

2015 Annual Shareholder Meeting

Thank you for 125 years of allowing us to put You First.

Senior Management at First Financial

	Years with Company	Years in Industry
Scott Dueser <i>Chairman of the Board, President & Chief Executive Officer</i>	38	43
Ron Butler <i>Executive Vice President Chief Administrative Officer</i>	22	33
Gary S. Gragg <i>Executive Vice President Credit Administration</i>	24	36
J. Bruce Hildebrand, CPA <i>Executive Vice President Chief Financial Officer</i>	12	36
Stan Limerick <i>Executive Vice President Chief Information Officer</i>	-	35
Kirk Thaxton, CTFA <i>President, First Financial Trust & Asset Management</i>	28	31
Gary L. Webb <i>Executive Vice President</i>	12	26
Marna Yerigan <i>Executive Vice President Credit Administration</i>	4	30



Senior Management at First Financial

	Years with Company	Years in Industry
Brandon Harris <i>Senior Vice President Appraisal Services</i>	2	15
Monica Houston <i>Senior Vice President Training</i>	20	20
Larry Kentz <i>Senior Vice President & Compliance Officer Compliance</i>	1	35
Luke Longhofer <i>Senior Vice President & Loan Review Officer Credit Administration</i>	3	10
Michele Stevens <i>Senior Vice President Advertising and Marketing</i>	16	32



Experienced Regional CEOs & Presidents

	Years with Company	Years in Industry
Marelyn Shedd, Abilene	23	31
Mike Mauldin, Hereford	12	37
Kirby Andrews, Sweetwater	24	27
Trent Swarengin, Eastland	15	17
Mike Boyd, San Angelo	39	42
Tom O'Neil, Cleburne	16	34
Ron Mullins, Stephenville	8	36
Jay Gibbs, Weatherford	13	40
Mark Jones, Southlake	14	37
Ken Williamson, Mineral Wells	13	43
Robert Pate, Huntsville	17	33
Fred Wren, Huntsville	2	35
Stephen Lee, Southeast Region	7	25

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Independent Public Auditors



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Board of Directors

	Years as Board Member	Committee Appointment
April Anthony <i>Chief Executive Officer Encompass Home Health and Hospice & Homecare Homebase</i>	-	Nominated
Steven L. Beal <i>Director and Former President and COO of Concho Resources Inc.</i>	5	Executive Compensation Nominating / Corporate Governance
Tucker S. Bridwell <i>President, Mansfeldt Investment Corporation</i>	8	Lead Director / Executive Nominating / Corporate Governance
David Copeland <i>President, SIPCO, Inc. and Shelton Family Foundation</i>	17	Executive / Audit Nominating / Corporate Governance
F. Scott Dueser <i>Chairman of the Board, President and CEO</i>	24	Executive
Murray Edwards <i>Principal, The Edwards Group</i>	9	Executive / Audit Nominating / Corporate Governance



Board of Directors

	Years as Board Member	Committee Appointment
Ron Giddiens <i>G&G Investments</i>	6	Audit
Tim Lancaster <i>President and CEO Hedrick Health System</i>	2	Audit
Kade L. Matthews <i>Ranching and Investments</i>	17	Compensation
Ross H. Smith, Jr. <i>Chairman and President Akrotex, Inc.</i>	1	Compensation
Johnny E. Trotter <i>President and CEO Livestock Investors, Ltd.</i>	12	Executive Compensation Nominating/Corporate Governance



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Ms. April Anthony



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Forward Looking Statement

The numbers, as of and for the three months ended March 31, 2015, contained within this presentation are unaudited. Certain statements contained herein may be considered "forward-looking statements" as defined in the Private Securities Litigation Reform Act of 1995. These statements are based upon the belief of the Company's management, as well as assumptions made beyond information currently available to the Company's management and, may be, but not necessarily are identified by such words as "expect", "plan", "anticipate", "target", "forecast" and "goal". Because such "forward-looking statements" are subject to risks and uncertainties, actual results may differ materially from those expressed or implied by such forward-looking statements. Factors that could cause actual results to differ materially from the Company's expectations include competition from other financial institutions and financial holding companies; the effects of and changes in trade, monetary and fiscal policies and laws, including interest rate policies of the Federal Reserve Board; changes in the demand for loans; fluctuations in value of collateral and loan reserves; inflation, interest rate, market and monetary fluctuations; changes in consumer spending, borrowing and savings habits; and acquisitions and integration of acquired businesses, and similar variables. Other key risks are described in the Company's reports filed with the Securities and Exchange Commission, which may be obtained under "Investor Relations-Documents/Filings" on the Company's web site or by writing or calling the Company at 325.627.7155. The Company does not undertake any obligation to update publicly or revise any forward-looking statements herein because of new information, future events or otherwise.



2014 Financial Review

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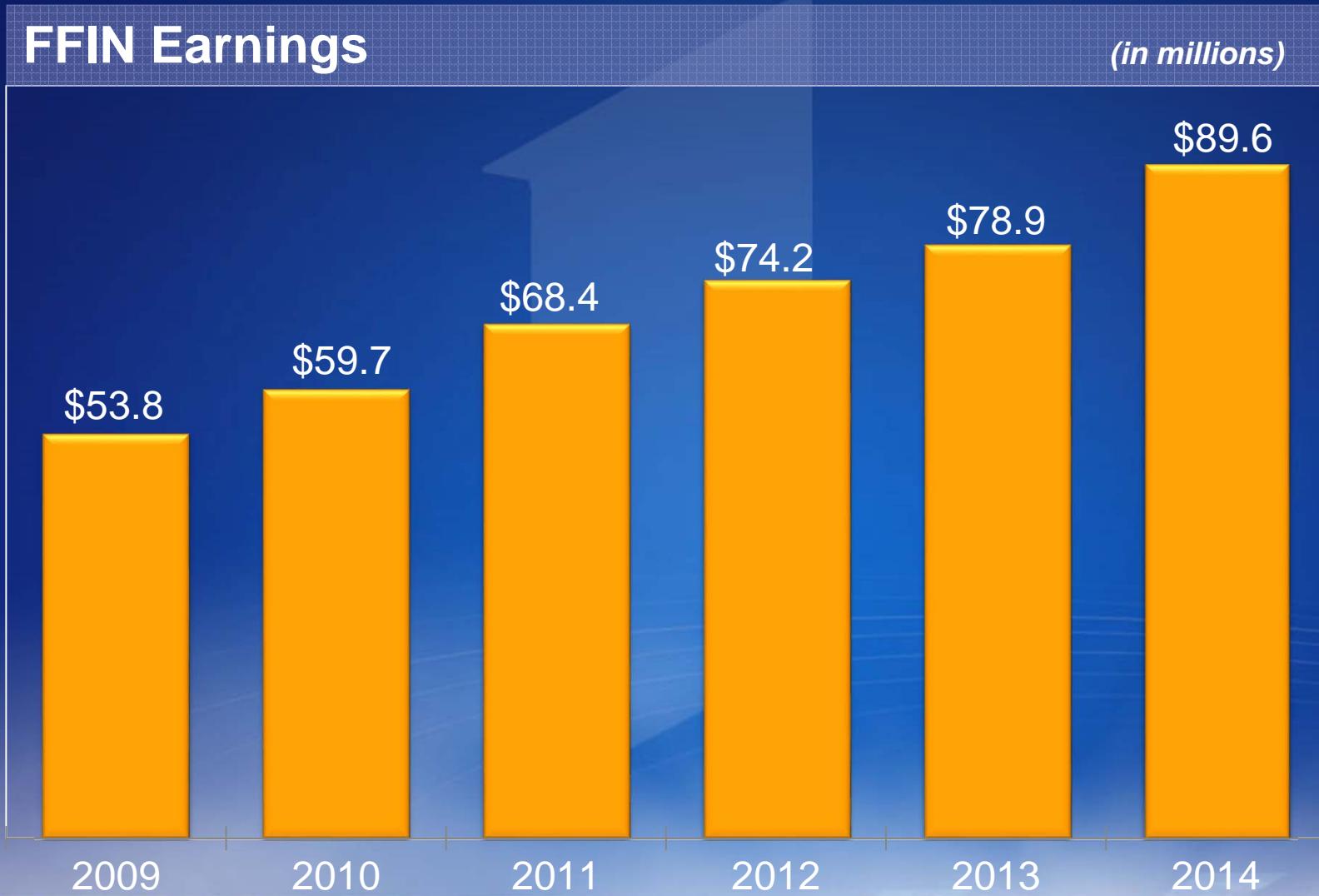
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Earnings

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28th Consecutive Year of Increased Earnings



Strong Shareholder Earnings

Basic Earnings Per Share



*Per share amounts reflect the 2 for 1 stock split that was effective June 2, 2014.



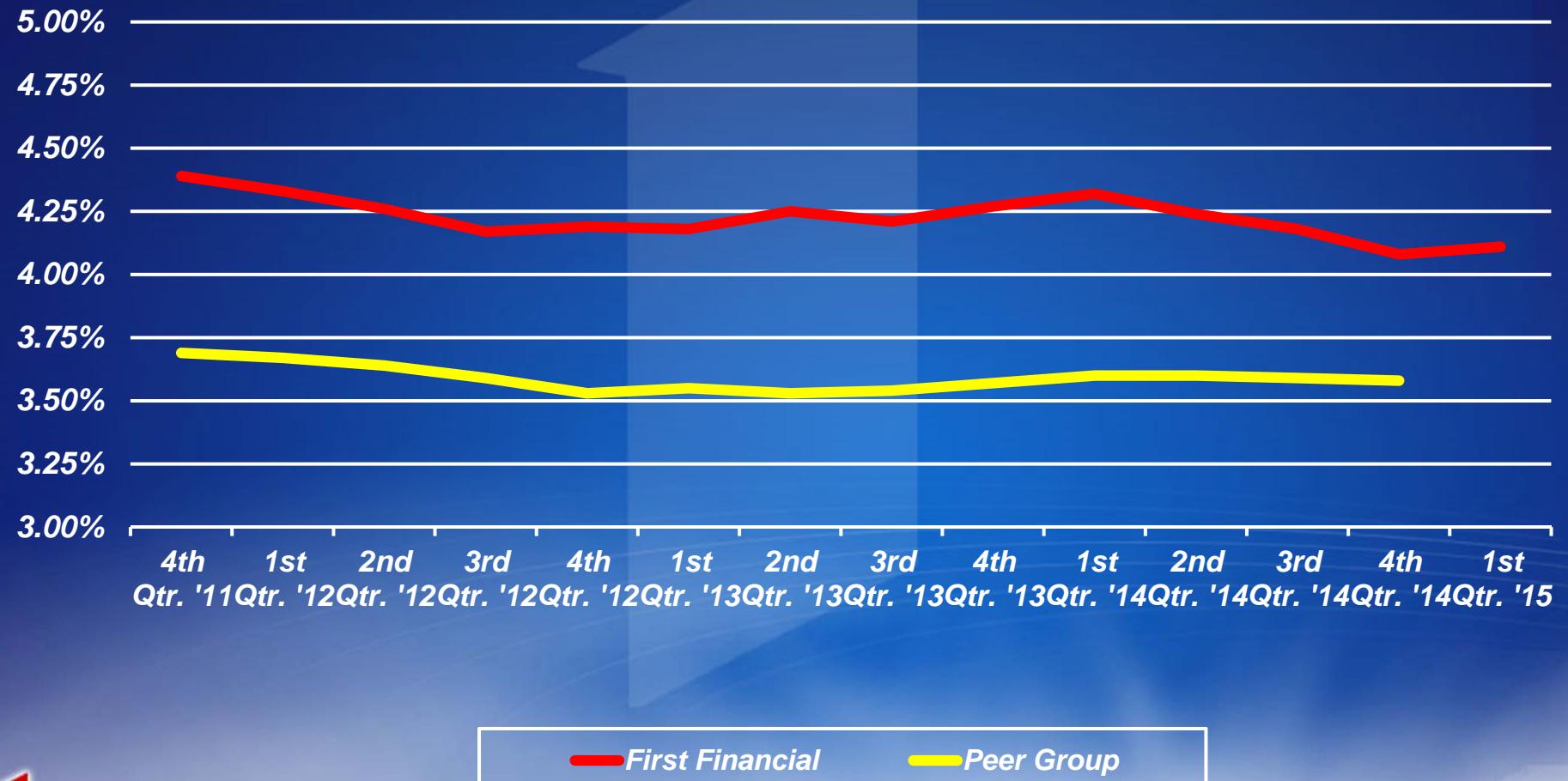
Working Harder and Smarter

Efficiency Ratio <small>(FFIN vs. Peers)</small>						
	2009	2010	2011	2012	2013	2014
First Financial	50.11%	49.49%	48.37%	48.14%	50.20%	49.24%
Peer Group	69.53%	67.33%	65.57%	65.77%	67.79%	66.77%



Net Interest Margin

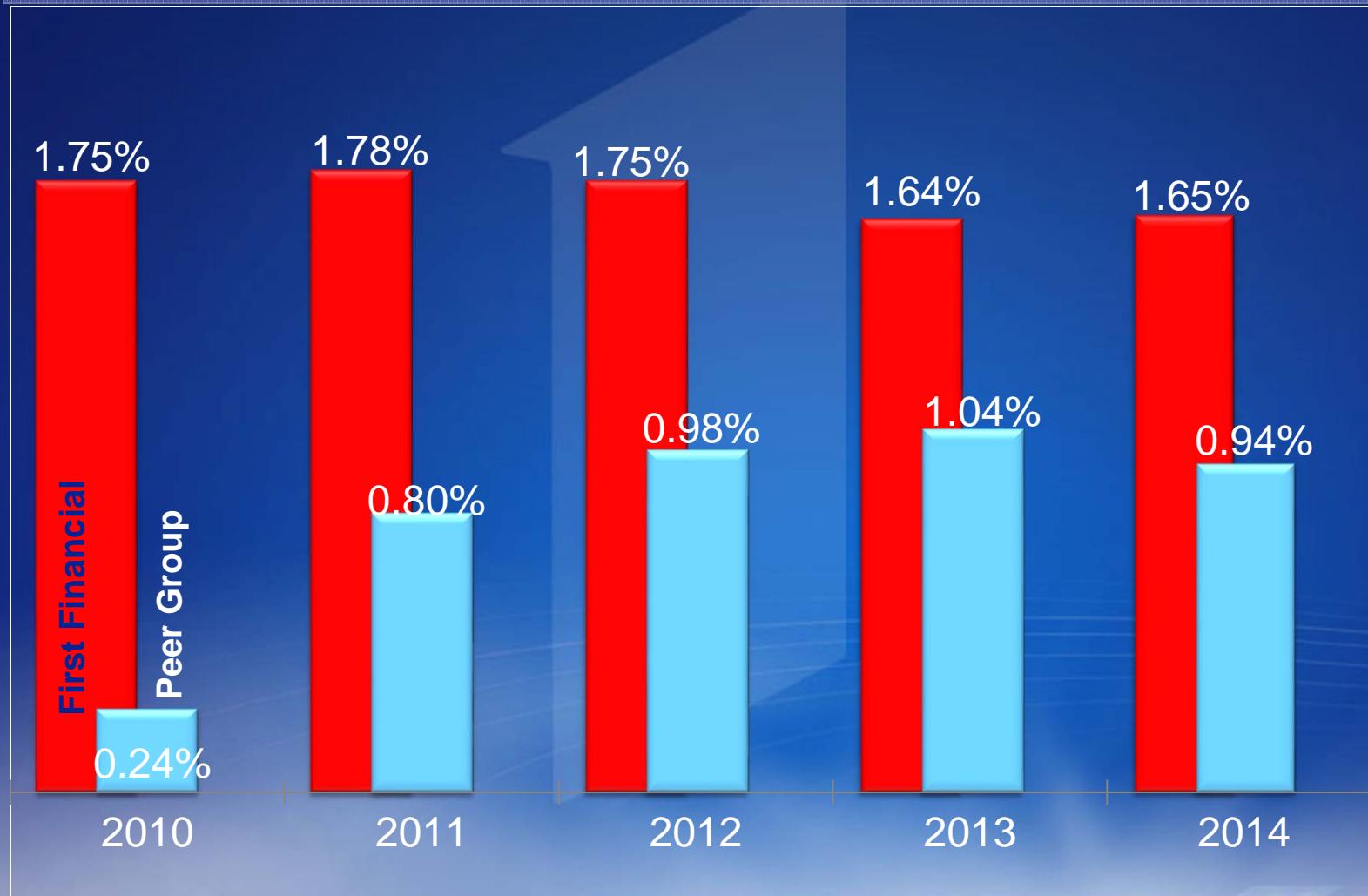
Quarterly Interest Margin



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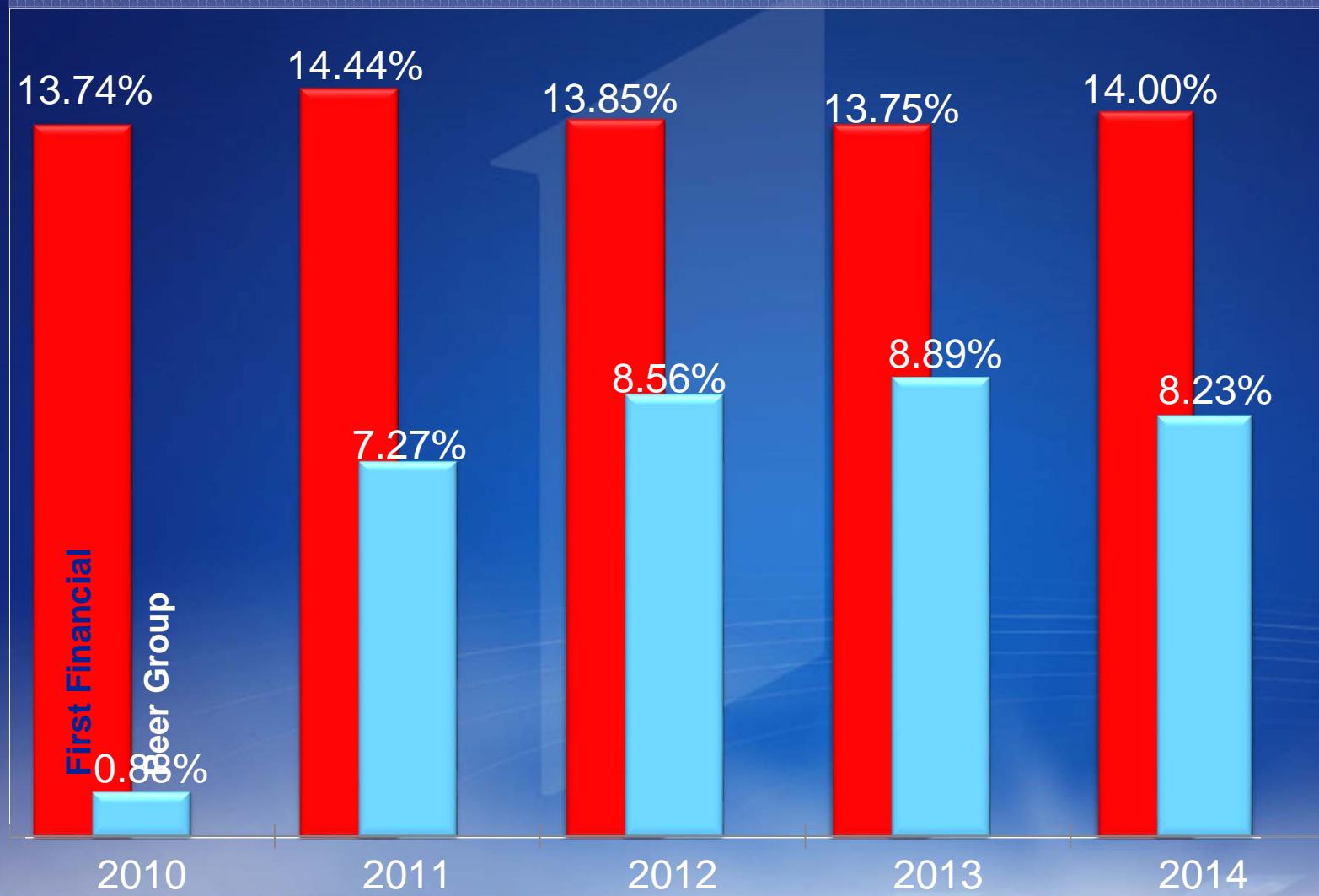
FFIN Outperforms Peers

Percentage Return on Average Assets



Strong Return on Capital

Percentage Return on Average Equity



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Capital Ratios

	12-31-14	03-31-15	To be considered well Capitalized
Tier 1 Leverage Ratio	9.89	9.85	> 5.00
Tier 1 Risk Based Capital Ratio	16.05	16.23	> 6.00
Risk Based Capital Ratio	17.16	17.35	> 10.00



Asset Performance

Growth in Total Assets

(in millions)



2009

2010

2011

2012

2013

2014



Loan Performance

Growth in FFIN Total Loans (in millions)

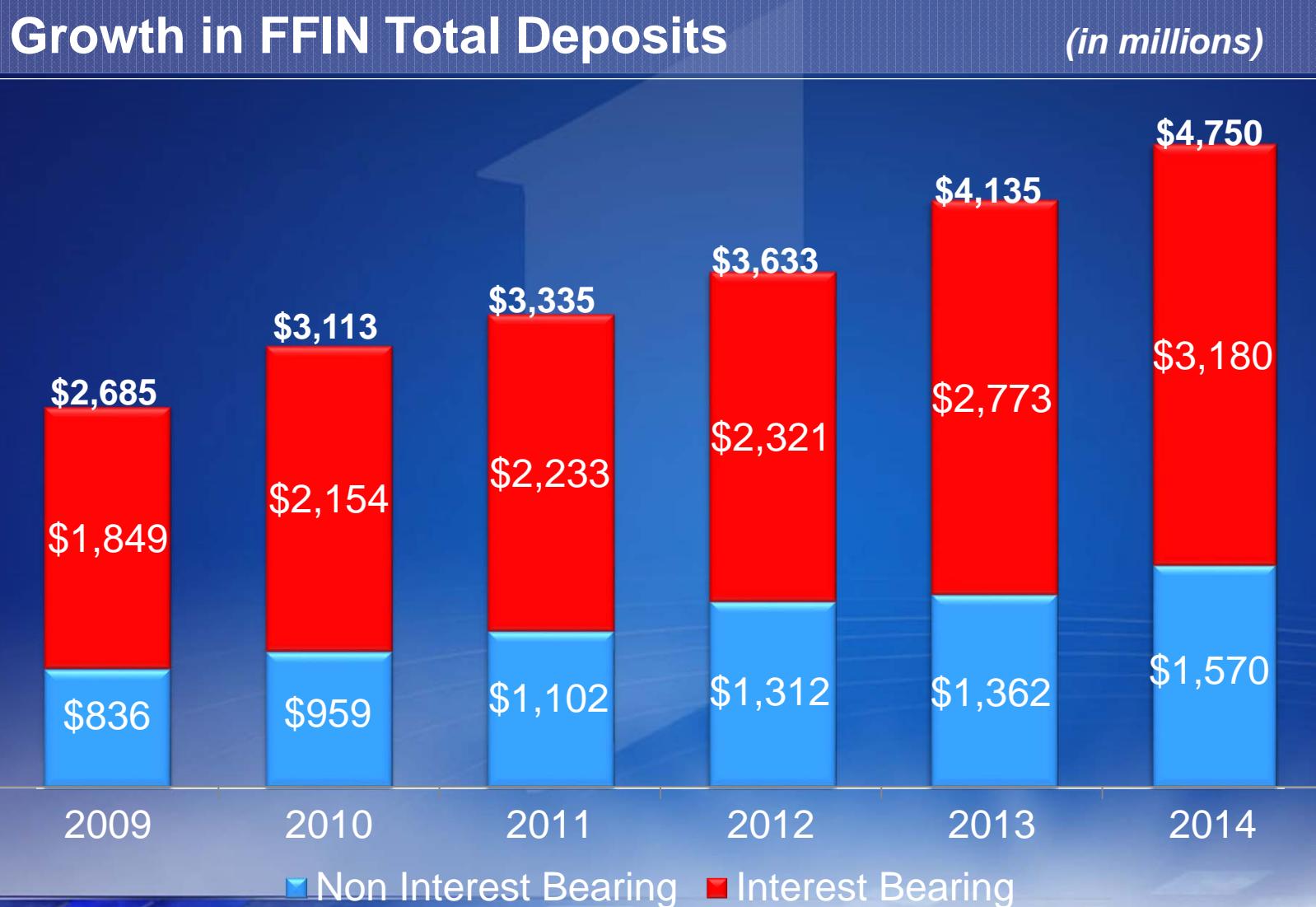


Sound Lending Practices

Nonperforming assets as a percentage of loans + foreclosed assets <i>(FFIN vs. Peers)</i>						
	2009	2010	2011	2012	2013	2014
First Financial	1.46%	1.53%	1.64%	1.22%	1.16%	0.74%
Peer Group	5.41%	5.37%	4.59%	3.67%	2.71%	1.94%



Deposit Growth



1st Quarter 2015 Summary

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1st Quarter Earnings



2010

2011

2012

2013

2014

2015



Shareholder Earnings – 1st Quarter

Basic Earnings Per Share



2010

2011

2012

2013

2014

2015



FIRST FINANCIAL TRUST & ASSET MANAGEMENT COMPANY NA

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Growth in Trust Assets

Total Trust Assets



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Total Trust Fees

Growth in FFTAM Fees

(in thousands)



Revenue from Mineral Management



2009

2010

2011

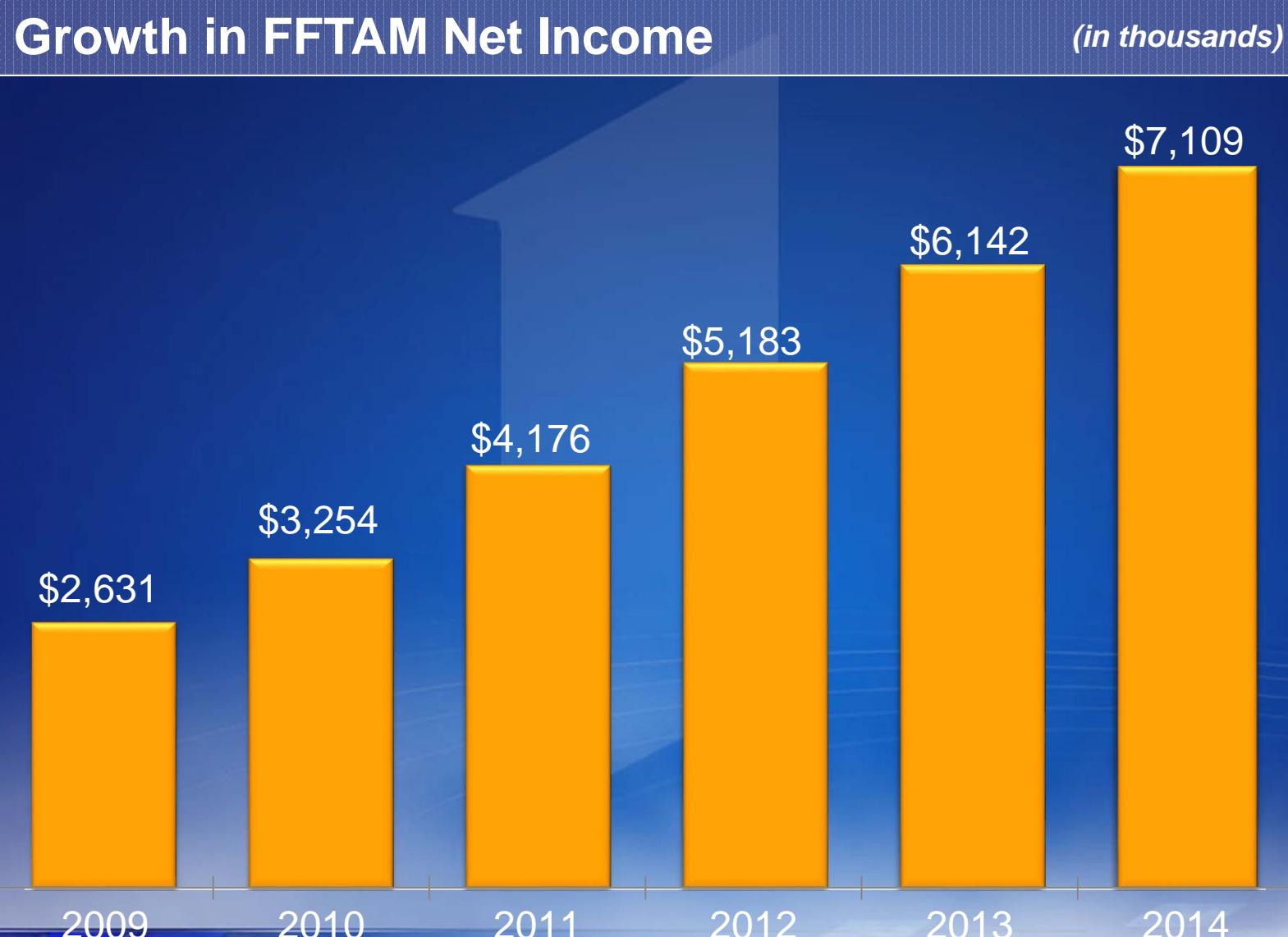
2012

2013

2014



Total Trust Net Income



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Managed Equity Styles

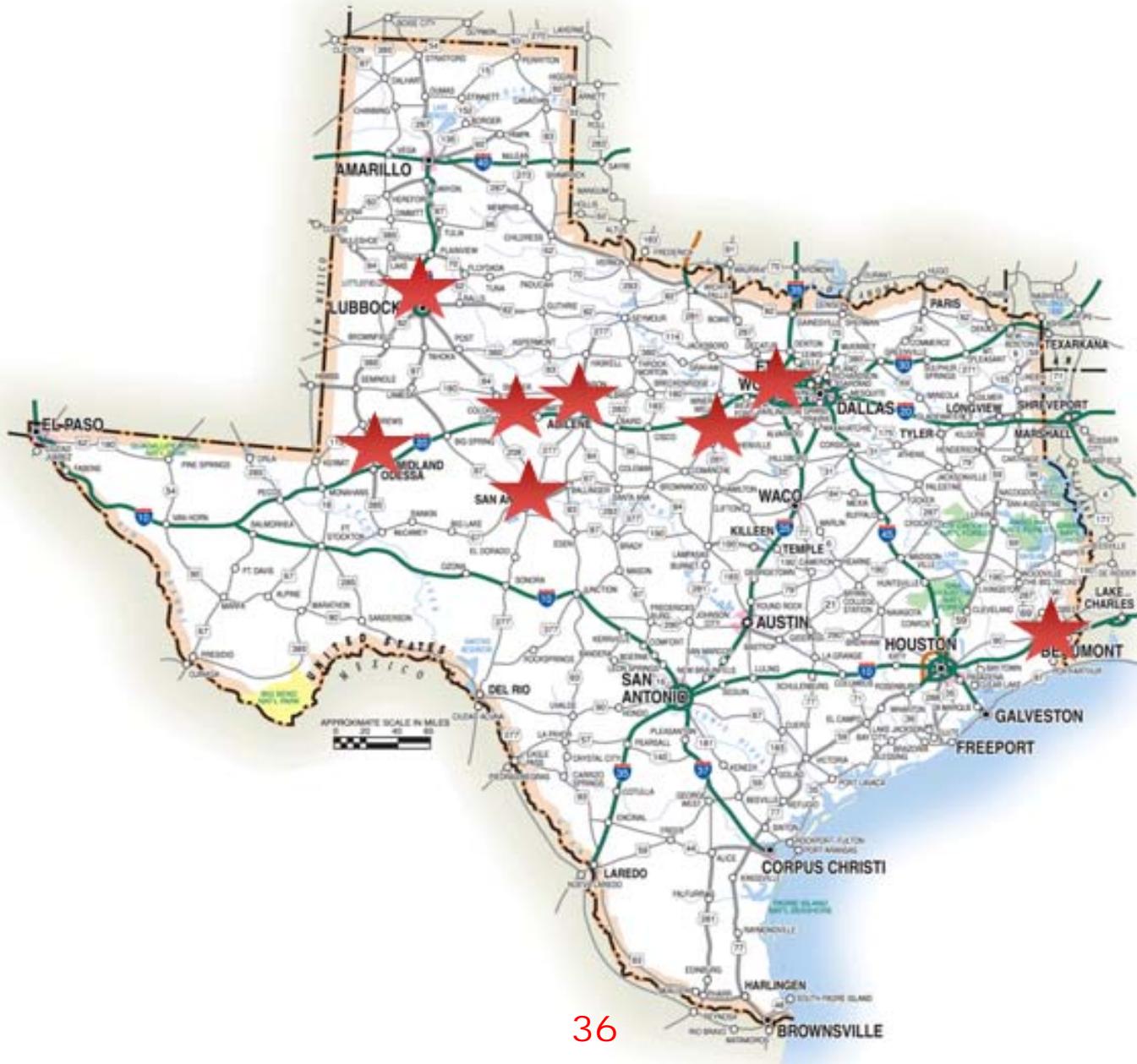
- ➔ **Equity Income**
- ➔ **Core Domestic**
- ➔ **Core Diversified**
- ➔ **Core World**
- ➔ **Strategic Growth**



Trust Office - Lubbock



First Financial Trust & Asset Management Locations



FIRST FINANCIAL TRUST & ASSET MANAGEMENT COMPANY NA

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Total Trust Fees

Growth in FFTAM Fees

(in thousands)



2010

2011

2012

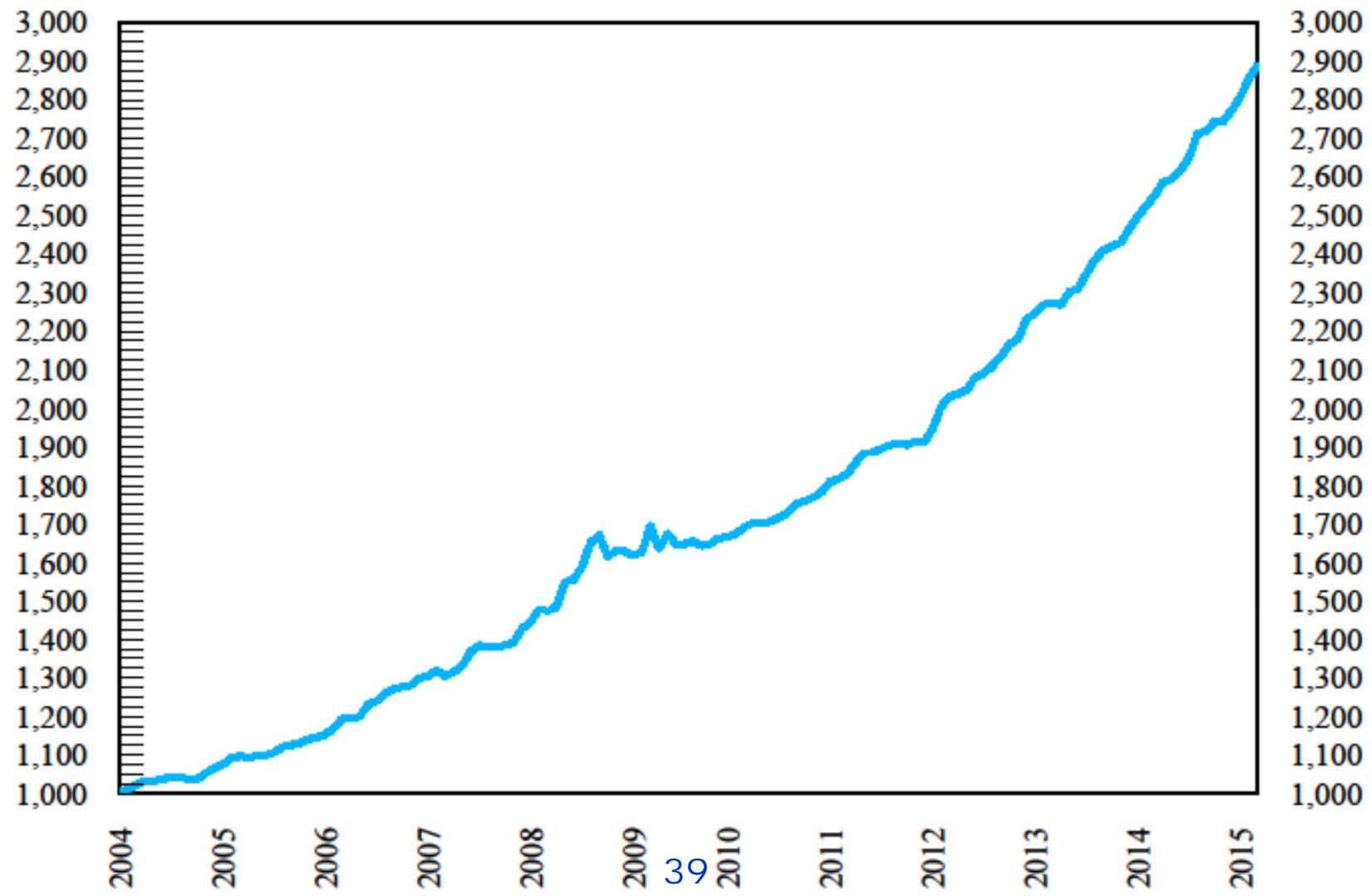
2013

2014

2015



First Financial Trust & Asset Management Company NA Book Value of Assets



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**#2 in
2012**

**#3 in
2013**

**#1 in the
Nation**

by Bank Director Magazine

2014

**#2 in
2009**

**#1 in
2010**

**#2 in
2011**

First Bank, N.A. - Conroe Proposed Acquisition

- ➲ **Definitive Agreement Signed - April 2015**
- ➲ **Montgomery, Walker, & Harris Counties (On I-45 North of Houston)**
 - Exxon Mobil Headquarters in the Woodlands
 - Montgomery County – Approximately 500,000 residents, 55% growth from 2000 to 2010, 24th fastest growing county in the United States
 - #4 Market Share in Conroe – 10.6%
- ➲ **8 Branches in Conroe, Magnolia, Tomball, Cut and Shoot, Montgomery, and Huntsville; additional site on Grand Parkway in Spring, Texas to expand**
- ➲ **\$378.1 million in Assets***
 - \$342.4 million in deposits
 - \$259.5 million in loans
- ➲ **1.06% Return on Assets in 2014**
- ➲ **\$59 million purchase price of our stock which represents 16x last twelve months earnings**
- ➲ **Conroe acquisition is consistent with our acquisition model of high growth areas, strong management and excellent earnings opportunity**
- ➲ **Provides diversification and fits well into our footprint**
- ➲ **Management and Board share same values to outstanding customer service**



Assume Dec 31, 2014

Conroe – Main Facility



Conroe - Westview Branch



Cut and Shoot Branch



Huntsville Branch



Willis Branch



Montgomery Branch



Magnolia Branch



Creekside Branch - Tomball





Sam Baker, President & CEO – First Bank Conroe



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First Bank, Conroe

- ➲ Jay Shands, Chairman of the Board
- ➲ Trey Denman, Director
- ➲ Sam Baker, President & CEO
- ➲ Bart Griffith, EVP & Chief Lending Officer
- ➲ Jed Crow, EVP Lending
- ➲ Lee Warren, SVP & Chief Operations Officer



4Trust Mortgage Proposed Acquisition Announced

- ➲ Asset Purchase Agreement Signed - April 2015
- ➲ Anticipated effective date – May 31, 2015
- ➲ Originated \$175 million in mortgage loans in 2014 – Compared to \$225 million that First Financial Bank originated in 2014
- ➲ 15 year old Company with offices in Fort Worth, Dallas and North Richland Hills
- ➲ \$1.9 million purchase price
- ➲ Considered one of the top mortgage companies in Fort Worth
- ➲ Will be able to offer expanded mortgage products and services to their customers
- ➲ Troy Fore will be President of Mortgage Division of First Financial Bank; other owners joining First Financial as EVP's – Tammie Harding, Kami Graves, and Ryan Craig



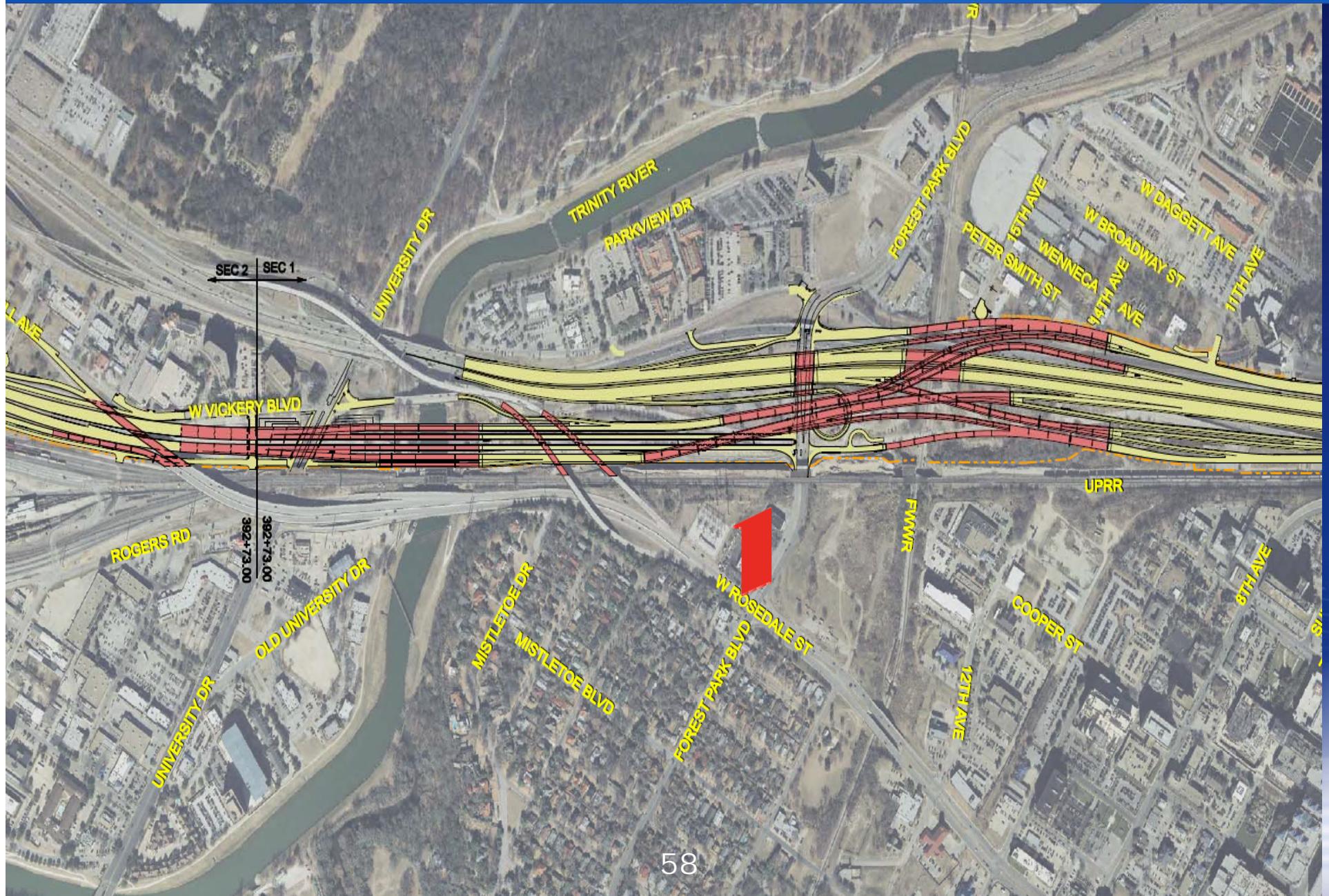
4Trust Management – Kami, Ryan, Troy & Tammie



Fort Worth – Forest Park Blvd. and Rosedale



Fort Worth – Forest Park Blvd. and Rosedale



Keller – 1491 Keller Parkway – February 2014



Beaumont – 61st Branch – 3515 Dowlen Rd. – Aug. 2014



New Waverly – 62nd Branch – 125 SH 75 North – Aug. 2014



Trust Office – Lubbock – 4903 82nd St. Suite 30 – Oct. 2014



Weatherford – 745 Adams Dr. – April 2015



Odessa – Billy Hext Road & Eastridge



Cisco – Conrad Hilton & West 20th St.



Total Return on Investment

Assume you owned 1,000 shares of FFIN stock on January 1, 2014...

Stock cost in January 2014	\$33,060
Dividend declared (\$0.55 x 1,000 shares)	\$ 550
Decrease in stock price during 2014 (\$33.06 to \$29.88 X 1,000 shares)	(\$2,630)
2014 return on investment	-7.96%
2013 return on investment	72.11%
2012 return on investment	19.65%
2011 return on investment	0.61%
2010 return on investment	-2.99%
5 year compound average return	12.36%

*Adjusted for 2 for 1 stock split effective June 2, 2014.

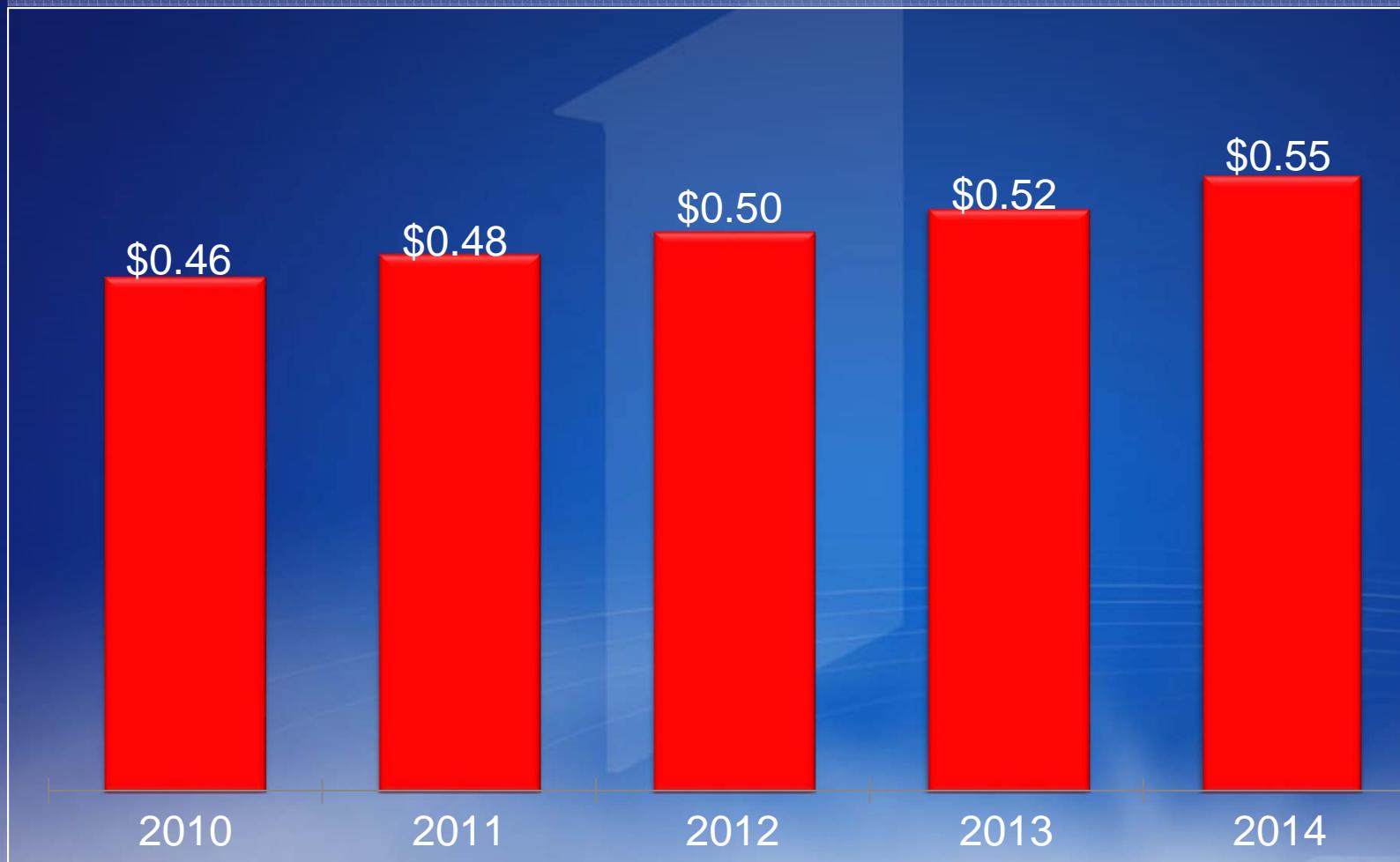
Strong Stock Performance



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Dividends Per Share

Annual Dividends Declared Per Share*



*Per share amounts reflect the 2 for 1 stock split that was effective June 2, 2014.

Increased Cash Dividend

- ⇒ Increase cash Dividend by \$0.02 to \$0.16 per quarter – 14.3% increase
- ⇒ 2015 Dividend will be \$0.62
- ⇒ Annualized Dividend will be \$0.64
- ⇒ Shareholders of record as of June 16, 2015
- ⇒ Dividend payable July 1, 2015



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