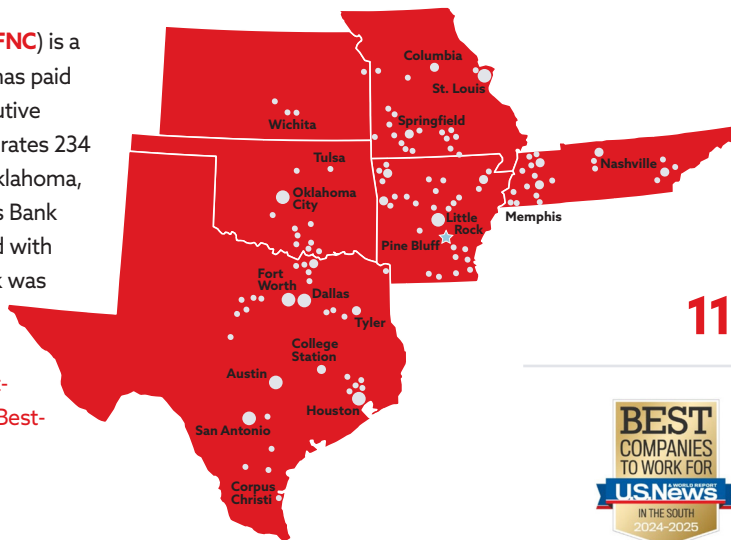




Corporate Profile

Simmons First National Corporation (NASDAQ: **SFNC**) is a Mid-South based financial holding company that has paid cash dividends to its shareholders for 115 consecutive years. Its principal subsidiary, **Simmons Bank**, operates 234 financial centers in Arkansas, Kansas, Missouri, Oklahoma, Tennessee and Texas. Founded in 1903, Simmons Bank offers comprehensive financial solutions delivered with a client-centric approach. In 2024, Simmons Bank was recognized by *U.S. News & World Report* as one of the **2024-2025 Best Companies to Work For in the South** and by *Forbes* as one of **America's Best-In-State Banks 2024** in Tennessee and **America's Best-In-State Employers 2024** in Missouri.



**\$27.3 B
ASSETS**

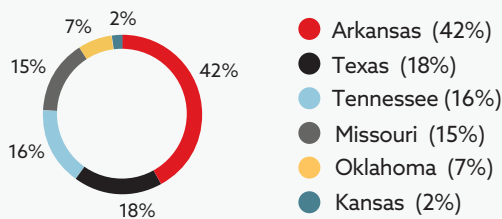


115 CONSECUTIVE YEARS
PAYING DIVIDENDS

simmonsbank.com



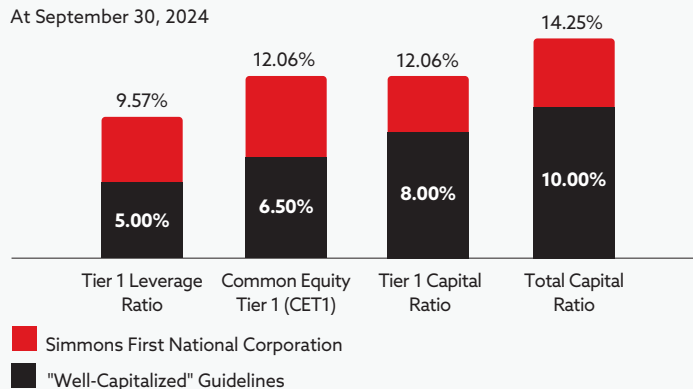
Deposits by State



Source: S&P Global Market Intelligence; FDIC Summary of Deposits (6.30.24)

Regulatory Capital Ratios

At September 30, 2024



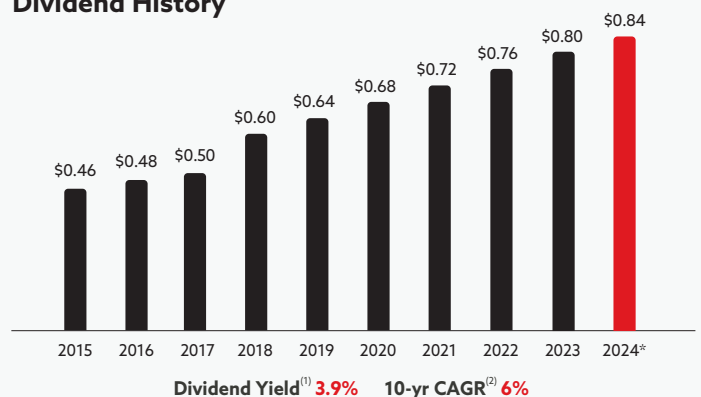
Credit Ratings

Simmons Bank

| | Moody's | Kroll | Bauer Financial |
|---------------------------|---------|-------|-----------------|
| Short-Term Deposit Rating | P-1 | K2 | - |
| Long-Term Deposit Rating | A2 | - | - |
| Deposit | - | A- | - |
| Bank Star Rating | - | - | 5 STARS |

The ratings provided by Moody's Investors Service, Kroll Bond Rating Agency and Bauer Financial are subject to review or withdrawal by the rating agency at any time and are not recommendations to buy, sell or hold these securities. Each rating should be evaluated independently of any other rating. These ratings are provided for informational purposes only and are solely the opinions of the rating agencies. For a complete listing our credit ratings, visit our Investor Relations website at www.ir.simmonsbank.com.

Dividend History



⁽¹⁾ Based on October 8, 2024, closing stock price of \$21.27.

⁽²⁾ CAGR = compound annual growth rate

* Represents the projected cash dividend rate based on the current quarterly cash dividend on the Company's Class A common stock (\$0.21*4). The future payment of dividends is not guaranteed and is subject to various factors, including approval by the Company's board of directors.

News

Best Companies to Work For in the South

Simmons Bank was recently recognized by *U.S. News & World Report*, the global authority in rankings and consumer advice, as one of the **2024-2025 Best Companies to Work For in the South**. The U.S. News Best Companies Ratings are calculated through how well companies support their employees with metrics including quality of pay and benefits, work-life balance, professional development, job and company stability, and physical and psychological comfort. This year, the rankings consisted of 549 companies across the overall best company list, 24 industry lists and four regional lists.

America's Best-In-State Employers 2024

Simmons Bank was named to *Forbes* **America's Best-In-State Employers 2024** in the state of Missouri. This prestigious award is presented by *Forbes* and Statista Inc., the leading statistics portal and industry ranking provider. America's Best-In-State Employers 2024 have been identified in an independent survey from a vast sample of over 160,000 employees working for companies employing at least 500 people within the U.S. Around 4.4 million employer evaluations were considered.


Financial Highlights

| | Three Months Ended September 30, | | | Year Ended December 31, | | | |
|--|----------------------------------|-----------|----------|-------------------------|-----------|-----------|-----------|
| | 2024 | 2023 | % Change | 2023 | 2022 | 2021 | 2020 |
| Period-End Balances (\$ in millions) | | | | | | | |
| Loans | \$ 17,336 | \$ 16,772 | 3% | \$ 16,846 | \$ 16,142 | \$ 12,013 | \$ 12,901 |
| Investment securities | 6,350 | 7,101 | (11) | 6,878 | 7,613 | 8,643 | 3,807 |
| Total assets | 27,269 | 27,564 | (1) | 27,346 | 27,461 | 24,725 | 22,360 |
| Noninterest bearing demand deposits | 4,522 | 4,991 | (9) | 4,801 | 6,017 | 5,325 | 4,482 |
| Interest bearing deposits | 17,413 | 17,240 | 1 | 17,444 | 16,531 | 14,042 | 12,505 |
| Total deposits | 21,935 | 22,231 | (1) | 22,245 | 22,548 | 19,367 | 16,987 |
| Stockholders' equity | 3,529 | 3,286 | 7 | 3,426 | 3,269 | 3,249 | 2,977 |
| Average Balances (\$ in millions) | | | | | | | |
| Loans | \$ 17,208 | \$ 16,759 | 3% | \$ 16,648 | \$ 14,420 | \$ 11,810 | \$ 14,261 |
| Investment securities | 6,444 | 7,256 | (11) | 7,305 | 8,166 | 6,856 | 2,927 |
| Total assets | 27,216 | 27,595 | (1) | 27,555 | 26,419 | 23,492 | 21,591 |
| Noninterest bearing demand deposits | 4,535 | 5,033 | (10) | 5,201 | 5,827 | 4,837 | 4,226 |
| Interest bearing deposits | 17,182 | 17,241 | - | 17,072 | 15,348 | 13,443 | 12,135 |
| Total deposits | 21,717 | 22,274 | (2) | 22,273 | 21,175 | 18,280 | 16,361 |
| Stockholders' equity | 3,505 | 3,372 | 4 | 3,359 | 3,260 | 3,072 | 2,922 |
| Capital Ratios | | | | | | | |
| Common equity tier 1 (CET1) | 12.06% | 12.02% | | 12.11% | 11.90% | 13.82% | 13.41% |
| Tier 1 capital | 12.06 | 12.02 | | 12.11 | 11.90 | 13.82 | 13.41 |
| Total capital | 14.25 | 14.27 | | 14.39 | 14.22 | 16.75 | 16.78 |
| Tier 1 leverage | 9.57 | 9.31 | | 9.39 | 9.34 | 9.08 | 9.08 |
| Common stockholders' equity to total assets | 12.94 | 11.92 | | 12.53 | 11.91 | 13.14 | 13.31 |
| Tangible common equity to tangible assets ⁽¹⁾ | 8.15 | 7.07 | | 7.69 | 7.00 | 8.51 | 8.45 |
| Credit Quality | | | | | | | |
| Net charge-offs to average total loans | 0.22% | 0.28% | | 0.12% | 0.09% | 0.13% | 0.45% |
| Nonperforming loans to total loans | 0.59 | 0.49 | | 0.50 | 0.37 | 0.57 | 0.96 |
| Nonperforming assets to total assets | 0.38 | 0.32 | | 0.33 | 0.23 | 0.31 | 0.64 |
| Allowance to total loans | 1.35 | 1.30 | | 1.34 | 1.22 | 1.71 | 1.85 |
| Allowance to nonperforming loans | 229 | 267 | | 267 | 334 | 300 | 193 |
| Other Data | | | | | | | |
| Book value per share | \$ 28.11 | \$ 26.26 | | \$ 27.37 | \$ 25.73 | \$ 28.82 | \$ 27.53 |
| Tangible book value per share ⁽¹⁾ | 16.78 | 14.77 | | 15.92 | 14.33 | 17.71 | 16.56 |
| Cash dividend declared per common share | 0.21 | 0.20 | | 0.80 | 0.76 | 0.72 | 0.68 |
| Dividend yield | 3.9% | 4.7% | | 4.0% | 3.5% | 2.4% | 3.1% |
| Net interest margin (FTE) | 2.74 | 2.61 | | 2.78 | 3.17 | 2.89 | 3.38 |
| Loan to deposit ratio | 79.03 | 75.44 | | 75.73 | 71.59 | 62.03 | 75.95 |
| Shares outstanding (in thousands) | 125,555 | 125,133 | | 125,184 | 127,047 | 112,715 | 108,078 |
| Number of financial centers | 234 | 232 | | 234 | 230 | 199 | 204 |
| Number of associates (full time equivalent) | 2,972 | 3,005 | | 3,007 | 3,236 | 2,877 | 2,827 |

⁽¹⁾ Non-GAAP financial measure that Simmons First National Corporation ("Simmons," "Company," "we," or "our") believes aids in understanding certain areas of our performance. The calculation of these measures is included in the "Reconciliation of Non-GAAP Financial Measures" section of the Appendix. The calculation of these measures for the three months ended September 30, 2024 and 2023, is also included in the section titled "Reconciliation of Non-GAAP Financial Measures" of our Third Quarter 2024 earnings release which was published on October 18, 2024, and is available at simmonsbank.com. The calculation of these measures for the years ended December 31, 2023, 2022 and 2021, is also included in the section titled "GAAP Reconciliation of Non-GAAP Financial Measures" of our Form 10-K for the year ended December 31, 2023, and for the year ended December 31, 2020, is also included in the section titled "GAAP Reconciliation of Non-GAAP Financial Measures" of our Form 10-K for the year ended December 31, 2022.

FTE - fully taxable equivalent




Forward-Looking Statements: This document contains statements related to dividends that are not based on historical facts and constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. By nature, such forward-looking statements are based on various assumptions and involve inherent risks and uncertainties that could cause actual results to differ materially from those expressed in or implied by the forward-looking statements. Among other risks, there can be no guarantee that the board of directors of Simmons will approve a quarterly dividend in future quarters, and the timing, payment, and amount of future dividends (if any) may differ significantly from past dividends. Additional information on other risk factors that could affect the forward-looking statements is contained in the Company's Form 10-K for the year ended December 31, 2023, which has been filed with, and is available from, the U.S. Securities and Exchange Commission. Any forward-looking statement speaks only as of the date of this document, and the Company undertakes no obligation to update these forward-looking statements to reflect events or circumstances that occur after the date of this document.

Simmons First National Corporation files annual, quarterly and special reports, proxy statements and other information with the SEC. These documents provide more information regarding the information contained in this Fact Sheet. Investors may read and copy reports, proxy statements and other information filed by Simmons First National Corporation at the SEC's public reference rooms at 100 F Street N.E., Washington D.C. 20549. Simmons First National Corporation's reports, proxy statements and other information are also available from commercial document retrieval services, www.simmonsbank.com and at the SEC's website located at www.sec.gov.

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APPENDIX
Reconciliation of Non-GAAP Financial Measures

\$ in thousands, except per share data

| | | Three Months Ended September 30, | | Year Ended December 31, | | | |
|---|---|----------------------------------|--------------|-------------------------|--------------|--------------|--------------|
| | | 2024 | 2023 | 2023 | 2022 | 2021 | 2020 |
| Selected Data (GAAP) | | | | | | | |
| Total assets | A | \$27,269,404 | \$27,564,325 | \$27,345,674 | \$27,461,061 | \$24,724,759 | \$22,359,752 |
| Common stockholders' equity | B | 3,528,833 | 3,285,555 | 3,426,488 | 3,269,362 | 3,248,841 | 2,975,889 |
| Intangible assets | C | 1,421,892 | 1,437,459 | 1,433,444 | 1,448,549 | 1,252,242 | 1,186,415 |
| Common shares outstanding | D | 125,554,598 | 125,133,281 | 125,184,119 | 127,046,654 | 112,715,444 | 108,077,662 |
| Metrics | | | | | | | |
| Common stockholders' equity to total assets (B/A) | | 12.94% | 11.92% | 12.53% | 11.91% | 13.14% | 13.31% |
| Tangible common equity to tangible assets (B-C)/(A-C) | | 8.15 | 7.07 | 7.69 | 7.00 | 8.51 | 8.45 |
| Book value per share (B/D) | | \$28.11 | \$26.26 | \$27.37 | \$25.73 | \$28.82 | \$27.53 |
| Tangible book value per share (B-C)/D | | 16.78 | 14.77 | 15.92 | 14.33 | 17.71 | 16.56 |