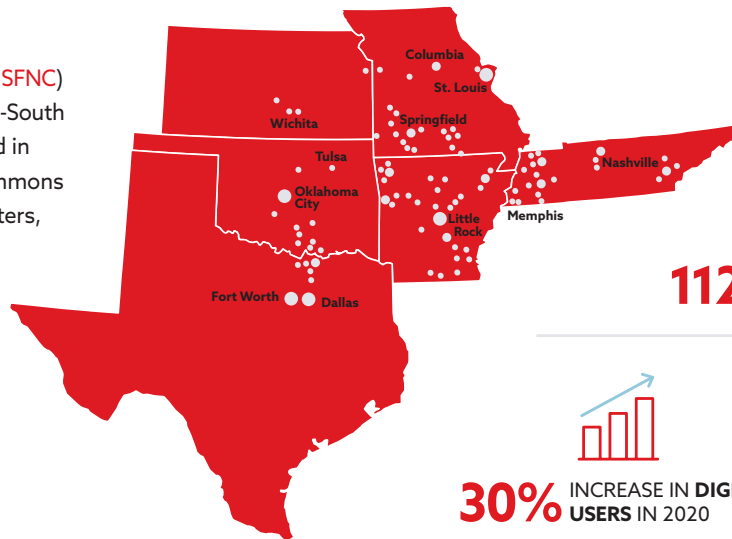




### Corporate Profile

**Simmons First National Corporation** (NASDAQ: SFNC) is a \$23.3 billion asset (as of March 31, 2021) Mid-South based financial holding company headquartered in Pine Bluff, Arkansas. Its principal subsidiary, Simmons Bank, operates approximately 198 financial centers, including 68 in Arkansas, 48 in Missouri, 33 in Tennessee, 23 in Texas, 20 in Oklahoma and 6 in Kansas. Founded in 1903, Simmons Bank offers comprehensive financial solutions delivered with a client-centric approach.

[simmonsbank.com](http://simmonsbank.com)



**\$23.3 B**  
IN ASSETS  
AS OF 3.31.2021



**112** CONSECUTIVE YEARS  
PAYING DIVIDENDS

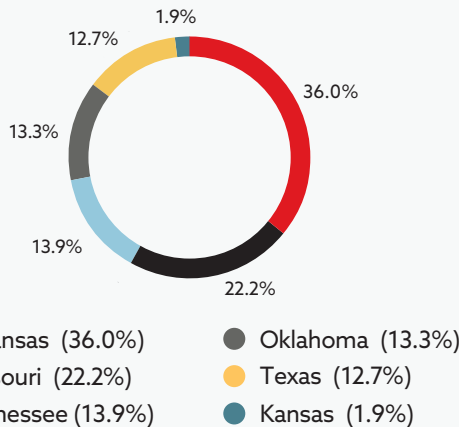


**30%** INCREASE IN DIGITAL  
USERS IN 2020

**4.8 out of 5** star  
rating on IOS  
app store

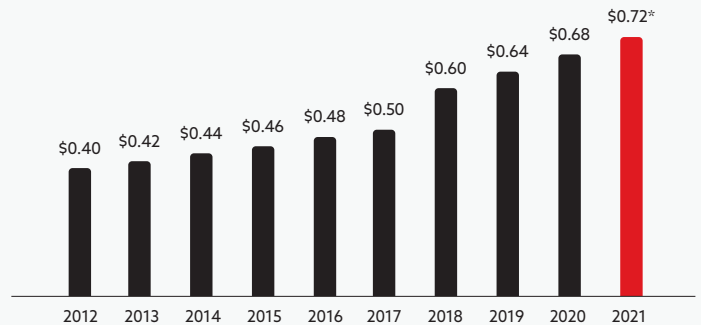


### Deposits by State



Source: S&P Global Market Intelligence; FDIC Summary of Deposits (6.30.2020)

### Dividend History



Dividend Yield<sup>(1)</sup> 2.5% 5-yr CAGR<sup>(2)</sup> 8%

\* Represents the annualized cash dividend rate based on the current quarterly cash dividend on the Company's Class A common stock (\$0.18 \*4). The future payment of dividends is not guaranteed and is subject to various factors, including approval by the Company's board of directors.

<sup>(1)</sup> Based on April 13, 2021 closing stock price of \$28.95.

<sup>(2)</sup> CAGR = compound annual growth rate

### News

Simmons Bank was named to *Forbes* magazine's list of "World's Best Banks" for the second consecutive year. The recognition is based on surveys conducted by *Forbes* and Statista that evaluated feedback from 43,000 banking customers across 28 countries. Questions targeted topics such as trust, terms, customer service, digital service and financial advice.

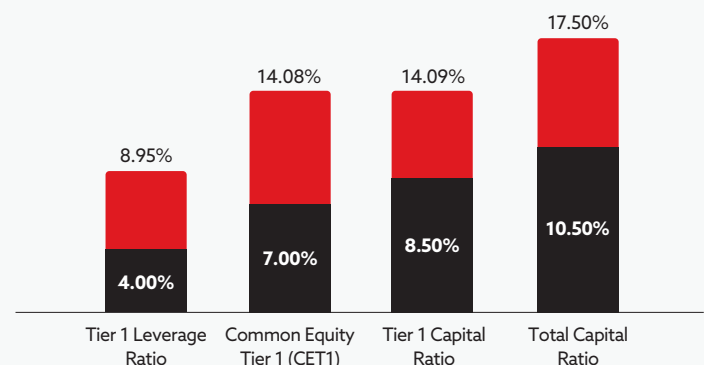


Simmons Bank was named to *Forbes* magazine's list of "America's Best Banks" for 2021, ranking in the top 30 banks in the U.S. *Forbes'* ratings are based on 10 metrics, including return on average tangible common equity, return on average assets, net interest margin, efficiency ratio and net charge-offs as a percentage of total loans.



### Capital Ratios

At March 31, 2021



■ Simmons First National Corporation

■ Minimum Regulatory Threshold + Capital Conservation Buffer


**Financial Highlights**

|  | Three Months Ended March 31, |          |          | Year Ended December 31, |          |          |          |
|--|------------------------------|----------|----------|-------------------------|----------|----------|----------|
|  | 2021                         | 2020     | % Change | 2020                    | 2019     | 2018     | 2017     |
| <b>Key Performance Ratios</b>  |                              |          |          |                         |          |          |          |
| Return on average assets (ROA)   | 1.20%                        | 1.48%    |          | 1.18%                   | 1.33%    | 1.37%    | 0.92%    |
| Return on average common equity (ROE)                                  | 9.20                         | 10.83    |          | 8.72                    | 9.93     | 10.00    | 6.68     |
| Return on average tangible common equity (ROTE) <sup>(1)</sup>         | 15.85                        | 19.00    |          | 15.25                   | 17.99    | 18.44    | 11.26    |
| Net interest margin (FTE)  | 2.99                         | 3.68     |          | 3.38                    | 3.85     | 3.99     | 4.08     |
| Efficiency ratio <sup>(1)</sup>  | 57.77                        | 57.79    |          | 54.66                   | 50.33    | 52.85    | 55.26    |
| <b>Share Data</b>  |                              |          |          |                         |          |          |          |
| Earnings per share - diluted   | \$ 0.62                      | \$ 0.68  | (9)%     | \$ 2.31                 | \$ 2.41  | \$ 2.32  | \$ 1.33  |
| Cash dividends declared per common share                               | 0.18                         | 0.17     | 6        | 0.68                    | 0.64     | 0.60     | 0.50     |
| Book value per share   | 27.04                        | 26.11    | 4        | 27.53                   | 26.30    | 24.33    | 22.65    |
| Tangible book value per share <sup>(1)</sup>                           | 16.13                        | 15.22    | 6        | 16.56                   | 15.89    | 14.18    | 12.34    |
| Common shares outstanding (in thousands)                               | 108,346                      | 108,966  | (1)      | 108,078                 | 113,629  | 92,348   | 92,029   |
| <b>Balance Sheet (\$ in millions)</b>                                  |                              |          |          |                         |          |          |          |
| Loans  | \$12,196                     | \$14,374 | (15)%    | \$12,901                | \$14,426 | \$11,723 | \$10,780 |
| Investment securities  | 5,138                        | 2,521    | 104      | 3,807                   | 3,329    | 2,286    | 1,839    |
| Total assets   | 23,348                       | 20,841   | 12       | 22,360                  | 21,259   | 16,543   | 15,056   |
| Noninterest bearing demand deposits                                    | 4,884                        | 3,572    | 37       | 4,482                   | 3,741    | 2,673    | 2,665    |
| Interest bearing deposits  | 13,305                       | 11,988   | 11       | 12,505                  | 12,368   | 9,726    | 8,428    |
| Total deposits   | 18,189                       | 15,560   | 17       | 16,987                  | 16,109   | 12,399   | 11,093   |
| Stockholders' equity   | 2,931                        | 2,845    | 3        | 2,977                   | 2,989    | 2,246    | 2,085    |
| <b>Capital Ratios</b>  |                              |          |          |                         |          |          |          |
| Common equity tier 1 ratio (CET1)                                      | 14.08%                       | 11.10%   |          | 13.41%                  | 10.92%   | 10.22%   | 9.80%    |
| Tier 1 capital ratio   | 14.09                        | 11.10    |          | 13.41                   | 10.92    | 10.22    | 9.80     |
| Total capital ratio  | 17.50                        | 14.13    |          | 16.78                   | 13.73    | 13.35    | 11.35    |
| Tier 1 leverage ratio  | 8.95                         | 8.96     |          | 9.08                    | 9.59     | 8.78     | 9.21     |
| Common stockholders' equity to total assets                            | 12.55                        | 13.65    |          | 13.31                   | 14.06    | 13.58    | 13.85    |
| Tangible common stockholders' equity to tangible assets <sup>(1)</sup> | 7.88                         | 8.44     |          | 8.45                    | 8.99     | 8.39     | 8.05     |
| <b>Credit Quality</b>  |                              |          |          |                         |          |          |          |
| Net charge-offs to average total loans                                 | 0.10%                        | 0.07%    |          | 0.45%                   | 0.24%    | 0.21%    | 0.31%    |
| Nonperforming loans to total loans                                     | 0.95                         | 1.09     |          | 0.96                    | 0.65     | 0.48     | 0.67     |
| Nonperforming assets to total assets                                   | 0.55                         | 0.86     |          | 0.64                    | 0.54     | 0.50     | 0.70     |
| Allowance to total loans   | 1.93                         | 1.69     |          | 1.85                    | 0.47     | 0.48     | 0.39     |
| Allowance to nonperforming loans                                       | 204                          | 155      |          | 193                     | 72       | 101      | 58       |
| <b>Market Performance SFNC (NASDAQ)</b>                                |                              |          |          |                         |          |          |          |
| Market close price per share: High                                     | \$32.71                      | \$27.61  | 18%      | \$26.87                 | \$27.61  | \$33.35  | \$31.50  |
| Market close price per share: Low                                      | 21.65                        | 23.31    | (7)      | 14.51                   | 22.38    | 22.73    | 25.04    |
| Market close price per share: Close                                    | 29.67                        | 24.48    | 21       | 21.59                   | 26.79    | 24.13    | 28.55    |
| Market capitalization (\$ in millions)                                 | 3,215                        | 2,667    | 21       | 2,333                   | 3,044    | 2,228    | 2,627    |
| Average daily trading volume (shares in thousands)                     | 631                          | 427      | 48       | 609                     | 482      | 386      | 385      |

<sup>(1)</sup> Non-GAAP financial measure that we believe aids in understanding certain areas of our performance. The calculation of these measures is included on the page titled "Reconciliation of Non-GAAP Financial Measures" beginning on page 9 of Simmons First National Corporation's 1Q 2021 earnings release and in the "GAAP Reconciliation of Non-GAAP Financial Measures" in our 2020 Form 10-K.

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, 2020, 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](http://www.simmonsbank.com) and at the SEC's website located at [www.sec.gov](http://www.sec.gov).

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