

A PARTNERSHIP

The CD Desk represents the combined efforts of Shay Financial Services, Inc., an SEC registered securities dealer, member FINRA/SIPC and First Financial Bank & Trust Company, an OTS regulated savings bank.

Shay Financial Services, Inc. (Shay), a FINRA/SIPC member broker/dealer, has been serving the needs of depository institutions since 1981. Shay maintains trading counterparty relationships with many primary and regional dealers. In order to satisfy their mission: "Helping financial institutions build more profitable balance sheets," Shay's fixed income expertise lends itself to both sides of the balance sheet: assets and liabilities. As an active participant in the brokered Certificate of Deposit market for more than 20 years, Shay's funding representatives are experts in the National CD Market.

First Financial Bank & Trust Company (FFBTC), is a federal savings bank insured by the FDIC and regulated by the Office of Thrift Supervision (OTS). Originally chartered in 1915, the bank's headquarters are located in Plaquemine, Louisiana. The bank is a wholly owned subsidiary of Shay Investment Services, Inc. Acting as custodian for the CD Desk, FFBTC provides all the operational functions required to service client CD portfolios, including; crediting interest payments, compiling month-end statements and single year-end 1099 tax forms for accounts held by individuals. Managing a nationally sourced, diversified CD portfolio with the custodial agents from FFBTC has never been easier!



INSURED

INVESTING

MADE

SIMPLE

AND

CONVENIENT

cd DESK



SHAY

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Miami, FL | Chicago, IL | Irving, TX | Norwalk, CT | Summit, NJ | Wexford, PA | Charlotte, NC

Member FINRA and SIPC

SHAY
FINANCIAL SERVICES, INC.

The CD Desk offers a superior combination of Rate, Service and Convenience unrivaled in the marketplace.

RATE

CD Traders, having participated in the Certificate of Deposit (CD) brokerage industry since 1991, continuously monitor Federal Deposit Insurance Corporation (FDIC) insured banks and savings institutions to identify those willing to negotiate favorable rates on Jumbo CDs. The combination of our knowledge of the national CD marketplace and our ability to purchase CDs in large denominations enable us to offer our customers attractive rates.

SERVICE

Each CD available to investors from the CD Desk is a deposit obligation of an FDIC insured financial institution. Furthermore, as a condition of issuance, each institution meets FDIC guidelines governing the issuance of brokered deposits. After purchasing a large denomination CD, Shay deposits the master certificate with First Financial Bank & Trust Company (FFBTC), who in turn holds the CDs on behalf of Shay's customers. The use of FFBTC as custodian allows investors to consolidate their CD investments and simplify the administration of these investments.

The CDs made available through the CD Desk represent interests in a larger CD which is held at FFBTC. The rate of interest on the CD interests sold to customers is ordinarily less than the rate of interest paid on the larger CD.



Shay retains this differential as compensation for its services. FFBTC does not charge any separate fees for providing custodial services to Shay's customers. Shay compensates FFBTC from the amounts earned by Shay from the sale of CD interests to Shay's customers.

Although the CDs available through the CD Desk may not be withdrawn or redeemed prior to maturity, you may be entitled to resell these CDs at any time. Should a purchaser need to sell a CD prior to maturity, the purchaser may request that Shay seek a buyer for the CD. Shay can not guarantee that a buyer will be located or that the CD will be sold at its original cost or at par. Shay does not guarantee that a secondary market for the CDs will be available.

CONVENIENCE

As part of your first trade, you will execute a Custodian Agreement with FFBTC, a single page document which sets forth the terms of your custody arrangement. Shay will provide the investor a trade confirmation which confirms the execution of your purchase. Finally, the bank, FFBTC, will provide you a safekeeping receipt which evidences the payment for your purchase and subsequent transfer to your custodial/safekeeping account.

Over the term of your CD investment, FFBTC will remit interest payments, each of which are mailed or sent via ACH within 3 days of the coupon date, regardless of the actual issuing institution's timely payment on the master CD. A month-end Portfolio Statement is prepared and made available to investors, evidencing all portfolio holdings, all interest payments received and any upcoming maturities.

Our investors consolidate all their CDs into a single custodial account at FFBTC. Keeping track of your portfolio is as easy as reviewing your monthly statement or calling a single institution, FFBTC, with any questions or concerns. A single account also means that individual CD investors receive a single year-end 1099 tax form for tax purposes!

CDVantage is your online access to your account. This secure website, accessed through www.shay.com, gives investors the freedom to review their account information at their convenience, 24/7. After a simple registration, username and password election, customers will gain access to all the custodial/safekeeping services and statements provided by FFBTC.



In a Word CONFIDENCE

The combined efforts of Shay Financial Services, Inc., a registered broker/dealer, and First Financial Bank & Trust Co., an OTS regulated, FDIC insured savings bank, deliver a level of confidence that CD investors demand. Buyers of FDIC insured CDs understand that the Federal Deposit Insurance Corporation (FDIC) is an independent agency of the United States government and backed by the full faith and credit of the United States government. Investment advisors, savings banks, insurance companies, municipalities, credit unions and other investors nationwide have entrusted us with their accounts.

Utilizing the institutional buying power of Shay and the experience of the CD traders, investors no longer need to spend the time researching CD rates nor are they limited to the rates offered in their geographical location. The nationally sourced CDs offered daily give investors access to competitive rates and terms.

As an affiliated team, Shay and FFBTC deliver the very best in customer service, responsiveness and efficiency.

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BENEFITS TO OUR CD INVESTORS

- ✓ Single account, multiple CDs, one (1) year-end 1099 tax form (Individual Investors Only)
- ✓ Monthly portfolio statements
- ✓ Timely interest payments (ACH or check)
- ✓ Daily, nationally sourced CD inventory
- ✓ Online, 24/7 access to statements through secure website
- ✓ Full Faith and Credit of the United States Government through FDIC insurance (subject to applicable FDIC limits)