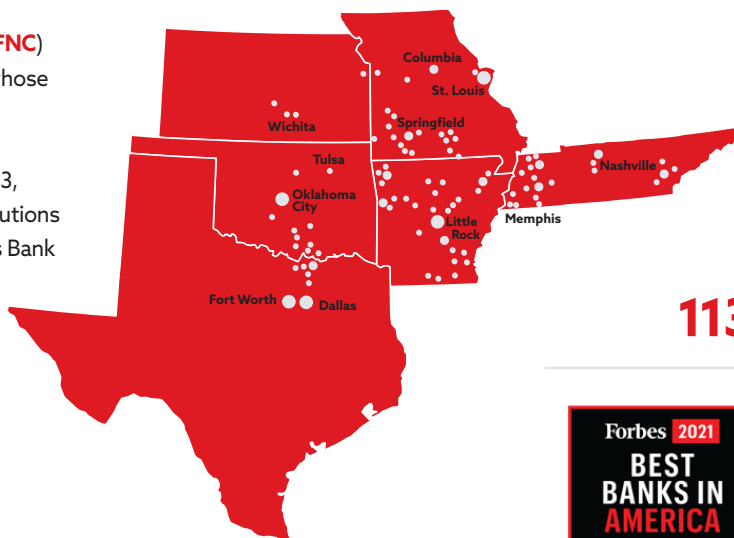




Corporate Profile

Simmons First National Corporation (NASDAQ: **SFNC**) is a Mid-South based financial holding company whose principal subsidiary, Simmons Bank, operates 199 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. Simmons Bank was named to Forbes' list of "World's Best Banks" for the second consecutive year and ranked among the top 30 banks in Forbes' list of "America's Best Banks" for 2021.



\$24.7 B
ASSETS



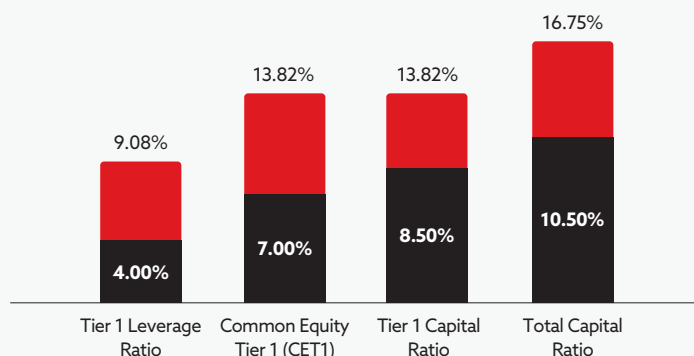
113 CONSECUTIVE YEARS
PAYING DIVIDENDS

simmonsbank.com



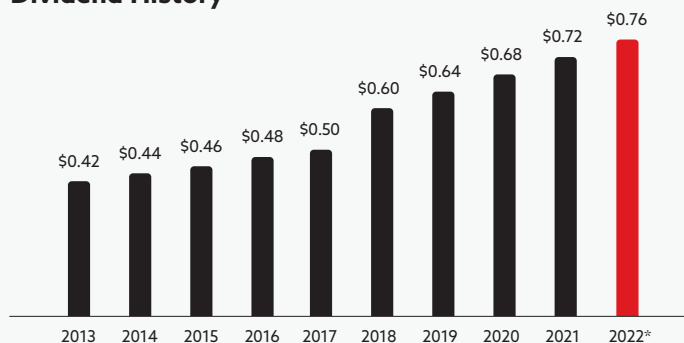
Strong Capital Position

At December 31, 2021



■ Simmons First National Corporation
■ Minimum Regulatory Threshold + Capital Conservation Buffer

Dividend History



Dividend Yield⁽¹⁾ **2.7%** 10-yr CAGR⁽²⁾ **6%**

* Represents the projected annualized cash dividend rate based on the current quarterly cash dividend on the Company's Class A common stock (\$0.19 *4). The future payment of dividends is not guaranteed and is subject to various factors, including approval by the Company's board of directors.

⁽¹⁾ Based on January 28, 2022, closing stock price of \$28.45.

⁽²⁾ CAGR = compound annual growth rate

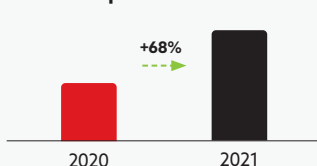
News

Simmons Bank announced "game-changing" support for female student-athletes with a multi-university sponsorship of women's athletics whereby it will be the presenting sponsor of women's athletics at 10 major universities across the Simmons' footprint. Believed to be the first-of-its-kind corporate sponsorship across multiple schools and encompassing every team within each university's women's athletic program, the signature sports marketing platform is designed to support women's athletic programs, while serving as an incubator for developing women leaders in the corporate world.

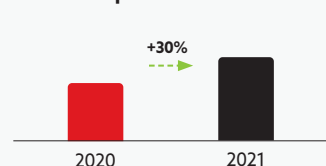


Digital Banking

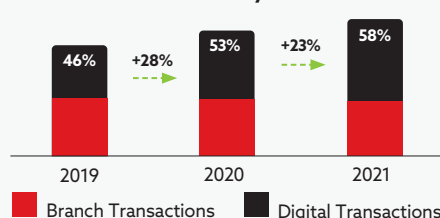
Mobile Deposit Dollars



Mobile Deposit Transactions



Customer Transactions by Channel



NOTE: Data contained in the Corporate Profile section above is as of December 31, 2021, except for the number of Consecutive Years Paying Dividends, which is as of January 27, 2022.



Financial Highlights

Key Performance Ratios

	Year Ended December 31,			Year Ended December 31,			
	2021	2020	% Change	2019	2018	2017	2016
Return on average assets	1.15%	1.18%		1.33%	1.37%	0.92%	1.25%
Core return on average assets ⁽¹⁾	1.18	1.22		1.51	1.40	1.18	1.31
Return on average common equity	8.83	8.72		9.93	10.00	6.68	8.75
Core return on average common equity ⁽¹⁾	9.06	9.05		11.25	10.21	8.56	9.17
Return on average tangible common equity ⁽¹⁾	14.99	15.25		17.99	18.44	11.26	13.92
Core return on average tangible common equity ⁽¹⁾	15.38	15.79		20.31	18.81	14.28	14.56
Net interest margin (FTE)	2.89	3.38		3.85	3.99	4.08	4.19
Efficiency ⁽¹⁾	57.92	54.18		50.33	52.85	55.26	56.24

Share Data

Earnings per share - diluted	\$ 2.46	\$ 2.31	6%	\$ 2.41	\$ 2.32	\$ 1.33	\$ 1.56
Core earnings per share - diluted ⁽¹⁾	2.53	2.40	5	2.73	2.37	1.70	1.64
Cash dividends declared per common share	0.72	0.68	6	0.64	0.60	0.50	0.48
Book value per share	28.82	27.53	5	26.30	24.33	22.65	18.40
Tangible book value per share ⁽¹⁾	17.71	16.56	7	15.89	14.18	12.34	11.98
Average diluted shares outstanding (in thousands)	110,198	110,174	-	98,797	92,830	69,853	61,927

Balance Sheet (\$ in millions)

Loans	\$12,013	\$12,901	(7)%	\$14,426	\$11,723	\$10,780	\$5,634
Investment securities	8,643	3,807	127	3,329	2,441	1,958	1,619
Total assets	24,725	22,360	11	21,259	16,543	15,056	8,400
Noninterest bearing deposits	5,325	4,482	19	3,741	2,673	2,665	1,492
Interest bearing deposits	14,041	12,505	12	12,368	9,726	8,428	5,243
Total deposits	19,367	16,987	14	16,109	12,399	11,093	6,735
Stockholders' equity	3,249	2,977	9	2,989	2,246	2,085	1,151

Capital Ratios

Common equity tier 1 (CET1)	13.82%	13.41%		10.92%	10.22%	9.80%	13.45%
Tier 1 capital	13.82	13.41		10.92	10.22	9.80	14.45
Total capital	16.75	16.78		13.73	13.35	11.35	15.12
Tier 1 leverage	9.08	9.08		9.59	8.78	9.21	10.95
Dividend payout	29.27	29.44		26.56	25.86	37.59	30.67

Credit Quality

Net charge-offs to average total loans	0.13%	0.45%		0.24%	0.21%	0.31%	0.30%
Nonperforming loans to total loans	0.57	0.96		0.65	0.48	0.67	1.53
Nonperforming assets to total assets	0.31	0.64		0.54	0.50	0.70	1.35
Allowance to total loans	1.71	1.85		0.47	0.48	0.39	0.66
Allowance to nonperforming loans	300	193		72	101	58	43

Market Performance SFNC (NASDAQ)

Closing price per share	\$29.58	\$21.59	37%	\$26.79	\$24.13	\$28.55	\$31.08
Market capitalization (\$ in millions)	3,334	2,333	43	3,044	2,228	2,627	1,944

Other Data

Number of financial centers	199	204		251	191	200	150
Number of associates (full time equivalent)	2,877	2,827		3,270	2,654	2,640	1,875

⁽¹⁾ 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 Fourth Quarter 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 and at the SEC's website located at www.sec.gov.

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