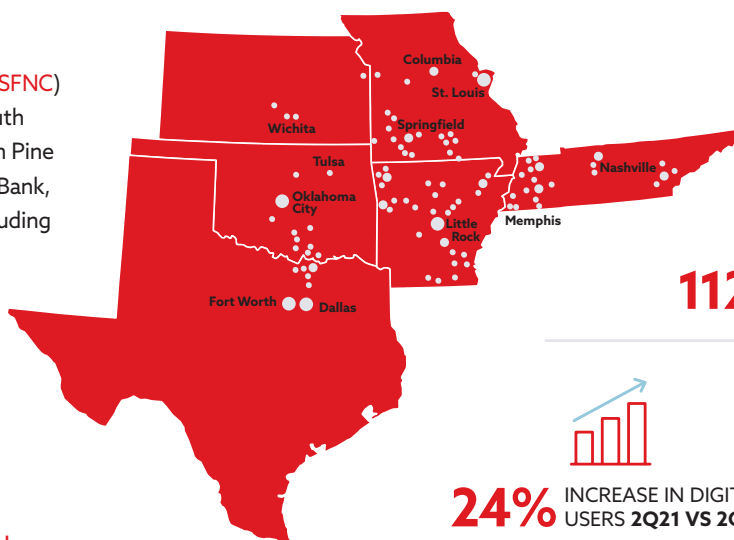




## Corporate Profile

**Simmons First National Corporation** (NASDAQ: SFNC)

is a \$23.4 billion asset (at June 30, 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.



**\$23.4 B**  
**IN ASSETS**  
AS OF 6.30.2021



**112** CONSECUTIVE YEARS  
PAYING DIVIDENDS



**24%** INCREASE IN DIGITAL  
USERS 2Q21 VS 2Q20

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



Facebook.com/SimmonsBank

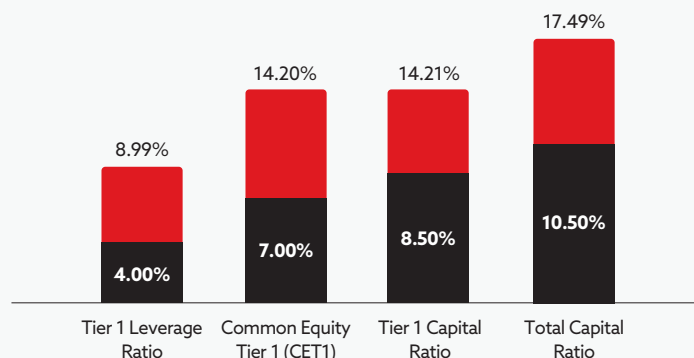
@Simmons\_Bank

@simmonsbank

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

## Capital Ratios

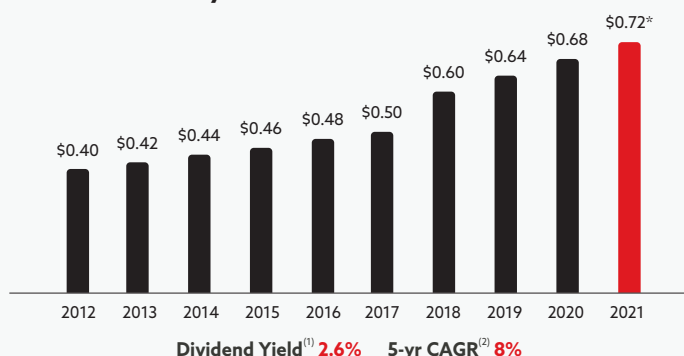
At June 30, 2021



Simmons First National Corporation

Minimum Regulatory Threshold + Capital Conservation Buffer

## Dividend History



\* 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 July 13, 2021 closing stock price of \$28.05.

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

## News

During the quarter, we entered into two separate definitive agreements to acquire Landmark Community Bank based in Collierville, Tennessee, and Triumph Bancshares, Inc., the parent company of Triumph Bank, based in Memphis, Tennessee. On a pro forma basis, the proposed Landmark and Triumph transactions will create the 9th largest bank in Tennessee while vaulting Simmons' ranking in Memphis from 35th to 6th and in Nashville from 20th to 15th<sup>(1)</sup>.

Financial highlights for Simmons, Landmark, Triumph and on a pro forma basis are shown below as of June 30, 2021, except where otherwise noted:

(\$ in billions)				Pro Forma
Assets	\$23.4	\$1.0	\$0.9	\$25.3
Loans	11.4	0.8	0.7	12.9
Deposits	18.3	0.8	0.8	19.9
Deposit market share <sup>(1)</sup> (rank):				
Tennessee	13th	34th	35th	9th
Memphis MSA	35th	12th	10th	6th
Nashville MSA	20th	39th	50th	15th

Source: S&P Global Market Intelligence; Landmark and Triumph financial data as of March 31, 2021

<sup>(1)</sup> Based on deposit market share data as of June 30, 2020



## Simmons Bank Launches Fully Digital Account

Simmons Bank recently launched **Coin Checking**, the bank's first fully digital account that requires no human intervention on the bank's side from beginning to end. Built specifically for those

customers who prefer to use their mobile device, **Coin Checking** offers a streamlined and engaging account opening process that requires just a few pieces of information and five minutes or less time to open the account.



## Financial Highlights

### Key Performance Ratios

	Six Months Ended June 30,			Year Ended December 31,			
	2021	2020	% Change	2020	2019	2018	2017
Return on average assets (ROA)	1.25%	1.28%		1.18%	1.33%	1.37%	0.92%
Core return on average assets <sup>(1)</sup>	1.22	1.26		1.22	1.51	1.40	1.18
Return on average common equity (ROE)	9.64	9.45		8.72	9.93	10.00	6.68
Return on average tangible common equity (ROTE) <sup>(1)</sup>	16.56	16.57		15.25	17.99	18.44	11.26
Core return on average tangible common equity <sup>(1)</sup>	16.23	16.33		15.79	20.31	18.81	14.28
Net interest margin (FTE)	2.94	3.55		3.38	3.85	3.99	4.08
Efficiency ratio <sup>(1)</sup>	57.18	54.33		54.33	50.03	52.57	55.05

### Share Data

Earnings per share - diluted	\$ 1.31	\$ 1.22	7%	\$ 2.31	\$ 2.41	\$ 2.32	\$ 1.33
Core earnings per share - diluted <sup>(1)</sup>	1.28	1.21	6	2.40	2.73	2.37	1.70
Cash dividends declared per common share	0.36	0.34	6	0.68	0.64	0.60	0.50
Book value per share	28.03	26.64	5	27.53	26.30	24.33	22.65
Tangible book value per share <sup>(1)</sup>	17.16	15.79	9	16.56	15.89	14.18	12.34
Common shares outstanding (in thousands)	108,387	108,994	(1)	108,078	113,629	92,348	92,029

### Balance Sheet (\$ in millions)

Loans	\$11,386	\$14,607	(22)%	\$12,901	\$14,426	\$11,723	\$10,780
Investment securities	7,488	2,549	194	3,807	3,329	2,286	1,839
Total assets	23,423	21,904	7	22,360	21,259	16,543	15,056
Noninterest bearing demand deposits	4,894	4,608	6	4,482	3,741	2,673	2,665
Interest bearing deposits	13,411	12,008	12	12,505	12,368	9,726	8,428
Total deposits	18,305	16,616	10	16,987	16,109	12,399	11,093
Stockholders' equity	3,039	2,905	5	2,977	2,989	2,246	2,085

### Capital Ratios

Common equity tier 1 ratio (CET1)	14.20%	11.85%		13.41%	10.92%	10.22%	9.80%
Tier 1 capital ratio	14.21	11.85		13.41	10.92	10.22	9.80
Total capital ratio	17.49	14.89		16.78	13.73	13.35	11.35
Tier 1 leverage ratio	8.99	8.78		9.08	9.59	8.78	9.21

### Credit Quality

Net charge-offs to average total loans	0.01%	0.56%		0.45%	0.24%	0.21%	0.31%
Nonperforming loans to total loans	0.71	0.90		0.96	0.65	0.48	0.67
Nonperforming assets to total assets	0.42	0.68		0.64	0.54	0.50	0.70
Allowance to total loans	2.00	1.59		1.85	0.47	0.48	0.39
Allowance to nonperforming loans	281	176		193	72	101	58

### Market Performance SFNC (NASDAQ)

Market close price per share: High	\$33.43	\$26.88	24%	\$26.87	\$27.61	\$33.35	\$31.50
Market close price per share: Low	21.23	13.75	54	14.51	22.38	22.73	25.04
Market close price per share: Close	29.34	17.11	71	21.59	26.79	24.13	28.55
Market capitalization (\$ in millions)	3,180	1,865	71	2,333	3,044	2,228	2,627

<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 2Q 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).

**Important Additional Information and Where to Find It:** This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities or a solicitation of any vote or approval with respect to the proposed transactions ("Proposed Transactions") with Landmark Community Bank ("Landmark") and Triumph Bancshares, Inc. ("Triumph"). No offer of securities shall be made except by means of a prospectus meeting the requirements of the Securities Act of 1933, as amended, and no offer to sell or solicitation of an offer to buy shall be made in any jurisdiction in which such offer, solicitation or sale would be unlawful.

In connection with the Proposed Transactions, the Company has filed with the SEC a registration statement on Form S-4 (the "Registration Statement") that includes proxy statements of each of Landmark and Triumph and a prospectus of the Company (the "Joint Proxy Statement/Prospectus"), and the Company may file with the SEC other relevant documents concerning the Proposed Transactions. The definitive Joint Proxy Statement/Prospectus will be mailed to shareholders of Landmark and Triumph. SHAREHOLDERS ARE URGED TO READ THE REGISTRATION STATEMENT AND THE JOINT PROXY STATEMENT/PROSPECTUS REGARDING THE PROPOSED TRANSACTIONS CAREFULLY AND IN ITS ENTIRETY AND ANY OTHER RELEVANT DOCUMENTS FILED WITH THE SEC BY THE COMPANY, AS WELL AS ANY AMENDMENTS OR SUPPLEMENTS TO THOSE DOCUMENTS, BECAUSE THEY CONTAIN IMPORTANT INFORMATION ABOUT THE PROPOSED TRANSACTIONS.

Free copies of the Joint Proxy Statement/Prospectus, as well as other filings containing information about the Company, may be obtained at the SEC's Internet site (<http://www.sec.gov>), when they are filed by the Company. You will also be able to obtain these documents, when they are filed, free of charge, from the Company at [simmonsbank.com](http://simmonsbank.com) under the heading "Investor Relations." Copies of the Joint Proxy Statement/Prospectus can also be obtained, free of charge, by directing a request to Simmons First National Corporation, 501 Main Street, Pine Bluff, Arkansas 71601, Attention: Ed Bilek, Director of Investor Relations, Email: [ed.bilek@simmonsbank.com](mailto:ed.bilek@simmonsbank.com) or [ir@simmonsbank.com](mailto:ir@simmonsbank.com), Telephone: (870) 541-1000, to Triumph Bancshares, Inc., 5699 Poplar Avenue, Memphis, TN 38119, Attention: Will Chase, President, Telephone: (901) 333-8800, or to Landmark Community Bank, 1015 West Poplar Avenue, Collierville, TN 38017, Attention: Jake Farrell, Chairman, Telephone: (901) 850-0555.

**Participants in the Solicitation:** The Company, Landmark, Triumph and certain of their directors, executive officers and employees may be deemed to be participants in the solicitation of proxies from the shareholders of Landmark or Triumph in connection with the Proposed Transactions. Information about the Company's directors and executive officers is available in its proxy statement for its 2021 annual meeting of shareholders, which was filed with the SEC on April 15, 2021. Information regarding all of the persons who may, under the rules of the SEC, be deemed participants in the proxy solicitation and a description of their direct and indirect interests, by security holdings or otherwise, are contained in the Joint Proxy Statement/Prospectus regarding the Proposed Transactions and other relevant materials to be filed with the SEC when they become available. Free copies of these documents may be obtained as described in the preceding paragraph.