

A One-Bank Holding Company, Ohio Valley Banc Corp was established by Ohio Valley Bank, a Community Bank that Local Residents Formed Over 140 Years Ago and is Well Positioned for Growth

**Financial
Community Bank**

**Ohio Valley Banc Corp
420 Third Avenue
Gallipolis, Ohio 45631
800.468.6682 / 740.446.2631
www.ovbc.com**



**Thomas E. Wiseman
CEO**

BIO: Tom Wiseman is President and Chief Executive Officer of Ohio Valley Banc Corp. and Ohio Valley Bank. Prior to his move into banking, Wiseman was an accomplished professional in the insurance industry. He was president of The Wiseman Agency and received the state honor of Ohio Outstanding Insurance Agent. In 2005, Wiseman was named as the very first independent Lead Director in the Ohio Valley Banc Corp.'s history.

Wiseman most recently has been celebrated by small business owners for the creation of the *Community First* movement. The idea behind *Community First* is to encourage residents of small communities to think, stay, and shop local.

About Ohio Valley Banc Corp. (NASDAQ:OVBC):

Ohio Valley Bank, established in 1872, currently operates 15 offices throughout Ohio and West Virginia.

The Bank's headquarters are located at 420 Third Avenue in Gallipolis, Ohio. During its 140+ years in business, it has never changed names, making it one of the oldest banks in the state.

In the 90's, Ohio Valley Bank management established Ohio Valley Banc Corp. The Banc Corp. is a one-bank holding company (Ohio Valley Bank being that "one-bank") which has expanded to own another subsidiary in 1996 called Loan Central, a finance company with seven offices in southern Ohio. Ohio Valley Banc Corp. common stock is traded on The NASDAQ Global Market under the ticker symbol of OVBC.

The mission of Ohio Valley Bank is clear: Community First! We accomplish our mission by a firm commitment to treat our customers, shareholders, and employees in the same manner as we would expect to be treated and then to go one step beyond.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Wiseman, would you explain Ohio Valley Bank to us?

Mr. Wiseman: Ohio Valley Bank is very much a community bank. Local residents formed it here in Gallia County over 140 years ago. Primarily local shareholders have owned it since that time. I would say a majority of shareholders, if not still local, certainly have local roots. Our footprint is relatively close, probably within an hour's drive of our main location, so we try very hard to be the community bank in all of those communities in which we have branches.

CEOCFO: How do you try to be the community bank in the areas you are located and what do you do that is different from other community banks?

Mr. Wiseman: Our employees understand the importance of community and the importance of supporting local business as well as the impact that has on the local economy. We know supporting local businesses stimulates commerce creating demand for more products and services which drives job growth and ultimately presents opportunities to our bank. Even though we find ourselves in an economic environment that is depressed, we can be the very best at what we do. We can be the best lenders, the best gatherers of deposits, and have the best online bank that has the best mobile apps. We can also be the best at reinvesting in our community.

Frankly, if the community does not grow, the community bank does not grow. We try to emphasize that not just to our employees but also to our customers and shareholders. Our mission statement is "Community First".

CEO CFO: How do you break down between commercial and consumer, and would you like to see the mix changing?

Mr. Wiseman: The mix that we have now is fairly balanced, and I do not think I would like to see that change. Unfortunately, the demand for lending on the commercial side has been very weak for some time now. We had a small flurry in the beginning of the year, but it flattened out quickly. There is not a lot of loan demand. I am concerned about the new mortgage rules and how they will affect smaller banks. Our chairman returned from a meeting in which several of the community banks indicated they might be forced to leave the mortgage business. We're not of a mind to take such drastic action.

CEO CFO: Is that because they are lessening the credit-worthiness again?

Mr. Wiseman: It is the interpretation by the Consumer Financial Protection Bureau of Dodd-Frank and how they are implementing some of those rules. If a consumer does not fall into a certain box, the bank will put itself at risk in making the loan because the borrower may come back and allege the bank knew or should have known they could not afford the payment, but were given the loan anyway. We are trying to figure out how to work our way through that for the benefit of both the consumer and the bank.

CEO CFO: How many branches do you have now?

Mr. Wiseman: We have fourteen branches and a loan origination office.

CEO CFO: Are you comfortable for that or do you see the need for additional changes or perhaps consolidation?

Mr. Wiseman: Branches that we look at in the future will not necessarily look like the branches we have now. They will be less brick and mortar and more technology. We have a great concentration of branches locally in our home county, which may be a little overkill at this point. Convenience was everything, and now convenience means something different. Fewer and fewer people come in to the branch, and they spend more time online or on the phone. While multiple physical branches may have been the height of convenience at one time, we are now seeing customers prefer convenience in the form of mobile banking, mobile payments, and intelligent ATMs.

CEO CFO: Speaking of online, how do you ensure the user friendliness of your systems?

Mr. Wiseman: It is an ongoing process. As things progress it is important to stay with it. We have just gone through a transformation on our

"We can be the very best at what we do. We can be the best lenders, the best gatherers of deposits, and have the best online bank that has the best mobile apps. We can also be the best at reinvesting in our community."

- Thomas E. Wiseman

web page, trying to make it more attractive visually and more user friendly. We have a great group of people that work on that daily in order to keep it where it needs to be.

CEO CFO: Would you prefer people using the online services more rather than coming into the bank?

Mr. Wiseman: It is not so much what I would prefer as what the customer now demands. It is less expensive for the bank to do business online rather than to have people come in to the lobby. However, it is very easy for a customer to switch banks if their only connection to you is online. Younger customers are very in-tune with online business and the mobile world. You have to be there for them, but you cannot forget about other customers who would like to come in and talk to an employee. For the most part, people want to talk to a live person

when it comes to making a bigger deal such as a home mortgage or a business loan.

CEO CFO: Are there services you are currently not offering but would like to add to the mix?

Mr. Wiseman: There are things we are looking at. We have a product development committee which meets regularly to make sure we are in step with the latest technological advances.

CEO CFO: How do you attract people to your bank?

Mr. Wiseman: We utilize social media more and more. We still do billboards because they seem to be a prized possession here in rural Ohio. We do some radio and, though we have utilized television in the past, we do not do any television at this time. However, I think that the most effective way that we attract prospective clients is in the *service* and *services* we offer. We are a

community bank and we live up to that by treating every person like family. But we do more than that. Beyond providing exceptional customer service, we take a progressive stance on technology to deliver cutting edge services. It is not

something you would expect from a rural community bank.

CEO CFO: Is the history still relevant today? Do people still value that or is it not as important as it once was?

Mr. Wiseman: We just had our shareholders meeting last week, and we had approximately three hundred shareholders attend which is not unusual. It is a family atmosphere, and I think those people still care very much about the bank. We found out that as those shareholders get older and their shares are dispersed among their heirs, who in all likelihood do not live here anymore, then the historical significance declines. That being said, in an age where so many banks have failed, the fact that our company has withstood two world wars, the Great Depression and now the Great Recession seems to indicate that our

142 years of experience has served us well.

CEO CFO: How do you reassure your customers nowadays as people cannot receive any interest on their money and everything seems very precarious? How do you ensure people the bank is in good shape, and what are you able to do in order to help people through these times?

Mr. Wiseman: One of the benefits of being in such a rural area is that we are insulated to a certain degree from the horror stories that people have had to live through. Our customers walk by our branches and see the same people every day, and not much has changed. They seem to understand that interest rates are low and why. We have not had to do a lot of handholding. Our customers feel reassured that we are strong, and they believe in us.

CEO CFO: What are the intangibles that you look for in your employees?

Mr. Wiseman: We often refer to our employees as one big family, so I suppose we look for that. We look more for personality than we do experience in many respects. One negative employee can make things miserable for everybody, so we try to be careful to keep a wholesome, family-oriented group.

CEO CFO: How is business these days?

Mr. Wiseman: Though we are doing much better than many of our peers, it could be better. We had a good year in 2012, and we have had a good first quarter, but it is not because of loan demand. It is because of other factors such as loan loss provision and our employees' conscious efforts to control expense. Our community is not growing, so we have instituted here in Gallia County a community first program, and we will extend that to other counties forming countywide committees with other employers to promote buying local.

CEO CFO: Why should investors and people in the business community pay attention to Ohio Valley? What sets you apart as an organization?

Mr. Wiseman: If you look over history, we are consistent. We do not jump in and out of markets or do not do things we are not prepared to do. We have paid a consistently good dividend for quite some time. Our growth is steady and measured.

CEO CFO: Final thoughts?

Mr. Wiseman: We, like virtually every other community bank, are suffering through poor economic times. The sad thing is that all banks have been painted with the same brush, and certainly, community banks did not create the problems we had in 2008 but we are paying the price for some of those things and it has been a difficult time.



Ohio Valley Banc Corp

420 Third Avenue

Gallipolis, Ohio 45631

800.468.6682 / 740.446.2631

www.ovbc.com