

#### Forward Looking Statement

The numbers, as of and for the nine-months ended September 30, 2020, 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 "believes", "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.

#### Who We Are

- \$10.6 billion financial holding company headquartered in Abilene, Texas
- Group of 12 separate bank regions
- Trust and Asset Management Company with 10 locations and manages approximately \$7 billion in assets
- 130 year history
- Growth markets include 50 mile radius of Dallas, Fort Worth, and Houston

# **Top Rated Bank by Bank Director**

RANK	YEAR
#2	2009
#1	2010
#2	2011
#2	2012
#3	2013
#1	2014
#2	2015
#7	2016
#7	2017
#5	2018
#4	2019

# Bank Director.

\$5 to \$50 Billion

Top 7 for each of the last 12 years

#3 in 2020

FIRST FINANCIAL BANK

YOU FIRST

# The For Texas



Newsweek

POWERED BY LendingTree

#### **Recognitions – Financial Exploitation Prevention Program**

- ❖ Stopped fraud and saved customers from monetary losses totaling more than \$14 million since 2014
- Philadelphia Federal Reserve Presentation December 2017
- Texas Bankers Association Cornerstone Award for Day of
- Service May 2017
- ❖ Texas Bankers Association 2016 Leaders in Financial Education Award – May 2016
- House Investments and Financial Services Committee March 2016
- **❖ Texas Senate Committee on Business and Commerce January 2016**
- AARP Roundtable Discussion November 2015
- **❖ ABA Foundation Community Commitment Award November 2015**
- ❖ White House Conference on Aging July 2015

#### Other Recognitions

- SNL Best Performing Community Banks Assets between \$3 and \$10 billion #10 March 2020
- KBW Honor Roll One of fifteen banks named April 2020
- Raymond James Community Bankers Cup, One of 26 banks named— May 2020

#### **What Makes Us Different**

#### One Bank, Twelve Regions Concept

#### One Bank

 Consolidation of credit, call center, accounting, technology, human resources, risk management, and compliance (drives lower efficiency ratio)

#### Twelve Regions

- Regional Presidents run their regions
- Local Boards Movers and Shakers of the Community
  - Keep our regions locally focused
  - Make sure we meet the needs of the community
  - Help us make better loan decisions
  - Help us market the region

# FFIN's Unique Positioning in Texas

Bank	Key Markets
Allegiance	Houston
Cadence Bancorporation	Texas, Alabama, Florida, Mississippi, Tennessee
CommunityBank of Texas	Beaumont, Houston, Dallas
Comerica	DFW, Austin, Houston, California, Michigan, Florida, Mexico
Frost	San Antonio, Austin, Corpus Christi, DFW, Rio Grande, West Texas
Guaranty	Dallas, East Texas, Bryan
Independent	Dallas, Houston, Austin, Colorado
International Bancshares	Rio Grande, Houston, San Antonio, Oklahoma
Origin Bancorp	Dallas, Louisiana
Prosperity	Houston, DFW, Austin, West Texas, South Central Texas, Oklahoma
Southside	East Texas, Fort Worth
Spirit of Texas	Houston, DFW, College Station, Central Texas
Texas Capital	DFW, Austin, San Antonio, Houston
Triumph	Dallas
Veritex	Dallas, Houston, Austin

### **Customer Service First (CS1st)**

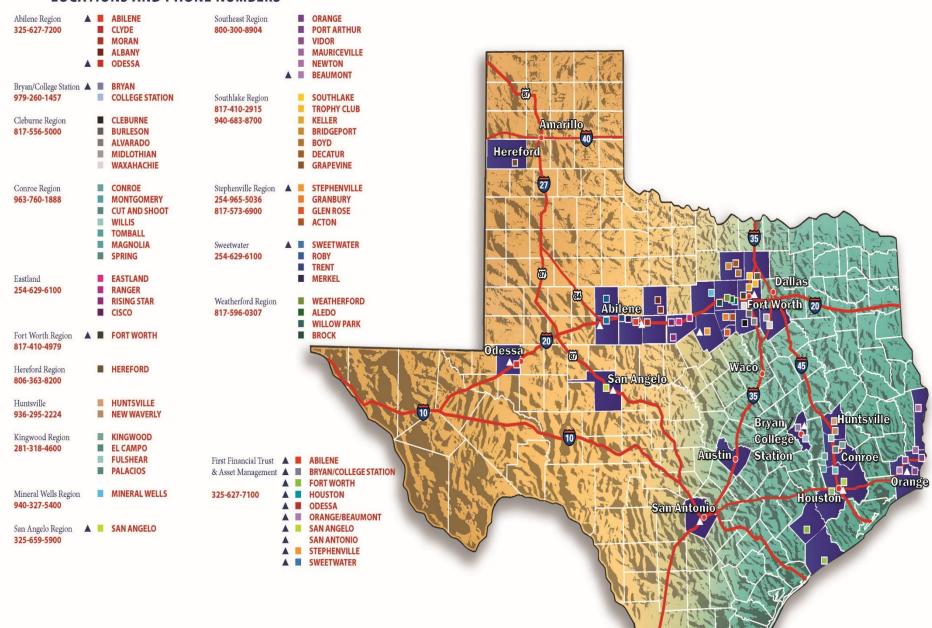
- Began CS1st initiative in 2005 with Dennis Snow (former Disney executive charged with Disney's customer experience).
- Implemented the Service Improvement Team with ten distinct teams with various strategic objectives.
- Key Successes
  - Established a robust employee recognition program
  - Developed a centralized team to address system and process obstacles
  - Designed and implemented a nationally recognized Financial Exploitation program
  - Day of Service (Completed 5<sup>th</sup> Annual on October 12, 2020)
  - Have transitioned what began as a service initiative into a culture of service excellence
- Since 2019, the Company has partnered with Horst Schulze (co-founder and former COO of the Ritz-Carlton Hotel Company) to further enhance the Company's culture by developing:
  - 5 and 10 year Vision and Mission Statements
  - 21 Service Nonnegotiables
  - Daily Line-Ups
  - Train-the-trainer sessions for all branch managers (over 300 employees spent 2 days in training)

#### The Bank & Trust, Bryan/College Station Acquisition

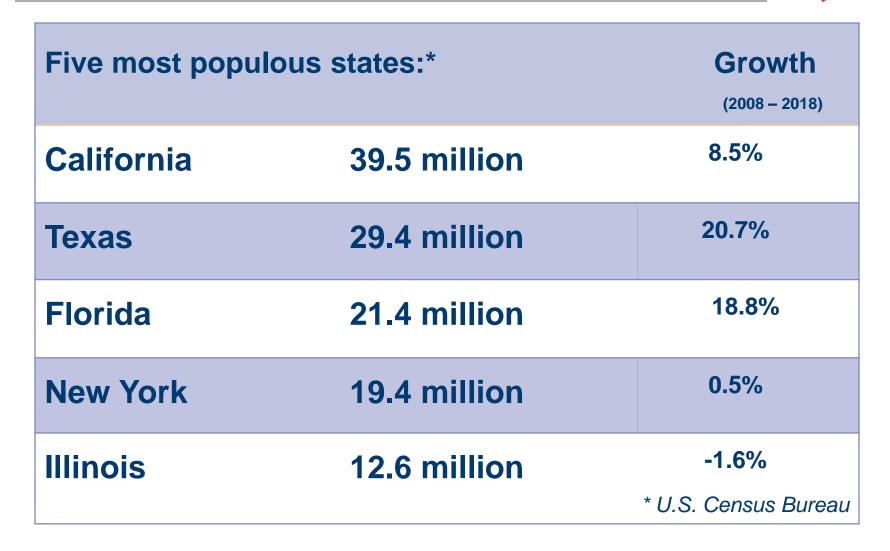
- Effective January 1, 2020
- 5 Branches in Bryan and College Station
- \$632.9 million in Assets as of December 31, 2019
  - > \$549.1 million in deposits
  - \$447.7 million in loans
- The Bank & Trust acquisition is consistent with our acquisition model of high growth areas, strong Board and Management, and excellent earnings opportunity
- Provides diversification and fits well into our footprint
- Management and Board share same values of outstanding customer service

#### FIRST FINANCIAL BANKSHARES, INC.™

#### **LOCATIONS AND PHONE NUMBERS**



### **Texas: Large and Growing**



# **Target Markets – Population Growth**

Population growth (2008-2018) in FFIN expansion markets:*		
Texas	20.7%	
Bridgeport & Wise County	21.4%	
Fort Worth & Tarrant County	18.2%	
Cleburne & Johnson County	15.2%	
Weatherford, Willow Park, Aledo & Parker County	34.1%	
Granbury & Hood County	16.8%	
Granbury & Hood County  Stephenville & Erath County	16.8% 15.6%	

#### **Core Markets: West Central Texas**



REGION	ASSET SIZE*	LOCATIONS	DEPOSIT  MARKET SHARE**	MARKET SHARE RANK**
First Financial Bank	\$2,990M	23	49%	1
(Abilene, Clyde, Moran, Albany, Odessa,				
Eastland, Ranger, Rising Star, Cisco,				
Sweetwater, Roby, Trent, Merkel)				
First Financial Bank	\$249M	1	50%	1
(Hereford)				
First Financial Bank	\$987M	2	30%	1
(San Angelo)				
TOTALS	\$4,226M	26		

<sup>\*</sup> Data as of 9-30-20

## **Expansion Markets – Dallas / Fort Worth Area**

REGION	ASSET SIZE*	LOCATIONS	DEPOSIT MARKET SHARE**	MARKET SHARE RANK**
First Financial Bank	\$516M	4	16%	2
(Cleburne, Burleson, Alvarado)		2	6%	4
(Midlothian, Waxahachie)				
First Financial Bank	\$685M	4	5%	6
(Southlake, Trophy Club, Keller, Grapevine)		3	21%	2
(Bridgeport, Decatur, Boyd)				
First Financial Bank	\$1,009M	7	27%	1
(Stephenville, Mineral Wells, Granbury, Glen Rose, Acton)				
First Financial Bank	\$691M	6	20%	1
(Weatherford, Aledo, Willow Park, Brock)				
First Financial Bank	\$215M	1	0.29%	32
(Fort Worth)				
TOTALS	\$3,116M	27		

<sup>\*</sup> Data as of 9-30-20 \*\* Data as of 6-30-20

# **Expansion Markets – Houston Area**

REGION	ASSET SIZE*	LOCATIONS	DEPOSIT MARKET SHARE**	MARKET SHARE RANK**
First Financial Bank	\$797 <b>M</b>	3	41%	1
(Orange, Mauriceville, Vidor)		3	5%	8
(Newton, Port Arthur, Beaumont)				
First Financial Bank	\$794M	10	10%	4
(Conroe, Magnolia, Cut and Shoot, Montgomery, Huntsville, Willis, Tomball, New Waverly, Spring)				
(Market Share for Huntsville, Conroe, Magnolia, Cut and Shoot,  Montgomery and Willis Only)				
First Financial Bank	\$528M	4		
Kingwood – Montgomery County			4%	7
El Campo – Wharton County			8%	4
Fulshear – Fort Bend County			0.20%	30
Palacios – Matagorda County			11%	3
First Financial Bank	\$896M	5	11%	4

FIRST FINANCIAL BANKSHARES INC.

(Bryan / Collage Station)

**TOTALS** 

\$3,015M 25

> \* Data as of 9-30-20 \*\* Data as of 6-30-20

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#### **Recent De Novo Growth**

- Bryan / College Station: Office of Trust Company September 2020
- San Antonio: Office of Trust Company December 2019
- Grand Parkway (Spring): Branch of Conroe Opened January 2019
- Houston: Office of Trust Company December 2018
- New Waverly: Branch of Huntsville August 2014 (New Building Opened December 2018)
- Beaumont: Branch of Orange August 2014
- Weatherford: I-20 Branch June 2013
- Waxahachie: Branch of Cleburne December 2012
- Abilene: Antilley Road Branch September 2012
- Grapevine: Branch of Southlake March 2012
- Cisco: Branch of Eastland September 2011 (New Building Opened August 2016)
- Lamesa: Office of Trust Company April 2011
- Odessa: Branch of Abilene February 2010 (New Building Opened September 2016)
- Fort Worth: February 2010
- Odessa: Office of Trust Company April 2009
- Merkel: Branch of Sweetwater July 2008
- Brock: Branch of Weatherford March 2008
- Acton: Branch of Stephenville March 2008
- Albany: Branch of Abilene May 2007
- Fort Worth: Office of Trust Company April 2007 (New Building Opened May 2016)

#### **Executive Management Team at First Financial**

	Years with Company	Years in Industry
Scott Dueser Chairman of the Board, President & Chief Executive Officer	44	49
Ron Butler  Executive Vice President Chief Administrative Officer	27	39
James Gordon, CPA  Executive Vice President Chief Financial Officer	_	33
Gary S. Gragg  Executive Vice President Chief Lending Officer	30	42
Luke Longhofer  Executive Vice President Chief Credit Officer	10	18
Randy Roewe  Executive Vice President Chief Risk Officer	5	31
John Ruzicka  Executive Vice President Chief Information Officer	2	41
Kirk Thaxton, CTFA Chairman of the Board, President & Chief Executive Officer First Financial Trust & Asset Management	34	37

#### **Executive and Senior Management at First Financial**

	<b>Years with Company</b>	Years in Industry
Tim Collard  Executive Vice President Lending	29	40
Brandon Harris Senior Vice President Appraisal Services	5	18
Larry Kentz Senior Vice President Chief Compliance Officer	5	38
J. Kyle McVey, CPA Senior Vice President Chief Accounting Officer	9	11
Marna Yerigan  Executive Vice President Lending	10	36

#### **Line of Business Executives**

	Years with Company	Years in Industry
Will Christoferson  Executive Vice President Marketing	2	11
Troy Fore  President	5	33
First Financial Mortgage		
Frank Gioia		
Senior Vice President Customer Care Center	5	33
Monica Houston		
Executive Vice President Retail Banking & Training	24	24
Gary Milliorn		
Vice President Property Management	5	31
Andrea Smiddy-Schlagel		
Executive Vice President Treasury Management	2	32
Michael Wolverton		
Executive Vice President	10	36
Consumer Lending		

#### **Experienced Regional CEOs & Presidents**

	Years with Company	Years in Industry
Marelyn Shedd, Abilene	29	37
David Bailey, Eastland	17	17
Candace Canady, Eastland	19	19
Joseph Crouch, Sweetwater	3	23
Robert de la Cruz, Hereford	17	17
Chris Evatt, San Angelo	19	19
Austin Elsner, Cleburne	3	20
Trent Swearengin, Stephenville	21	23
Justin Hooper, Weatherford	16	27
Mark Jones, Southlake	20	43
Stephen Lee, Southeast Texas	7	31
Sam Baker, Conroe	5	43
Kirby Cason, Huntsville	2	13
Marcus Morris, Fort Worth	11	12
Johnny Brooks, Kingwood	3	38
Shelley Dacus, Kingwood	3	18
Ivan Olson, Bryan/College Station	-	43

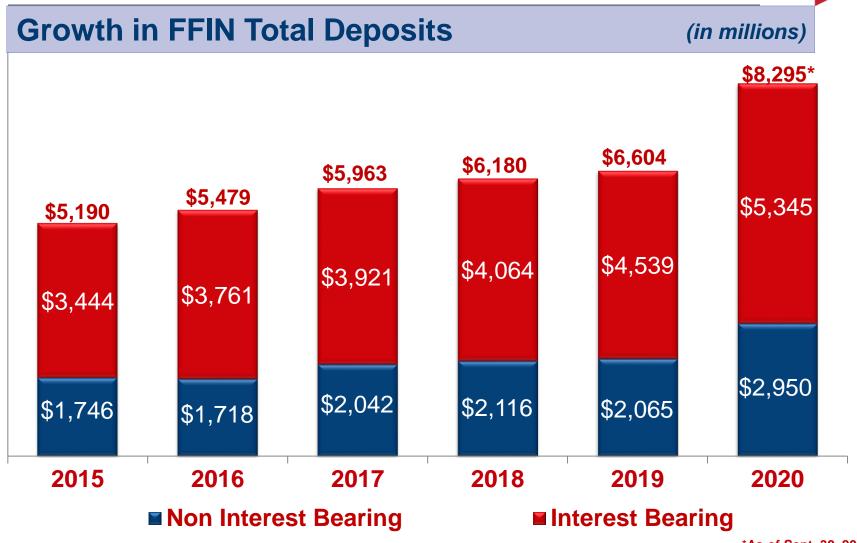
#### **Asset Performance**

#### **Growth in Total Assets**

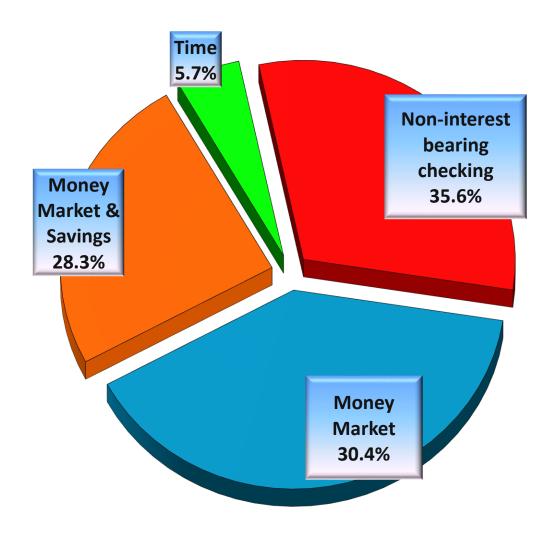
(in millions)



#### **Deposit Growth**



# **Deposit Products**



#### **Account Growth**

	December 31,	December 31,	December 31,	December 31,	Sept. 30,
	2016	2017	2018	2020	2020
Total Number of Accounts	254,714	260,430	270,976	277,687	301,700

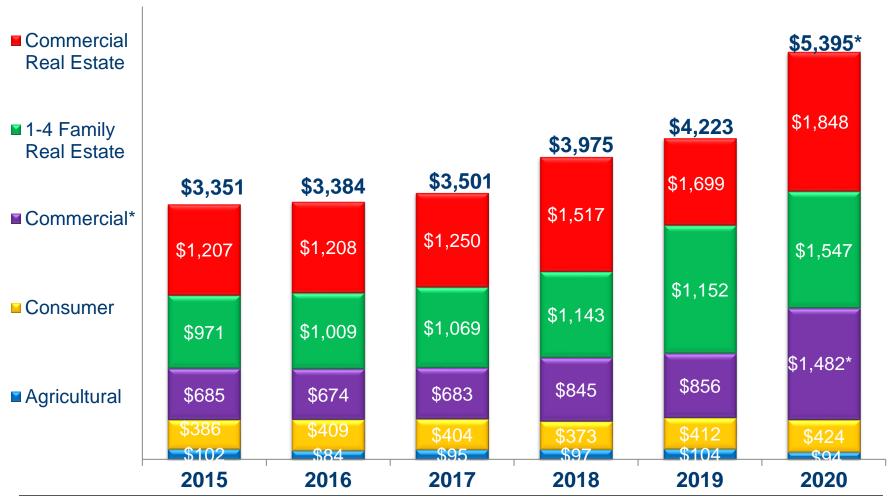
- Net Growth in 2016 3,015 Accounts
- Net Growth in 2017 5,716 Accounts
- ■Net Growth in 2018 3,932 Accounts\*
- Net Growth in 2019 6,711 Accounts
- Net Growth in 2020 10,360 Accounts\*\*

\*(Excluding Kingwood Acquisition)
\*\*(Excluding Bryan/College Station Acquisition)

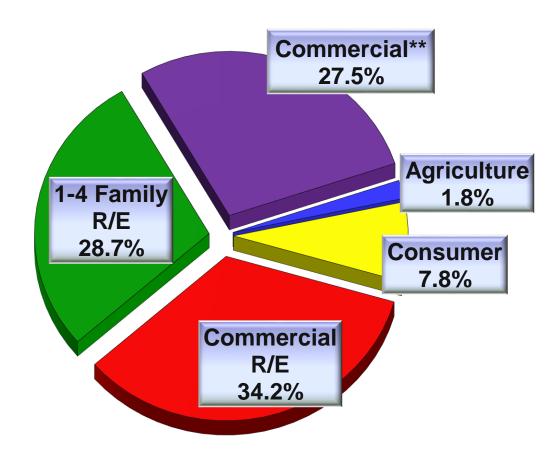
#### **Loan Performance**

#### **Growth in FFIN Total Loans**

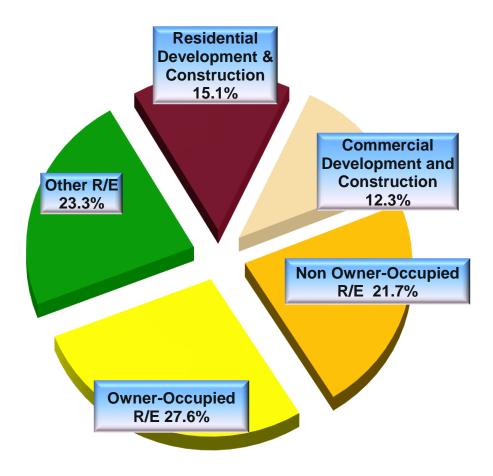
(in millions)



#### **Overview of Loan Portfolio**



#### **Breakdown of Commercial R/E Loan**



# Oil & Gas Portfolio Analysis

Oil & Gas Supplemental Information (dollars in thousands)				
	December 31, 2019		Sept. 30, 2020*	
Oil & Gas Loans	\$119,789		\$118,567	
% of Total Loans HFI	2.86%		2.58%	
Classified Oil & Gas Loans	\$7,041		\$26,823	
Non Accrual Oil & Gas Loans	\$481		\$6,800	
Quarter Ended Net Charge-offs	-		-	
ALLL of % of Oil & Gas	2.54%		8.01%	

# Retail / Restaurant / Hotel / Travel Exposure as of Sept. 30, 2020



\$229.4 million 4.3%

| Restaurant | Hotel | 11avel | \$39.5 million | \$63.3 million | \$801 thousand | <0.01%

**Classified** \$28.2 million **Nonperforming** \$5.7 million

2020 Charge-offs \$334 thousand

**Note: Excludes PPP loans** 

#### SBA – Paycheck Protection Program Loans Funded

# 6,500 Loans Funded

# \$704MM Total Dollars

Note: Approximately \$11.6 million PPP loans have been forgiven as of October 29, 2020
33% New Customer Relationships
Approximately 1,300 applications have been submitted

for forgiveness with the SBA

# **Loan to Deposit Ratio**

	2015	2016	2017	2018	2019	2020*
End of Period	64.6	61.8	58.7	64.3	64.0	65.1
Average Balances	63.0	64.9	61.0	62.0	64.2	65.0

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# **Sound Lending Practices**

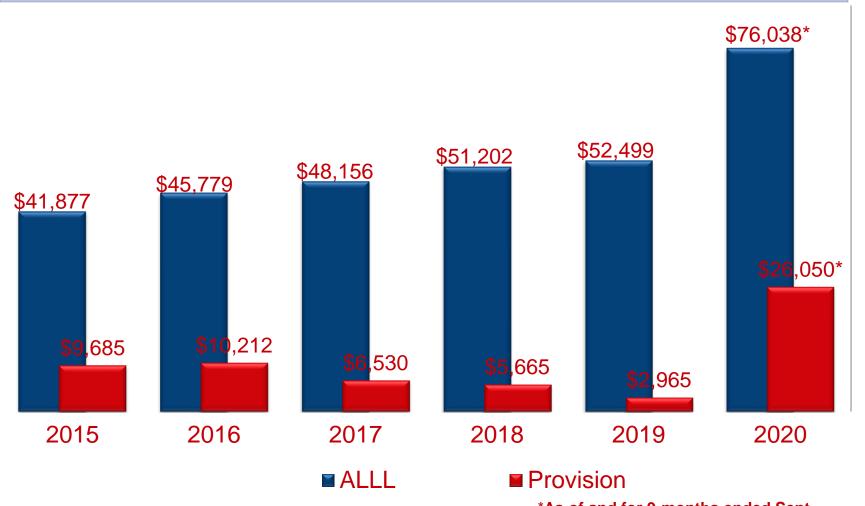
Nonperforming assets as a percentage of loans + foreclosed assets (FFIN vs. Peers)						
	2015	2016	2017	2018	2019	2020
First Financial	0.90%	0.86%	0.57%	0.75%	0.61%	0.81%*
Peer Group	1.32%	1.05%	0.86%	0.82%	0.78%	0.92%**

# **Loan Repricing**

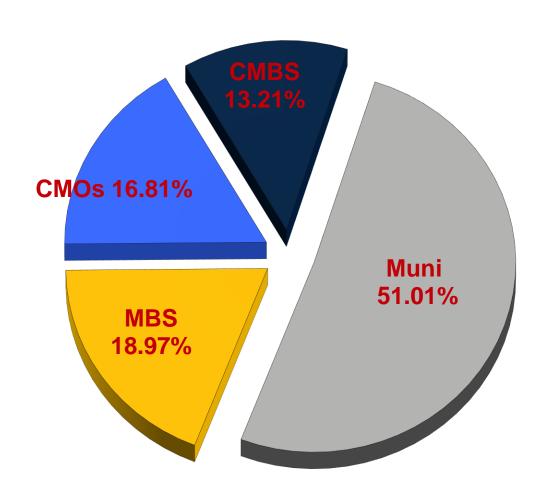
Loan Portfolio Interest Rate Risk Analysis							
Less than 1 year	1 to 2 years 3 to 5 years		6 to 10 years	Over 10 years			
47.29%	11.80%	23.20%	10.29%	7.42%			

#### Allowance for Loan Losses and Provision for Loan Losses



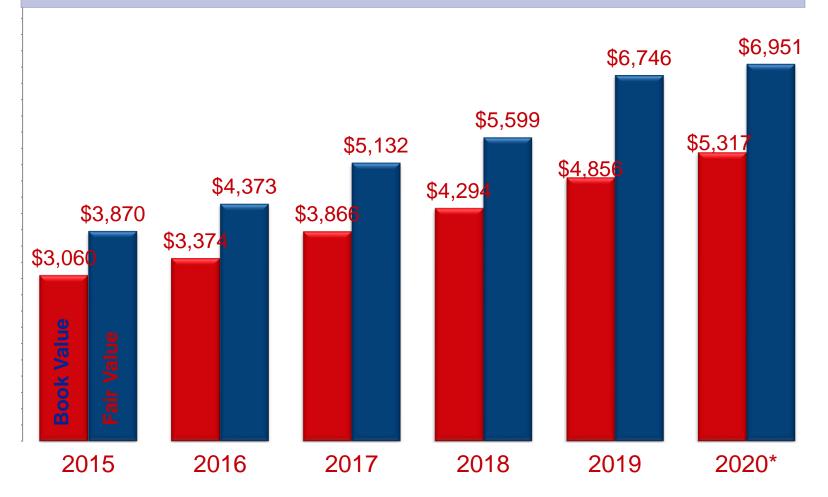


# **Summary of Bond Portfolio**

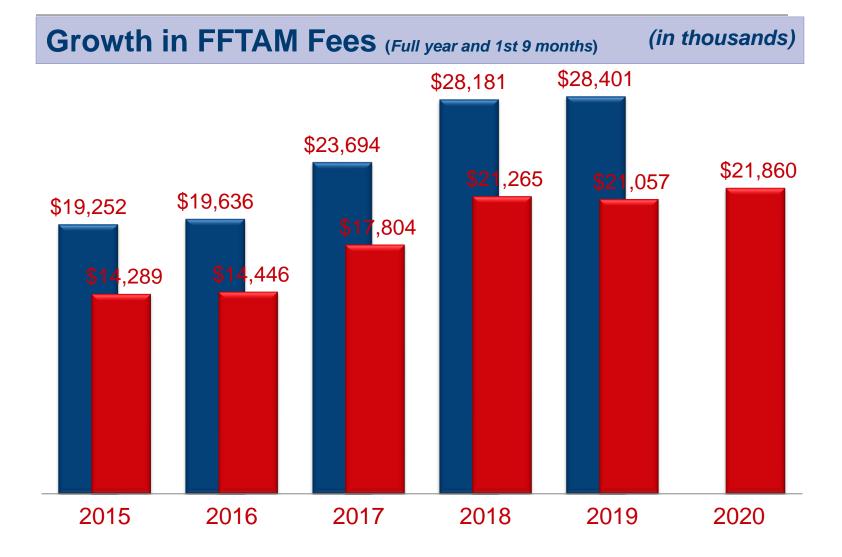


#### **Growth in Trust Assets**

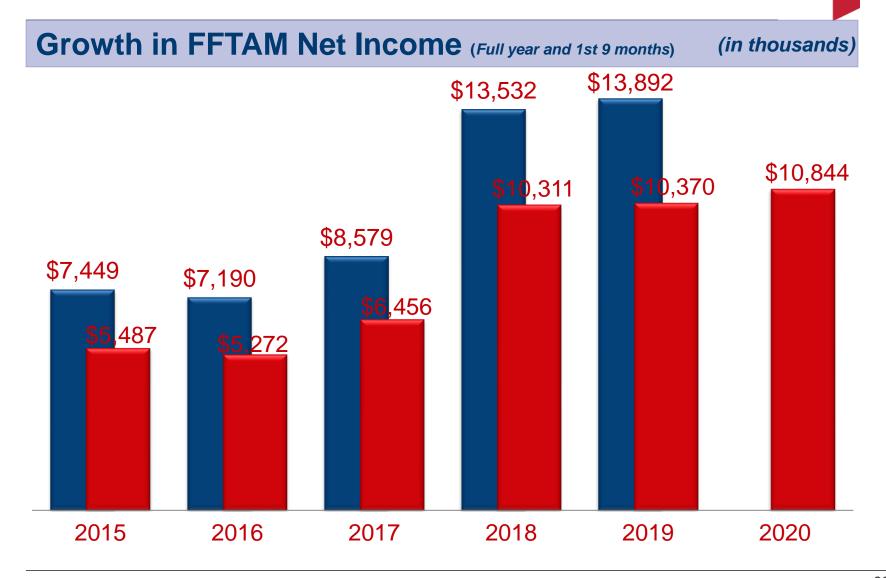




#### **Total Trust Fees**



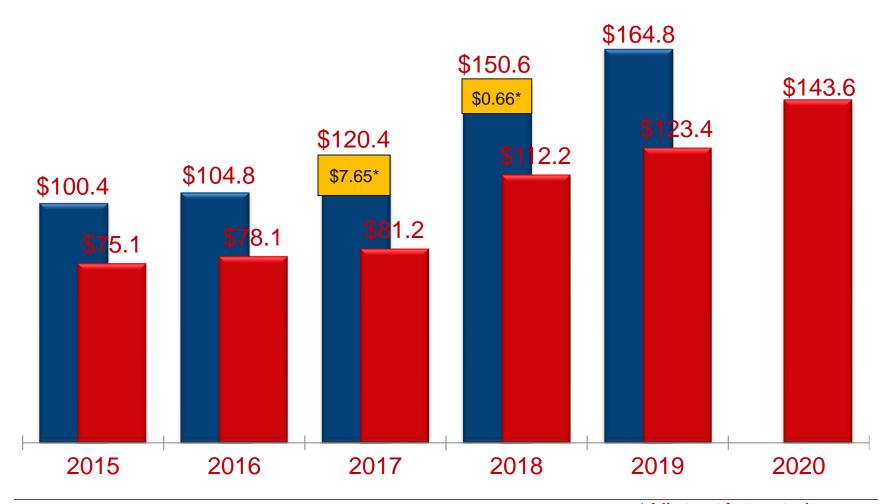
#### **Total Trust Net Income**



## 33rd Consecutive Year of Increased Earnings

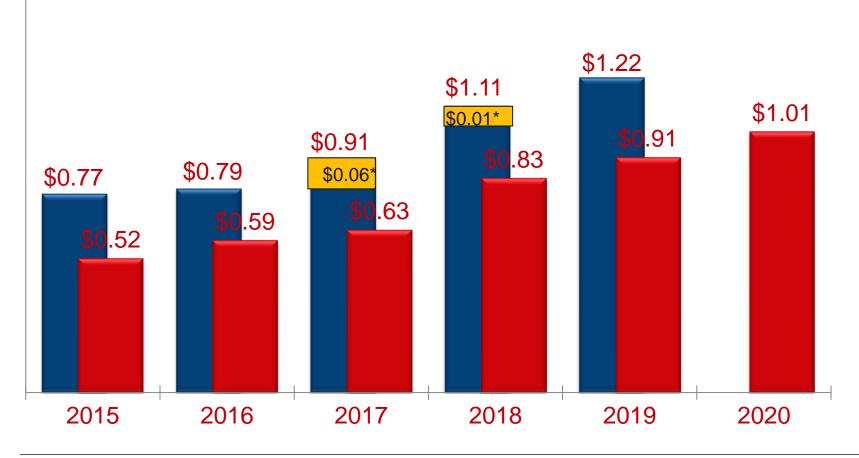


(in millions)



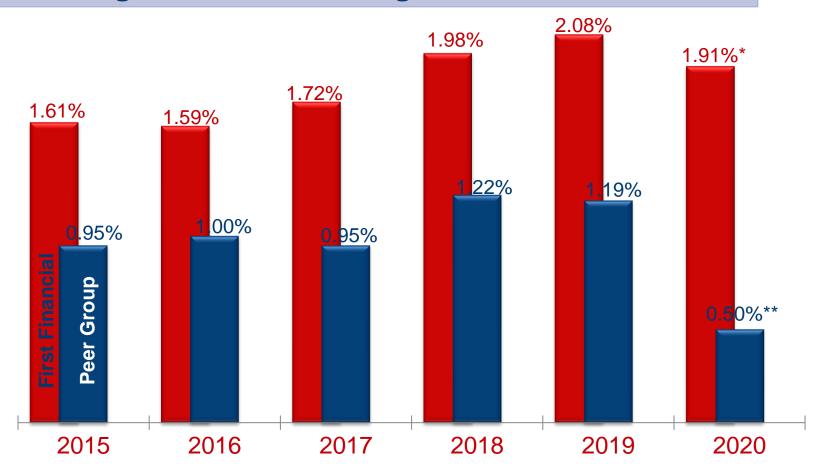
# **Strong Shareholder Earnings**

Basic Earnings Per Share (Full year and 1st 9 months)



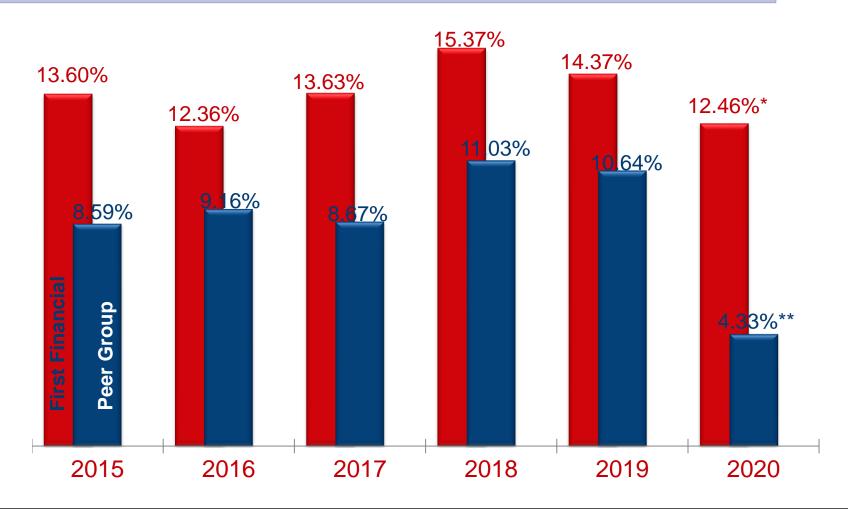
## **FFIN Outperforms Peers**

#### Percentage Return on Average Assets

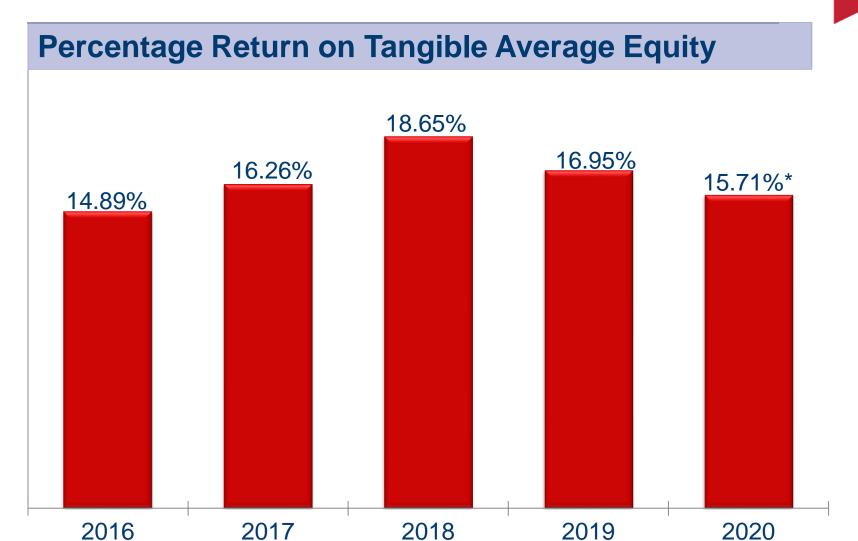


# **Strong Return on Capital**

#### Percentage Return on Average Equity

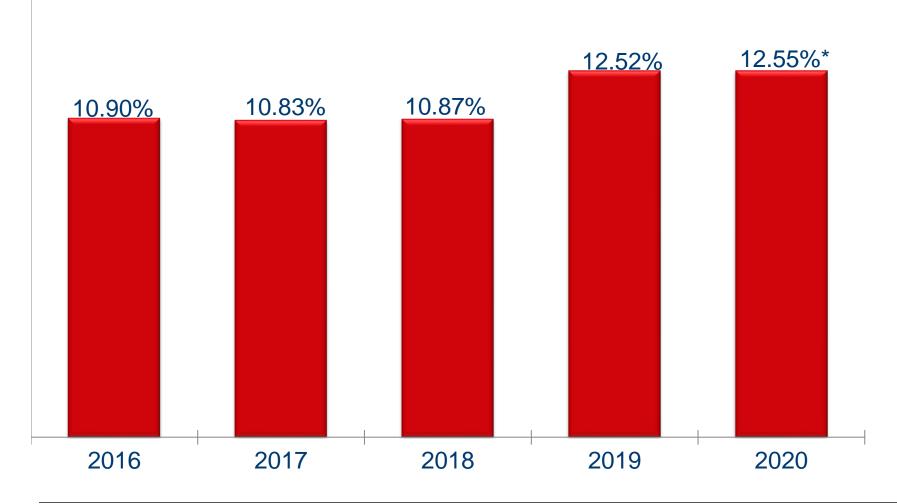


## **Strong Return on Capital**



# **Strong Capital**

## **Tangible Common Equity Ratio**



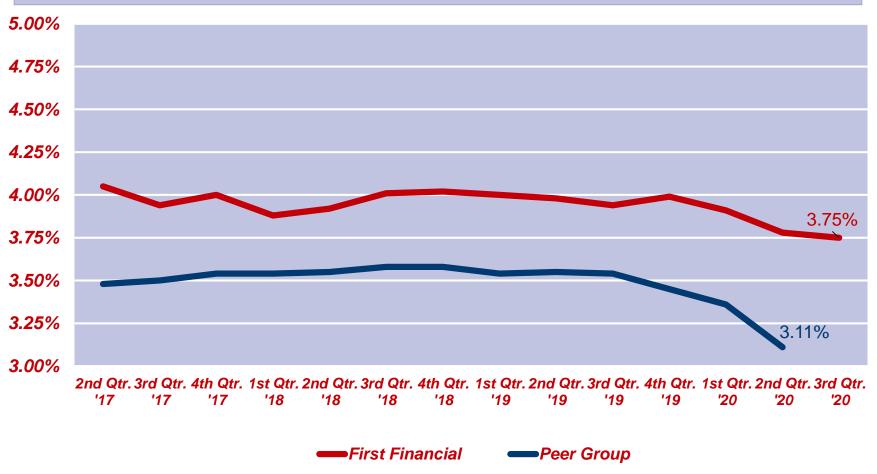
# **Capital & Capital Ratios**

(dollars in thousands)

	2016	2017	2018	2019	2020*
Shareholders' Equity (\$)	837,885	922,768	1,053,295	1,227,197	1,619,501
As a Percent of Total Assets (%)	12.30	12.72	13.62	14.85	15.33
Tangible Equity (\$)	694,282	781,625	878,612	1,053,530	1,300,626
Tier 1 Leverage Ratio (%)	10.71	11.09	11.85	12.60	11.65
Common Equity  Tier 1 Capital Ratio (%)	17.30	18.66	19.47	20.06	20.56
Tier 1 Capital Ratio (%)	17.30	18.66	19.47	20.06	20.56
Total Capital Ratio (%)	18.45	19.85	20.61	21.13	21.82

## **Net Interest Margin**

## **Quarterly Interest Margin**



# **Working Harder and Smarter**

Efficiency Ratio (FFIN vs. Peers)							
	2015	2016	2017	2018	2019	2020	
First Financial	47.61%	49.22%	49.26%	49.72%	48.61%	44.21%*	
Peer Group	63.92%	62.83%	62.21%	61.22%	61.65%	63.29%**	

<sup>\*</sup>For the nine-months ended Sept. 30, 2020

<sup>\*\*</sup>For the six-months ended June 30, 2020

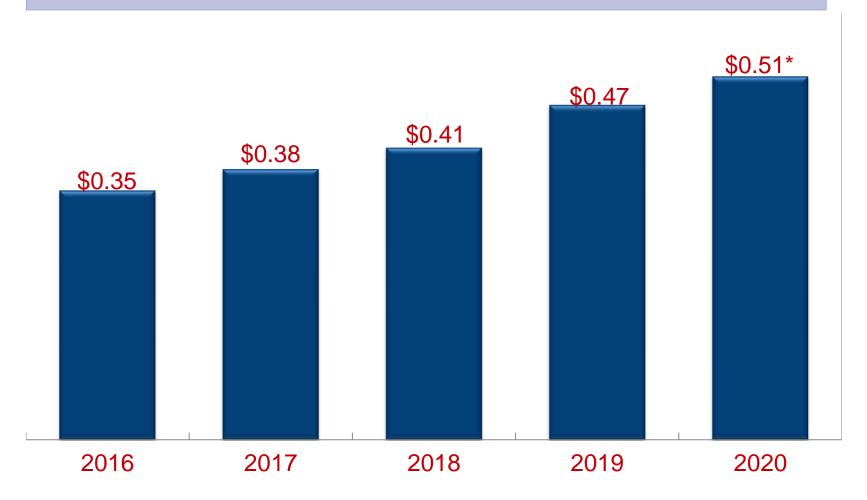
## **Total Return on Investment**

Assume you owned 1,000 shares of FFIN stock on January 1, 2015...

5 year compound average return as of 12/31/19	19.90%
2015 return on investment	3.05%
2016 return on investment	52.14%
2017 return on investment	1.33%
2018 return on investment	29.88%
2019 return on investment	23.34%

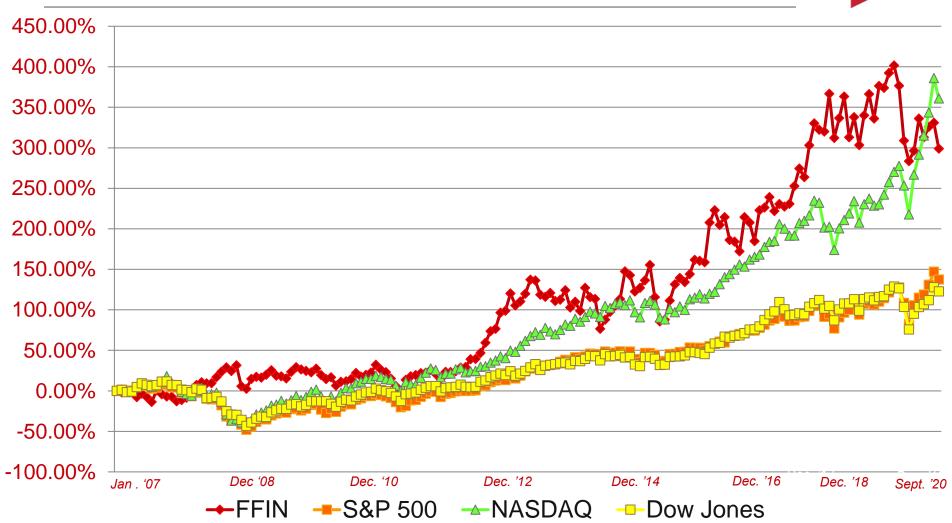
#### **Dividends Per Share**

#### **Annual Dividends Declared Per Share**



## **Strong Stock Performance**





#### Focus for 2021

- **❖ Minimize impact on our interest rate margin**
- Grow loans and deposits
- Grow mortgage and trust
- **❖**Increase our fee income
- Control expenses and continue technology improvements
- ❖ Manage credit quality
- **❖** Make another acquisition
- **❖** Address impact of crossing \$10 billion asset threshold

