



# Fundamentals of Bank Valuation

The essential course on how to successfully  
navigate valuation in the heavily regulated  
bank sector.

September 13-14, 2012  
New York, NY

December 4-5, 2012  
San Francisco, CA

Attendance limited to a maximum of 30 for  
a personalized learning experience.

# About the Instructors

## Primary Instructor:

Jon Walls

Principal, Principle Management Consulting

Mr. Walls developed his expertise in the field of bank valuation during his eight-year tenure in the Investment Banking division of Lehman Brothers where he served as a Senior Vice President of the Financial Institutions Group, with extensive experience in M&A, as well as debt and equity financing. Most recently, Jon served as Chief Investment Officer and acting CFO for a mid-sized California-based mortgage lender.

Guest instructor to be announced

## Who should attend

- Buy- and sell-side sector analysts
- Private equity analysts
- Industry regulators and staff
- Investment banking analysts and associates
- Corporate development and corporate finance professionals
- Investor relations professionals
- Advisors to financial institutions

## What you'll take away

- An understanding of valuation techniques, including trading-comparables, comparable transactions and discounted cash flow approaches
- Hands-on experience using an Excel-based discounted cash flow model
- An improved grasp of the key ratios used to assess a bank's value
- The ability to assess a bank's worth from both a stand-alone and an M&A perspective

While valuing banks has always been a unique challenge, it calls for even more skill and insight today.

Over the course of two days, *Bank Valuation* addresses both the art and science of valuation in this complex sector, and provides you with the perspective and methodologies you need to determine a bank's value as a transaction target or an investment.

The program consists of lectures, problem sets and case studies that provide participants with the opportunity to learn and practice under the tutelage of highly regarded sector experts.

# Fundamentals of Bank Valuation

Develop expertise in  
a complex sector

Please note: Class size is limited to 30 attendees to ensure the opportunity for personalized instruction. Don't delay in registering.

## Day One

Registration with continental breakfast opens at 8:00 a.m. Program begins at 8:30 a.m.

All sessions led by Jon Walls unless otherwise indicated.

## Overview of Bank Valuation

**Purpose and objectives** of valuation

**Bank operating models** and their implications for valuation

**Determining the key drivers** of value estimates

## Valuing Banks

**Understanding** how banks make money

**Financial statement review:** key line items and management disclosures

**Evaluating the quality** of the balance sheet and earnings

**Identifying** key ratios

**Understanding** asset/liability structures and interest rate risk

**Understanding** reserves and regulatory capital requirements

## Day One (cont.)

### Comparable Company and Transaction Analysis

**Choosing** appropriate peer groups

**Evaluating** market conditions

**Calculating** trading multiples

### Comparable Peers Analysis

A case study

### Comparable Transaction Analysis

A case study

### Discounted Cash Flow Analysis

**Estimating** cost of capital and terminal values

**Recognizing** key operating levers and key bets

**Estimating** free cash flows to equity holders

**Conducting** a sensitivity analysis

**Valuing** fee-based earnings streams

Day One concludes at approximately 5:30.

## Day Two

Program begins at 8:00 a.m.

### Discounted Cash Flow Modeling

A case study featuring hands-on application.

Please have your laptop with you.

### Advanced Earnings Analysis and Forecasting

Jeff K. Davis, CFA - Managing Director,

Guggenheim Partners

**Analyzing** the core earnings

**Techniques for normalizing earnings** among companies

**Assessing and treating** non-recurring earnings events and non-recurring gains and losses

**Aggressive vs. conservative** accruals

**Adjusting for** normalized capital structures

**Two valuation views:** minority stake vs. control stake valuation

### M&A Valuation

**Incorporating** discounted cash flow modeling

**Determining a valuation range** and triangulating valuation results

**Valuing synergies**

**How control premiums** impact multiples

**M&A transaction considerations**

### Bank M&A Transaction Valuation

A case study

Day Two concludes at approximately 5:15.

Register at:

[www.sn1center.com/bankval](http://www.sn1center.com/bankval)

or call (434) 951-7786

## Prerequisites:

This program presumes familiarity with basic bank & finance concepts and valuation theories, as well as a working knowledge of financial institutions' income statements and balance sheets. Because the program features hands-on Excel modeling, participants will need to bring a laptop equipped with Microsoft Excel. A limited number of laptops will be available for an additional fee should you be unable to bring one. Please let us know in advance if you will need one.

## Continuing Education Credits

### CFA Institute

#### 15 Hours of CE Credit



SNL Center for Financial

Education is registered with CFA Institute as an Approved Provider

of professional development programs. This program is eligible for 15 CE credit hours as granted by CFA Institute. If you are a CFA Institute member, CE credit for your attendance will be automatically recorded in your CE Diary upon request.

### National Association of State Boards of Accountancy

#### 18 Hours of CPE Credit



Participants who complete Bank Valuation qualify for 18 hours of CPE credit (Specialized

Knowledge and Applications). Program Level: Intermediate. Delivery Method: Group-Live. SNL Center for Financial Education, LLC, is registered with the National Association of State Boards of Accountancy (NASBA), as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Ave North, Ste 700, Nashville, TN, 37219-2417. Website: [www.nasba.org](http://www.nasba.org).

## When and Where

September 13-14 – New York, NY  
December 4-5 – San Francisco, CA

## How to Register

Online: [www.snlcenter.com/bankval](http://www.snlcenter.com/bankval)

By phone: (434) 951-7786

## Program Fee

**\$2,295**

## Payment Options

American Express, Visa, MasterCard and checks. If paying by check, make payable to: SNL CFE, PO Box 2016, Charlottesville VA, 22902

## Accommodations

Although lodging is not provided as part of this program, a list of hotels convenient to the venues can be found on our website.

## Cancellation Policy

- Prior to 15 business days from program start: Full refund, less a \$150 administrative fee.
- Prior to 5 business days from program start: Full credit, less a \$150 administrative fee, toward attending another SNL CFE program within 13 months.
- Within 5 business days of program start or afterward: Not eligible for refund or credit.

Attendee substitutions from the same company are welcome at any time.

For more information regarding our refund, complaint and program cancellation policy, please call us at (434) 951-7786.

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