Jay D. Wilson, Jr., CFA, ASA, CBA

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PROFESSIONAL EXPERIENCE

Jay D. Wilson, senior vice president, is a senior member of Mercer Capital's Depository Institutions practice. Jay also leads Mercer Capital's Financial Technology industry team and publishes research related to the FinTech industry.

Jay is involved in the valuation of financial institutions and FinTech companies for a variety of purposes including ESOPs, mergers and acquisitions, profit sharing plans, estate and gift tax planning, compliance matters, and corporate planning.

He has extensive experience providing public and private clients with fair value opinions and related assistance pertaining to goodwill and intangible assets, stock-based compensation, loan portfolios, and other financial assets and liabilities. Jay also directs special projects for financial institutions, including projects for strategic and capital planning purposes such as stress testing, as well as projects in a litigated context, including tax disputes, dissenting shareholder actions, and ESOP related matters.

Jay is the author of the book *Creating Strategic Value Through Financial Technology* (Wiley, 2017).

PROFESSIONAL DESIGNATIONS

Chartered Financial Analyst (The CFA Institute)

Accredited Senior Appraiser (The American Society of Appraisers)

Certified Business Appraiser (The Institute of Business Appraisers)

PROFESSIONAL MEMBERSHIPS

The CFA Institute

The American Society of Appraisers

The Financial Consulting Group

The Institute of Business Appraisers

PUBLISHED BOOKS

Author, CREATING STRATEGIC VALUE THROUGH FINANCIAL TECHNOLOGY, (Wiley Finance Series), 2017

Co-Author, THE ESOP HANDBOOK FOR BANKS: *Exploring Alternatives for Liquidity While Maintaining Independence*, (Peabody Publishing, LP), 2011

Co-Author, ACQUIRING A FAILED BANK: *A Guide to Understanding, Valuing, and Accounting for Transactions in a Distressed Environment*, (Peabody Publishing, LP), 2010.

Co-Author, *THE BANK DIRECTOR'S VALUATION HANDBOOK: What Every Director Must Know About Valuation, (Peabody* Publishing, LP), 2009

INDUSTRY COVERAGE NEWSLETTERS

Texas Bank Snapshot, Monthly Publication, Mercer Capital

Value Focus: FinTech Industry, Quarterly Publication, Mercer Capital

Bank Watch, Monthly Publication, Mercer Capital

PUBLISHED ARTICLES

"Four Reasons to Consider a Stock Repurchase Program," with Mary Grace Arehart, *Bank Watch*, November 2020

"Stress Testing and Capital Planning for Banks and Credit Unions During the COVID-19 Pandemic," *Bank Watch*, July 2020

"Does Your Bank Need an Interim Impairment Test Due to the Economic Impact of COVID-19?" *Bank Watch*, June 2020

"Top Three Valuation Considerations for Credit Unions When Contemplating a Bank Acquisition," *Bank Watch*, May 2020

"Key Valuation Considerations for FinTech Purchase Price Allocations" *Value Focus: FinTech Industry, Mid-Year 2019,* September 2019

"Takeaways from AOBA 2019," *Bank Watch*, February 2019

"How to Value an InsurTech Company," *Value Focus: FinTech Industry*, Fourth Quarter 2018

"Views from the Road: What Do Community Banks, FinTech, and Buffalo Have in Common?" *Bank Watch*, October 2018

"Takeaways from FinXTech 2018: The Rise of Bank and FinTech Partnerships," *Bank Watch*, June 2018

"2018 Trends to Watch in the Banking Industry: Acquire or Be Acquired Conference Recap," *Bank Watch*, February 2018

"Creating Value at Your Community Bank Through Developing a FinTech Framework," *Bank Watch*, June 2017

"Is FinTech a Threat or an Opportunity?" *Bank Watch*, April 2017

"Strategic Benefits of Stress Testing," *Bank Watch*, March 2017

"Are Robo-Advisors on Any Banker's Wish List?" *Bank Watch*, January 2017

"Preferences and FinTech Valuations," *Bank Watch*, March 2016

"Stress Testing for Banks with Energy Exposure," *Bank Watch*, February 2016

"Consider Adding Stress Testing to Your Community Bank's New Year's Resolution," *Bank Watch*, December 2015

"Dissenting Shareholders and Bank Appraisals Speak Now or Forever Hold Your Peace," *Bank Watch*, November 2015

"Strategic Planning for Community Banks on the Mend," *Bank Watch*, August 2015

"Using Employee Stock Ownership Plans: Helping Community Banks with Strategic Issues," with Madeleine G. Davis, *Bank Watch*, June 2015

"Is a Bubble Forming in FinTech?" Mercer Capital's Financial Reporting Blog, May 22, 2015

"Community Bank Focus How to Combat the Margin Blues?," with Atticus L. Frank, *Bank Watch*, May 2015

"Recent Trends in Fair Value of Community Bank Loan Portfolios," *Bank Watch*, February 2015

"When It Rains It Pours: Middle-Market Deal Activity Is Picking Up," Mercer Capital's Financial Reporting Blog, August 1, 2014

Quoted in the article "MasterCard Helps Fuel Takeovers as Payments Tech Heats Up," by Elizabeth Dexheimer and Matthew Monks, *Bloomberg Businessweek*, July 24, 2014

"Credit Marks on Acquired Loan Portfolios Trend Down During 2013," with Chad M. Giganti, *Bank Watch*, December 2013

"3 Ways a Loan Portfolio Valuation is Helpful to the Acquirer," *Bank Watch*, September 2013

"Community Bank Stress Testing," *Bank Watch*, February 2013

"Operation Twist and Community Banks: Let's Not Twist Again," *Bank Watch*, August 2012

"Bank Merger & Acquisition Review: 2011 & Q1 2012," *Bank Watch*, May 2012

"3 Ways a Loan Portfolio Valuation is Helpful to the Acquirer," *Bank Watch*, February 2012

"Acquiring a Failed Bank? Changes to Loss-Share Agreement Terms Should Be Considered," with Chaya C. Glendon, Whitepaper published by *SNL Financial*, August 2010

"Valuation of Convertible Preferred Stock in Recent TARP Exchanges," with Francis O. Lynch, *Value Added™*, Vol. 22, No. 2, 2010

"S Corporation Banks Beware," *Value Matters™,* February 27, 2009

"Bank Valuation: A Focus on Earnings Quality," with Andrew K. Gibbs, CFA, CPA/ABV, *Value Added™,* Vol. 20, No. 1, 2008

"Banking Industry M&A Review of 2007 and Preview of 2008," *Bank Watch*, April 2008

"Bank Valuations in the Current Debt Climate: A Focus on Earnings Quality," with Andrew K. Gibbs, CFA, CPA/ABV, *Business Valuation Update*, Vol. 13, No. 12, December 2007

"Growing Uncertainty in Bank M&A Outlook For Remainder of 2007," Bank Watch, September 2007

"Empirical Evidence Confirming the Importance of a Transaction Advisor," *The Transaction Advisor*, Vol. 10, No. 2, August 2007

Quoted commenting on the article "Increased Competition Takes a Bite Out of Earnings at Mid South Community Banks," by Christopher Sheffield, *Memphis Business Journal*, March 1, 2007

"Mercer Capital's 2006 Bank Acquisition Review & Outlook for 2007," *Bank Watch*, January 2000

SELECTED INTERVIEWS AND QUOTES

Bank Innovation, February 20, 2020
LendingClub Breaks Ground with Radius Bank Acquisition

SPEAKING ENGAGEMENTS

"Fresh Start Accounting Valuation Considerations," with Andy K. Gibb, CFA CPA/ABV, *Acquire or Be Acquired Conference sponsored by Bank Director*, Phoenix, Arizona, January 31, 2021

"Evaluating the Buyer's Shares," with Jeff K. Davis, CFA and DeVan Ard, Jr., *Acquire or Be Acquired Conference sponsored by Bank Director*, Phoenix, Arizona, January 27, 2020

"Valuing an Early Stage FinTech Company," *ICBA ThinkTech Accelerator*, Little Rock, Arkansas, February 28, 2019

"Leveraging Fintech to Survive & Thrive in the Digital Age," with Andrew K. Gibbs, CFA, CPA/ABV, *Acquire or Be Acquired Conference sponsored by Bank Director*, Scottsdale, Arizona, January 28, 2019

"Bank M&A Overview and Leveraging FinTech to Create Value," *Fi FinTech Annual Round Up,* Fredericksburg, Texas, October 11, 2018

"Creating Strategic Value Through Financial Technology," *Moss Adams Community Banking Conference*, Huntington Beach, California, September 27, 2018

"How FinTech Can Help Create Value & Enhance Profitability," with Andrew K. Gibbs, CFA, CPA/ABV, *2018 Acquire or Be Acquired Conference sponsored by Bank Director*, Phoenix, Arizona, January 29, 2018

"How to Value an Early-Stage FinTech Company," *Webinar sponsored by Mercer Capital,* September 7, 2017

"Creating Strategic Value Through FinTech," *Webinar sponsored by Mercer Capital*, July 11, 2017

"How to Create Strategic Value in the Current Environment," with Andrew K. Gibbs, CFA, CPA/ABV, and Chris Nichols, *Acquire or Be Acquired Conference sponsored by Bank Director*, Phoenix, Arizona, January 30, 2017

"Community Bank Stress Testing: What You Need to Know," *Webinar sponsored by Mercer Capital,* March 1, 2016

"Unlocking Private Company Wealth," *Ozarks Small Business Incubator*, October 15, 2015

"Understanding the Banking Industry," *Webinar for SecondMarket*, February 19, 2013

"How Much is an M&A Intermediary Really Worth?" Panel Discussion, *Alliance of Merger & Acquisition Advisors Winter Conference*, Las Vegas, Nevada, January 17, 2008

EDUCATION

Rhodes College, Memphis, Tennessee (B.A., 2003)