

**ONWARD** 

**4th Quarter 2024**

**FIRST FINANCIAL BANKSHARES, INC.**<sup>TM.</sup>

# Forward Looking Statement

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The numbers, as of and for the quarter ended December 31, 2024, 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

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- **\$14.0 billion financial holding company headquartered in Abilene, Texas**
- **Group of 8 separate bank regions**
- **Trust and Asset Management Company with 9 locations and manages approximately \$10.8 billion in assets**
- **134 year history**

# **#7 Bank** **in the Nation**

**FIRST**  
**FINANCIAL**  
**BANK**  
MEMBER FDIC

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**S&P Global**

# What Makes Us Different

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## One Bank, Eight Regions Concept

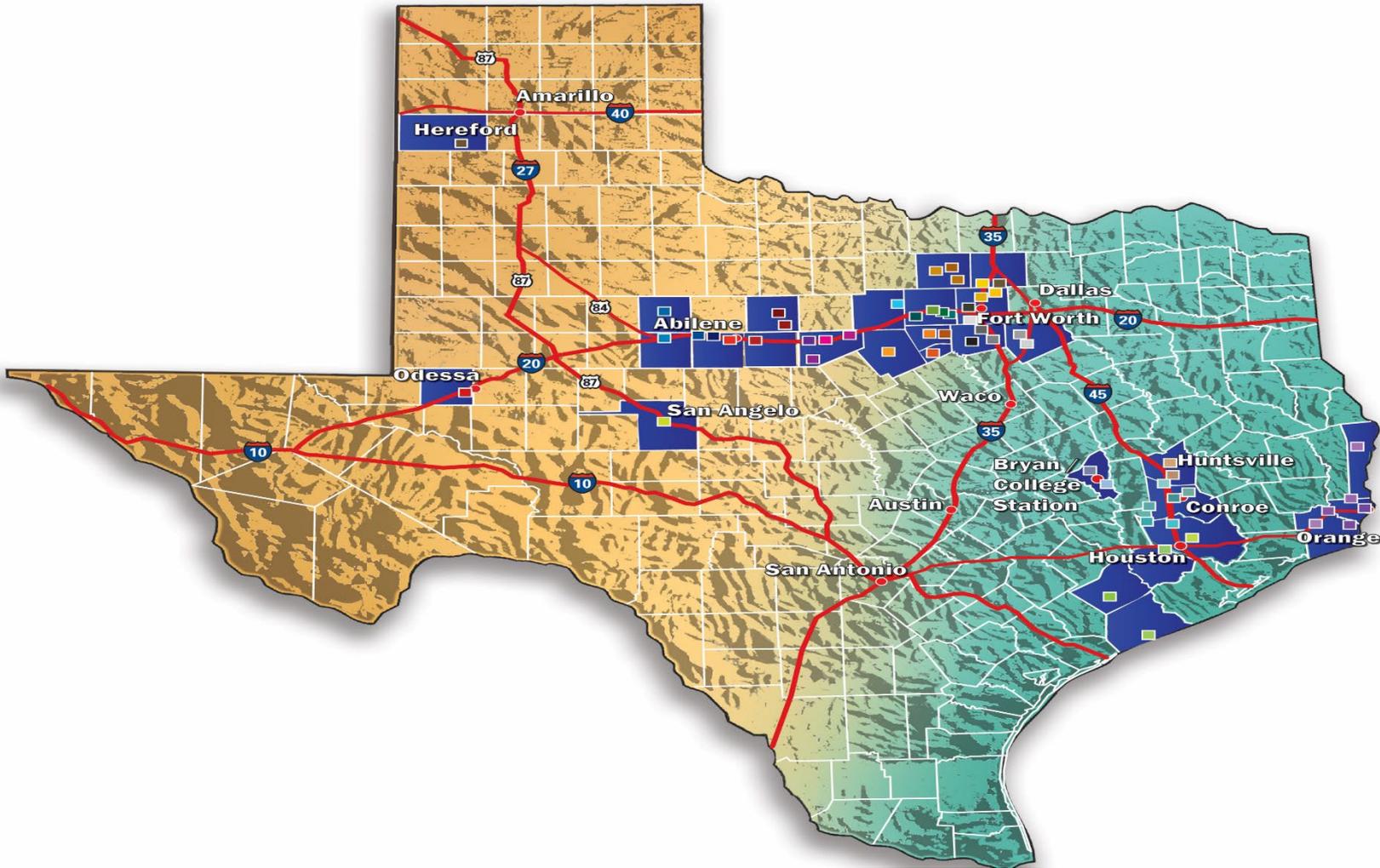
### ■ One Bank

- Consolidation of credit, customer contact center, internal audit, accounting, technology, human resources, risk management, training, and compliance (drives lower efficiency ratio)

### ■ Eight 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

# Diverse Footprint Across Texas



[www.ffin.com/locations](http://www.ffin.com/locations)

# Recent De Novo Growth

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- **Franklin: Branch of Bryan / College Station – August 2023**
- **Lumberton: Branch of Orange – December 2022**
- **Bryan / College Station: Office of Trust Company – September 2020**
- **Austin: Office of the Mortgage Company – January 2020**
- **San Antonio: Office of the 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**

# FFIN's Unique Positioning in Texas



Bank	Key Markets
Stellar	Houston, Beaumont, 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
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
Texas Capital	DFW, Austin, San Antonio, Houston
Triumph	Dallas
Veritex	Dallas, Houston, Austin
South Plains Financial, Inc.	Lubbock, Dallas, Houston, West Texas
Hilltop Holdings	DFW, Lubbock, Austin, San Antonio, Houston, Corpus Christi

# 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 9<sup>th</sup> Annual on October 14<sup>th</sup>, 2024)
  - 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:
  - Defined Clear Vision and Mission Statements
  - 21 Service Non-negotiables
  - Daily Line-Ups
  - Train-the-trainer sessions for all branch managers (over 300 employees spent 2 days in training)
  - Incorporated into new employee orientation

# Executive Management Team at First Financial



	Years with Company	Years in Industry
<b>Scott Dueser</b> <i>Chairman of the Board &amp;                      Chief Executive Officer</i>	48	53
<b>Ron Butler</b> <i>Vice Chairman of the                      Executive Management Committee</i>	31	42
<b>David Bailey</b> <i>President                      First Financial Bankshares, Inc.</i>	21	21
<b>Michelle Hickox</b> <i>Executive Vice President                      Chief Financial Officer</i>	2	34
<b>Lon Biebighauser, CTFA</b> <i>President                      First Financial Trust &amp; Asset Management</i>	17	20
<b>Brian Goodrich</b> <i>Executive Vice President                      General Counsel</i>	-	27
<b>Luke Longhofer</b> <i>Executive Vice President                      Chief Credit Officer</i>	14	21

# Executive Management Team at First Financial



	Years with Company	Years in Industry
<b>Kyle McVey, CPA</b> <i>Executive Vice President Chief Accounting Officer &amp; Investor Relations Director</i>	13	15
<b>Randy Roewe</b> <i>Executive Vice President Chief Risk Officer</i>	9	34
<b>John Ruzicka</b> <i>Executive Vice President Chief Information Officer</i>	5	45

# Senior Leadership



	Years with Company	Years in Industry
<b>Rett Everett</b> <i>Executive Vice President</i> <i>Credit Administration - DFW</i>	2	21
<b>Keith Morton</b> <i>Executive Vice President</i> <i>Credit Administration – Southeast Texas</i>	-	20
<b>Brandon Harris</b> <i>Senior Vice President</i> <i>Appraisal Services</i>	8	21
<b>Michael Parker</b> <i>Executive Vice President</i> <i>Chief Compliance Officer</i>	1	16
<b>Javier Jurado</b> <i>Executive Vice President</i> <i>Chief Audit Executive</i>	-	19
<b>Eric Bonnell</b> <i>Senior Vice President</i> <i>Enterprise Risk Management</i>	-	20

# Line of Businesses Executives



	Years with Company	Years in Industry
<b>Troy Fore</b> <i>President</i> <i>First Financial Mortgage</i>	8	38
<b>Monica Houston</b> <i>Executive Vice President</i> <i>Training</i>	29	29
<b>Lori Hill</b> <i>Executive Vice President</i> <i>Retail</i>	26	33
<b>Andrea Smiddy-Schlagel</b> <i>Executive Vice President</i> <i>Treasury Management</i>	5	35
<b>Maggie Tuschinski</b> <i>Executive Vice President</i> <i>Chief Digital Officer</i>	2	21

# Line of Businesses Executives



	Years with Company	Years in Industry
<b>Michael Wolverton</b> <i>Executive Vice President</i> <i>Consumer Lending</i>	12	38
<b>Dan Summerford</b> <i>Executive Vice President</i> <i>Director of Middle Market Lending</i>	-	30
<b>Frank Gioia</b> <i>Senior Vice President</i> <i>Customer Care Center</i>	8	36
<b>Josh Brown</b> <i>Senior Vice President</i> <i>Human Resources</i>	9	15
<b>Gary Milliorn</b> <i>Vice President</i> <i>Property Management</i>	9	35

# Experienced Regional CEOs & Presidents



Years with Company                      Years in Industry

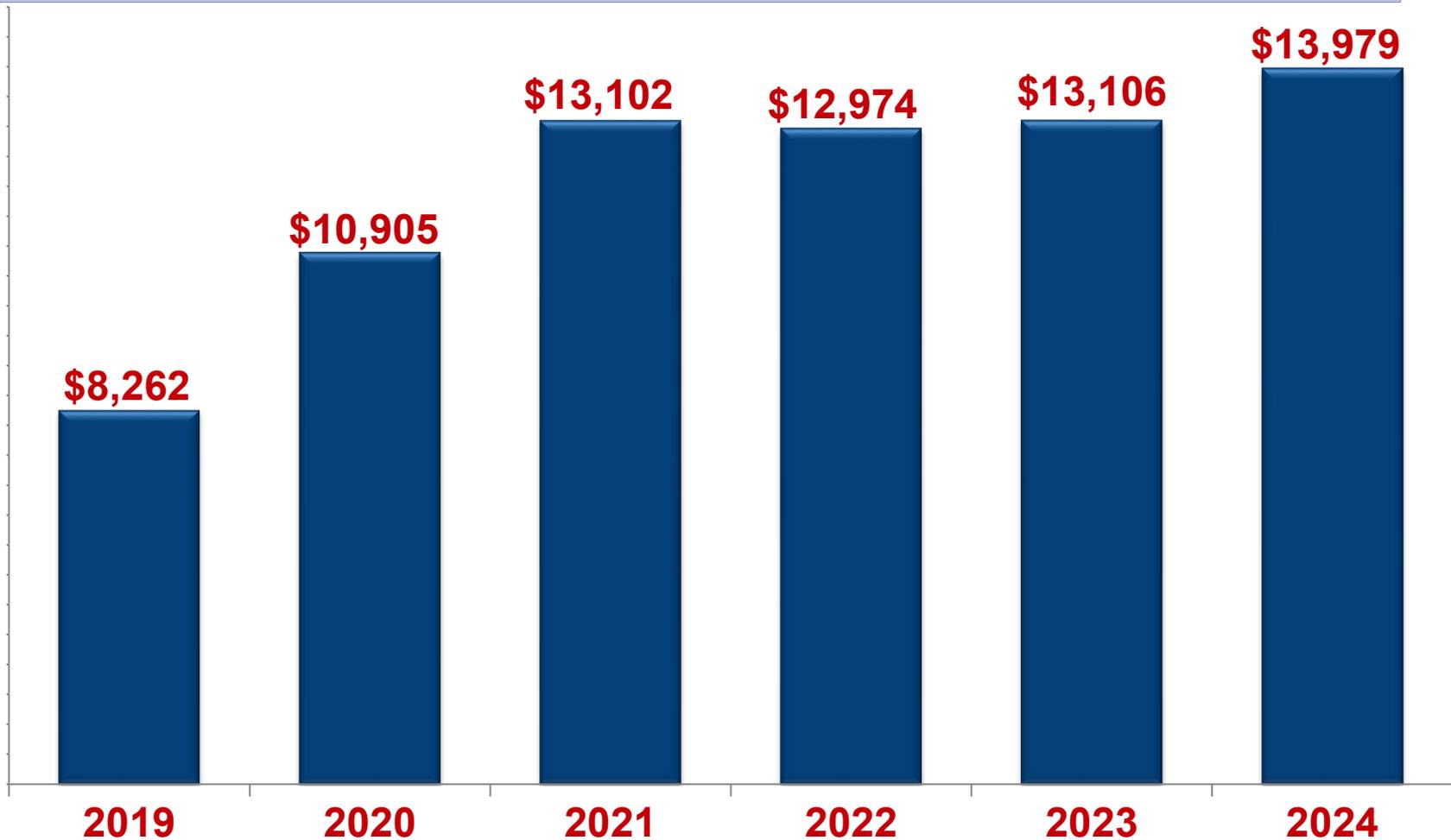
	Years with Company	Years in Industry
<b>Marelyn Shedd, Abilene (CEO)</b>	<b>33</b>	<b>41</b>
<b>Marshall Morris, Abilene (President)</b>	<b>14</b>	<b>14</b>
<b>Nora Thompson, Bryan/College Station (CEO)</b>	<b>4</b>	<b>33</b>
<b>Austin Bryan, Bryan/College Station (President)</b>	<b>4</b>	<b>29</b>
<b>Marcus Morris, Chisholm Trail (CEO)</b>	<b>14</b>	<b>16</b>
<b>Austin Elsner, Chisholm Trail (President)</b>	<b>6</b>	<b>23</b>
<b>Justin Hooper, Cross Timbers (CEO)</b>	<b>20</b>	<b>31</b>
<b>Trent Swearingin, Cross Timbers (President)</b>	<b>24</b>	<b>26</b>
<b>Candice Kanady, Eastland Division President</b>	<b>23</b>	<b>23</b>
<b>Shelley Dacus, Greater Houston (CEO)</b>	<b>6</b>	<b>21</b>
<b>James Alexander, Greater Houston (President)</b>	<b>6</b>	<b>26</b>
<b>Chris Baughman, Conroe Division President</b>	<b>8</b>	<b>41</b>
<b>Blaine Caillier, Southeast Texas</b>	<b>13</b>	<b>13</b>
<b>Shelby Bruhn, Southlake</b>	<b>2</b>	<b>23</b>
<b>Chris Evatt, West Texas (CEO)</b>	<b>23</b>	<b>23</b>
<b>Rodney Foster, West Texas (President)</b>	<b>26</b>	<b>29</b>

# Asset Performance



## Total Asset Growth

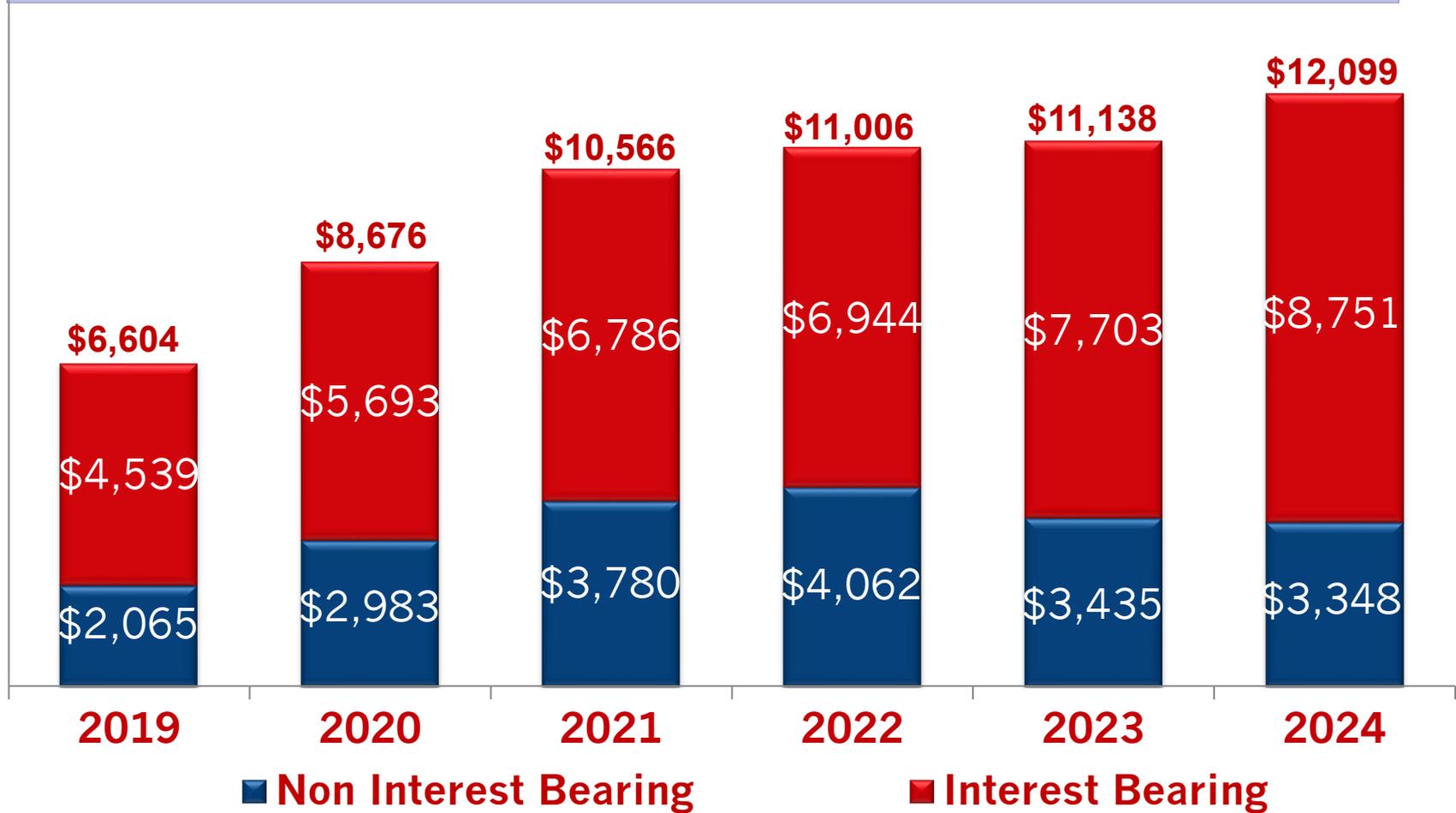
(in millions)



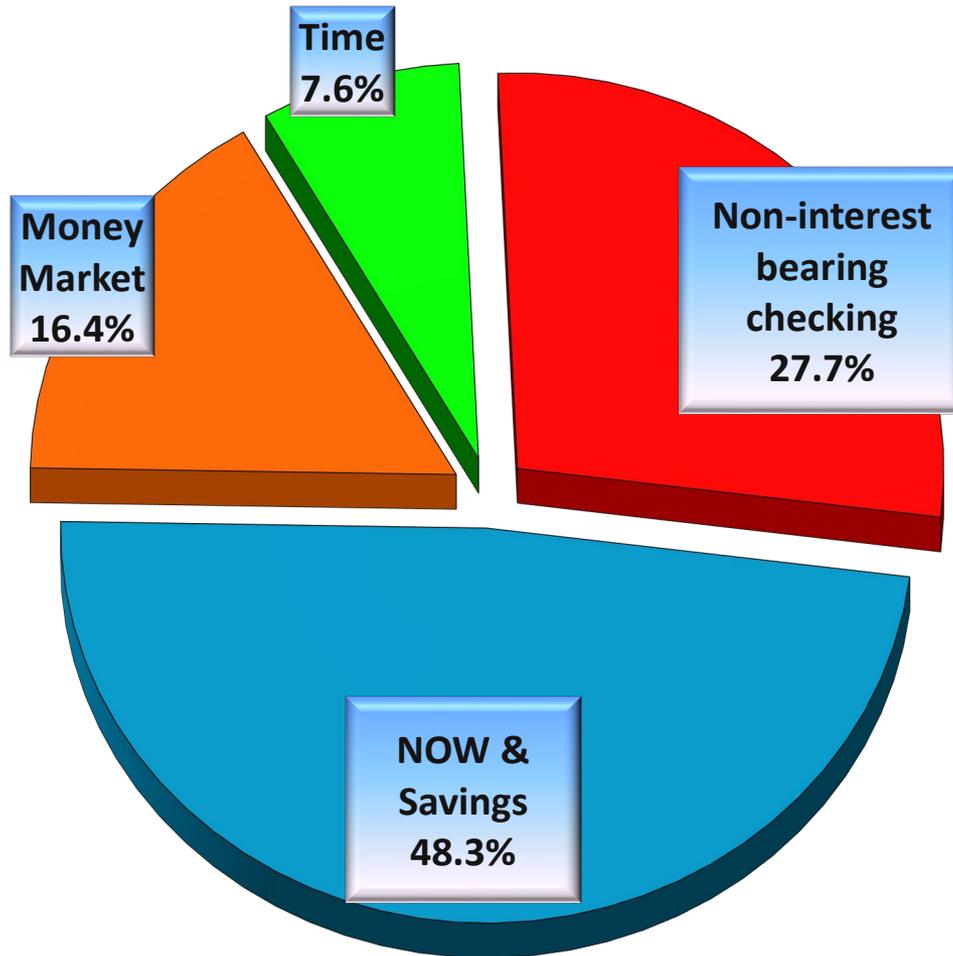
# Total Deposit Growth

## Growth in FFIN Total Deposits

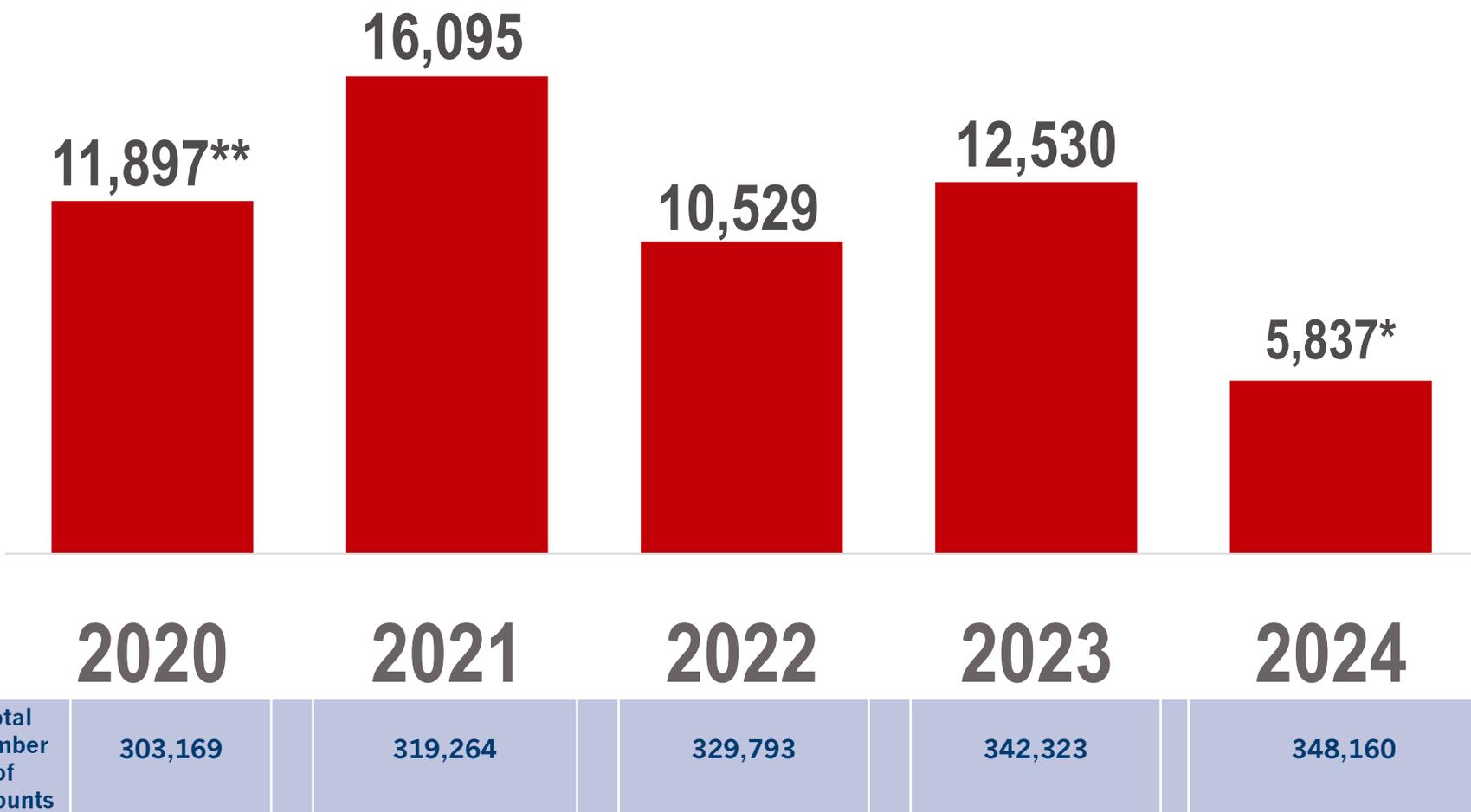
(in millions)



# Deposit Products - \$12.1 Billion



# Deposit Account Growth



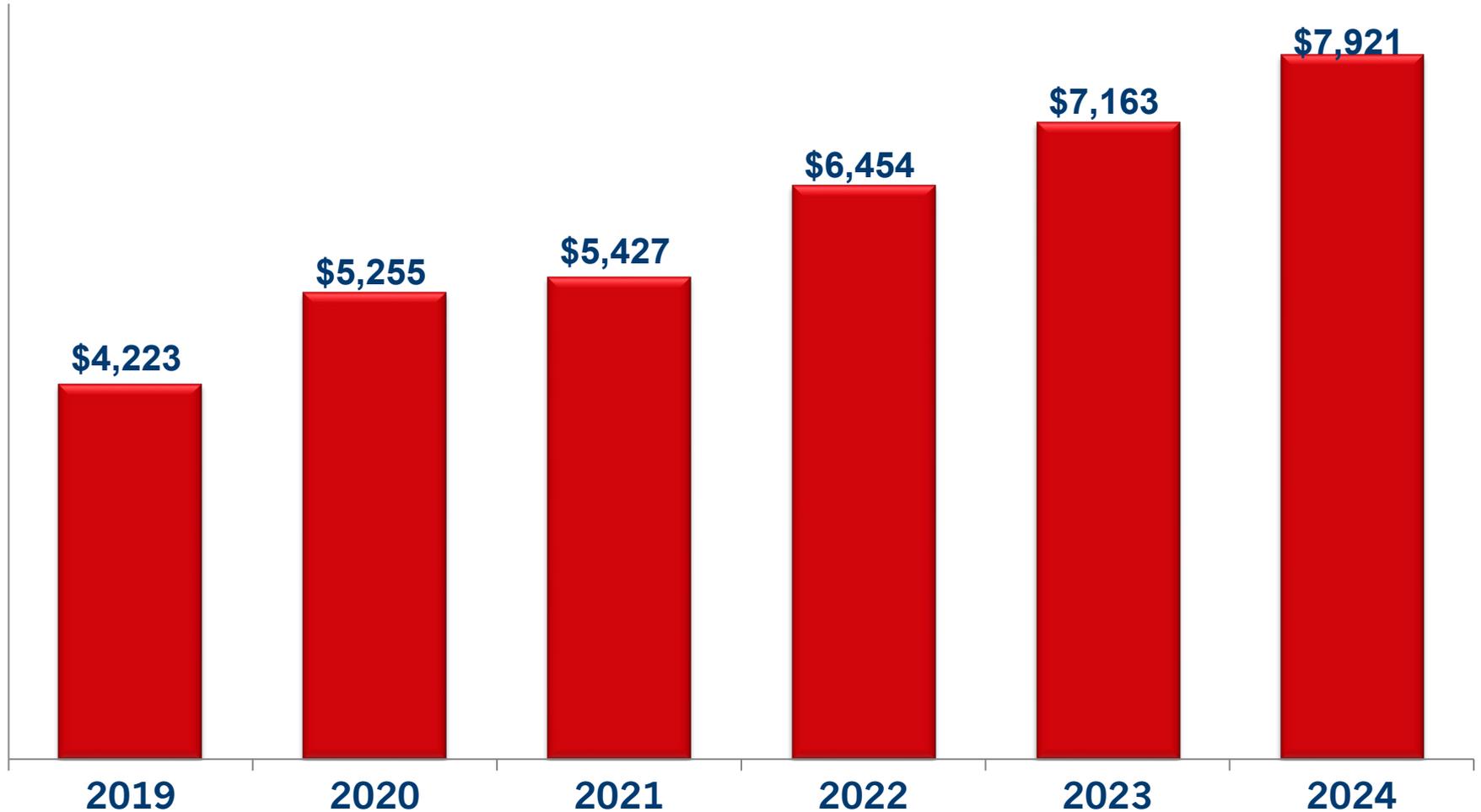
\*\* (Excluding Bryan/College Station Acquisition)

# Loan Performance



## Growth in FFIN Total Loans

(in millions)



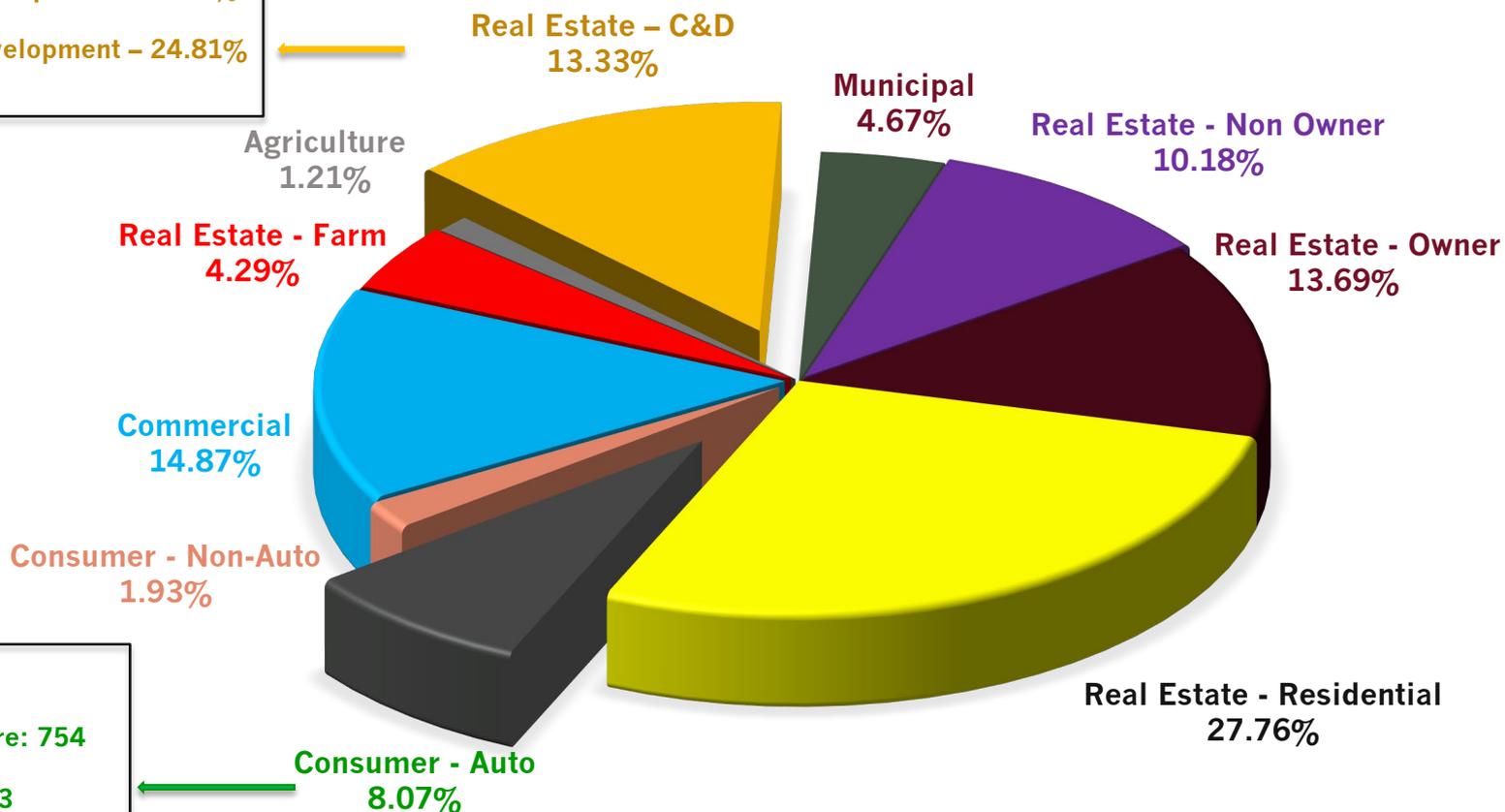
# Overview of Loan Portfolio – \$7.9 Billion



## Real Estate – C&D:

Residential Development – 75.19%

Commercial Development – 24.81%



## Consumer – Auto:

Average FICO Score: 754

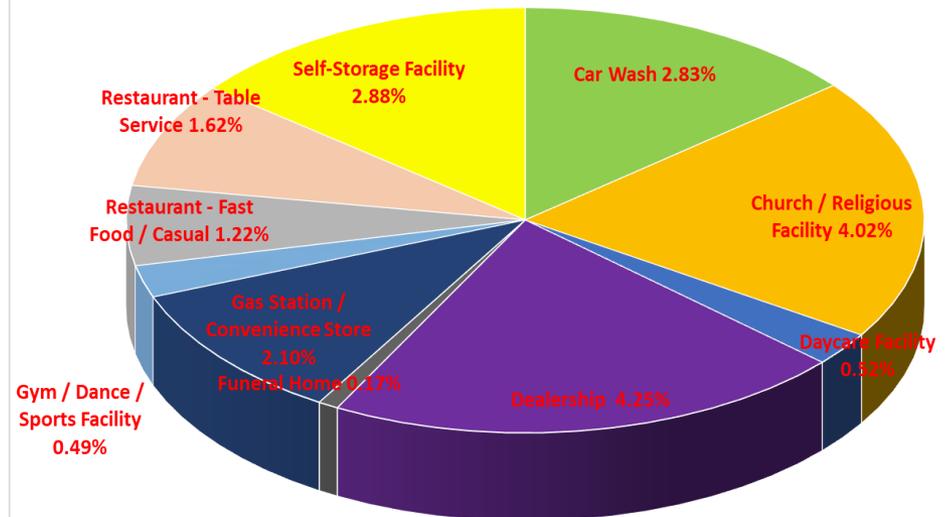
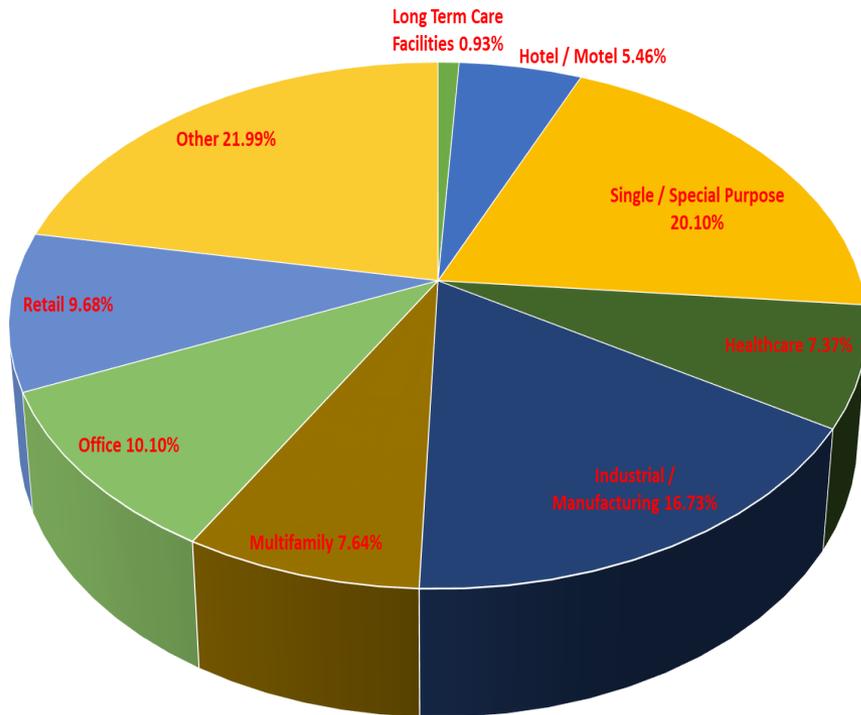
Average DTI: 28.03

Average LTV: 80.22

# Commercial R/E Overview



- ❖ Diversified mix of CRE by Property type
- ❖ Balanced portfolio across all of Texas, less than 2% of loans are located outside of the State
- ❖ Excellent credit quality, 2.2% of CRE loans are classified and less than 1.4% are non-performing (as a percentage of total CRE loans)



# Loan to Deposit Ratio



\*As of Dec. 31, 2024  
\*\*As of Sept. 30, 2024

	2019	2020	2021	2022	2023	2024
End of Period	64.0	60.6	51.4	58.6	64.3	65.1*
Peer Group	90.9	79.4	72.8	80.9	83.9	83.0**

# Sound Lending Practices



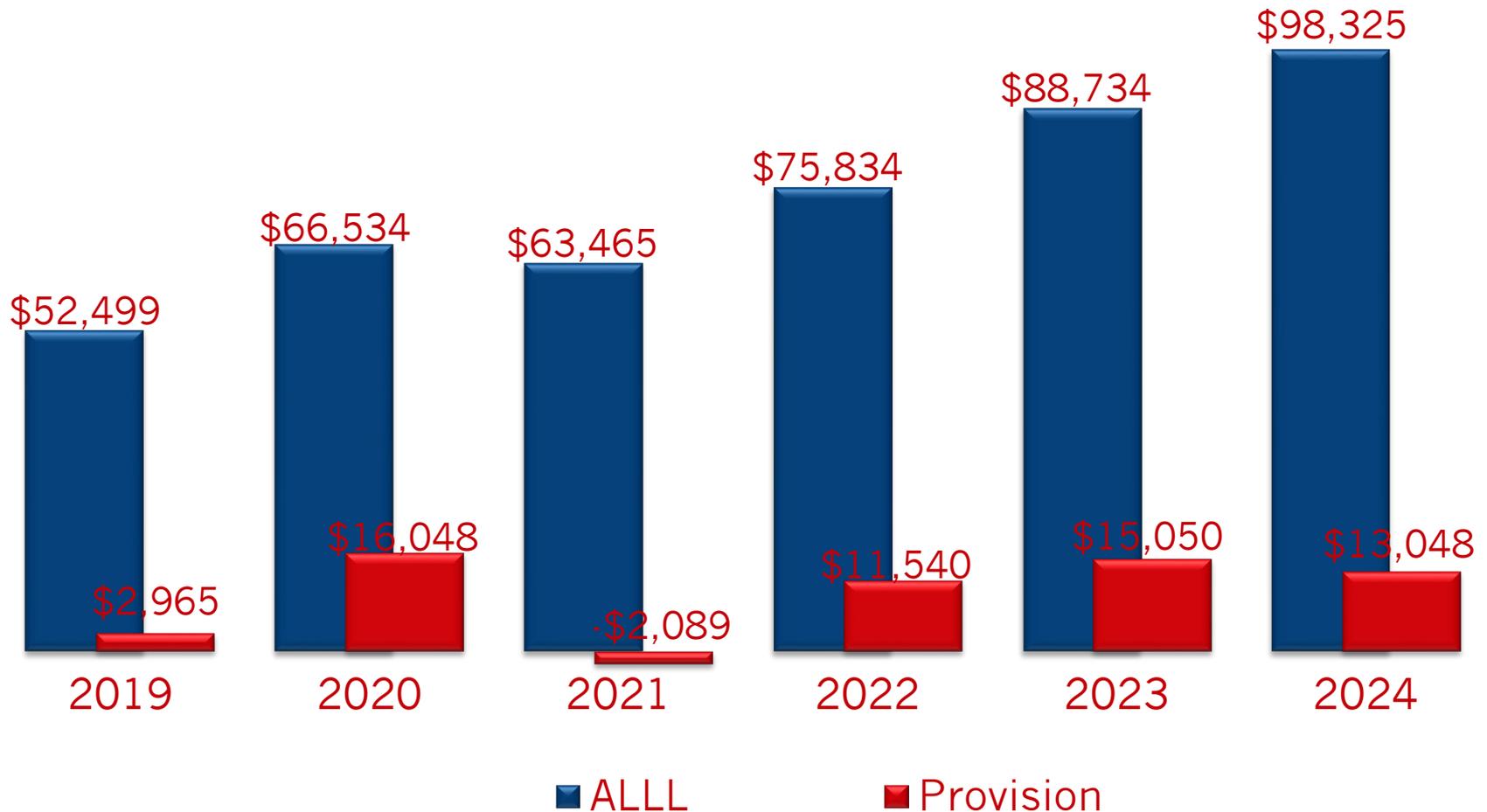
\*As of Dec. 31, 2024

\*\*As of Sept. 30, 2024

Nonperforming assets as a percentage of loans + foreclosed assets					<i>(FFIN vs. Peers)</i>	
	2019	2020	2021	2022	2023	2024
<b>First Financial</b>	<b>0.61%</b>	<b>0.83%</b>	<b>0.63%</b>	<b>0.38%</b>	<b>0.49%</b>	<b>0.80%*</b>
<b>Peer Group</b>	<b>0.78%</b>	<b>0.97%</b>	<b>0.71%</b>	<b>0.59%</b>	<b>0.75%</b>	<b>0.99%**</b>

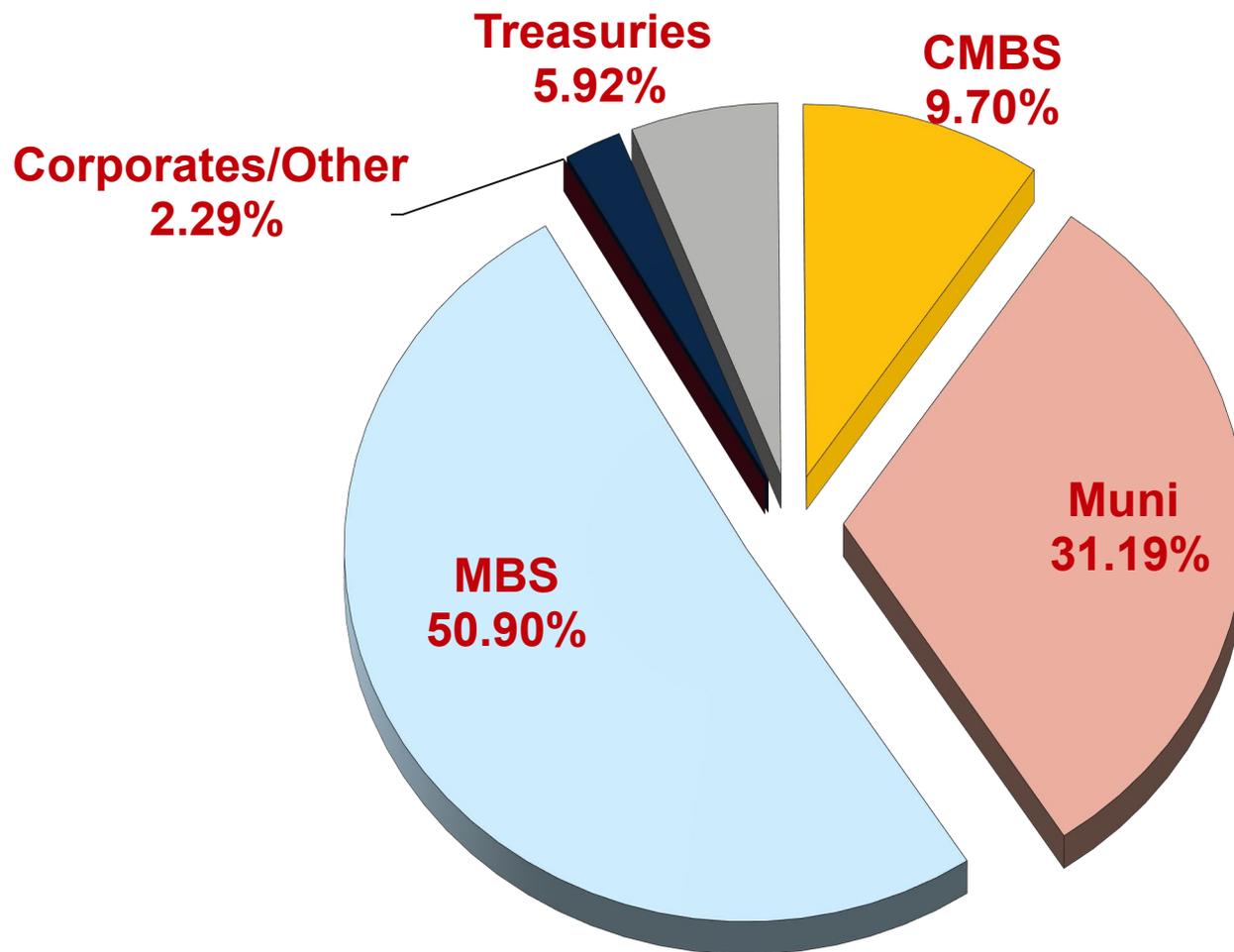
# Allowance for Credit Losses and Provision for Loan Losses\*

(in thousands)



\*Excludes reserve and provision for unfunded commitments.

# Summary of Bond Portfolio - \$4.62 Billion\*



# Growth in Trust Assets

Total Trust Assets – Book Value / Fair Value (in millions)



# Total Trust Fees



## Growth in FFTAM Fees

(in thousands)

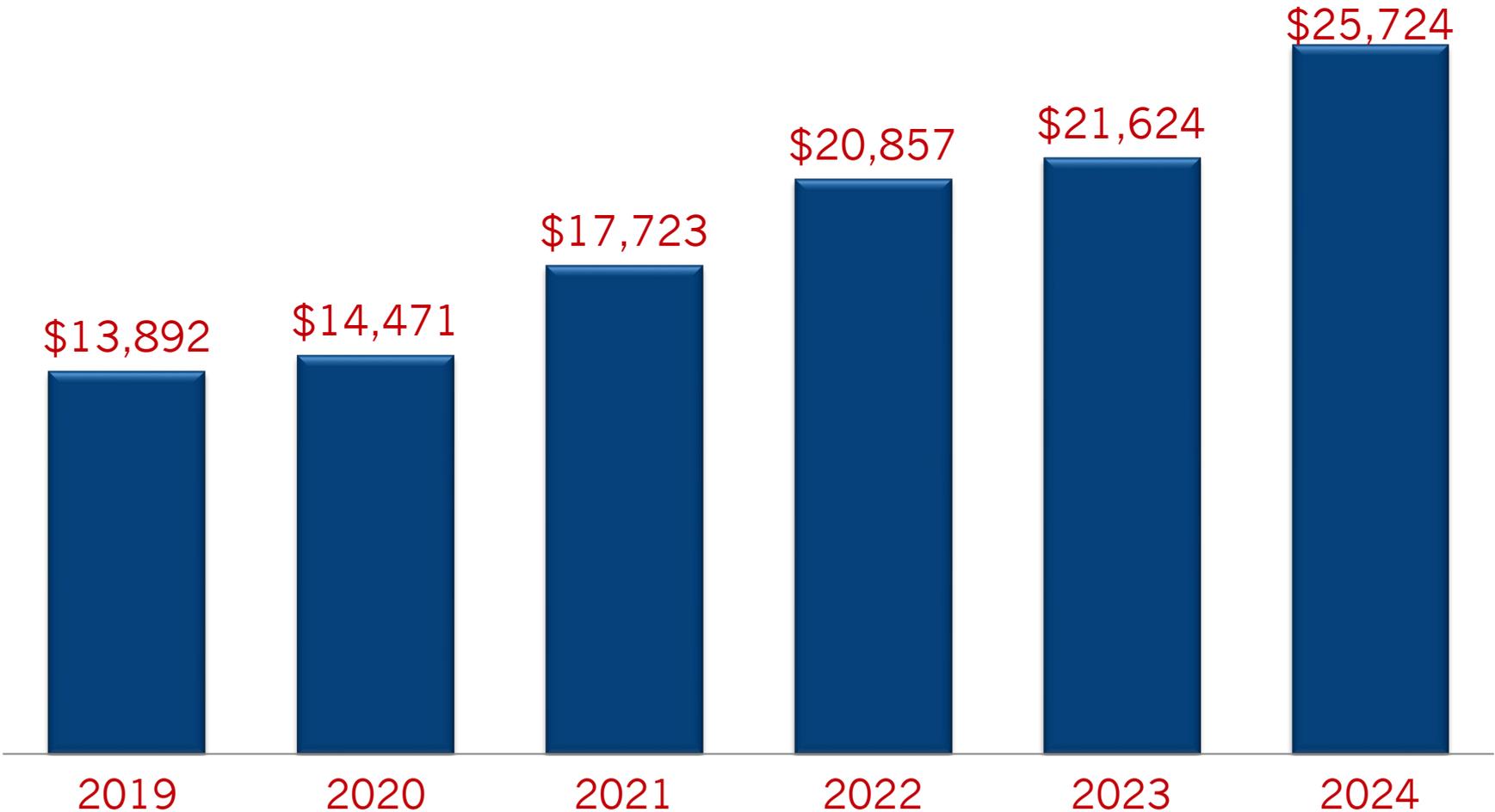


# Total Trust Net Income



## Growth in FFTAM Net Income

(in thousands)



# Strong Historical Earnings



## FFIN Earnings

(in millions)



# Strong Shareholder Earnings

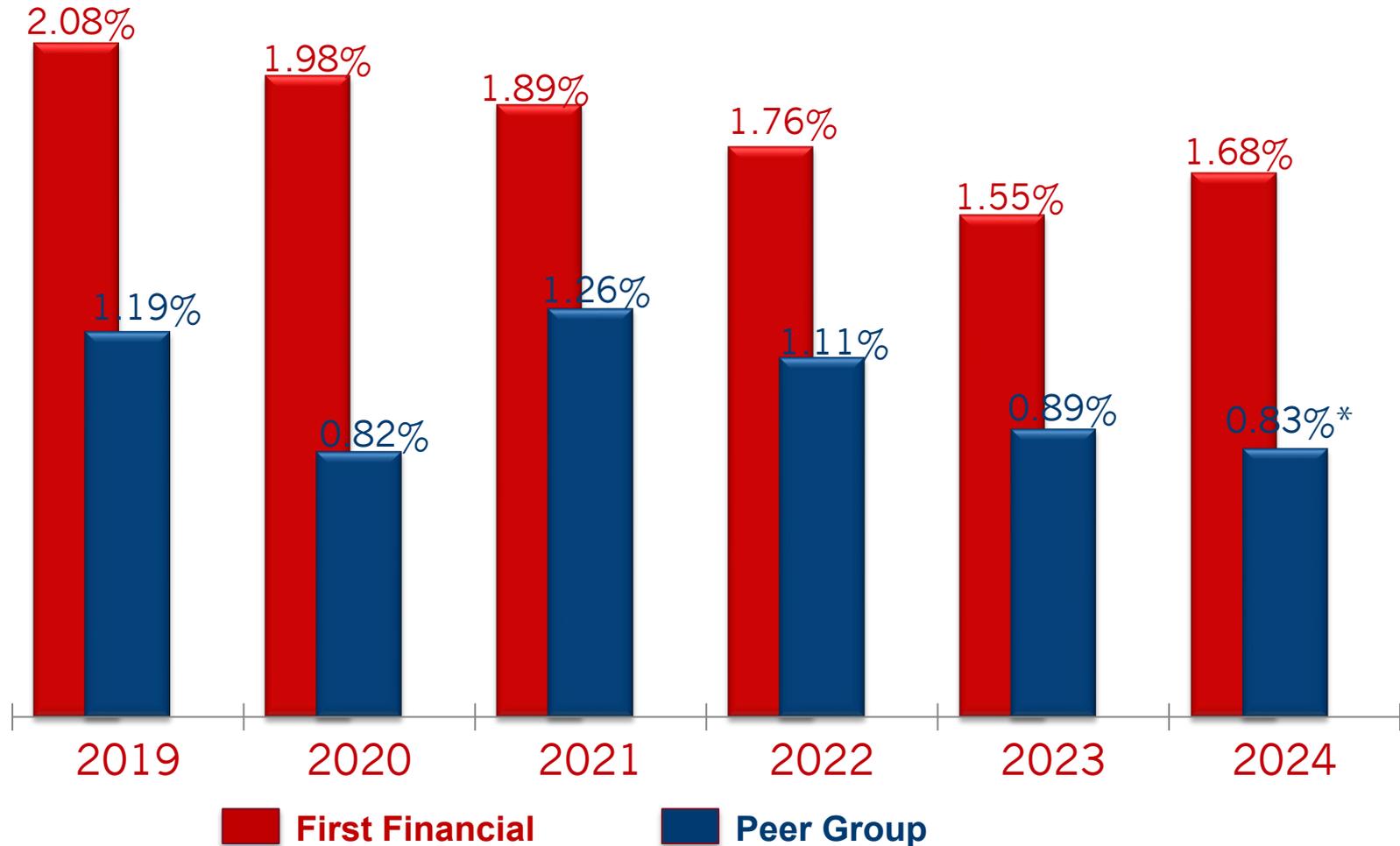


## Diluted Earnings Per Share



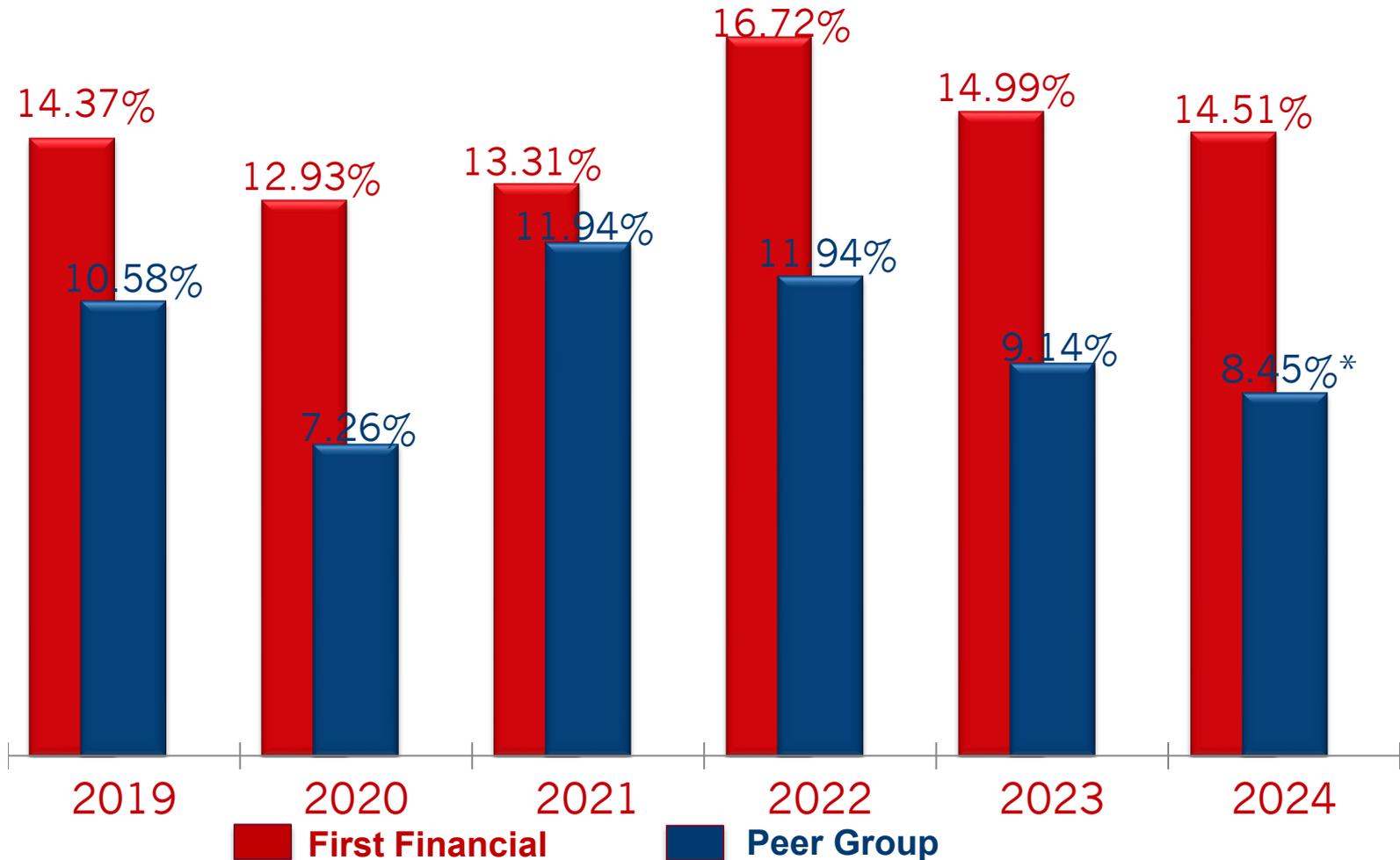
# FFIN Outperforms Peers

## Return on Average Assets



# Strong Return on Capital

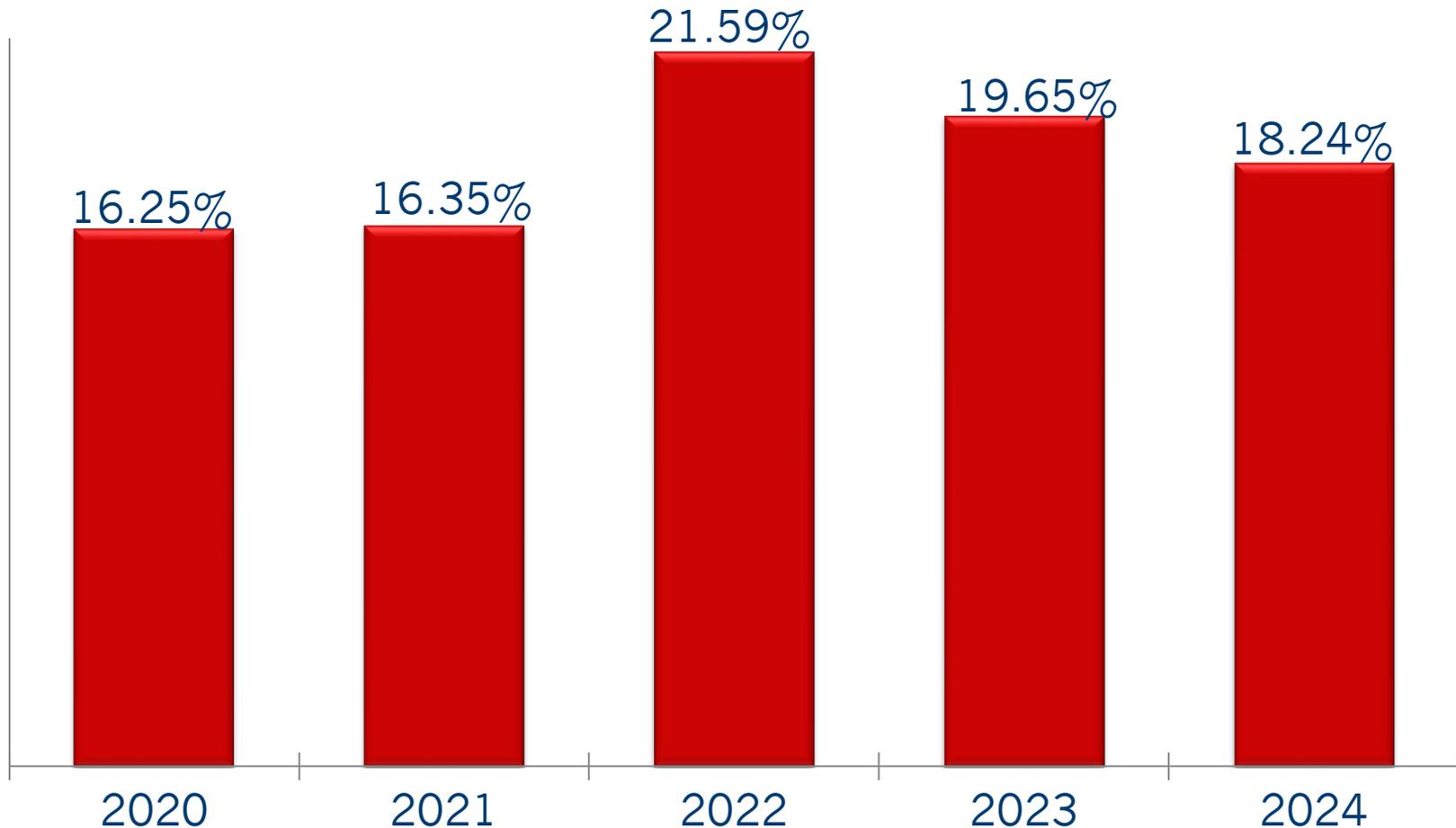
## Return on Average Equity



# Strong Return on Capital



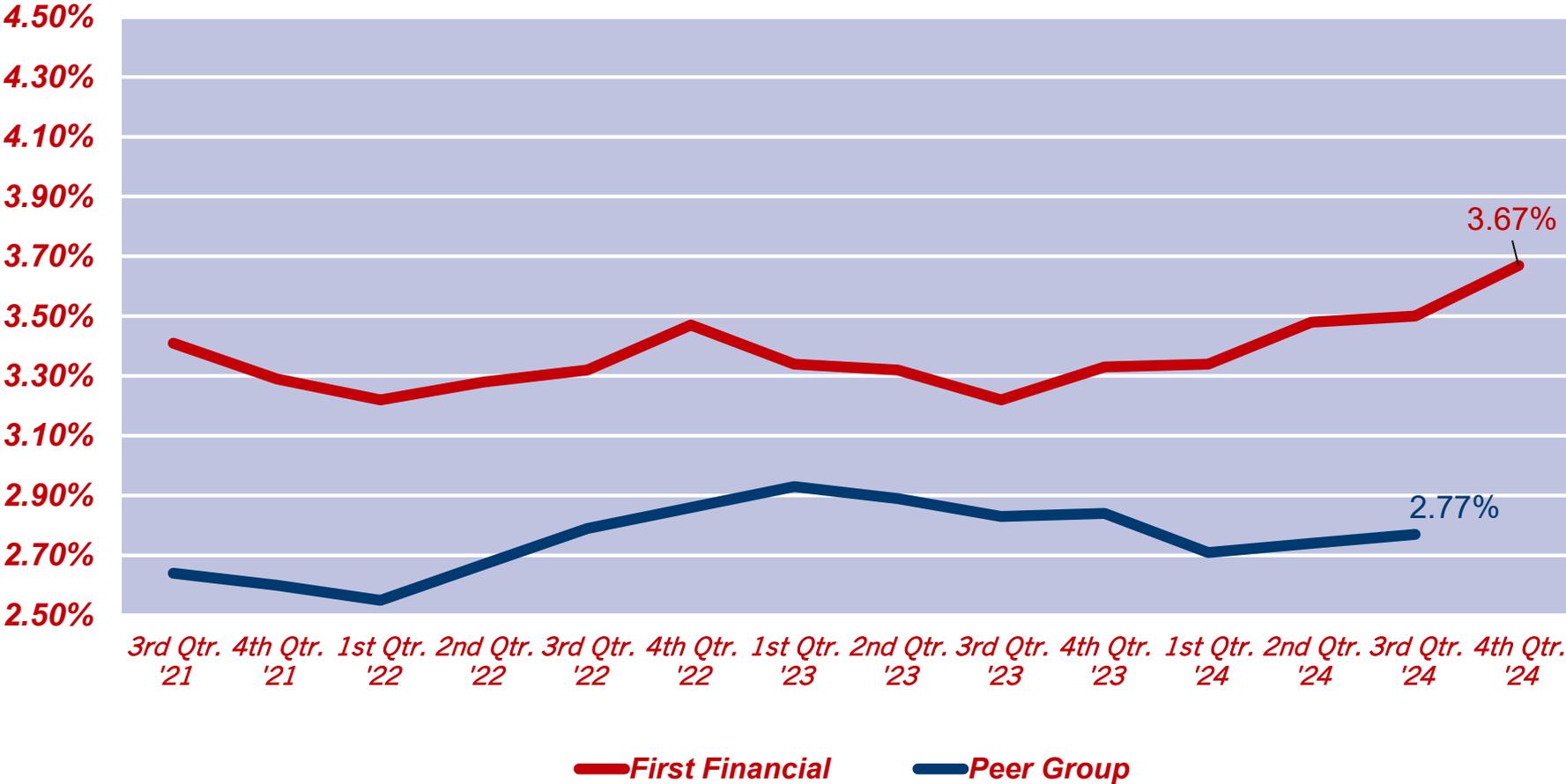
## Return on Average Tangible Equity



# Net Interest Margin



## Quarterly Interest Margin



# Uninsured/Uncollateralized Deposits



*Total Deposits - \$12.10 Billion*

## Uninsured / Uncollateralized Percentage

# 33.08%

Deposits as of December 31, 2024

## First Financial Average Account Balance: \$35 Thousand

## Coverage Ratio of Uninsured and Uncollateralized Deposits

Total Deposits	12,099,174
Less: Insured and/or Collateralized Deposits	<u>8,096,398</u>
Total Deposits – Uninsured / Uncollateralized	4,002,776
Estimated Liquidity Available for Uninsured Deposits:	
Cash & Cash Equivalents	763,413
FHLB and Fed Discount Window Availability	2,196,702
Fed Funds Lines and other lines of credit	155,000
Bonds available for pledging	2,029,969
Estimated Liquidity Available for Uninsured Deposits	5,145,084
Coverage Ratio of Uninsured and Uncollateralized Deposits	1.28%

# Working Smarter



Efficiency Ratio		<i>(FFIN vs. Peers)</i>				
	2019	2020	2021	2022	2023	2024
First Financial	48.61%	45.49%	45.84%	42.77%	47.26%	47.23%*
Peer Group	59.91%	61.85%	58.80%	57.36%	62.76%	62.99%**

\*For the twelve-months ended Dec. 31, 2024

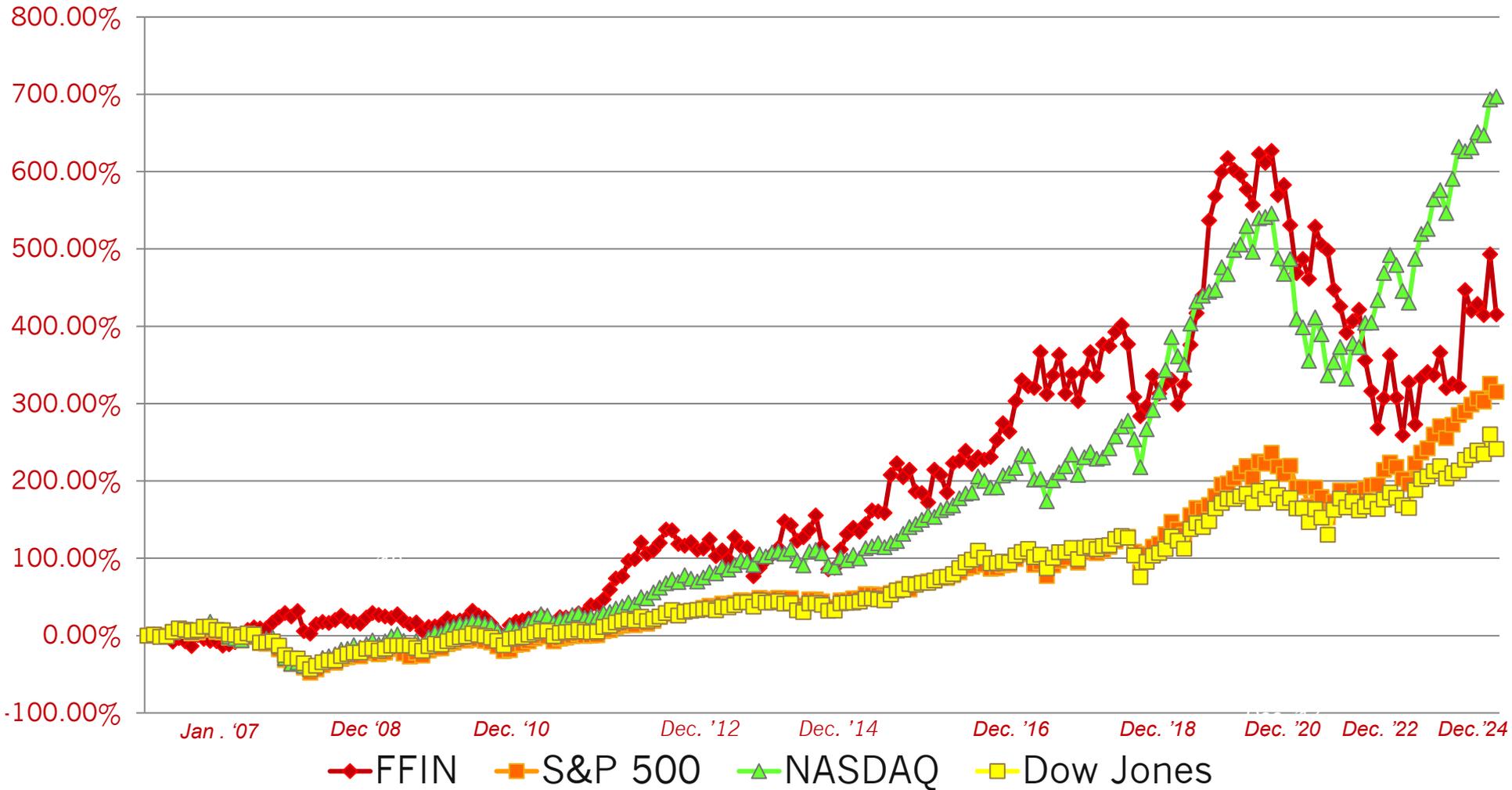
\*\*For the nine-months ended Sept. 30, 2024

# Dividends Per Share

## Annual Dividends Declared Per Share



# Strong Stock Performance



# Stock Performance

## if you bought 100 shares in 1973, you'd have...

Net Income

Period - End Mkt. Value

\$250,000,000

\$2,000,000

\$200,000,000

\$1,600,000

\$150,000,000

\$1,200,000

\$100,000,000

\$800,000

\$50,000,000

\$400,000

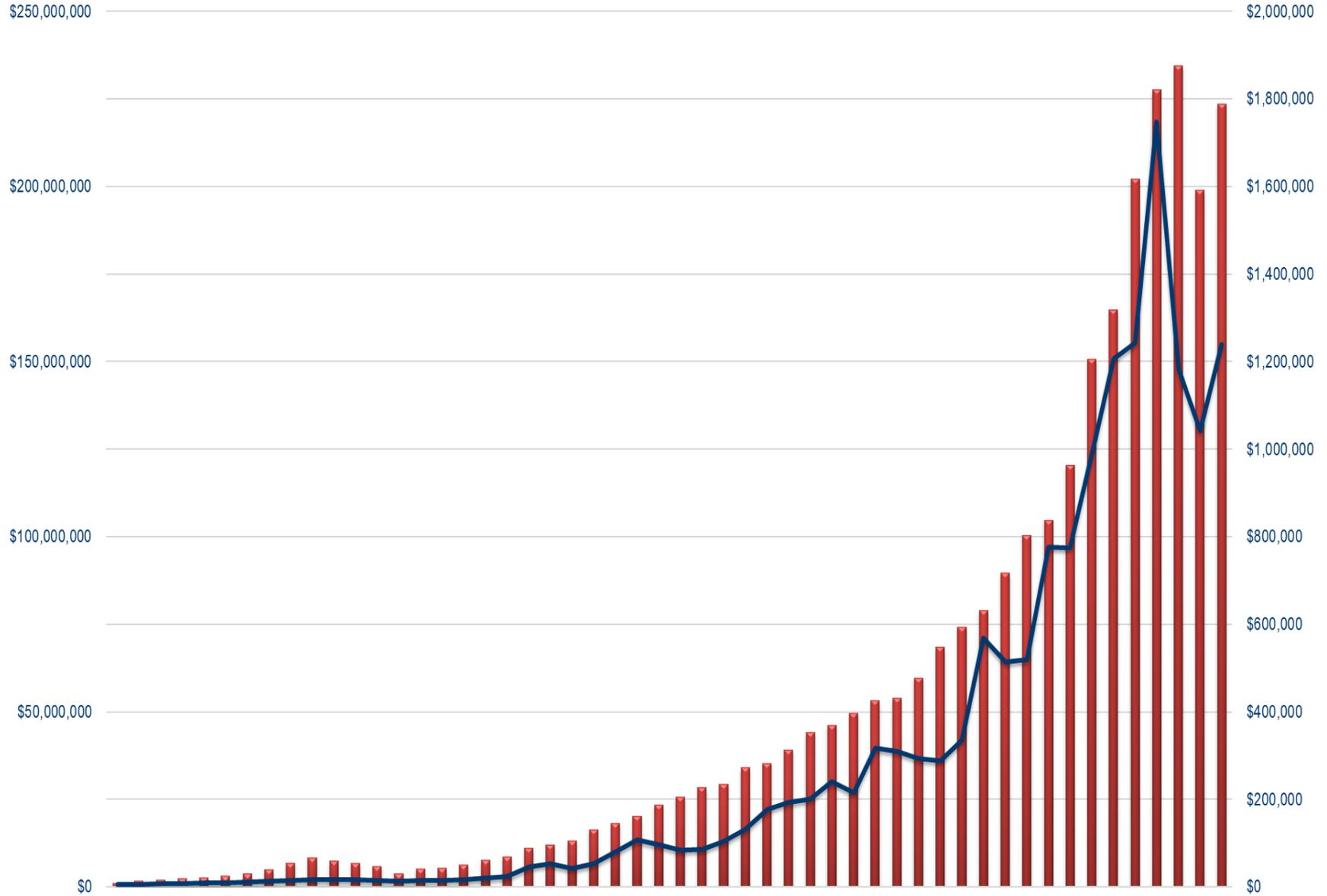
\$0

\$0

1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024

Net Income

Period- End Mkt. Value



**FIRST FINANCIAL BANKSHARES, INC.™**