



S O L E R A

NATIONAL BANCORP, INC.

INVESTMENT AND STRATEGY FACT BOOK
WINTER/SPRING 2010

EXECUTIVE SUMMARY

Solera National Bancorp, Inc. (OTCBB:SLRK) is headquartered in Lakewood, Colorado, adjacent to Denver in a vibrant business and residential corridor. It is the holding company for Solera National Bank. The Bank opened its doors in September 2007 to provide full-service banking to businesses and consumers, with a specialty serving the Denver area's rapidly growing Hispanic business and residential community.

In fourth quarter 2009, the Bank dramatically narrowed its rate of quarterly loss, tracking steadily on its business plan of reaching sustained profitability. The net loss of \$9,000 (less than one cent per share) declined 97% from 3Q 2009 and 99% from 4Q 2008 net loss of \$763,000 or (\$.0.30) per share. The Bank continues to capitalize on opportunities to gain market share as small and midsize businesses seek alternatives to limited and standardized service offerings at larger banks.

The Bank has grown rapidly, nearly doubling total assets in 2009 from the previous year. Total loans in 2009 rose 136% to a record \$50.5 million compared with the prior year, while customer deposits increased 177% to a record \$104.4 million. Even with rapid growth and a challenging economy, the Bank has maintained a strong capital position and high asset quality. At the end of 2009, Solera's Tier 1 Leverage Capital Ratio of 11.1% compared with regulatory requirements of 6% to 8% for a well-capitalized bank. Management believes asset quality was exemplified by negligible non-performing assets at year-end 2009 & no net credit losses during a period when many banks were working through serious problems with loan portfolios.

In addition to banking the community at large, the Bank has a prime focus on winning full-service relationships from Hispanic- and minority-owned businesses. The Denver metro area's population has grown 30% since 1990, and the growth of the Hispanic-American community has outpaced that growth. The Denver Mayor's Office indicates there are more than 15,000 Hispanic-owned businesses in the Denver metro area. A focus on business banking, which frequently involves winning multiple accounts and services from a single customer, has enabled the Company to most efficiently use its resources to grow.

The Bank's main facility is 10 minutes from downtown Denver in a high-visibility location near major transportation arteries. It provides excellent access for small business customers. The Bank also offers a full selection of electronic and Web-based banking services. Within a three mile radius of the Bank, there are approximately 5,200 businesses, 52,000 employees and 165,000 residents.

FINANCIAL HIGHLIGHTS

OTCBB:SLRK

Recent Share Price: \$5.25

Dec 31 2009	Dec 31 2008
<i>Total Assets</i>	<i>Total Assets</i>
\$132.8mm	\$67.7mm
<i>Total Deposits</i>	<i>Total Deposits</i>
\$104.4mm	\$37.7mm
<i>Total Loans</i>	<i>Total Loans</i>
\$50.5mm	\$21.4mm
<i>Net Int./Div. Inc</i>	<i>Net Int./Div. Inc</i>
\$2.9mm	\$1.5mm
<i># of Deposit Accts.</i>	<i># of Deposit Accts.</i>
1,595	773
<i># of Loan Accts.</i>	<i># of Loan Accts.</i>
150	96

INVESTMENT APPEALS

Rapid, consistent quarterly growth in total assets, core deposits and loans.

New business opportunities as small and middle market businesses continue seeking products and services tailored to their specific needs.

Rigorous expense control led to 16% noninterest expense reduction in 4Q 2009 compared with 4Q 2008.

Experienced senior management and an active, highly-visible Board of Directors and Community Advisory Council.

Well-capitalized status and no non-performing assets offer Solera numerous opportunities to invest in new business outreach, generate loans and potentially add branches.

Focus on Denver-area Hispanic market, which is growing rapidly and is increasingly affluent.

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MARKET TRENDS, DIVERSITY DRIVE OPPORTUNITY



Solera's 6,200 square foot main office in Lakewood, 10 minutes west of downtown, places it at the hub of this growing residential and business area. The location was specifically situated in a high-visibility, high-traffic location with easy access from major streets, highways and public transit. This is a major intersection in the Denver metropolitan area with traffic counts of approximately 150,000 cars per day.

Within a three mile radius of the Bank's main office, there are approximately 5,200 businesses, 52,000 employees and 165,000 residents, according to the Environmental Systems Research Institute. The main office is targeting small to mid-sized businesses, as well as local residents. This location offers the ability to target both the entire community, which is the Bank's primary focus, as well as the Hispanic demographic, in which the Bank has a core specialization, given the high predominance of Hispanic households in the area (51.8% within three miles of the Bank's main office and 31.7% in the City and County of Denver). According to the Denver Mayor's Office, there are approximately 15,000 Hispanic-owned businesses in the greater Denver market.

Solera's focus on building its commercial banking business has enabled it to maximize its investment and resources, reaching out to an underserved Hispanic business market that responds very positively to the community bank model of high-touch service combined with leading-edge banking capabilities.

Like virtually all U.S. major metropolitan markets, the Denver area has experienced job losses in the past two years. According to the U.S. Bureau of Labor Statistics, the area lost approximately 3% of its total employment between 2008 and 2009. The Denver area had an unemployment rate of 7.5% as of year-end 2009. Employment statistics, however, showed modest improvement late in 2009 and into 2010.



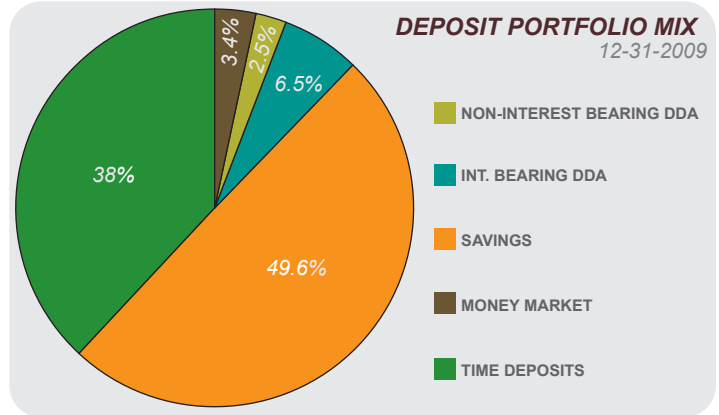
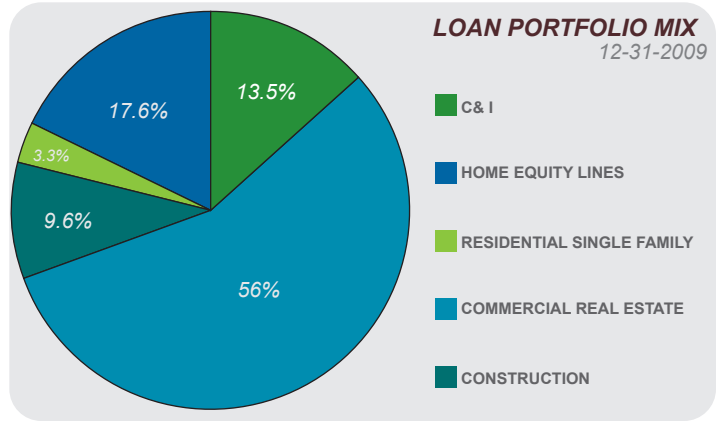
Management believes Solera is well-positioned to capitalize on market trends, particularly in the anticipated growth of entrepreneur-driven small and midsize businesses, including minority-owned companies. Solera's specialization in customized banking solutions for smaller businesses can give the Bank a competitive advantage over large regional and national mega-banks that may not offer these business customers the same level of personalized service and access to senior banking personnel. The Bank's steady growth in customers, deposits and loans is one indication that its positioning and market strategy is sound, notes the Company.

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The region's reputation won recent attention in a MarketWatch ranking of the best locations for businesses, placing Metro Denver third among the nation's 50 largest metro areas. Criteria for the ranking included population growth, job growth and unemployment, and the number of companies listed among the Fortune 1000, S&P 500, and Russell 2000. Minneapolis-St. Paul and Boston claimed the first- and second-place ranks, respectively.

Colorado companies are leaders in developing alternative energy solutions, adding to the positive outlook for the area. For example, a new research support building for the National Renewable Energy Laboratory (NREL) in Golden is scheduled for completion in 2010. The U.S. Department of Energy recently named NREL among 46 locations nationwide that will house Energy Frontier Research Centers.

Metro Denver is first among the 50 largest markets in total private aerospace workers, according to the Metro Denver Economic Development Council. The diverse economy also includes a concentration of bioscience, telecommunications and information technology businesses, in addition to an extensive professional and service economy.



RELATIONSHIP BANKING, FRONT AND CENTER

A commitment to service, creative product development and community visibility supported customer retention and new business wins throughout 2009. Examples include leading-edge services like remote deposit capture and a full range of Internet banking capabilities for business and retail customers, and innovative products like Solera's Health Savings Account product to help customers and employers manage rising healthcare costs.



BOB FENTON - Co-FOUNDER, COO, & CFO

In July 2009, the Bank expanded its already active outreach by forming a President's Community Advisory Council, consisting of members of the Colorado and Denver-area business community. The Advisory Council meets and communicates regularly to identify forward-thinking opportunities to support the Denver-area business community, facilitate access to private- and public-sector programs and provide targeted financial and banking services. Patricia Barela Rivera, who has been recognized for her contributions to the Colorado and Denver business communities, including lifetime achievement awards from the Denver Hispanic Chamber of Commerce and the Colorado Women's Chamber of Commerce, serves as the Director of Community Relations.

Bank officers, directors and employees are actively involved with the community in a variety of activities. The Bank sponsors and hosts events to promote financial literacy, education, small business ownership and development, health and community service. Employees, executives and board members actively participate in numerous charitable and civic activities, including boards of directors.

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FINANCIAL HIGHLIGHTS

The Company has consistently demonstrated growth, high customer retention rates, and continuing capital strength and asset quality. The Company reported record total assets of \$132.8 million at the close of 2009, compared with \$67.7 million at December 31, 2008. Through December 31, 2009, the loan portfolio grew 136% to \$50.5 million compared to \$21.4 million at the end of 2008. Solera National Bank had negligible non-performing assets at year-end 2009. Management believes this is a clear indication of prudent lending and diligent credit analysis. To reflect growth in Solera's loan portfolio and show continuing regard for potential isolated loan-related issues during soft economic conditions, the Company increased its allowance for loan losses by \$130,000 from 3Q 2009 to \$830,000, representing 1.64% of gross loans, as of December 31, 2009.

Core deposits are the cornerstone of low cost funding to enable the Bank to continue loan production growth and maintain attractive net interest rate margins. From year-end 2008, customer deposits grew 177% during 2009 to a record \$104.4 million. Even during a challenging economic environment, the Bank has managed costs and grown net interest income. Net interest and dividend income increased to \$2.9 million in 2009 compared with \$1.5 million in 2008.

In 2009, the Company continue its drive toward profitability, reporting a net loss of \$1.28 million or (\$0.50) per share in 2009 compared with a net loss of \$2.2 million or (\$0.87) per share in 2008. With a \$9,000 loss in fourth quarter 2009, the company neared break-even.

EMBRACING OUR COMMUNITY —
ONE INDIVIDUAL,
ONE FAMILY,
AND ONE BUSINESS
AT A TIME.

SOLERA
NATIONAL BANK

Simplicity With High Returns
And over \$500 in annual savings!

Personal Innovations Checking
Earn up to 1.90% APY

High Yield Innovations Checking also includes:

- Free Online Banking
- Up to six surcharge-free ATM Transactions per statement cycle
- Free Solera Visa® Credit Card
- Free Bill Pay Service
- Transfer's Checks at no charge
- Up to five money orders/cashier's checks per month at no charge
- Free 17 x 21 x 34" Safe Deposit Box
- Free Money Service

Put your money to work today!
Contact us to learn more: 800-264-4600
www.solerabank.com

To have a Solera National Bank personal banker contact you to open your account, please complete the Information Form on the back of this sheet. Opening your bank account has never been easier.

Penalties apply:
\$1.00 to \$49.99 = 1.00% APY
\$50.00 to \$99.99 = 1.25% APY
\$100.00 to \$499.99 = 1.50% APY
\$500.00 to \$999.99 = 1.75% APY
\$1,000 and above = 1.90% APY

Final deposit insurance maximum is \$250,000 per depositor through FDIC/NCUA.
Member FDIC

SOLERA NATIONAL BANK - SIMPLICITY WITH HIGH RETURNS

SEASONED EXECUTIVE TEAM, ACTIVE BOARD

The Solera team represents a balanced mix of leaders in the Denver area's business, cultural and Hispanic community with veterans in bank startups, management and finance. More than half of Solera's founders are recognized leaders in the Denver area's Hispanic community.

Doug Crichfield, President & CEO, brings to Solera more than 25 years of bank management, entrepreneurial and advisory experience. He joined Solera in October 2008 following nine years as an advisor to financial institutions and entrepreneurs. His expertise in bank management, guiding successful bank startups, and consulting with entrepreneurs and small businesses has provided a unique and valuable perspective. He served as President, CEO and Trustee of CFX Bank in NH, and also as President, CEO and Director of Community Bankshares, Inc., the holding company for Concord Savings Bank in Concord, NH. He founded the Crichfield Group in 1999, providing business consulting for entrepreneurs with an emphasis on bank advisory work. Crichfield received a B.A. and M.A. from Northeastern University and holds certificates from the Harvard University Institute of Financial Management and the University of Illinois Graduate School of Bank Investments.

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Bob Fenton, Chief Operating Officer & Chief Financial Officer, was instrumental in organizing Solera, joining the holding company in 2005. With almost 25 years of financial services industry experience, Fenton previously served as CFO of Visa Debit Processing Services, the 2nd largest processor of Visa transactions in the world, CFO of E*TRADE Bank, and in several executive positions during a 15-year career with Citigroup. He is a CPA (inactive), holds an MBA in Finance from Pace University and a B.S. in Accounting from Ithaca College.

Mark Martinez, Regional President & Senior Lending Officer, has worked in the Denver-area banking industry since 1977. He joined the Bank project as a full-time consultant in March 2006 and assumed his current roles when the Bank opened in September 2007. He oversaw the startup of Ironstone Bank's Colorado operations, managed several divisions at Heritage Bank in Denver, and previously held executive commercial banking and lending positions with Merchants Mortgage & Trust Corporation, Key Bank, Norwest and Affiliated First Colorado Bank & Trust. He holds a B.S. in Business Administration with an emphasis in Accounting and Finance from Regis University.

Larry Heesch, Senior Vice President, Chief Credit Officer, brings 38 years of banking and credit experience to the bank. Mr. Heesch has served as the Chief Credit Officer of three Colorado banks, one a near start-up needing chartering help out of state as well. His background includes asset based lending, leasing, real estate and oil and gas financing. Mr. Heesch has overseen the profitable establishment of multiple lines of new business at a prior institution and has extensive experience managing regulatory requirements.

An active Board plays a key role in both guiding Solera's growth and operations, and serving as ambassadors to the Denver area business and residential community. The Board is comprised of leaders in a wide variety of businesses and actively involved in civic and charitable activities.

Board of Directors

Basil Sabbah, Chairman, is CEO and owner of Sabbro, LLC, an engineering consulting company located in Denver. Sabbah is an active member of the Denver business community. Prior to forming Sabbro, he served as Director of Latin America Business Development for Network Appliance, a technology company, and previously as Director of Business Development for Halliburton in Latin America. He has substantial experience in business development, fundraising, and government contracting and is a member of the Denver Hispanic Chamber of Commerce and Hispanic Contractors.

Ron Montoya, Vice Chairman, has been President & CEO of Plasticomm Industries, Inc. - a Denver-based supplier of telecommunications-related products founded in 1990. He is also owner of Innov8 Solutions USA and President & CEO of Plastic Supply Inc., in Albuquerque, NM. He has previously served as Director for the Office of Minority Business for the State of Colorado and has been a member of numerous boards of directors, including National Jewish Hospital, Metro State College Foundation, St. Joseph's Hospital Foundation, the Denver Hotel Authority, and an advisory board member of U.S. Bank for 12 years. He served as the Chairman of the Board for the U.S. Hispanic Chamber of Commerce from 1996 to 1998, and as Executive Director of the Colorado Office of Minority Business from 1986 to 1990.

The board draws on the diverse expertise of leaders in the Denver-area business community, including:

Norma Akers, spent 20 years in business management, finance, information systems, and diversity roles with AT&T and Lucent Technologies Inc. (now Alcatel-Lucent). Prior to that, she was an internal financial auditor for Monsanto Company. She holds a BS in Business Administration and an MBA in international finance.

Rob Alvarado, Executive Vice President and Legal Counsel at Palo Alto Inc., which owns and operates approximately 140 food franchises in Colorado, California, New Mexico and Virginia. He sits on the boards of the Latin American Education Foundation, the Colorado I Have a Dream Foundation, and the advisory board of the Denver Venture School.

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Maria Arias is Area Vice President, Southern Colorado, Comcast Cable. She has over 20 years of experience in law and government affairs, and serves on the Board of Junior Achievement of Southern Colorado, Inc., and the Rocky Mountain Chapter of Women in Cable and Telecommunications. She previously served on the Boards of the Denver Hispanic Chamber of Commerce and the Latin American Education Fund.

Robert Gallegos is President and Chief Financial Officer of The Gallegos Corporation. Headquartered in Vail and celebrating its 40th year in business, the company provides residential and commercial construction services with several hundred employees located five states. He spent ten years with the Foundation for Urban and Neighborhood Development and is active in a number of community service organizations.

Ray Nash, CPA, is CEO of Nash Family LLC, a land development business. He served as Chief Financial Officer of Vectra Bank in Denver from 1989 to 2000, which included managing the bank's \$300 million investment portfolio, SEC reporting, public stock issuance, regulation and compliance and the acquisition of Vectra by Zions Bancorp in 1998.

Stan Sena is President and CEO of SNAP Staffing Services, a staffing firm located in Denver focusing on administrative and light industrial temporary, temp-to-hire, and permanent placement. Mr. Sena is also the President & CEO of the Rocky Mountain MSDC, a corporate member organization focusing on providing contracting access and opportunity between corporate America and minority owned businesses. He has been an attorney for 25 years and is active in the Colorado Bar Association, the Douglas County Bar Association, and the Colorado Hispanic Bar Association.

Larry Trujillo is owner of LDT Consulting LLC and Managing Partner of Convertcard LLC. He has been very active in community service having served on several Boards of Directors including the Latin American Educational Foundation, the American Heart Association, La Clinica Tepeyac and La Escuela Tlatelolco. Mr. Trujillo has been an active fundraiser for various community causes and is a retired Denver Fire Chief.

K.C. Veio has extensive experience in municipal and public finance and is Chairman of Kline Alvarado Veio, P.C., a Denver-based firm that focuses in the areas of public finance and business law. He has served on the Board of Directors of the Colorado Educational and Cultural Facilities Authority and as a Commissioner of the Denver Public Library.

Members of the President's Community Advisory Council Include These Community Leaders:

Tamara Banks, President, Taz Media; Alicia V. Cuarón, Director, Bienestar Family Services, Centro San Juan Diego; Ivette Dominguez, Owner and President, Alpine Buick Pontiac GMC; Donna Evans, President/CEO, Colorado Women's Chamber of Commerce; Leo Goto, Owner, Leo's Place; Carl F. Griffin, President, Fine Line Consulting; Joshua Hanfling, CEO, The Amma group; Elsa Holguín, Senior Program Officer, Rose Community Foundation; James Perea, President, RAC Transport & Trucking; Alberto Sanchez of Northland Holdings; Nonie Willis, Board Chair, Hispanic Contractors and CRS Insurance; Patricia Barela Rivera of PBR Solutions; and, John Wright, Executive Director, Asian Chamber of Commerce.

CONSOLIDATED BALANCE SHEETS (unaudited)

(\$000s)	<u>12/31/09</u>	<u>9/30/09</u>	<u>6/30/09</u>	<u>3/31/09</u>	<u>12/31/08</u>
ASSETS					
Cash and due from banks	\$ 1,696	\$ 1,087	\$ 718	\$ 1,577	\$ 1,436
Federal funds sold	820	4,975	385	-	965
Interest-bearing deposits with banks	3,784	2,241	-	-	-
Investment securities, available-for-sale	73,441	73,026	53,718	52,484	41,557
FHLB and Federal Reserve Bank stocks, at cost	1,131	1,092	1,064	1,069	1,080
Gross loans	50,504	48,490	39,308	31,066	21,413
Net deferred (fees)/expenses	(114)	(135)	(103)	(118)	(57)
Allowance for loan losses	(830)	(700)	(520)	(386)	(268)
Net loans	<u>49,560</u>	<u>47,655</u>	<u>38,685</u>	<u>30,562</u>	<u>21,088</u>
Premises and equipment, net	875	909	948	978	1,012
Accrued interest receivable	814	677	657	468	383
Other assets	<u>719</u>	<u>752</u>	<u>214</u>	<u>244</u>	<u>222</u>
TOTAL ASSETS	<u>\$ 132,840</u>	<u>\$ 132,414</u>	<u>\$ 96,389</u>	<u>\$ 87,382</u>	<u>\$ 67,743</u>
LIABILITIES AND STOCKHOLDERS' EQUITY					
Noninterest-bearing demand deposits	\$ 2,624	\$ 4,346	\$ 5,637	\$ 5,171	\$ 3,910
Interest-bearing demand deposits	6,830	11,537	2,773	4,372	2,604
Savings and money market deposits	55,318	42,323	13,219	8,676	6,873
Time deposits	<u>39,629</u>	<u>44,696</u>	<u>44,630</u>	<u>37,269</u>	<u>24,275</u>
TOTAL DEPOSITS	104,401	102,902	66,259	55,488	37,662
Securities sold under agreements to repurchase and federal funds purchased	326	26	1,541	1,182	398
Accrued interest payable	82	139	113	109	80
Accounts payable and other liabilities	344	1,894	420	1,799	394
FHLB borrowings	8,750	7,750	9,500	10,000	10,000
Deferred rent liability	85	80	74	68	61
Capital lease liability	<u>118</u>	<u>128</u>	<u>138</u>	<u>147</u>	<u>156</u>
TOTAL LIABILITIES	114,106	112,919	78,045	68,793	48,751
Common stock	26	26	26	26	26
Additional paid-in capital	25,768	25,713	25,660	25,607	25,558
Accumulated deficit	(8,016)	(8,007)	(7,746)	(7,222)	(6,740)
Accumulated other comprehensive income	<u>956</u>	<u>1,763</u>	<u>404</u>	<u>178</u>	<u>148</u>
TOTAL STOCKHOLDERS' EQUITY	<u>18,734</u>	<u>19,495</u>	<u>18,344</u>	<u>18,589</u>	<u>18,992</u>
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	<u>\$ 132,840</u>	<u>\$ 132,414</u>	<u>\$ 96,389</u>	<u>\$ 87,382</u>	<u>\$ 67,743</u>

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CONSOLIDATED INCOME STATEMENTS (unaudited)

(\$000s)	For the Three Months Ended:				
	12/31/09	9/30/09	6/30/09	3/31/09	12/31/08
Interest and dividend income					
Interest and fees on loans	\$ 713	\$ 598	\$ 469	\$ 314	\$ 239
Federal funds sold	2	2	-	1	6
Investment securities	896	752	650	598	436
Dividends on bank stocks	11	11	10	10	11
Other	8	-	-	-	18
Total interest and dividend income	<u>1,630</u>	<u>1,363</u>	<u>1,129</u>	<u>923</u>	<u>710</u>
Interest expense					
Deposits	622	517	369	294	144
Securities sold under agreements to repurchase and federal funds purchased	2	2	4	3	2
FHLB borrowings	78	78	86	92	102
Capital leases	3	3	3	4	4
Total interest expense	<u>705</u>	<u>600</u>	<u>462</u>	<u>393</u>	<u>252</u>
Net interest and dividend income	925	763	667	530	458
Provision for loan losses					
	<u>130</u>	<u>180</u>	<u>135</u>	<u>117</u>	<u>88</u>
Net interest and dividend income after provision for loan losses	795	583	532	413	370
Noninterest income					
Customer service and other fees	27	80	71	69	53
Gain on sale of securities	173	98	30	77	2
Sublease income	-	-	-	4	7
Total noninterest income	<u>200</u>	<u>178</u>	<u>101</u>	<u>150</u>	<u>62</u>
Noninterest expense					
Salaries and employee benefits	548	591	686	612	766
Occupancy	141	142	139	136	135
Professional fees	80	53	67	116	91
Other general and administrative	235	236	264	181	203
Total noninterest expense	<u>1,004</u>	<u>1,022</u>	<u>1,156</u>	<u>1,045</u>	<u>1,195</u>
Net loss	<u>\$ (9)</u>	<u>\$ (261)</u>	<u>\$ (523)</u>	<u>\$ (482)</u>	<u>\$ (763)</u>
Number of deposit accounts	1,595	1,510	1,152	1,034	773
Number of loan accounts	<u>150</u>	<u>141</u>	<u>127</u>	<u>114</u>	<u>96</u>
Total accounts	1,745	1,651	1,279	1,148	869

Cautions Concerning Forward-Looking Statements

All information in this press release consists of forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. The statements contained in this release, which are not historical facts and that relate to future plans or projected results of Solera National Bancorp, Inc. ("Company") and its wholly-owned subsidiary, Solera National Bank ("Bank"), are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. These forward-looking statements are subject to risks and uncertainties that could cause actual results to differ materially from those projected, anticipated or implied. These risks and uncertainties can include the risks associated with the ability to grow the Bank and the services it provides, the ability to successfully integrate new business lines and expand into new markets, competition in the marketplace, general economic conditions and many other risks described in the Company's Securities and Exchange Commission filings. The most significant of these uncertainties are described in our Annual Report on Form 10-K and quarterly reports Form 10-Q, all of which any reader of this release is encouraged to study (including all amendments to those reports) and exhibits to those reports, and include (but are not limited to) the following: the Company has a very limited operating history upon which to base an estimate of its future financial performance; the Company expects to incur losses during its initial years of operations; the Bank's failure to implement its business strategies may adversely affect the Company's financial performance; the departures of key personnel or directors may impair the Bank's operations; and general economic and market conditions. We undertake no obligation to update or revise any forward-looking statement. Readers of this release are cautioned not to put undue reliance on forward-looking statements.