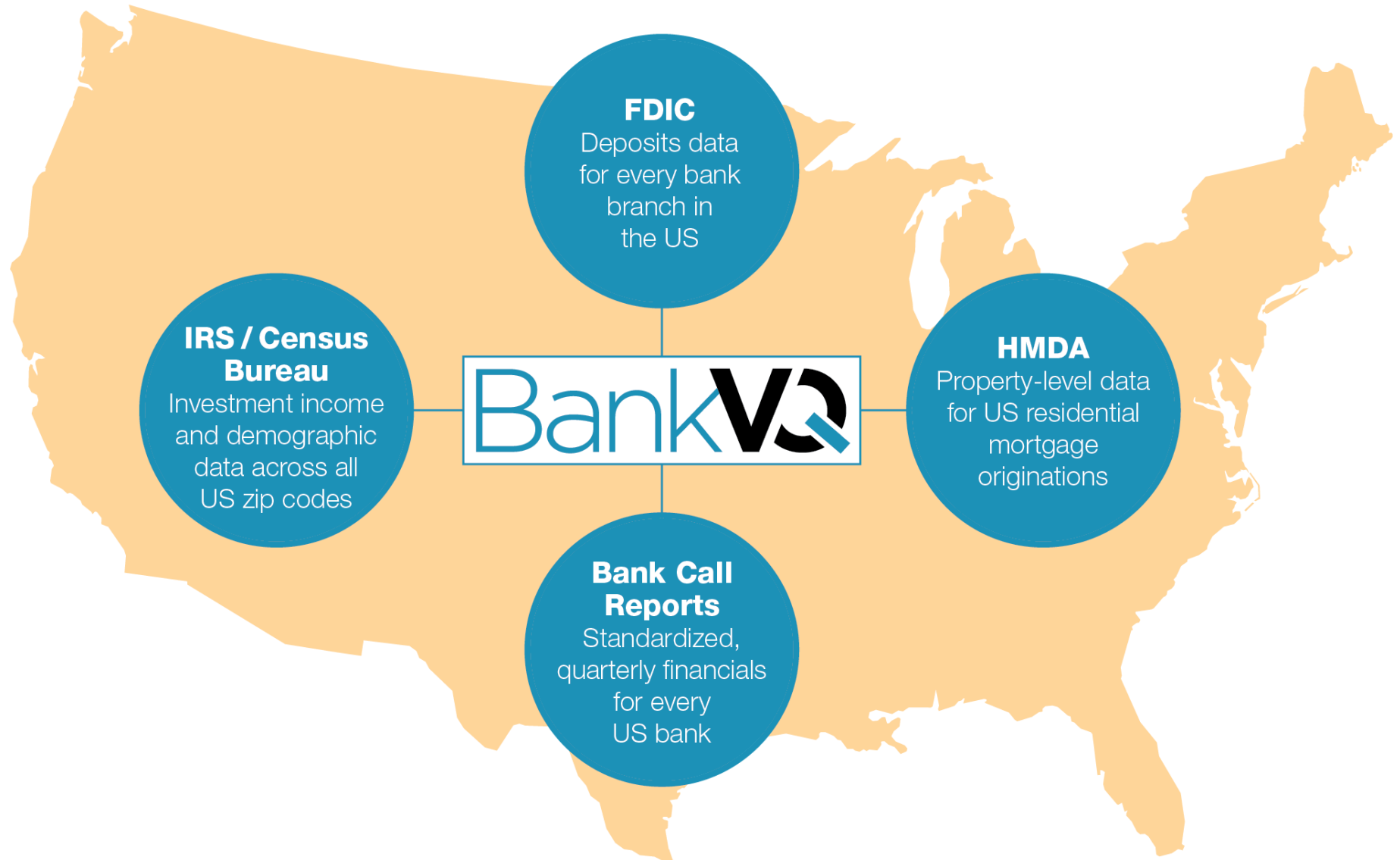
# BankVQ

The #1 resource for data analytics, bespoke for every bank



Strategic Management. Performance Management. Mergers and Acquisitions.

Underpinned by multiple public data sources, integrated at a local market level



**4000+ banks, 88,000 branches, 20,000 zip codes**

**Organized by bank and local market, including 5 years of historical data**

## Powered by Proprietary Analytics and Tools



### Footprint Analytics

- Market Coverage and Footprint Share
- In-Footprint League Tables
- Footprint Growth and ROE



### Head-to-Head Analytics

- Win/Loss Record: Winning %
- CompetitiveStrength™ Ratings
- Demographic Patterns of Winning



### 'What-If' Simulation Analytics

- Branch Footprint +/- Simulator
- Adjacent Market Entry
- M&A Screen and Advantaged Owner
- M&A Combination Analytics



### Predictive Performance Analytics

- Expected vs. Actual Share
- Expected Cost, Capital, ROTE
- Public and Private Bank Valuations
- M&A Acquisition Premiums
- Best-Fit Peer Selector & Benchmarking
- Market Profit Pools

# Supporting Decision-Making through Proprietary Value-Based Offerings

## Strategic Management

### Portfolio Shape

- Where to grow, shrink, fix across your portfolio

### Share Builder

- Share gain potential, underpinned by Win %

### Footprint Optimization

- Branch footprint changes to maximize value creation

## Performance Management

### Bank Valuation

- What your bank is worth, and what underpins it

### Performance Improvement

- Sources and magnitude of profitability and value potential

### MSA Playbook

- Granular market, competitive, and opportunity assessment

## M&A

### Win-Win Strategy & Search

- Highest value combinations for buyers and sellers

### Combination Evaluation

- Strategic, economic and regulatory evaluation of deals

### Integration Playbook

- Detailed value creation opportunities to recapture premium

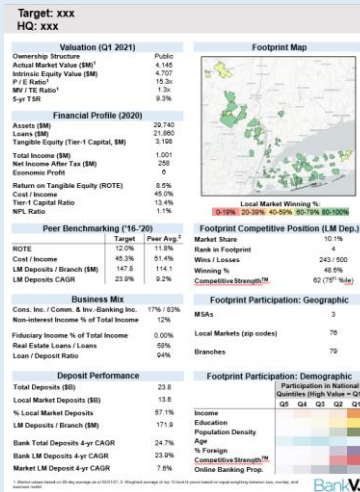
# Multiple Ways to Tap Into BankVQ

## Advisory Support & Services

Quarterly Dialogues Schedule										
Branch Network Optimization Project Timeline										
Weeks	1	2	3	4	5	6	7	8	9	10
1. Footprint Strategic Assessment										
2. Existing Footprint Optimization										
3. Adjacent Market Optimization										
4. Future Scenarios and Choices										
<b>Key Milestones</b>										
Content Work Sessions	*	*			*	*	*	*	*	*
SteerCo Meetings										*

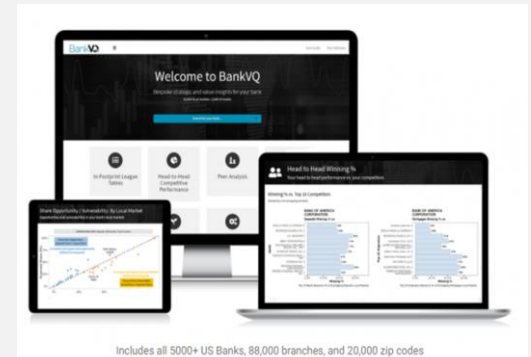
Periodic dialogues, workshops, and bespoke consulting support leveraging BankVQ analytics

## Customized Reports & Data



Bank-specific and market-specific reports; summary tearsheets and in-depth diagnostics available

## Online Access (All 4000 x 4000)



Unlimited, instant, on-demand access to interactive online resource

Learn more about how the data and analytics driving BankVQ can support your needs

Email: [bankVQ@marakon.com](mailto:bankVQ@marakon.com); Phone: 212-520-7115; [www.bankvq.com](http://www.bankvq.com)

## About Marakon

*BankVQ products and services are part of the banking practice of Marakon, an advisory consultancy with 40 years of experience partnering with CEOs on strategic value growth*

### **Marakon specializes in strategic portfolio management, value capture, and event driven advisory**

Marakon works with executive teams to raise the level of strategic ambition, create clarity on the best strategic direction, and shift resources towards the generation of superior value growth, putting in place the standards, accountabilities, and performance management systems for making it happen on a consistent basis.

We also work with executive sponsorship to translate the new strategic direction into a transformation blueprint, mobilize the organization, steer the change effort, and maintain the execution standard required to ensure the optimal balance of pace, impact, and strategic consistency.

And when real life does not adhere to the strategic plan due to shifting market dynamics or unforeseen opportunities emerge, we work with CEOs and management teams to understand alternative paths and drive towards the targeted outcome.

### Contact Us:

#### **Ron Langford**

+1-212-520-7266

[rlangford@marakon.com](mailto:rlangford@marakon.com)

[www.marakon.com](http://www.marakon.com)

[www.bankvq.com](http://www.bankvq.com)

#### **Lauren Yarbrough**

+1-312-377-9235

[lyarbrough@marakon.com](mailto:lyarbrough@marakon.com)

[www.marakon.com](http://www.marakon.com)

[www.bankvq.com](http://www.bankvq.com)

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