RIVER VALLEY BANCORP Form 425 October 26, 2015

Symbol: GABC October 2015 Acquisition of River Valley Bancorp Filed by German American Bancorp, Inc. pursuant to Rule 425 under the Securities Act of 1933 Subject Company: River Valley Bancorp Commission Securities Exchange Act File No: 000-21765

# CAUTIONARY NOTE REGARDING FORWARD-LOOKING STATEMENTS

This presentation contains forward-looking statements made pursuant to the safe-harbor provisions of the Private Securities Li 1995. Such forward-looking statements can often, but not always, be identified by the use of words like believe , continue project , intend , anticipate , expect and similar expressions or future or conditional verbs such as will , would , can , may , or similar expressions. These forward-looking statements include, but are not limited to, statements relating to benefits of the proposed merger (the Merger ) between German American Bancorp, Inc. (German American ) and River V

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Valley ), including future financial and operating results, cost savings, enhanced revenues, and accretion/dilution to reported erealized from the Merger, as well as other statements of expectations regarding the Merger, and other statements of German American s business plan and growth strategies; statements regarding German American s loan and investment portfolios; and estimates of German American s risks and future costs and benefits, the Merger or otherwise.

These forward-looking statements are subject to significant risks, assumptions and uncertainties that may cause results to diffe set forth in forward-looking statements, including, among other things: the risk that the businesses of German American and R integrated successfully or such integration may be more difficult, time-consuming or costly than expected; expected revenue sy from the Merger may not be fully realized or realized within the expected time frame; revenues following the Merger may be l customer and employee relationships and business operations may be disrupted by the Merger; the ability to obtain required re shareholder approvals, and the ability to complete the Merger on the expected timeframe; the costs and effects of litigation and unexpected or adverse outcomes of such litigation; possible changes in economic and business conditions; the existence or exa geopolitical instability and uncertainty; the ability of German American to complete integration and attract new customers; pos monetary and fiscal policies, and laws and regulations; the effects of easing restrictions on participants in the financial services other effects of legal and administrative cases; possible changes in the creditworthiness of customers and the possible impairm loans; fluctuations in market rates of interest; competitive factors in the banking industry; changes in the banking legislation or requirements of federal and state agencies applicable to bank holding companies and banks like German American s affiliate availability of earnings and excess capital sufficient for the lawful and prudent declaration of dividends; changes in market, eco liquidity, credit and interest rate risks associated with German American s business; and other risks and factors identified in each and River Valley s filings with the Securities and Exchange Commission. Neither German American nor River Valley underta any forward-looking statement, whether written or oral, relating to the matters discussed in this presentation. In addition, Germ River Valley s past results of operations do not necessarily indicate either of their anticipated future results, whether the Merg

ADDITIONAL INFORMATION FOR SHAREHOLDERS Communications in this presentation do not constitute an offer to sell or the solicitation of an offer to buy any securities or а solicitation of any proxy vote or approval. The proposed merger will be submitted to the River Valley shareholders for their consideration. In connection with the proposed merger, German American will file а Registration

Statement on Form S-4 with the Securities and Exchange Commission ( SEC ) that will include a proxy statement of River Valley and а prospectus of German American and other relevant documents concerning the proposed merger. SHAREHOLDERS ARE URGED TO READ THE REGISTRATION **STATEMENT** AND THE CORRESPONDING PROXY STATEMENT/PROSPECTUS REGARDING THE PROPOSED

MERGER WHEN IT BECOMES AVAILABLE, AS WELL AS ANY OTHER RELEVANT DOCUMENTS FILED WITH THE SEC, TOGETHER WITH ALL AMENDMENTS AND **SUPPLEMENTS** ТО THOSE DOCUMENTS, AS THEY WILL CONTAIN IMPORTANT INFORMATION. You will be able to obtain а copy of the proxy statement/prospectus, as well as other filings containing information

about German American and River Valley, without charge, at the SEC's website (http://www.sec.gov) or, for German American, by accessing German American s Web site (http://www.germanamerican.com) under the tab Investor Relations and then under the heading Financial Information and for River Valley, by accessing River Valley s Web site (http://www.rvfbank.com) under the tab

About Us and then under the heading Stock Price & SEC Filings. Copies of the proxy statement/prospectus and the filings with the Securities and Exchange Commission that will be incorporated by reference in the proxy statement/prospectus can also be obtained, without charge, by directing а request to Terri A. Eckerle,

Shareholder Relations, German American Bancorp, Inc., 711 Main Street, Box 810, Jasper, Indiana 47546, telephone 812-482-1314 or Matthew P. Forrester, President & CEO, River Valley Bancorp, 430 Clifty Drive, Madison, Indiana, 47520, telephone 812-273-4949. River Valley and its directors and executive officers may be deemed to be participants in the

solicitation of proxies from the shareholders of River Valley in connection with the proposed Merger. Information about the directors and executive officers of River Valley is set forth in the proxy statement for River Valley s 2015 annual meeting of shareholders, as filed with the SEC on a Schedule 14A on

March 18, 2015. Additional information regarding the interests of those participants and other persons who may be deemed participants in the transaction may be obtained by reading the proxy statement/prospectus regarding the proposed merger when it becomes available. Free copies of this document may be obtained as described in the

preceding paragraph.

Transaction Highlights 4

Meaningful addition to GABC franchise:

Further solidifies GABC s position as the premier Southern Indiana community banking franchise

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Facilitates GABC s presence in three distinct markets located in the vibrant Southeast Indiana market area:

1.

Adds 5 banking offices in the rapidly growing Indiana portion of the Louisville MSA (Floyd & Clark Counties)

2.

Rounds out GABC s presence in markets adjacent to the Columbus, IN MSA (Jackson & Jennings Counties)

3.

Provides a dominant share position in the Madison, IN market (Jefferson County)

Strong performer with similar culture and banking mentalities

Ability to cross-sell GABC products and services across RIVR customer base

Addition of Matt Forrester, President & CEO & Anthony Brandon, Executive Vice President as senior executives to help lead GABC s Southeast Indiana banking expansion Financially Compelling: Approximately 8.0% accretive to first full year EPS (1)

Approximately 4.3% dilutive to TBV at closing with an earn back period of 3.4 years (2)

Pro forma tangible common equity / tangible assets >9% at close leaves GABC well positioned for continued organic growth and/or other acquisition opportunities

1)

Excludes one-time merger costs and projected interest rate mark amortization adjustments. Assumes 100% phase-in of project 2)

Tangible book value per share earn back period defined as the number of years for pro forma tangible book value per share to projected standalone tangible book value per share ( crossover )

Transaction Overview 5

GABC to acquire 100% of RIVR. River Valley Financial Bank will be merged with and into GABC s banking subsidiary, German American Bancorp

30% cash / 70% stock mix

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RIVR pro forma ownership of approximately 13%

Each shareholder will receive \$9.90 in cash and 0.770 shares of GABC common stock Structure / Consideration Purchase Price Board / Management Other Terms Approvals / Timing

\$83.5 million (1)

Deal value / tangible book value of 151%

Deal value / LTM Earnings of 14.9x

GABC will add one RIVR Director to its Board of Directors & appoint the remaining independent RIVR directors to a regional advisory board

Matt Forrester & Anthony Brandon to continue employment with GABC

RIVR shall have a minimum net worth at closing with any shortfall deducted from the cash consideration

Termination fee of \$3.2 million (approximately 4% of deal value)

Customary regulatory approvals and shareholder approval by RIVR

Estimated close in early 2016

1)

Based on GABC s 20-day weighted average volume price of \$30.02 as of October 22, 2015

Overview of River Valley Bancorp Financial Highlights (\$M) Pro Forma Branch Map Source: SNL Financial (1) RIVR footprint excludes administrative and facility offices located at 216 N State St., North Vernon, IN 47265 and 401 E Main St., Madison, IN 47250

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2011
2012
2013
2014
YTD 9/30
CAGR
Balance Sheet (\$M)
Total Assets
407
473
483
509
514
6.4%
Total Net Loans
253
306
317
332
330
7.3%
Total Deposits
305
384
395
397
401
7.5%
Tang. Common Equity
28
30
29
52
55
20.0%
TCE / TA (%)
6.9
6.4
6.0
10.3
10.7
Profitability (%)
Net Income Avail. to Cmn.
1.4
3.7
4.1
4.4
4.3
45.3%

ROAA
0.45
0.96
0.92
0.96
1.11
ROAE
5.41
11.72
12.69
10.30
10.50
Efficiency Ratio
68.8
68.9
66.1
68.7
65.8
Per Share Data (\$)
Tang. Book Value Per Share
18.39
19.67
18.82
20.77
21.94
4.8%
Earnings Per Share
0.93
2.40
2.66
2.20
1.70
26.8%
20.070

Due Diligence Summary 7

Comprehensive due diligence process

In-depth, three day review of credit files, underwriting methodology and policy

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\$168 million or approximately 50% of loan portfolio reviewed and 100% of all non performing assets reviewed

Detailed review of expenses on a line item basis Modeling Assumptions

Estimated loan mark of \$8.7 million (\$4.9 million net of reserves)

Assumes 27% cost savings, 75% phased-in in 2016 and 100% thereafter

Pro forma earnings adjusted to reflect a moderate amount of net interest income compression

After-tax, one-time buyer and seller combined merger charges are estimated at \$5.2 million Due Diligence Highlights

Summary Highlights

Further solidifies GABC s position as the premier Southern Indiana community banking franchise

Facilitates GABC s presence in three distinct markets located in the vibrant Southeast Indiana market area:

Indiana portion of the Louisville MSA
Markets adjacent to the Columbus, IN MSA
Dominant market position in Madison, IN

Pro forma total assets of \$2.8 billion

Financially compelling:

Approximately 8.0% accretive to EPS in the first full year (1) Modest TBV dilution with а 3.4 year earn back (crossover method) (2)

Strong pro forma capital levels with flexibility to continue organic growth and future acquisitions

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1)

Excludes one-time merger costs and projected interest rate mark amortization adjustments. Assumes 100% phase-in of project 2)

Tangible book value per share earn back period defined as the number of years for pro forma tangible book value per share to projected standalone tangible book value per share ( crossover )