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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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**FORM 8-K**

**CURRENT REPORT**  
**Pursuant to Section 13 or 15(d) of the**  
**Securities Exchange Act of 1934**

Date of report (Date of earliest event reported): **November 15, 2012**

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**Meta Financial Group, Inc.**

(Exact name of registrant as specified in its charter)

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**Delaware**  
(State or other jurisdiction  
of incorporation)

**0-22140**  
(Commission File  
Number)

**42-1406262**  
(IRS Employer  
Identification No.)

**5501 South Broadband Lane, Sioux Falls, South Dakota 57108**  
(Address of principal executive offices)(Zip Code)

Registrant's telephone number, including area code: **(605) 782-1767**

**Not Applicable**  
Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 7.01. Regulation FD Disclosure.**

On November 15, 2012, J. Tyler Haahr, the Chairman, President and Chief Executive Officer of Meta Financial Group, Inc. (the “Company”), gave a presentation to attendees at the Sandler O’Neill & Partners 2012 East Coast Financial Services Conference in Aventura, Florida. A copy of the presentation materials is being furnished as an exhibit to this Report on Form 8-K and is incorporated by reference into this Item 7.01.

A webcast of the presentation will be archived and will be available for 30 days after the event, beginning November 16, 2012, and can be accessed via: <http://www.sandleroneill.com>. Go to the “Conferences” button at the bottom of the Sandler O’Neill homepage, and then select “Register to View Webcast” under the East Coast Financial Services Conference heading.

The information furnished pursuant to this Item 7.01, including Exhibit 99.1, shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934 (the “Exchange Act”) or otherwise subject to the liabilities under that Section and shall not be deemed to be incorporated by reference into any filing of the Company under the Securities Act of 1933 or the Exchange Act.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits

The following exhibit is furnished as part of this Report on Form 8-K.

[99.1](#) Presentation Materials for the Sandler O’Neill & Partners 2012 East Coast Financial Services Conference

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## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

META FINANCIAL GROUP, INC.

By: /s/ David W Leedom

David W. Leedom  
Executive Vice President, Secretary, Treasurer,  
and Chief Financial Officer

Date: November 15, 2012

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NASDAQ: CASH

**Sandler O'Neill + Partners**

2012 East Coast

Financial Services Conference

November 15, 2012

# Forward Looking Statements



Corporate Profile: Meta Financial Group, Inc. ("Meta Financial" or the "Company") is the holding company for its wholly-owned subsidiary MetaBank™ (the "Bank" or "MetaBank"). MetaBank is a federally chartered savings bank with four market areas: Northwest Iowa Market, Brookings Market, Central Iowa Market, Sioux Empire Market; and the Meta Payment Systems prepaid card division. Twelve retail banking offices and one administrative office support customers throughout northwest and central Iowa, and in Brookings and Sioux Falls, South Dakota.

The Company and the Bank, may from time to time make written or oral "forward-looking statements," including statements contained in its filings with the Securities and Exchange Commission (the "SEC"), in its reports to stockholders, and in other communications by the Company, which are made in good faith by the Company pursuant to the "safe harbor" provision of the Private Securities Litigation Reform Act of 1995.

These forward-looking statements include statements with respect to the Company's beliefs, expectations, estimates, and intentions that are subject to significant risks and uncertainties, and are subject to change based on various factors, some of which are beyond the Company's control. Such statements address, among others, the following subjects: future operating results; customer retention; loan and other product demand; important components of the Company's balance sheet and income statements; growth and expansion; new products and services, such as those offered by MetaBank or Meta Payment Systems ("MPS"), a division of the Bank; credit quality and adequacy of reserves; technology; and our employees. The following factors, among others, could cause the Company's financial performance to differ materially from the expectations, estimates, and intentions expressed in such forward-looking statements: the strength of the United States economy in general and the strength of the local economies in which the Company conducts operations; the effects of, and changes in, trade, monetary, and fiscal policies and laws, including interest rate policies of the Federal Reserve Board, as well as efforts of the United States Treasury in conjunction with bank regulatory agencies to stimulate the economy and protect the financial system; inflation, interest rate, market, and monetary fluctuations; the timely development of and acceptance of new products and services offered by the Company as well as risks (including reputational and litigation) attendant thereto and the perceived overall value of these products and services by users; the risks of dealing with or utilizing third-party vendors; the scope of restrictions and compliance requirements imposed by the supervisory directives and/or the Consent Orders entered into by the Company and the Bank with the Office of Thrift Supervision and any other such actions which may be initiated; the impact of changes in financial services' laws and regulations, including but not limited to our relationship with our regulators, the Office of the Comptroller of the Currency and the Federal Reserve; technological changes, including but not limited to the protection of electronic files or databases; acquisitions; litigation risk in general, including but not limited to those risks involving MPS; the growth of the Company's business as well as expenses related thereto; changes in consumer spending and saving habits; and the success of the Company at managing and collecting assets of borrowers in default.

Other important information about the Company is available at <http://www.metafinancialgroup.com>

# Meta Management

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**J. Tyler Haahr**  
*Chairman, President and Chief Executive Officer*



**Brad C. Hanson**  
*President, Meta Payment Systems*



**David W. Leedom**  
*Chief Financial Officer*



# Who we are ...

- ➔ Meta Financial Group (NASDAQ: CASH)
  - ⇒ Sandler O'Neill's Small-Cap All Star list
- ➔ Solid community bank
  - ⇒ MetaBank
  - ⇒ Iowa, South Dakota
  - ⇒ Unique cost of funds advantage
- ➔ Dynamic payment systems division
  - ⇒ Meta Payment Systems (MPS)
  - ⇒ Industry leader - 40% CAGR

## ➔ Top US Prepaid Card Issuer

Top U.S. Prepaid Card Issuers in 2011

Rank	Company	Purchase Vol. (\$MM)	Change (%)	Cards ('000)	Change (%)	Trans. (\$MM)	Change (%)	Avg. Amt.
1	MetaBank	\$14,402	25.2%	50,000	79.8%	413.8	19.3%	\$35
2	The Bancorp. of	\$10,944	102.5%	28,351	61.3%	230.1	75.5%	\$47
3	JPMorgan Chase	\$8,000	-14.6%	7,400	-5.1%	197.3	-15.3%	\$45
4	H&R Block	\$8,340	-6.9%	2,480	-6.2%	94.6	-6.8%	\$88
5	Comerica Bank	\$7,564	14.2%	7,073	5.6%	266.1	7.3%	\$28
6	GE Capital Retail	\$7,498	52.4%	3,600	16.7%	285.6	51.9%	\$28
7	Synovus/Columbus B&T	\$4,506	59.1%	1,600	18.5%	156.9	60.5%	\$27
8	Bank of America	\$3,861	355.2%	11,305	253.4%	120.3	246.8%	\$30
9	Wells Fargo	\$3,323	27.4%	7,826	11.1%	137.4	29.7%	\$24
10	U.S. Bank	\$2,471	4.7%	13,454	75.2%	106.8	7.6%	\$23
11	Citibank	\$2,269	-19.3%	23,792	12.0%	90.1	-0.6%	\$23
12	UMB Bank	\$1,738	45.2%	3,084	42.8%	28.8	35.1%	\$65
13	PNC Bank	\$737	-12.6%	1,515	-2.6%	31.1	-4.4%	\$24
14	Central Trust Bank (Mo.)	\$574	-18.0%	487	-2.8%	23.3	-15.0%	\$25
15	First California Bank	\$440	-	1,056	-	14.4	-	\$30
16	Comdata	\$354	-8.0%	763	-34.4%	12.6	2.4%	\$28
17	Webster Bank	\$344	23.7%	369	0.5%	3.2	24.6%	\$106
18	Regions Bank	\$327	82.1%	1,672	0.7%	10.9	-29.7%	\$30
19	SunTrust Bank	\$255	432.3%	3,758	4278.8%	10.5	452.8%	\$24
20	BB&T	\$187	33.7%	271	-6.7%	5.2	27.9%	\$36

Source: The Nilson Report

# Strategic Direction

- ➡ Grow MPS Division
  - ⇒ Scalable operating infrastructure
  - ⇒ Leverage low/no cost funds
  - ⇒ Diverse product set: reloadable, payroll, gift, incentive and travel
- ➡ Exercise “First Mover” advantage in regulatory compliance
  - ⇒ Provide broader access to card, banking services at modest cost
- ➡ Ensure strong credit, investment quality
- ➡ Emphasize asset diversification, yield enhancement
- ➡ New product initiatives





# Growing our business

- ➔ Capitalizing on synergies: community banking, MPS
  - ⇒ MPS provides MFG with over \$1.0 billion in no-cost funds
  - ⇒ Annual growth of 30%+
  - ⇒ Material benefits as interest rates normalize
- ➔ Leveraging MPS leadership in prepaid card segment
  - ⇒ Industry growth forecast at 40%
  - ⇒ Meta sponsors 70% of U.S. “white label” ATMs
  - ⇒ Emergent leaders in “virtual cards” for electronic settlements
  - ⇒ 17 patents with an additional 33 pending
  - ⇒ MPS “financial inclusion” programs for unbanked, under banked



# Total Deposits



\* Fiscal Year End September 30

# MPS Oversight Systems

- ➡ Early adopter of “financial inclusion” and compliance
- ➡ Investments in program design, training and technology
  - ⇒ MPS now “best in class”
  - ⇒ Goal/opportunity to serve much broader spectrum of consumers
- ➡ Substantial progress continues on regulatory issues
- ➡ High competitive barriers to entry
  - ⇒ Expertise, Capital, Compliance
  - ⇒ Operational infrastructure



# Retail Bank

- ➡ Successful regional enterprise
  - ⇒ Over a half-century in business
  - ⇒ 12 locations in Iowa and S. Dakota
  - ⇒ Stable, profitable operations
  - ⇒ Strong, loyal customer base
- ➡ Diverse customer base
  - ⇒ Attractive combination of retail, commercial and agricultural
- ➡ Very strong and improving credit quality
- ➡ Loan to deposit spread at 82<sup>nd</sup> percentile





# Where we are located

- ➡ Brookings (1)
- ➡ Sioux Falls (3)
- ➡ Storm Lake (2)
- ➡ Des Moines (6)





# Financial Highlights

- ➡ Strong earnings profile
  - ⇒ ROA of 1.5% and ROE of 23.6% for the nine months ending June 2012
- ➡ Strong and improving asset quality
  - ⇒ NPAs markedly lower than peer group
- ➡ Increased franchise value
  - ⇒ Compliance and risk management initiatives
- ➡ Capital management
  - ⇒ Capital raise supports organic growth



# Growing equity



\* Fiscal Year End September 30

# Capital Management

- ➡ Private placements raised \$47.4 million in new capital
  - ⇒ \$13.2 million in May
  - ⇒ \$34.2 million in September
  - ⇒ Investors include existing shareholders, strategic partners, others
- ➡ Maintain high capital ratios
  - ⇒ Tier 1 in excess of 8%
  - ⇒ Risk-Based over 20%
- ➡ Support current and expected growth



# Balance Sheet (\$000s)



	Sep07	Sep08	Sep09	Sep10	Sep11	Jun12
Total Cash And Cash Equivalents	11,320	2,963	6,168	87,503	276,893	166,435
Total Investments and MBS	158,701	203,834	364,838	506,852	619,248	968,391
Total Loans Receivable Net	355,612	427,928	391,609	366,045	314,411	332,948
Total Other Assets	160,447	75,511	72,162	69,366	64,929	60,908
Total Assets	686,080	710,236	834,777	1,029,766	1,275,481	1,528,682
Total Liabilities	637,982	664,503	787,432	957,722	1,194,904	1,422,983
Total Shareholders' Equity	48,098	45,733	47,345	72,044	80,877	105,699
Total Liabilities and Capital	686,080	710,236	834,777	1,029,766	1,275,481	1,528,682





# Income Statement (\$000s)



Meta Financial Group	2007	2008	2009	2010	2011	2012 Jun YTD
Net Interest Income After Provision	17,639	21,288	9,106	17,299	34,034	25,292
Total Non Interest Income	21,858	37,696	79,969	97,444	57,491	56,169
Compensation and Benefits	18,248	25,731	32,744	32,529	30,467	23,469
Card Processing Expense	6,377	15,630	34,350	38,242	23,286	13,970
All Other Expense	12,727	20,459	23,987	24,159	29,509	19,636
Net Income (Loss) Before Taxes	2,145	(2,836)	(2,006)	19,813	8,263	24,386
Income Tax Expense (Benefit)	974	(1,813)	(543)	7,420	3,623	8,938
Net Income (Loss)	1,171	(1,023)	(1,463)	12,393	4,640	15,448

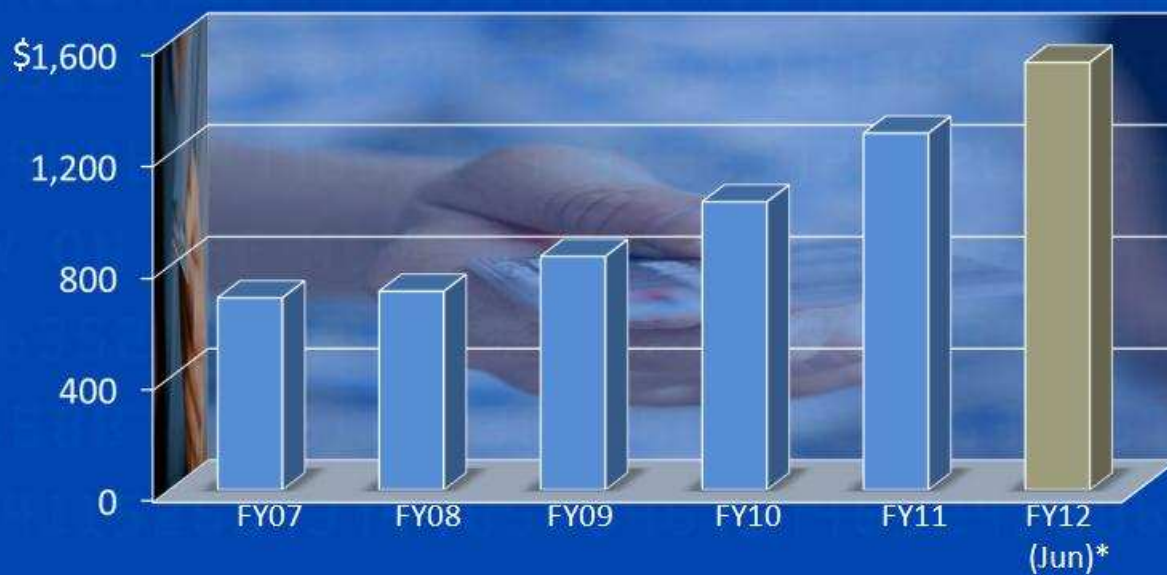




# Total Assets

## MFG Total Assets

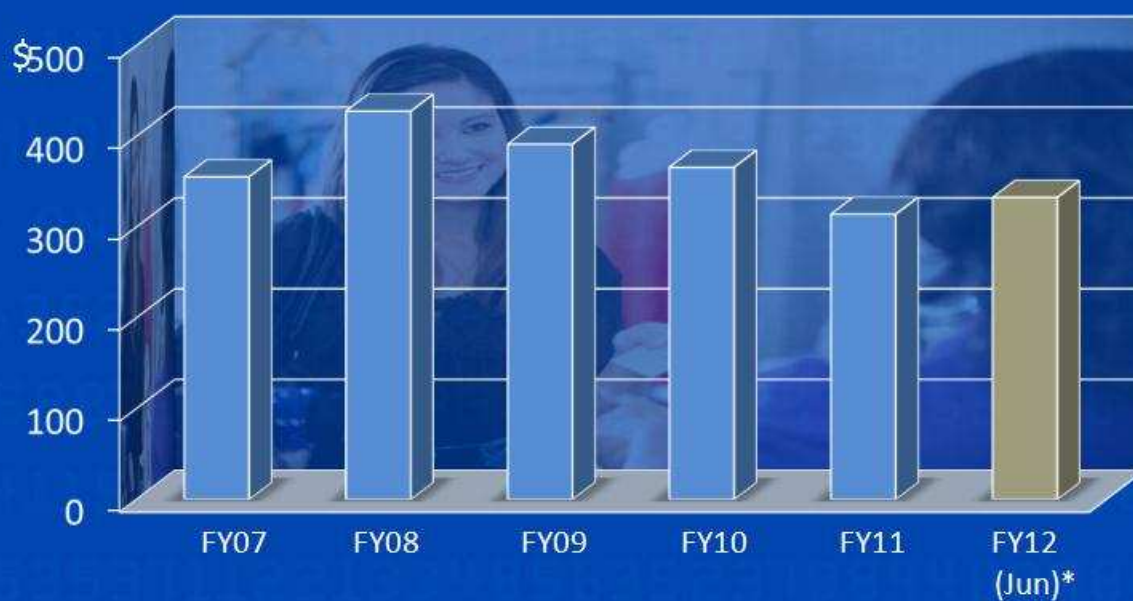
(\$millions)



\* Fiscal Year End September 30

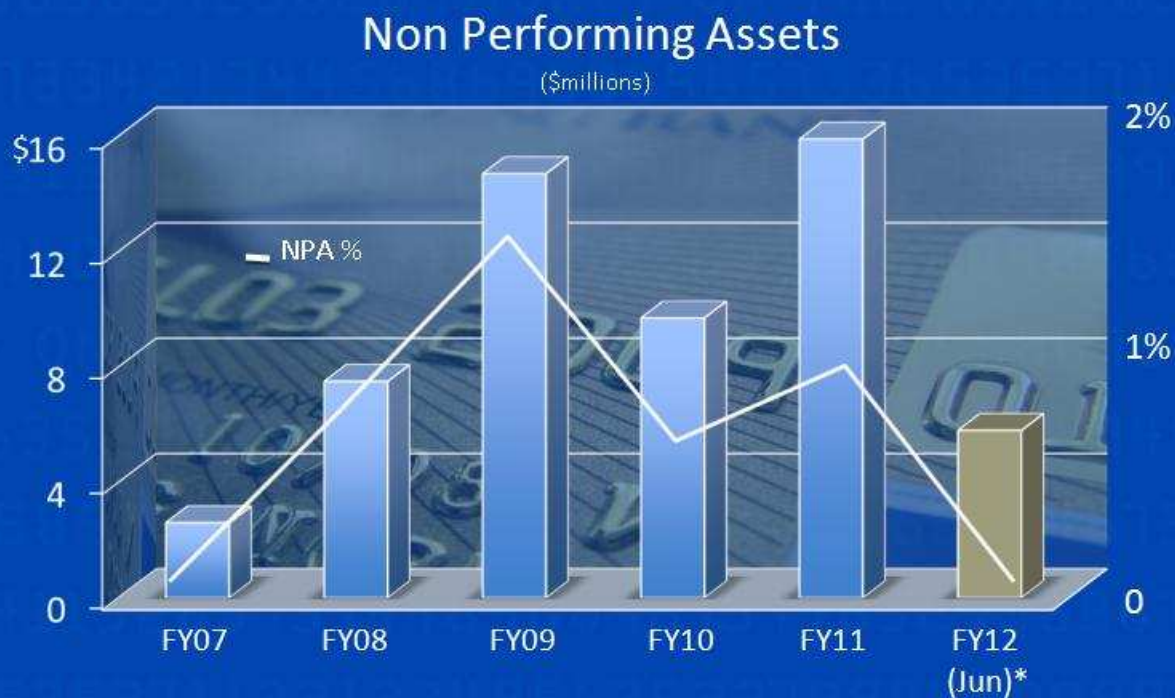
# Total Net Loans

**MFG Total Net Loans**  
(\$millions)



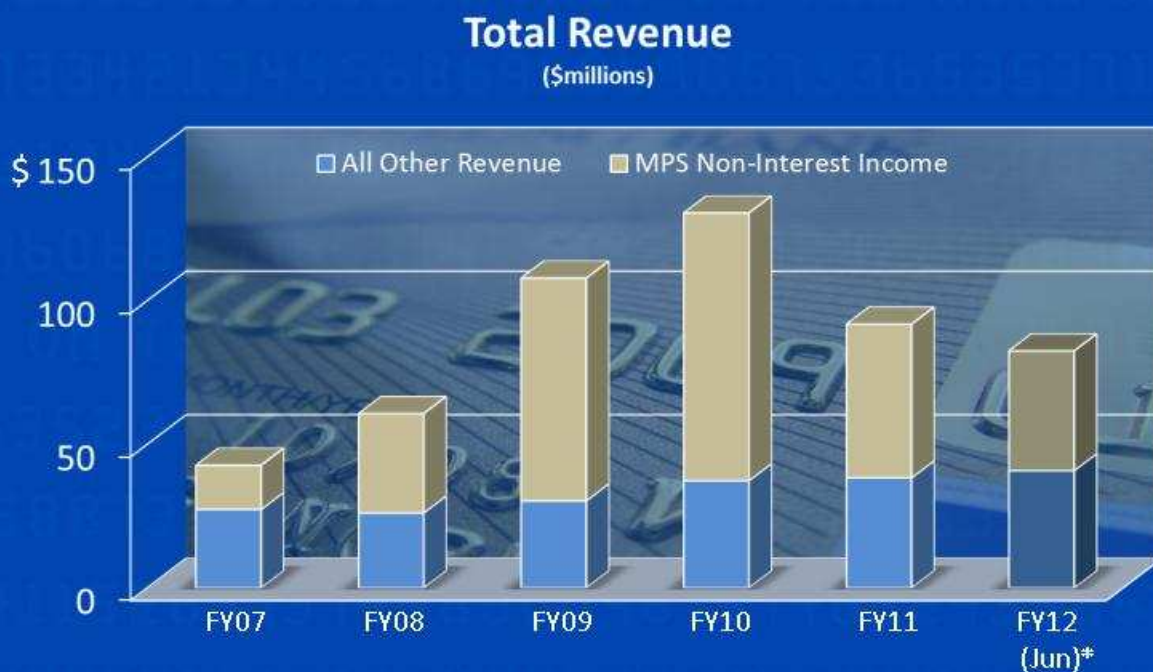
\* Fiscal Year End September 30

# Non-Performing Assets



\* Fiscal Year End September 30

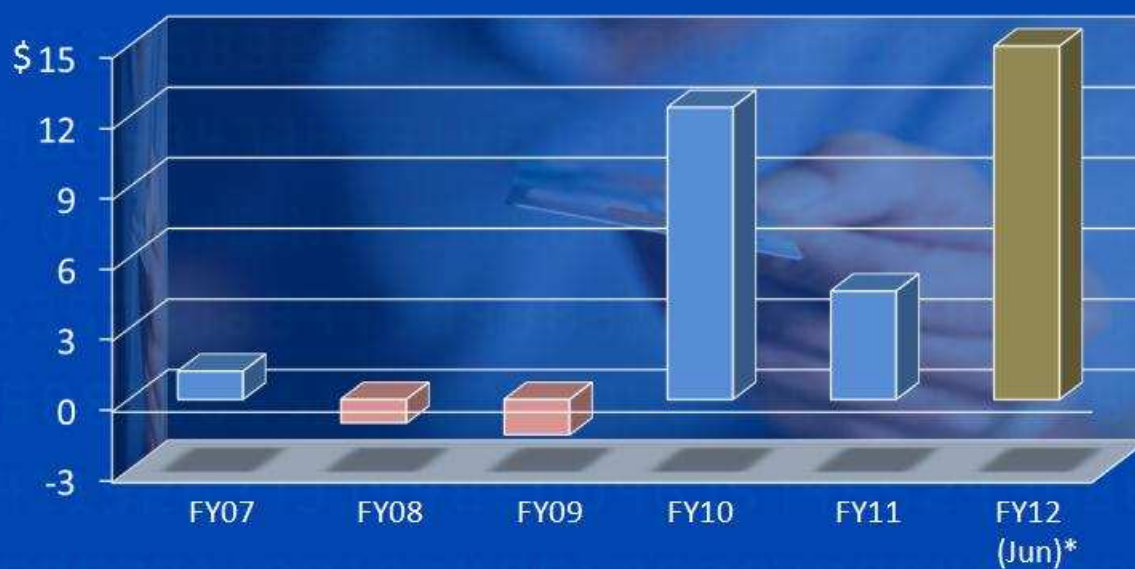
# Total Revenue



\* Fiscal Year End September 30

# Total Net Income (Loss)

**MFG Total Net Income**  
(\$millions)



\* Fiscal Year End September 30



# Meta Value Proposition

- 
- ➔ Leader in consumer regulatory compliance
    - ⇒ Higher profile as needed controls and processes instituted
  - ➔ No. 1 issuer of debit cards
    - ⇒ Springboard into other products and services
  - ➔ Strong capital position
    - ⇒ Capacity to fund significant growth objectives
  - ➔ Steady dividend policy
    - ⇒ Yield of 2.3% at current rates
  - ➔ Poised for sharp upward trend in earnings
    - ⇒ Normalized interest rates and asset diversification
  - ➔ P/E at relatively low 4.3x





NASDAQ: CASH