

# INVESTOR PRESENTATION



Focused on  
Women



Run by Women



Ensuring Women  
Succeed



**At Fortuna, we will strive to be the best bank for all of our communities with a specific focus on lifting women beyond the barriers to their financial success. We will make banking easy, personal and relationship driven. We will actively create a community centric organization by providing resources for access to capital, partnerships, mentoring and education so that women can create and support their own destiny. We know that lifting everyone up makes our world a better place.**

# MISSION

# The Need

## Access to Capital and Debt

- Female small business owners account for less than 5% of all capital loaned to small companies.
- Men are 3x more likely to get a business loan in excess of \$150,000 than women.
- Women are 3x more likely to get DENIED for a business loan compared to men.
- Women hold 2/3 of all student loan debt.
- Women often fund their small business with credit cards.

## Retirement

- Only 39% of women are confident they will have enough resources to last 25 years in retirement, compared to 54% of men.

## Home Ownership

- It is harder for women to buy homes than men.

**“The numbers are jarring. Female entrepreneurs need access to capital so that they can have the same opportunity to succeed as do men who start their own business.”**  
**-- Senate Small Business & Entrepreneurship Committee Chair, Maria Cantwell**

# How many women owned banks are there?



The Office of the Comptroller of the Currency certifies banks that are women-owned.

There are currently 13 women-owned banks in the United States.

These 13 banks currently make up 0.27% of the ~4,800 banks in the U.S.

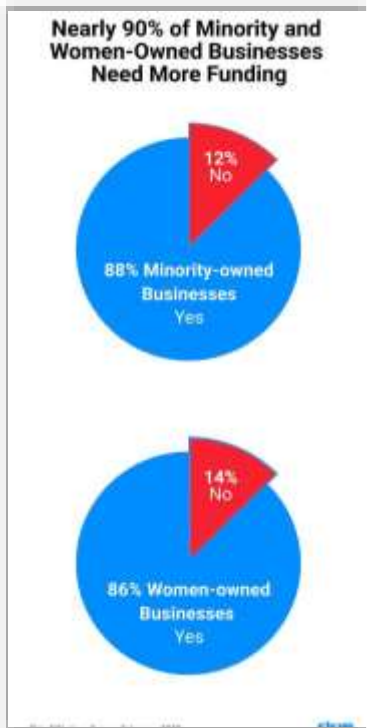
# OPPORTUNITIES FOR SUCCESS

Women Owned Businesses are Growing at 2x the National Average

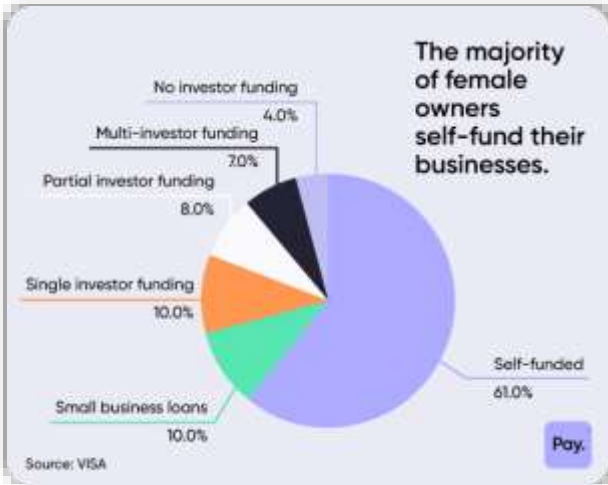
## % of Businesses



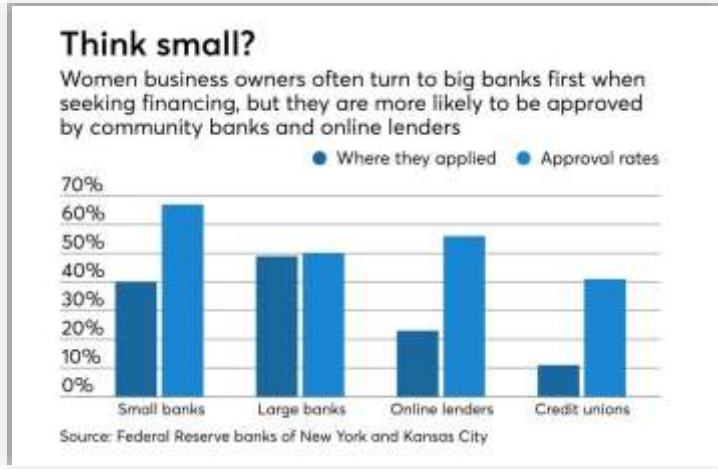
## What do they need



## How do they fund



## Where do they go





# COMPANY OVERVIEW



# SOLUTION

## MISSION

To be the best bank for **EVERYONE** with a specific focus on lifting women beyond barriers to their financial success. We will make banking easy, personal and relationship driven. We will actively create a community centric organization by providing resources so that women can create and support their own destiny.

## TARGET AUDIENCE

**Intentional** in building a bank that is owned and run by women because not only can we relate to the needs of the female entrepreneur, we also know their needs.

## EDUCATION

We will provide education specific to their own need, wherever they are within the lifecycle. Budgeting, starting a business, generating wealth and saving for retirement. **We will have it.**

## NETWORKING AND MENTORING

We will partner with likeminded organizations to extend our reach within the community. We will create an advisory board built from shareholders and clients who have expertise and the desire **to help mentor the next generation of leaders and entrepreneurs.**

# BRAND ADVANTAGE



**Strength of Team**

**Fortuna Business Model**

**Columbus Market**

**MDI Opportunities**

**Market Share**

**De Novo Activity**



# MEET THE EXECUTIVE TEAM



**Ilaria Rawlins: CEO / President / Founder**

Ilaria is an experienced bank leader with over 30 years of banking experience, with specific focuses in executive leadership having served in a variety of roles with several banks including: Retail Bank President and SVP of Retail Development. She is results-oriented with expertise in leadership, community relations, strategy execution, ideation and goal achievement.

From 2014 through 2021, she held roles of increasing responsibility at First Financial Bank. Most recently she served as the Retail Bank President leading the entire retail network, consisting of 140 branches and 775 full-time associates. Responsibilities for this role included: sales, service, operational and financial performance of the retail line of business.

Prior to her tenure at First Financial Bank, she was the first hire second in command for a Columbus, Ohio de novo with extensive involvement in organizing and launching the bank. Additionally, she was responsible for client acquisition, deposit growth, treasury management sales, bank compliance, bank marketing, core system integration, and community initiatives. She played an integral role in the sale of the bank and led the merger integration and system conversion activities related to the First Financial Bank purchase in 2014.

10/01/2023



**Anthony Stollings: CFO/ Founder**

Tony has held numerous positions in his 40+ year banking career in financial services, both in the thrift and commercial banking sectors. Those positions included President, Chief Operating Officer, Chief Banking Officer, Chief Financial Officer, Chief Risk Officer and Controller. He is principle-centered and results-oriented with extensive experience in board of director governance, investor relations, line of business and risk management, as well as bank operations.

During his 13-year tenure at First Financial Bancorp, a publicly traded bank holding company with \$15 billion in total assets, he was a member of the executive committee and played a key role in the institution's asset growth of over five times since he joined the company in late 2006. Mr. Stollings helped lead the company through numerous acquisitions of both bank and specialty finance companies, including the acquisition of three failed banks in 2009. He retired from First Financial Bancorp in September 2019.

Fortuna Bank (in organization)



**Chief Loan Officer**

*To Be Named Upon Completion of Capital Raise*

A senior-level banking professional with over twenty years of broad banking experience. She has worked in a number of capacities, with increasing roles and responsibilities. She has extensive experience in advising clients on cash flow management, business transition and acquisition, strategic planning and creative lending solutions. She is well connected in the business and economic development communities within the central Ohio marketplace through significant board and chamber involvement.

Currently a commercial banker for an area bank charged with new business development. She is a well-rounded lender with experience in SBA lending, C&I lending, construction, and real estate. She was instrumental in assisting the bank on executing the PPP program. Additionally, she helped develop the PPP process for the bank, trained employees on the program, and developed and managed a PPP call center.

# BOARD OF DIRECTORS



Christie Angel

Managing Partner,  
Broadview Talent  
Partners

President & CEO,  
YWCA

Deputy Chief of Staff,  
City of Columbus



Lisa Berger, Esq

Founder

Attorney

Entrepreneur,  
Amerititle

Porter, Wright, Morris  
& Arthur



Carla Donev, CISA

VP CISO, NiSource

IT Audit &  
Cybersecurity

Big 4 Experience



Lori Kaiser, CPA

Entrepreneur, Consulting

SEC Board Member

Audit Committee Chair

Big 4 Experience



Jeff Meyer, Esq

Founder

Attorney

Entrepreneur, Title Companies

Benesch Law

Community Bank Organizer & Board  
Member

# THE FORTUNA BUSINESS MODEL



# THE COLUMBUS MARKET

- Central Ohio's "economic engine" - relocating and expanding companies, projected 50% population growth - is driving the startup wave
- Fortuna Bank will be the fifth Central Ohio startup bank to open in four years — more than in any other metro area in the country at this time.
- #1 for population, job and GDP growth among the Midwest's 10 largest metros
- Home to 16 fortune 1000 headquarters
- #1 Rising City for Startups that has grown multiple unicorns
- Intel to build \$20B chip factory in Columbus, creating a watershed event for the state and economy
- Largest National Association of Women Business Owners (NAWBO) chapter in the nation

\* source: [[Biz Journals](#), May 2023]

# Benefits of Mission Oriented Versus Traditional Community Bank

*According to the FDIC's Statement of Policy Regarding MDIs, an MDI may be a federal insured depository institution for which **51 percent or more of the voting stock is owned by minority individuals.***

- High cost to deliver cutting edge banking technology, service levels, product lines and expertise will be eased with **capital, technology, and operational support available to MDIs** from larger banks.
- **Lending limit can be increased** with MDI enabled growth and CRA eligible participations from larger banks.
- The Emergency Capital Investment Program was established by Congress in 2021. It provided **nearly \$9 billion in capital** to CDFIs and minority depository institutions.
- Members of the Economic Opportunity Coalition recently moved **\$1 billion of deposits** to minority depository institutions and community development financial institutions.

source: FDIC

Note: under federal guidelines, Fortuna would qualify as an MDI, However this designation is not yet recognized for Ohio chartered banks

# Recent Commitments to Support Mission-Driven Banks

Private industry has committed to providing contributions that support mission-driven banks and other CDFIs. The list of private companies, philanthropic organizations, and banks pledging significant funds to support mission-driven banks, racial equity, and minority-owned businesses is growing every day. Below is a small sample of recent commitments, which represents only a portion of the total commitments. This is not intended to be a complete list of all recent pledges.

| Company                         | Industry           | Amount         |
|---------------------------------|--------------------|----------------|
| Bank of America                 | Banking            | \$1 billion    |
| Biogen Inc.                     | Biotechnology      | \$10 million   |
| Citibank                        | Banking            | \$1 billion    |
| Comerica Bank                   | Banking            | \$10 million   |
| Costco Wholesale                | Warehouse Clubs    | \$25 million   |
| Goldman Sachs                   | Financial Services | \$250 million  |
| JPMorgan Chase & Co.            | Banking            | \$30 billion   |
| Microsoft                       | Technology         | \$150 million  |
| Morgan Stanley                  | Financial Services | \$24.6 million |
| Netflix                         | Entertainment      | \$100 million  |
| PayPal                          | Financial Services | \$510 million  |
| Regions Bank/Regions Foundation | Banking            | \$12 million   |
| Square, Inc.                    | Financial Services | \$100 million  |
| TCF Bank                        | Banking            | \$1 billion    |
| Truist                          | Banking            | \$40 million   |
| Wells Fargo                     | Banking            | \$50 million   |

source: FDIC

10/01/2023

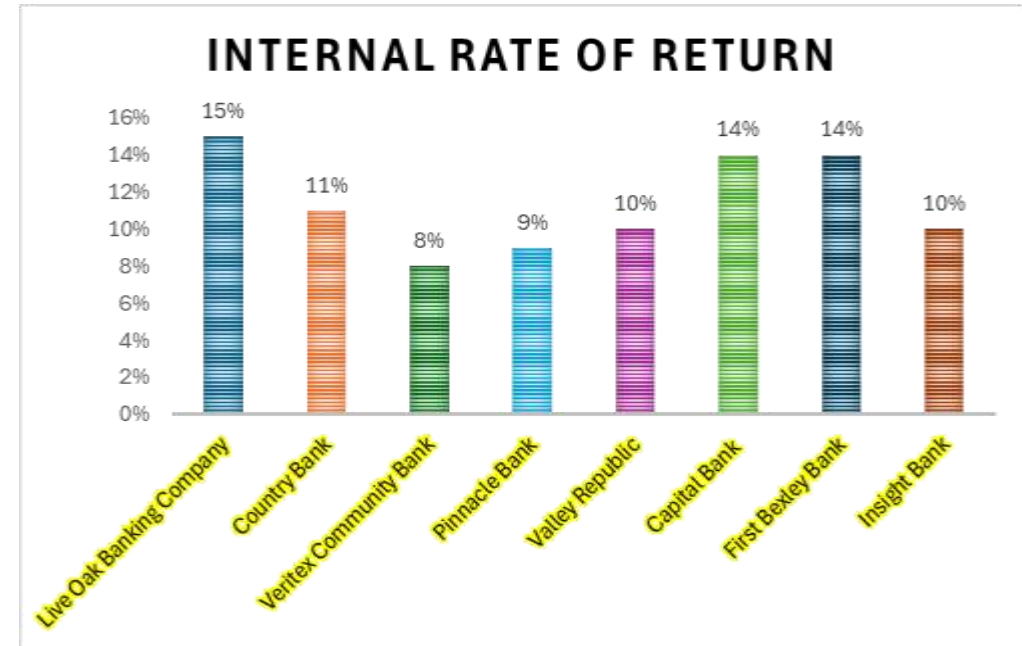
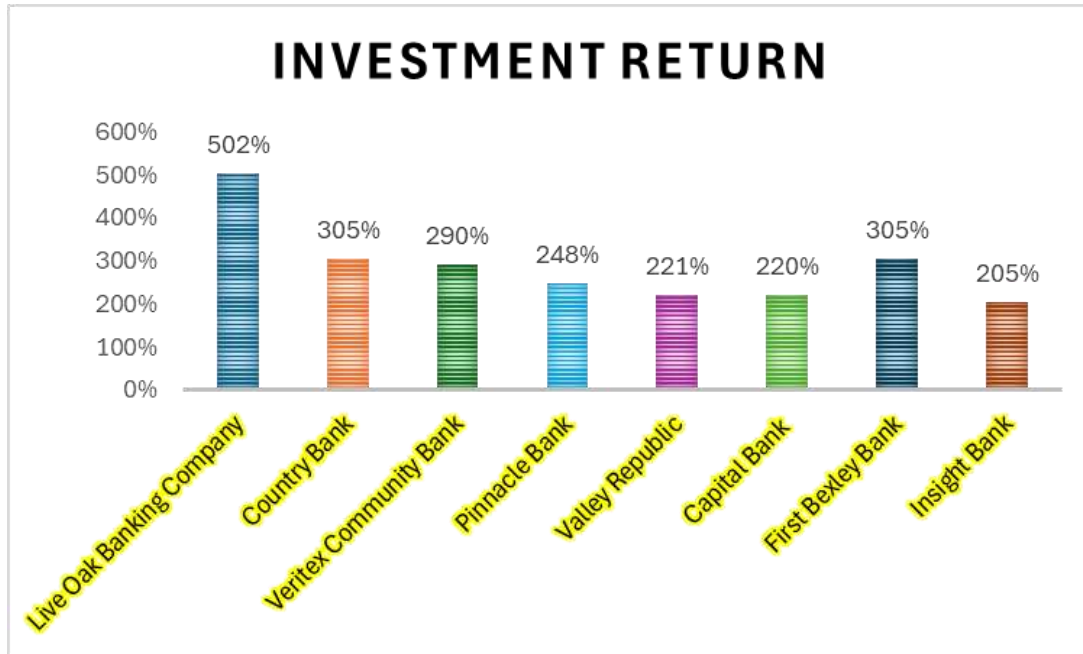
Fortuna Bank (in Organization)

# Columbus, OH Deposit Market Share

| Selected Market                                   |       |               |            |                           | June 30, 2023     |                  |                                |                  |              |
|---|-------|---------------|------------|---------------------------|-------------------|------------------|--------------------------------|------------------|--------------|
| Metropolitan Statistical Area(s):<br>COLUMBUS, OH |       |               |            |                           | Outside of Market |                  | Inside of Market <b>83.07%</b> |                  |              |
| Institution Name                                  | CERT  | State (Hqtrd) | Bank Class | State/<br>Federal Charter | No. of Offices    | Deposits (\$000) | No. of Offices                 | Deposits (\$000) | Market Share |
| The Huntington National Bank                      | 6560  | OH            | N          | Federal                   | 988               | 110,408,995      | 63                             | 41,638,002       | 40.02%       |
| Jpmorgan Chase Bank, National Association         | 628   | OH            | N          | Federal                   | 4,814             | 2,042,731,613    | 61                             | 25,310,387       | 24.33%       |
| PNC Bank, National Association                    | 6384  | DE            | N          | Federal                   | 2,397             | 427,071,245      | 44                             | 7,439,380        | 7.15%        |
| Fifth Third Bank, National Association            | 6672  | OH            | N          | Federal                   | 1,038             | 162,715,112      | 44                             | 6,932,208        | 6.66%        |
| Bank of America, National Association             | 3510  | NC            | N          | Federal                   | 3,797             | 1,874,057,480    | 14                             | 5,103,175        | 4.91%        |
| The Park National Bank                            | 6653  | OH            | N          | Federal                   | 72                | 5,752,618        | 22                             | 2,903,543        | 2.79%        |
| U.S. Bank National Association                    | 6548  | OH            | N          | Federal                   | 2,310             | 524,636,817      | 32                             | 2,104,905        | 2.02%        |
| Keybank National Association                      | 17534 | OH            | N          | Federal                   | 962               | 146,595,639      | 23                             | 1,588,582        | 1.53%        |
| Heartland Bank                                    | 9443  | OH            | SM         | State                     | 4                 | 145,341          | 18                             | 1,427,502        | 1.37%        |

The bank consolidation wave in Columbus, Ohio has created deposit acquisition opportunities from larger regional and national banks. The seven Columbus area banks that were formed from 2001 to 2007 were all acquired by 2017. From 2007 to 2019, no new banks were formed in Ohio.

# DE NOVO BANK SUCCESS STORIES



Live Oak Bank 2008-2021  
 Country Bank 2003-2016  
 Veritex 2004-2021  
 Pinnacle 2005-2019  
 Valley Republic 2009-2021  
 Capital Bank 2008-2017  
 First Bexley Bank 2006-2014 (Columbus)  
 Insight Bank 2006-2014 (Columbus)

\*Note Fortuna Bank may not achieve similar results



# COLUMBUS DE NOVO ACTIVITY

## **Previous Columbus De Novo M/A**

- Commerce National Bank (1991) - Acquired by First Merchants \$52.1m - 2003
- Prospect Bank (1999) - Acquired by Sky Financial Group \$51.6m - 2004
- Insight Bank (2006) – Acquired by First Financial \$36.6m - 2014
- First Bexley Bank (2006) – Acquired by First Financial \$44.5m - 2014

## **Recent De Novo Openings and Current Assets**

- Ohio State Bank (2019) - \$439m
- Riverside Bank of Dublin (2021) - \$154m
- First Bank of Central Ohio (2021) - \$126m
- Adelphi Bank (2023) - \$34m
- First Women’s Bank (2021) - \$113m (women owned – Chicago)
- Agility Bank (2022) - \$74m (women owned – Houston)

# FINANCIALS

## FORECASTED KEY METRICS

| (000's)      | Year One   | Year Two   | Year Three |
|--------------|------------|------------|------------|
| Total Assets | \$ 94,243  | \$ 130,340 | \$ 155,315 |
| Total Loans  | \$ 76,652  | \$ 114,192 | \$ 138,492 |
| Total Equity | \$ 17,303  | \$ 17,264  | \$ 18,139  |
| Total Income | \$ (2,696) | \$ (39)    | \$ 874     |

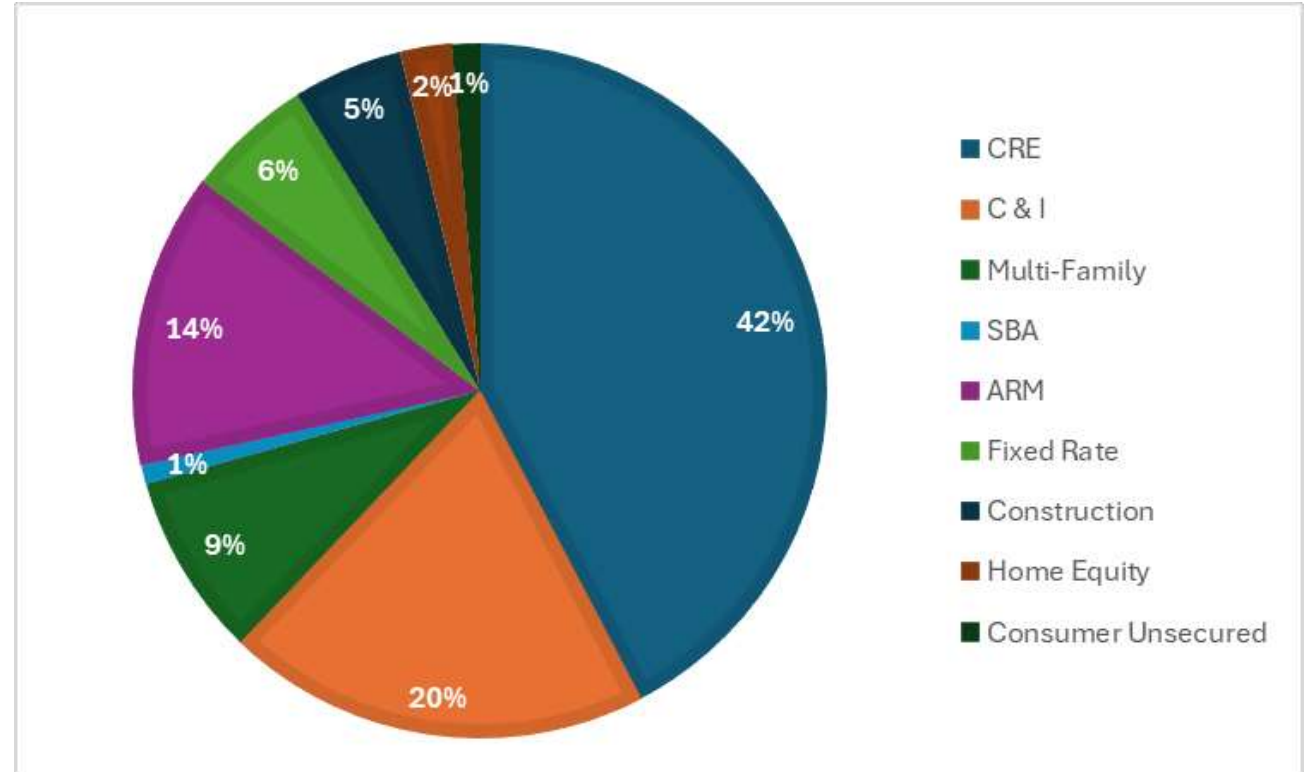
source: FDIC application proformas filed February 2023

# FINANCIALS

## ANTICIPATED LOAN COMPOSITION

Fortuna Bank Loan Portfolio Mix  
\$20MM Capital (3<sup>rd</sup> Year)

- ✓ Commercial Focused
- ✓ Build and grow SBA
- ✓ Strong credit and risk management experience



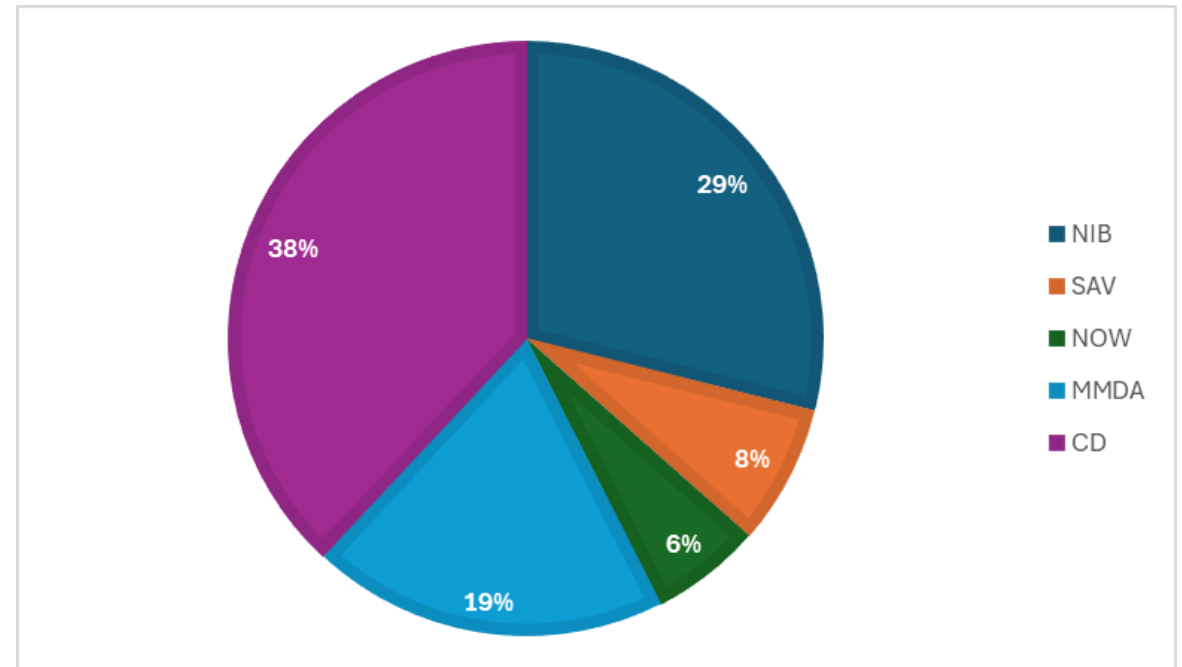
source: FDIC application proformas filed February 2023

# FINANCIALS

## ANTICIPATED DEPOSIT COMPOSITION

Fortuna Bank Deposit Portfolio Mix  
\$20MM Capital (3<sup>rd</sup> Year)

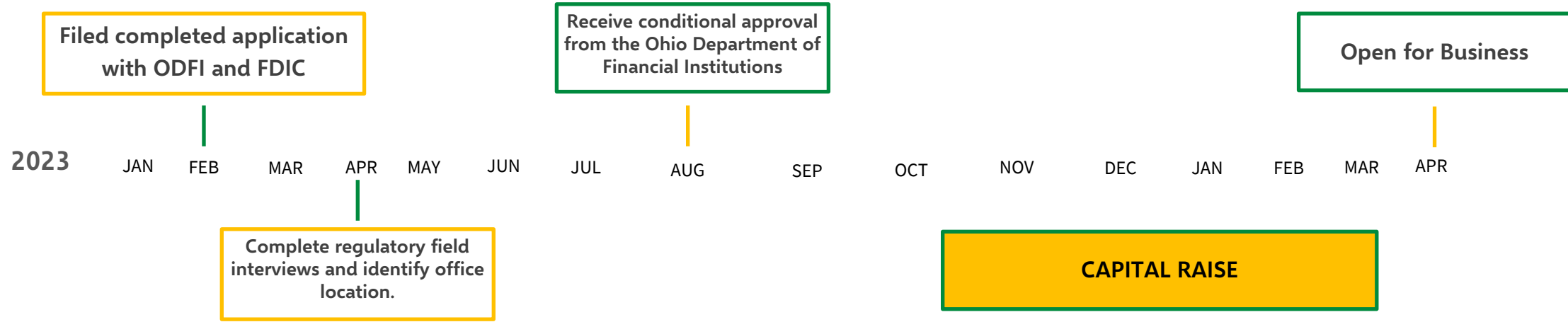
- ✓ Low-cost funding
- ✓ Fortuna Business Model driving growth through shareholder utilization
- ✓ Reliable source of funding via relationships, strategic partnerships and MDI status
- ✓ Creation of Advisory Board and VIP Club for deposit acquisition
- ✓ Franklin County deposit growth from 2019-2023 increased 74%. Significant growth, even prior to the Intel infusion



source: FDIC application proformas filed February 2023

Note: under federal guidelines, Fortuna would qualify as an MDI, However this designation is not yet recognized for Ohio chartered banks

# TIMELINE 2023/2024



# WHY INVEST



- **Make a return on your investment\* and create wealth for your retirement**
- **Diversify your investment portfolio**
- **Align your assets with a mission that is important to you**
- **We expect favorable opportunities to attract depositors due to mission oriented status, often the most difficult aspect of growing a bank**
- **Fortuna will have a competitive advantage that will differentiate itself from other community banks, an opportunity to increase shareholder value in the long run**
- **One of THREE, intentionally created, women-owned banks in the nation**
- **To be a part of something special**

*\*no guarantee on return*

*Note: under federal guidelines, Fortuna would qualify as an MDI, However this designation is not yet recognized for Ohio chartered banks*



# CAPITAL RAISE & NEXT STEPS

## Capital Raise: Minimum of \$20 million

- \$10 per share
- \$10,000 minimum investment
- IRA & 401k eligible
- Trusts, Business entities welcome

## Operational:

- Complete Grandview office buildout
- Chief Lending Officer, Chief Credit Officer/Controller and Business Development Officer join Team
- Finalize core banking system
- Integrate loan origination system



# JOIN THE INVESTMENT

## 1. COMPLETE THE SUBSCRIPTION AGREEMENT

Print and complete pages 4-7 if individual, 8-9 as an organization

## 2. MAIL OR SCAN SIGNED AGREEMENT

Mail to:  
Lisa Berger  
Fortuna Bank (in formation)  
244 N. Parkview Ave.  
Columbus, Ohio 43209

Scan to:  
[lisa.berger@amerititle.net](mailto:lisa.berger@amerititle.net)  
-or-  
[fortunabank2023@gmail.com](mailto:fortunabank2023@gmail.com)

## 3. PAY BY CHECK OR WIRE

Follow instructions within Subscription Agreement

## 4. SHARE WITH YOUR NETWORK

## QUESTIONS OR NEED ASSISTANCE – CALL, TEXT OR EMAIL

Lisa Berger (614) 596-9548  
Jeff Meyer (614) 561-8181  
Ilaria Rawlins (614) 588-2769

[lisa.berger@amerititle.net](mailto:lisa.berger@amerititle.net)  
[Jeffrey.meyer1@fnf.com](mailto:Jeffrey.meyer1@fnf.com)  
[ilariarawlins@yahoo.com](mailto:ilariarawlins@yahoo.com)



# Sources

- [3 reasons why it's harder for women to buy homes \(msnbc.com\)](#)
- [Women's Financial Well-Being in 2022 - Center for American Progress](#)
- [Business Loans Statistics: Men vs. Women \[2023 Data\] - Tayne Law Group \(attorney-newyork.com\)](#)
- <https://www.occ.gov/index.html>
- <https://www.occ.gov/topics/consumers-and-communities/minority-outreach/locations-list-view-minority.html>
- [Live Oak, Valley Republic & Veritex: www.ffiec.gov and closing share price per Yahoo Finance, 06/22/2021](#)
- [Country Bank: www.FFIEC.gov SEACAP Financial M&A 6/14/01 and https://www.globenewswire.com/news-release/2016/02/16/811164/0/en/State-Bank-Corp-to-Acquire-Country-Bank.html](#)
- [Pinnacle Bank: www.ffiec.gov , SEACAP Financial M&A 6/14/01, https://azbigmedia.com/business/banking-industry/arizona-federal-credit-union-acquires-pinnacle-bank/;](#)
- [Capital Bank: www.ffiec.gov , SEACAP Financial M&A 6/14/01, https://www.globenewswire.com/news-release/2017/05/03/975966/0/en/Seacoast-Commerce-Banc-Holdings-and-Capital-Bank-Announce-Signing-of-Definitive-Merger-Agreement.html;](#)





Thank You

## Forward-Looking Statement Disclosure:

This presentation contains, and future oral and written statements of Fortuna Bank (Proposed) (the “Bank”) and its management may contain, forward-looking statements. Forward-looking statements are neither historical facts nor guarantees or assurances of future performance. Instead, they are based only on our current expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Forward-looking statements involve risks and uncertainties and can be identified by words such as “believes,” “anticipates,” “expects,” “forecast,” “guidance,” “intends,” “targeted,” “continue,” “remain,” “should,” “may,” “plans,” “estimates,” “will,” “will continue,” “will remain,” variations on such words or phrases, or similar references to future occurrences or events in future periods; however, such words are not the exclusive means of identifying such statements. Examples of forward-looking statements include but are not limited to: (i) projections of revenues, expenses, income, loss, earnings or loss per share, and other financial items; (ii) statements of plans, objectives, and expectations of the Bank or its management or Board of Directors; (iii) statements of future economic performance; and (iv) statements of assumptions underlying such statements. Forward-looking statements are based on the Bank’s current expectations and assumptions regarding the future of its business, future plans and strategies, projections, anticipated events and trends, the economy, and other future conditions. Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks, and changes in circumstances that are difficult to predict. The Bank’s actual results may differ materially from those contemplated by the forward-looking statements. Factors that could cause actual results to differ from those discussed in the forward-looking statements include, but are not limited to: (1) general economic conditions, nationally, regionally or in our target markets in and around Ohio and surrounding areas, as well as demographic conditions in our target markets; (2) statements and assumptions relating to projected growth, earnings, earnings per share, and other financial performance measures, as well as management’s short-term and long-term performance goals; (3) adverse changes in our loan portfolio and credit risk-related losses and expenses; (4) concentrations within our loan portfolio, by borrower and loan type, including our exposure to commercial real estate loans, and to our limited target markets; (5) reduced deposit flows and loan demand as well as increasing default rates; (6) changes in interest rates, reducing our margins or the volumes or values of the loans we make and the deposits and investments we hold; (7) business conditions in the financial services industry, including competitive pressures among financial services companies, new service and product offerings by competitors, and similar factors; (8) the degree and nature of our competition; (9) the regulatory environment, including evolving banking industry standards, changes in legislation or regulation; (10) our ability to implement our business strategies successfully, including the realization of any expected strategies; (11) changes in our competitive strengths or business strategies; (12) conditions in the financial markets and the availability, terms and deployment of debt and equity capital; (13) the adequacy of our cash reserves and liquidity; (14) the performance of the United States and Ohio or other state real estate markets; (15) the risks of lending and investing activities, including changes in the level and direction of loan delinquencies and write-offs, changes in estimates of the adequacy of the allowance for loan losses, and the risk that our allowance for loan losses may not be sufficient; (16) our ability to access cost-effective funding or to obtain additional financing, if required, to fund the operations and growth of our business; (17) changes in laws and regulations to which we and our customers, competitors and potential competitors are subject, including those related to banking, tax, securities, insurance and labor; (18) the loss of or inability to procure senior management or operating personnel and the potential inability to hire qualified personnel at reasonable compensation levels; (19) tax policy and its impact on distributions, and thus, our level of capital; (20) rapidly changing technology; (21) other economic, competitive, governmental, regulatory and technological factors affecting our operations, pricing, services and products; and (22) opportunities that may be presented to and pursued by us after the offering, including expansion, acquisition, divestiture, or capital raising activities. These risks and uncertainties should be considered in evaluating forward-looking statements and undue reliance should not be placed on such statements. Any forward-looking statement made by the Bank or its Officers or Directors in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. The Bank undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law. This presentation has been prepared by the Bank solely for informational purposes based on its own information, as well as information from public sources. This presentation has been prepared to assist interested parties in making their own evaluation of the Bank and does not purport to contain all of the information that may be relevant. In all cases, interested parties should conduct their own investigation and analysis of the Bank and the data set forth in the presentation and other information provided by or on behalf of the Bank. This presentation is not an offer to sell securities and it is not soliciting an offer to buy securities in any state where the offer or sale is not permitted.

**NEITHER THE SECURITIES AND EXCHANGE COMMISSION, THE FEDERAL DEPOSIT INSURANCE CORPORATION, THE OHIO DEPARTMENT OF INSURANCE AND FINANCIAL INSTITUTIONS, NOR ANY OTHER REGULATORY BODY HAS APPROVED OR DISAPPROVED OF THE SECURITIES OF THE BANK OR PASSED UPON THE ACCURACY OR ADEQUACY OF THIS PRESENTATION. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.**