FIRST FINANCIAL BANKSHARES, INC.™

3rd Quarter 2026

EXCELLENCE FROM WITHIN

Forward Looking Statement

The numbers, as of and for the quarter ended September 30, 2026, 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

- $15.2 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 $12.35 billion in assets
- 136 year history


2025
S&P GLOBAL
TOP 50
PUBLIC BANKS
RATED
#5
FIRST
FINANCIAL
BANK
MEMBER FDIC

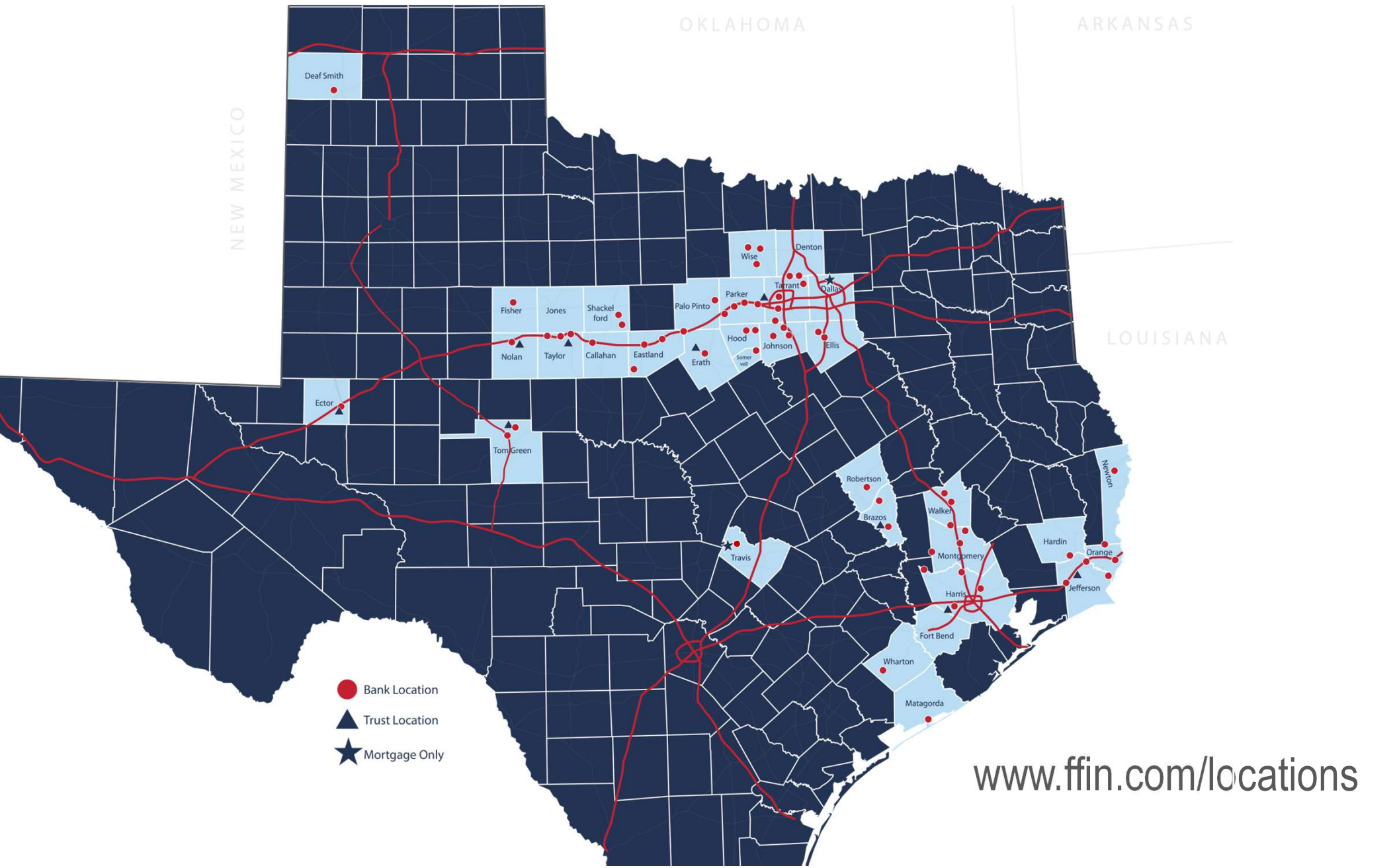
What Makes Us Different

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

Recent De Novo Growth

- Bee Cave (Austin Area): Branch of Abilene – October 2026
- 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
- Grand Parkway (Spring): Branch of Conroe – Opened January 2019

FFIN's Unique Positioning in Texas

Bank	Key Markets
Frost	San Antonio, Austin, Corpus Christi, DFW, Rio Grande, West Texas
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
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 11th Annual on October 12th, 2026)
    - First Financial Bank's Day of Service, a community impact initiative we launched 11 years ago, expanded statewide in 2025 through a partnership with the Texas Bankers Association, increasing volunteer service across Texas communities.
  - 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
Scott Dueser *Executive Chairman of the Board* *First Financial Bankshares, Inc.*	50	55
David Bailey *Chief Executive Officer & President* *First Financial Bankshares, Inc.*	23	23
Ron Butler *Vice Chairman of the* *Executive Management Committee*	33	44
Michelle Hickox *Executive Vice President & Chief Financial Officer* *First Financial Bankshares, Inc.*	4	36
Kyle McVey, CPA *Executive Vice President* *Chief Financial Officer & Investor Relations Director* *First Financial Bank*	15	17
Luke Longhofer *Executive Vice President* *Chief Credit Officer* *First Financial Bankshares, Inc.*	16	23
Lon Biebighauser, CTFA *President* *First Financial Trust & Asset Management*	18	21

Executive Management Team at First Financial

	Years with Company	Years in Industry
Randy Roewe *Executive Vice President* *Chief Risk Officer*	11	36
John Ruzicka *Executive Vice President* *Chief Banking Operations Officer*	7	47
Brian Goodrich *Executive Vice President* *General Counsel*	2	26
Tim Brown *Executive Vice President* *Chief Information Officer*	-	37

Senior Leadership

	Years with Company	Years in Industry
Chris Evatt *Senior Banking Executive* *Southern Banking Regions*	25	25
James Alexander *Executive Vice President* *Commercial Banking*	8	29
Rett Everett *Executive Vice President* *Credit Administration – DFW*	4	23
Keith Morton *Executive Vice President* *Credit Administration – Southeast Texas*	2	22
Frank Gioia *Executive Vice President* *Chief Digital and Innovation Officer*	10	38
Michael Parker *Executive Vice President* *Chief Compliance Officer*	3	18
Javier Jurado *Executive Vice President* *Chief Audit Executive*	2	21
Jeff Vorhees *Executive Vice President* *Treasurer*	1	20
Eric Bonnell *Senior Vice President* *Enterprise Risk Management*	2	22

Line of Businesses Executives

	Years with Company	Years in Industry
Josh Brown *Executive Vice President* *Chief Human Resources Officer*	11	16
Karen Collins *Executive Vice President* *First Financial Mortgage*	14	14
Brandon Harris *Senior Vice President* *Appraisal Services*	10	23
Lori Hill *Executive Vice President* *Retail*	28	38
Matt McGee *Senior Vice President* *Customer Care Center*	6	17
Gary Milliorn *Senior Vice President* *Property Management*	11	37

Line of Businesses Executives

	Years with Company	Years in Industry
Chris Schjetnan *Executive Vice President* *Community Lending and Outreach*	13	21
Andrea Smiddy-Schlagel *Executive Vice President* *Treasury Management*	7	37
Daniel Neely *Senior Vice President* *Treasury Management Sales*	5	21
Dan Summerford *Executive Vice President* *Director of Middle Market Lending*	2	31
Violet Watson Griggs *Senior Vice President* *Advertising and Marketing*	6	7
Mike Wolverton *Executive Vice President* *Consumer Lending*	14	40

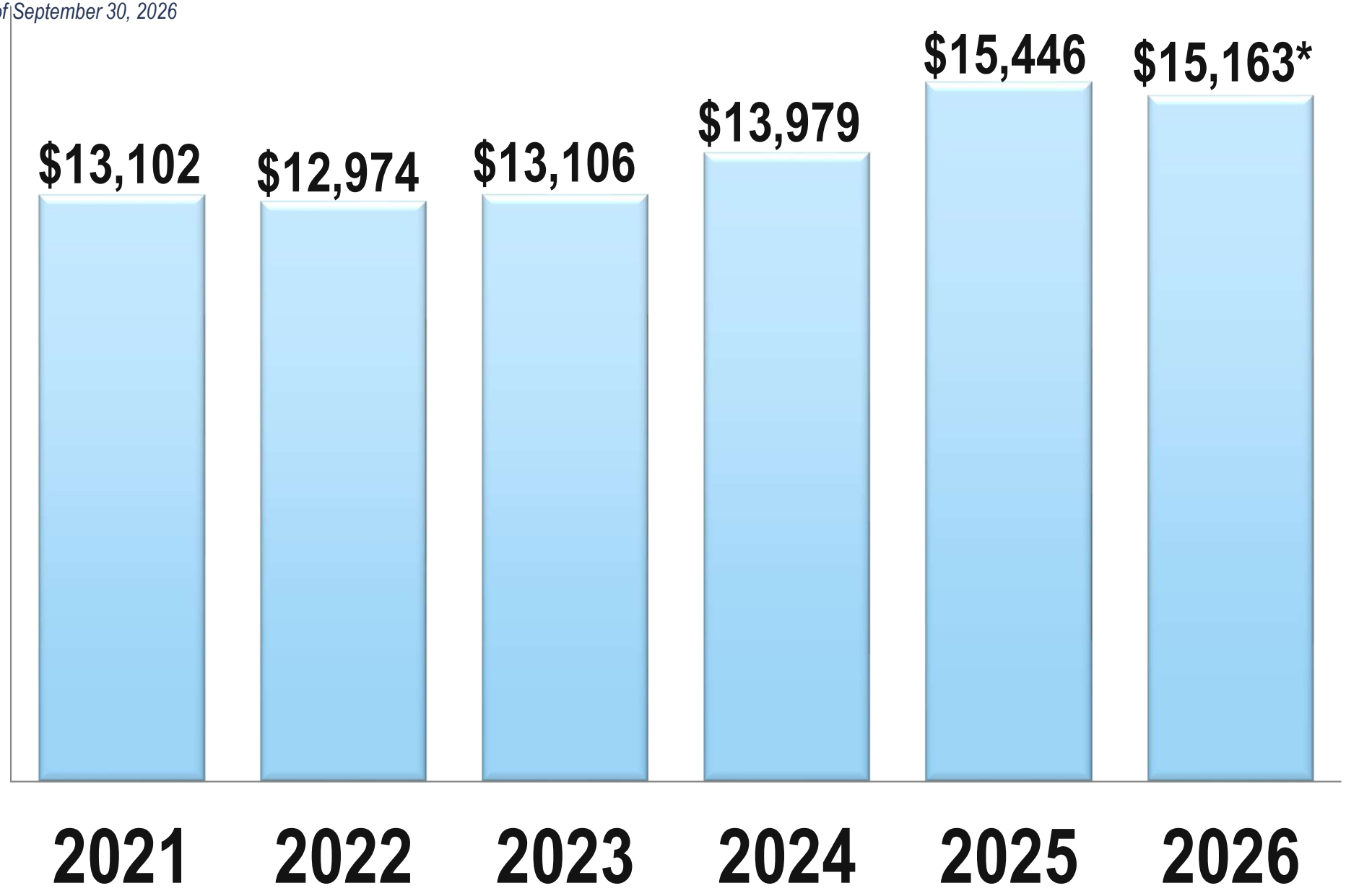
Experienced Regional CEOs & Presidents

	Years with Company	Years in Industry
Marshall Morris, *Abilene (CEO)*	15	15
Nora Thompson, *Bryan/College Station (CEO)*	6	35
Austin Bryan, *Bryan/College Station (President)*	6	37
Marcus Morris, *Chisholm Trail (CEO)*	16	18
Austin Elsner, *Chisholm Trail (President)*	8	25
Justin Hooper, *Cross Timbers (CEO)*	22	33
Trent Swearengin, Cross Timbers (President)	26	28
Candice Kanady, *Eastland Division President*	25	25
Rodney Nabors, *Greater Houston (CEO)*	-	36
Blaine Caillier, *Southeast Texas (CEO)*	15	15
Shelby Bruhn, *Southlake (CEO)*	4	25
Rick Vaughan, *West Texas (CEO)*	3	33
Rodney Foster, *West Texas (President)*	27	30

Total Asset Growth

(in millions)

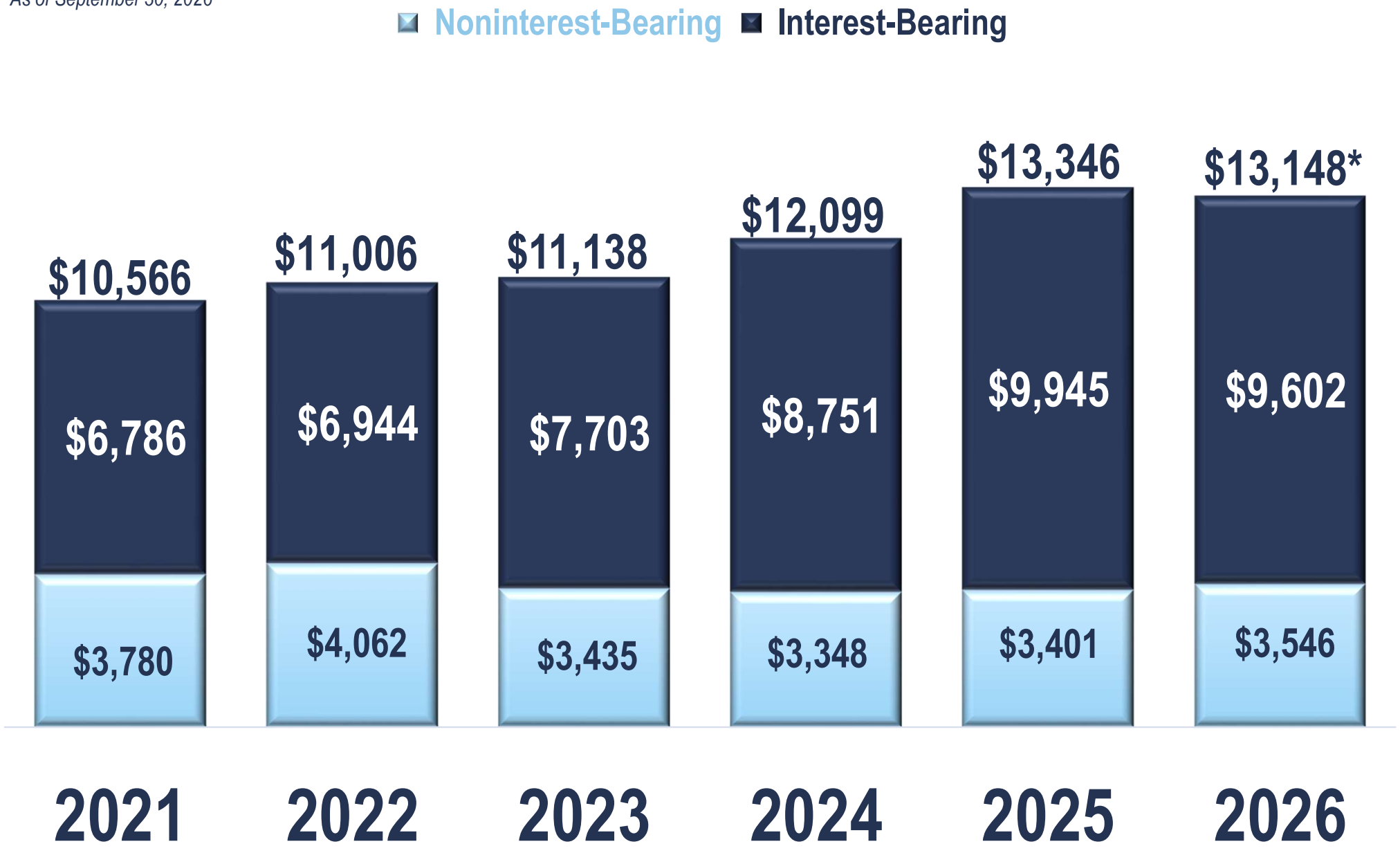
*As of September 30, 2026



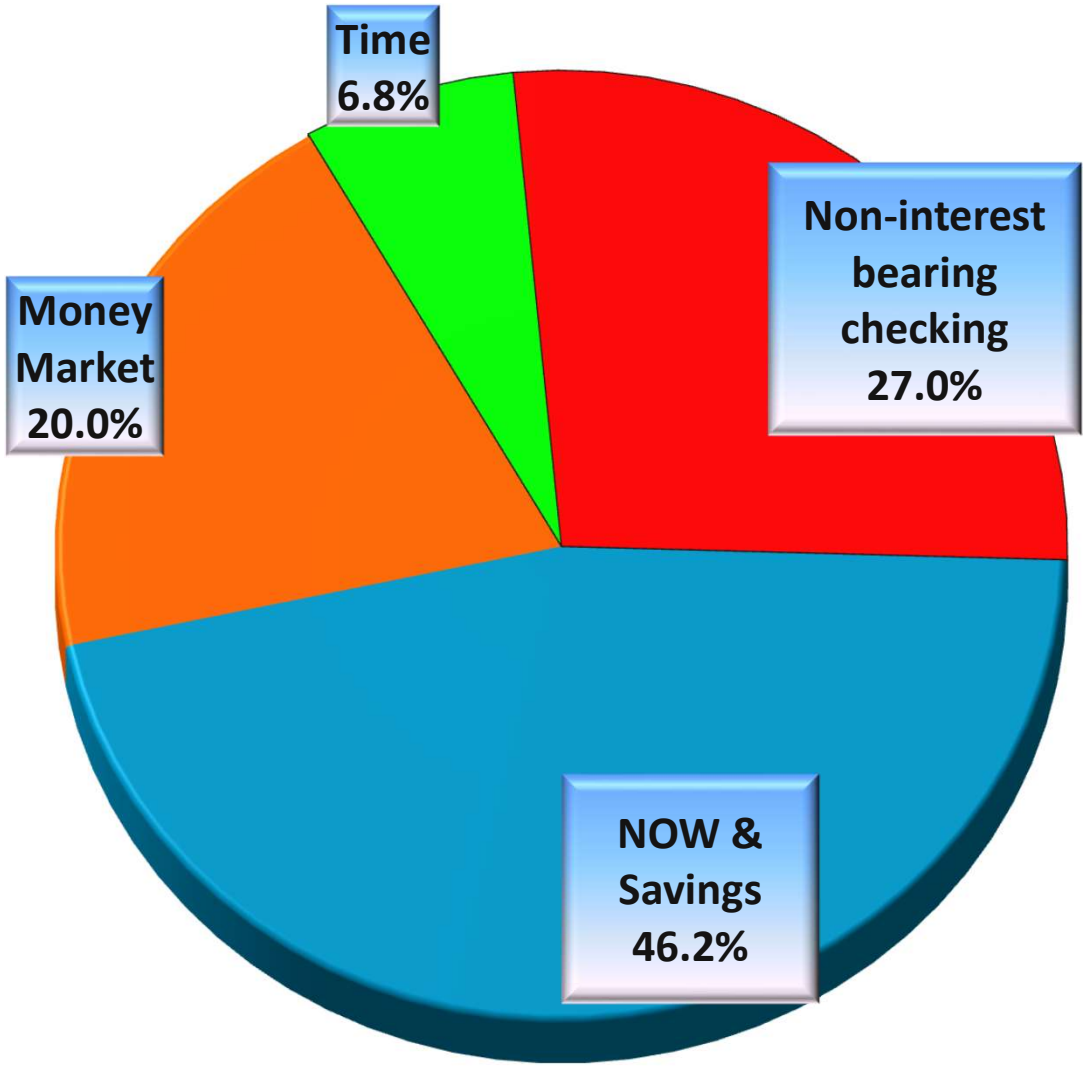
Total Deposit Growth

(in millions)

*As of September 30, 2026



Deposit Products - $13.1 Billion



Total Loan Growth

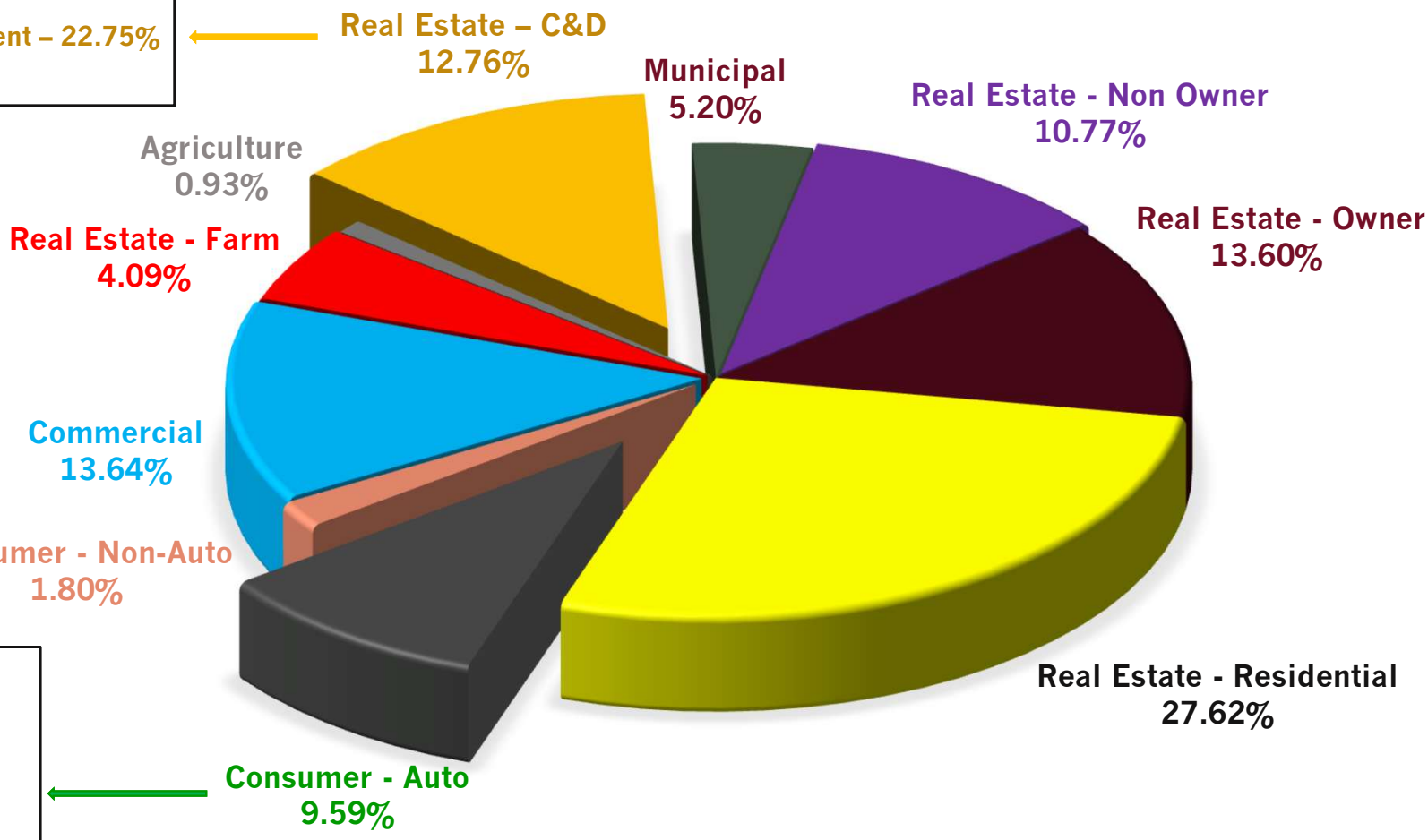
*As of September 30, 2026



Overview of Loan Portfolio – $8.6 Billion

Real Estate – C&D:

- Residential Development – 77.25%
- Commercial Development – 22.75%

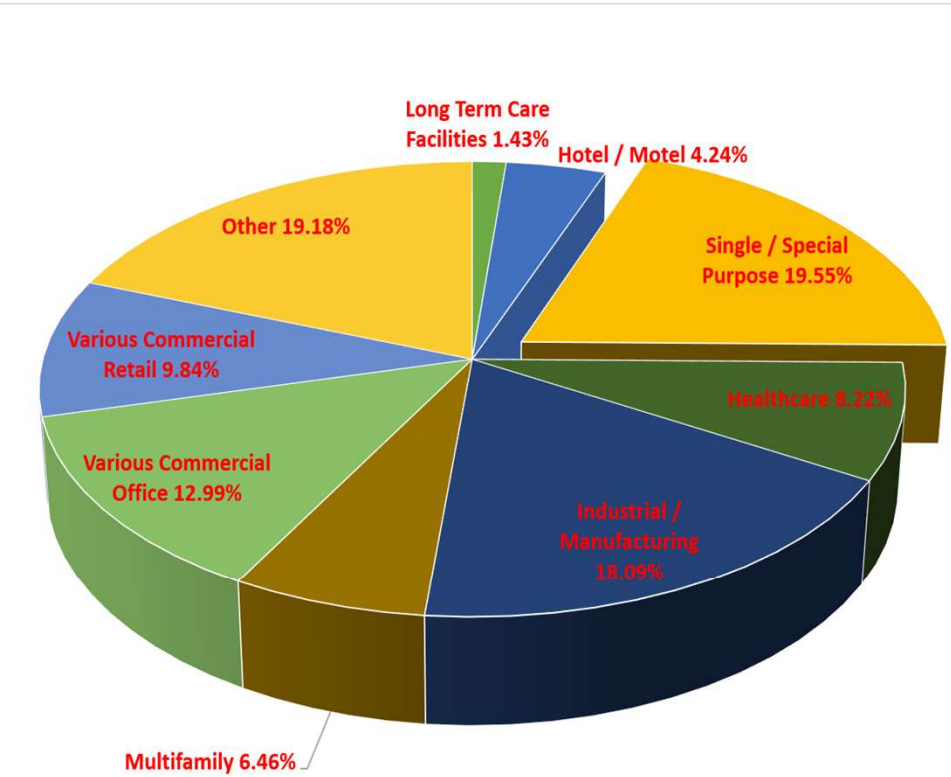


Consumer– Auto:

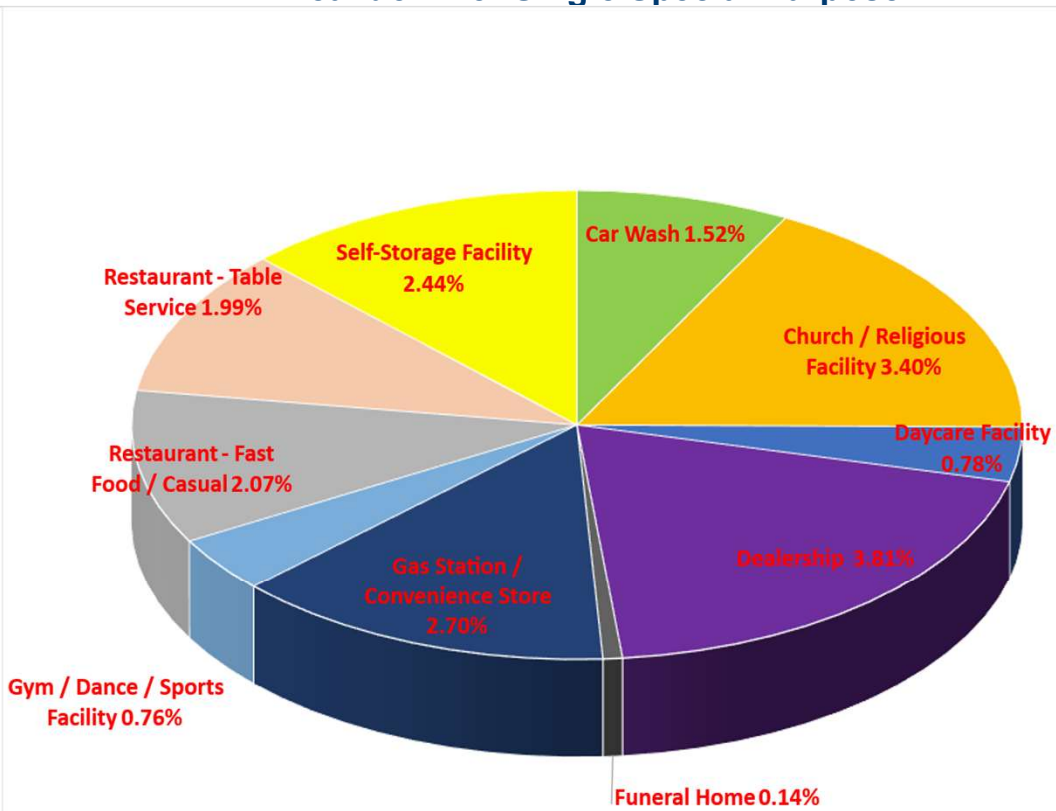
- Average FICO Score: 779
- Average DTI: 29.94
- Average LTV: 69.87

Commercial R/E Overview

- Diversified mix of CRE by Property type
- Balanced portfolio across all of Texas, with less than 1% of loans located outside of the State
- Excellent credit quality, 3.01% of CRE loans are classified, and less than 1.0% are non-performing (as a percentage of total CRE loans)



Breakdown of Single/Special Purpose R/E



Loan to Deposit Ratio

*As of September 30, 2026
**As of June 30, 2026

	2021	2022	2023	2024	2025	2026
End of Period	51.4	58.6	64.3	65.1	61.1	64.9*
Peer Group	72.8	80.9	83.9	82.5	82.4	84.0**

Sound Lending Practices

*As of September 30, 2026
**As of June 30, 2026

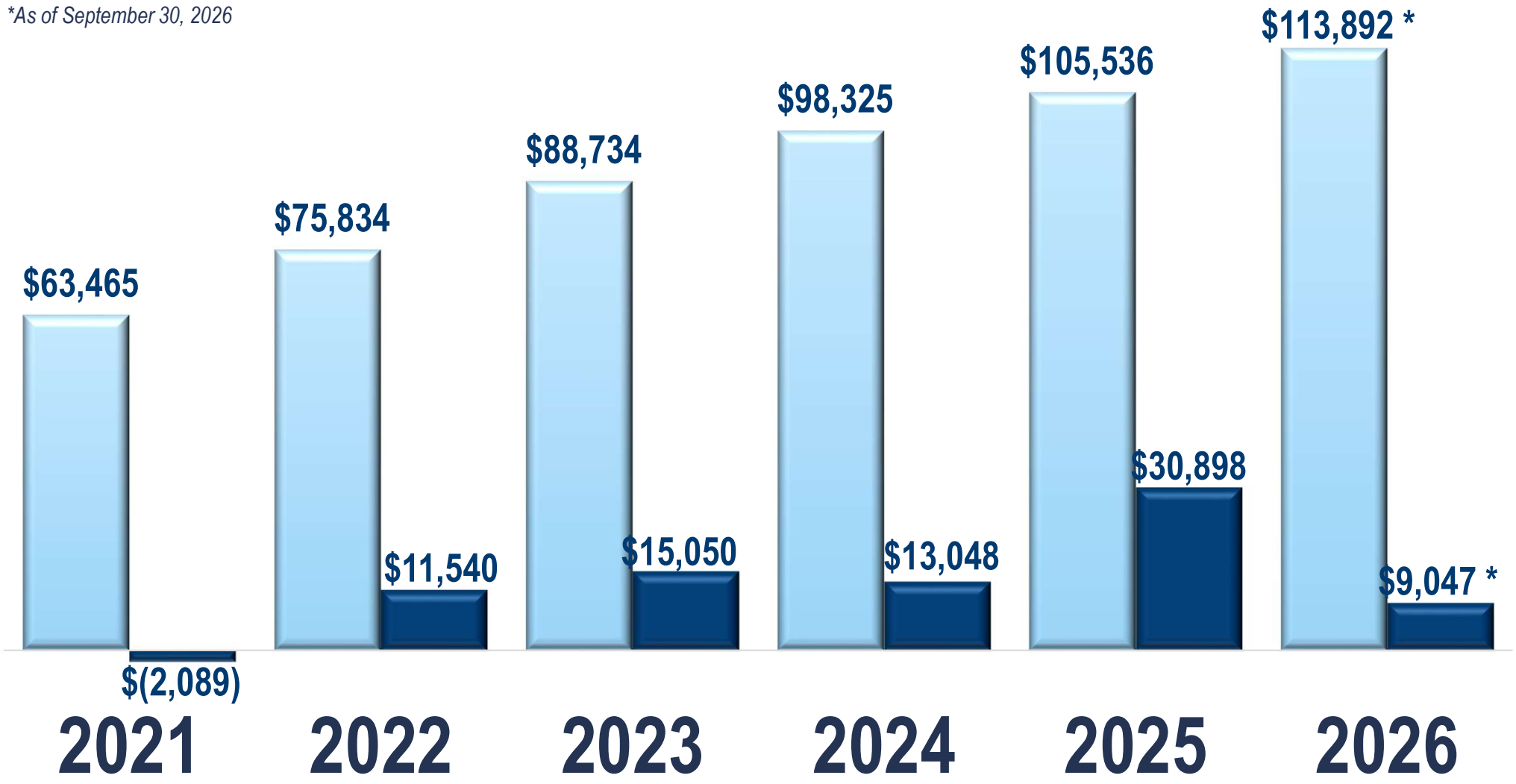
Nonperforming assets as a percentage of loans + foreclosed assets *(FFIN vs. Peers)*

	2021	2022	2023	2024	2025	2026
First Financial	0.63%	0.38%	0.49%	0.80%	0.69%	0.71%*
Peer Group	0.71%	0.59%	0.75%	1.05%	1.07%	1.07**

Allowance for Credit Losses and Provision for Loan Losses*

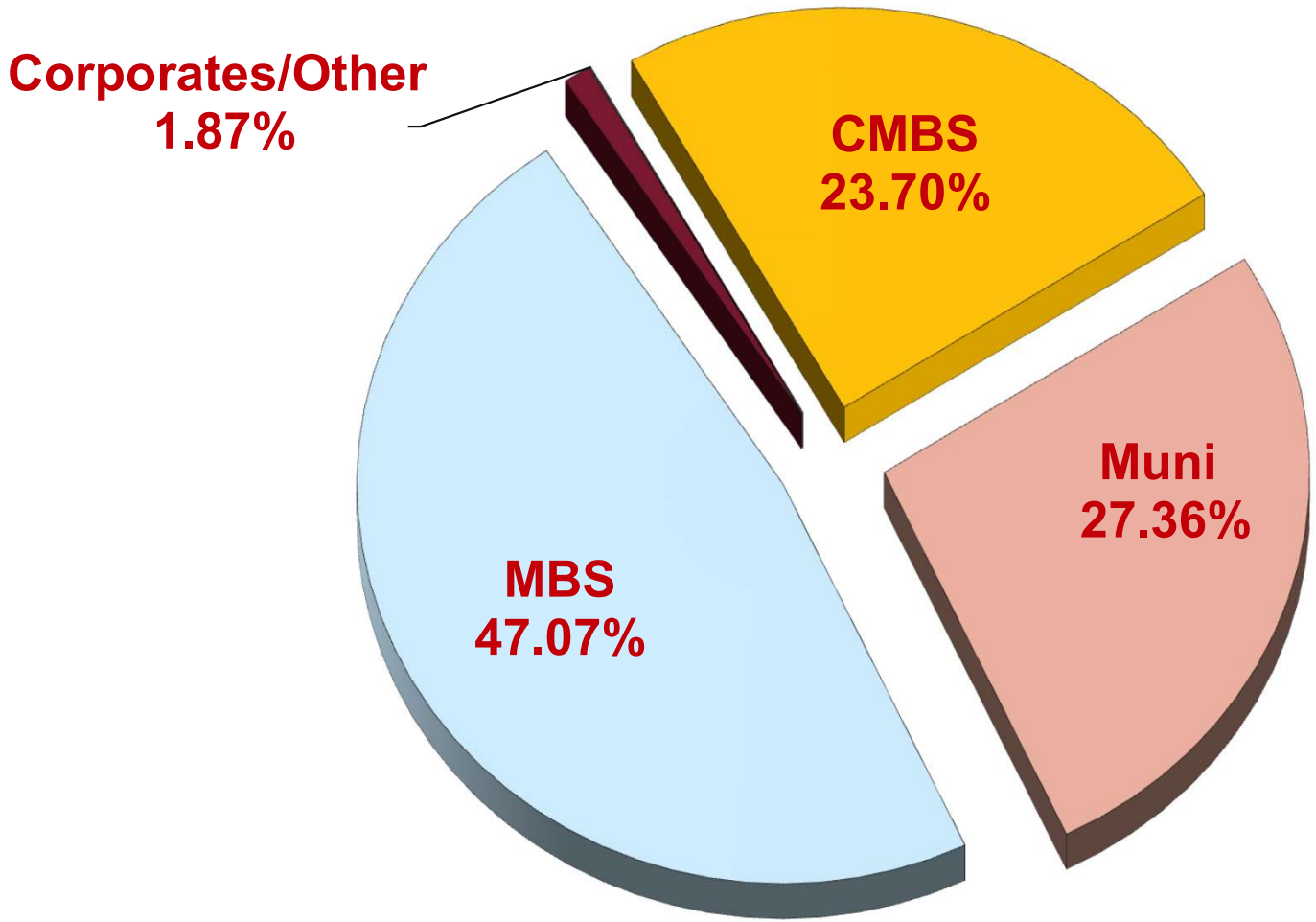
(in thousands)

*As of September 30, 2026



*Excludes reserve and provision for unfunded commitments.

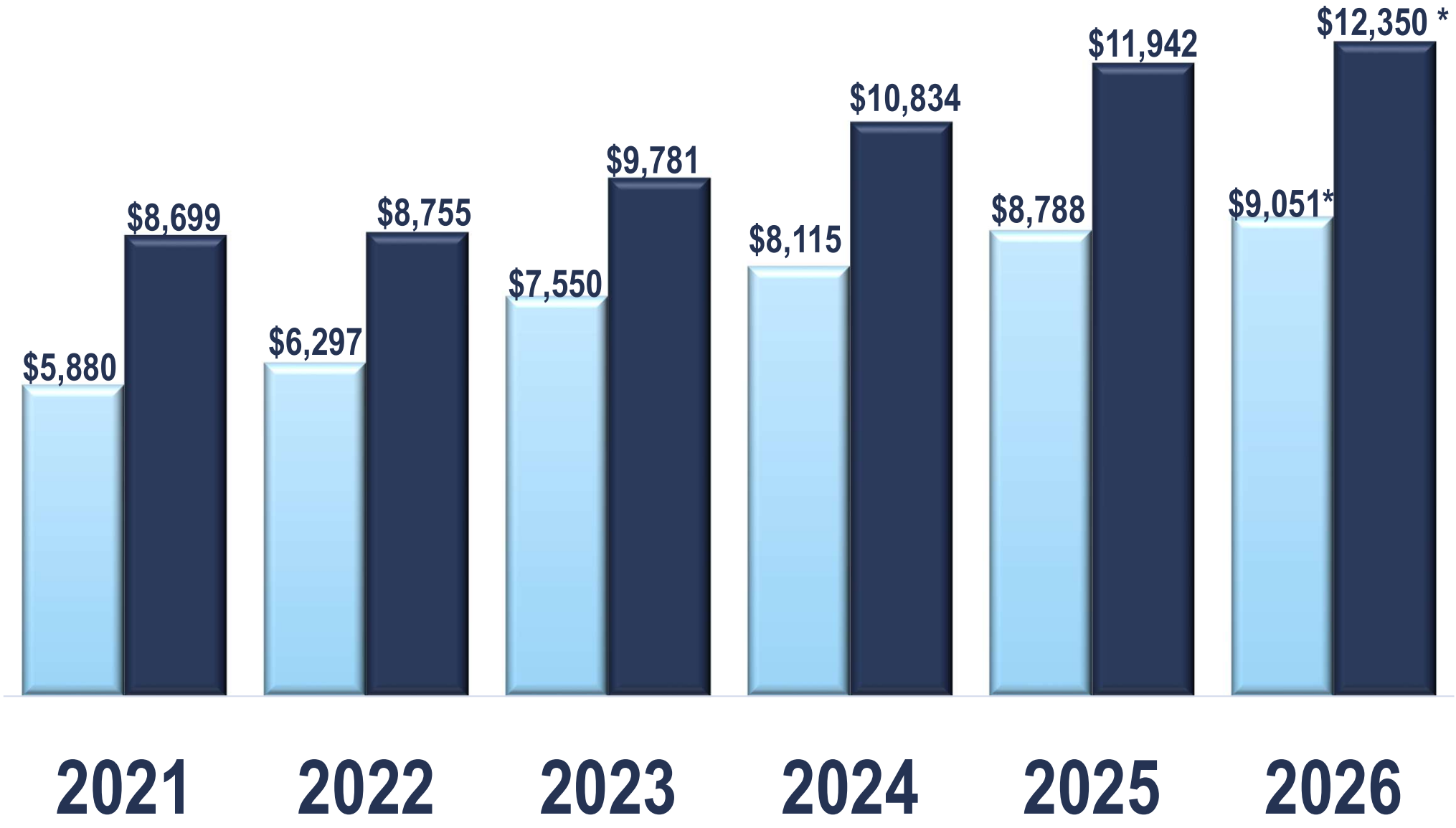
Summary of Bond Portfolio - $5.39 Billion



Growth in Trust Assets

Total Trust Assets – Book Value / Fair Value (in millions) - Full year and 1st 9 months

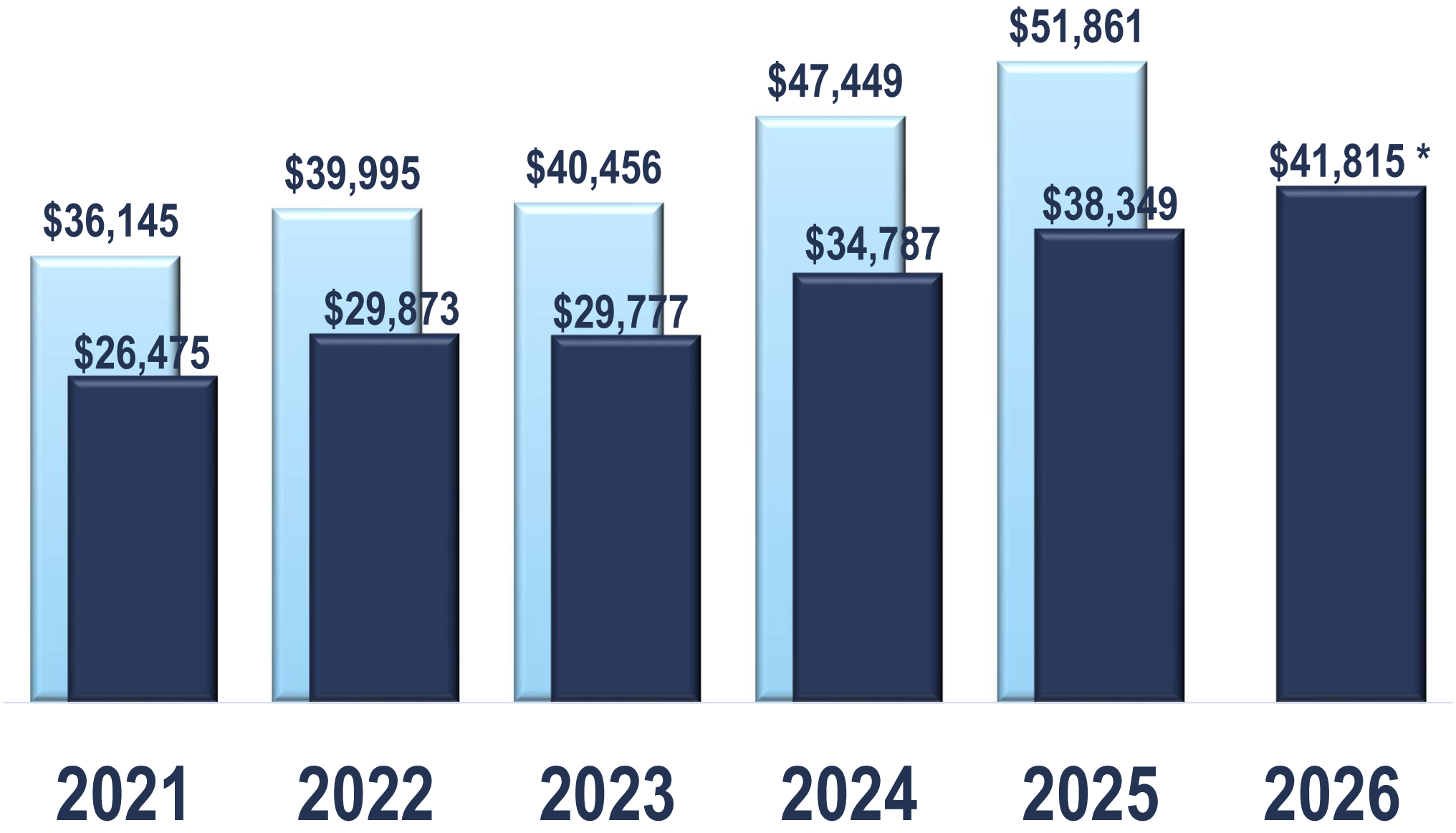
*As of September 30, 2026



Total Trust Fees

Growth in FFTAM Fees (in thousands) - Full year and 1st 9 months

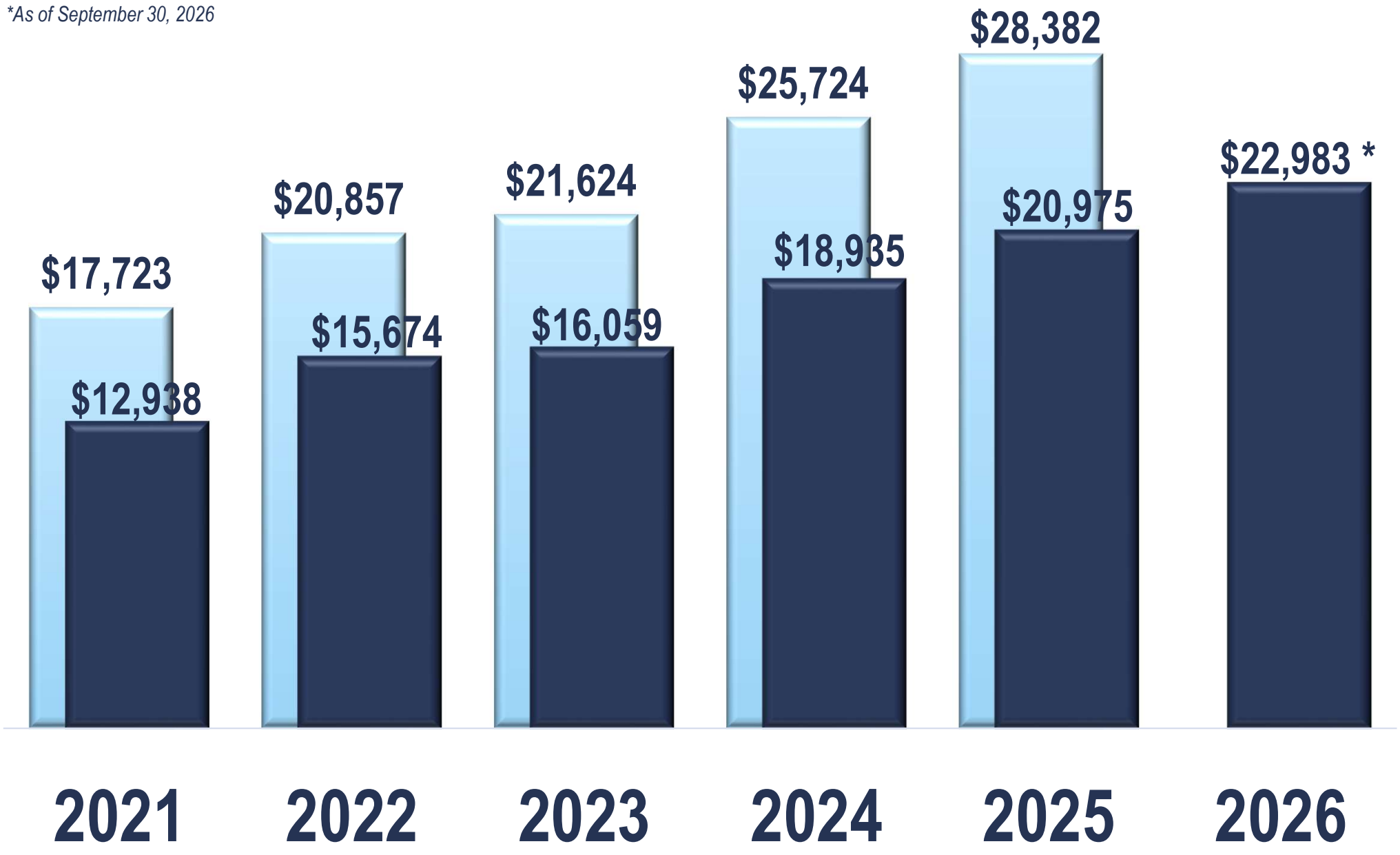
**As of September 30, 2026*



Total Trust Net Income

Growth in FFTAM Income (in thousands) - Full year and 1st 9 months

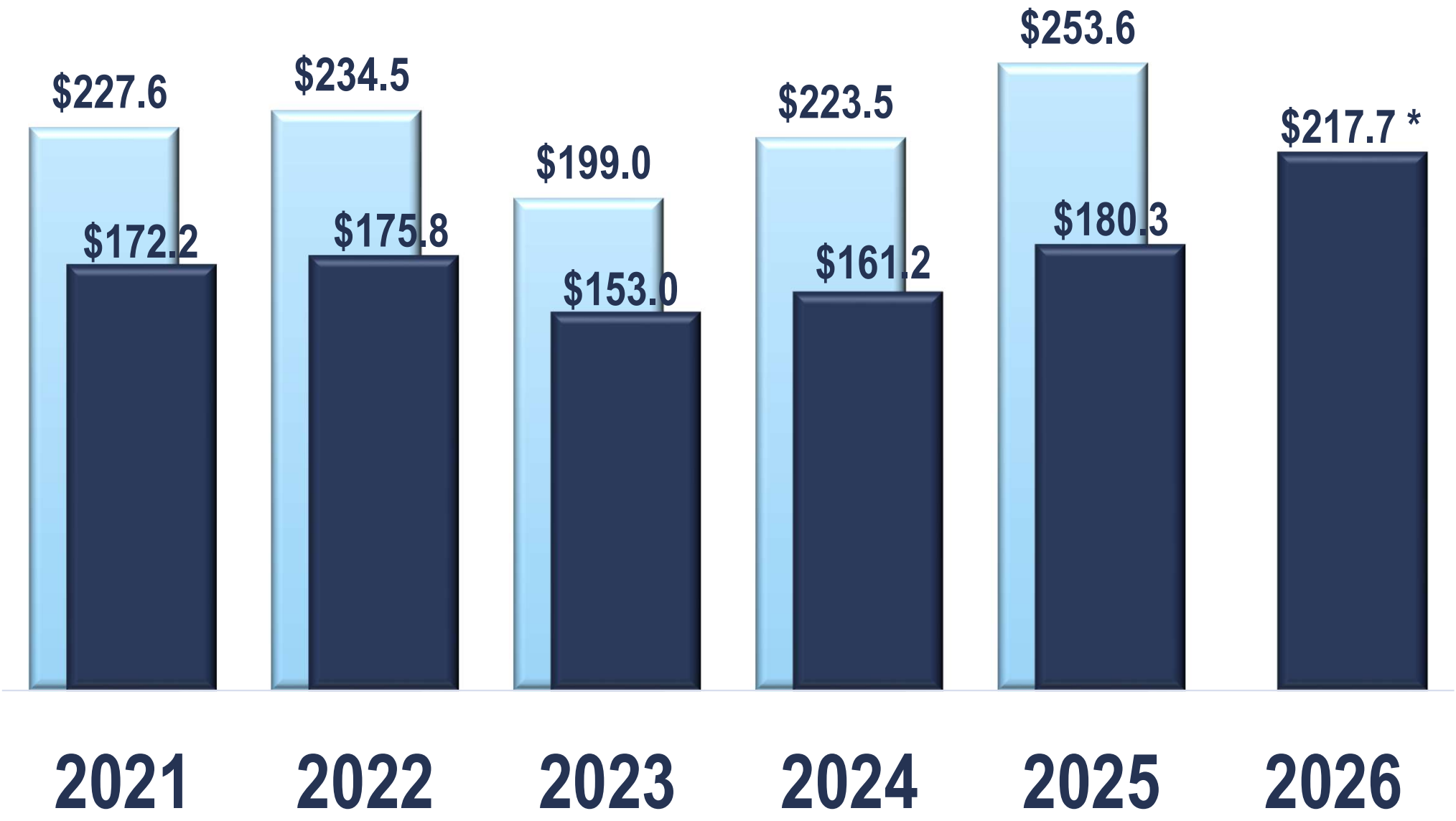
*As of September 30, 2026



Strong Historical Earnings

Full year and 1st 9 months (in millions)

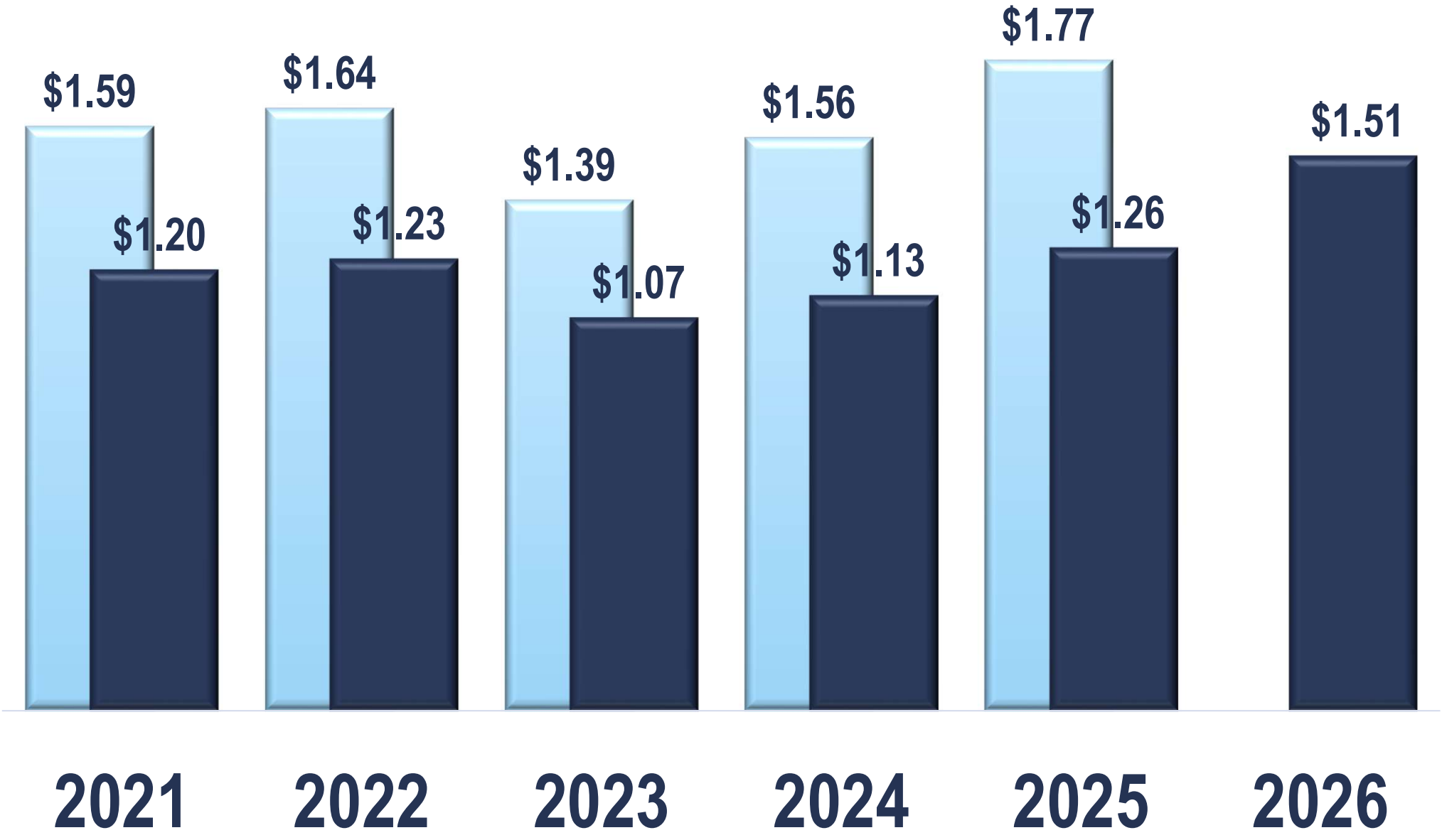
*As of September 30, 2026



Strong Shareholders Earnings

Diluted Earnings Per Share

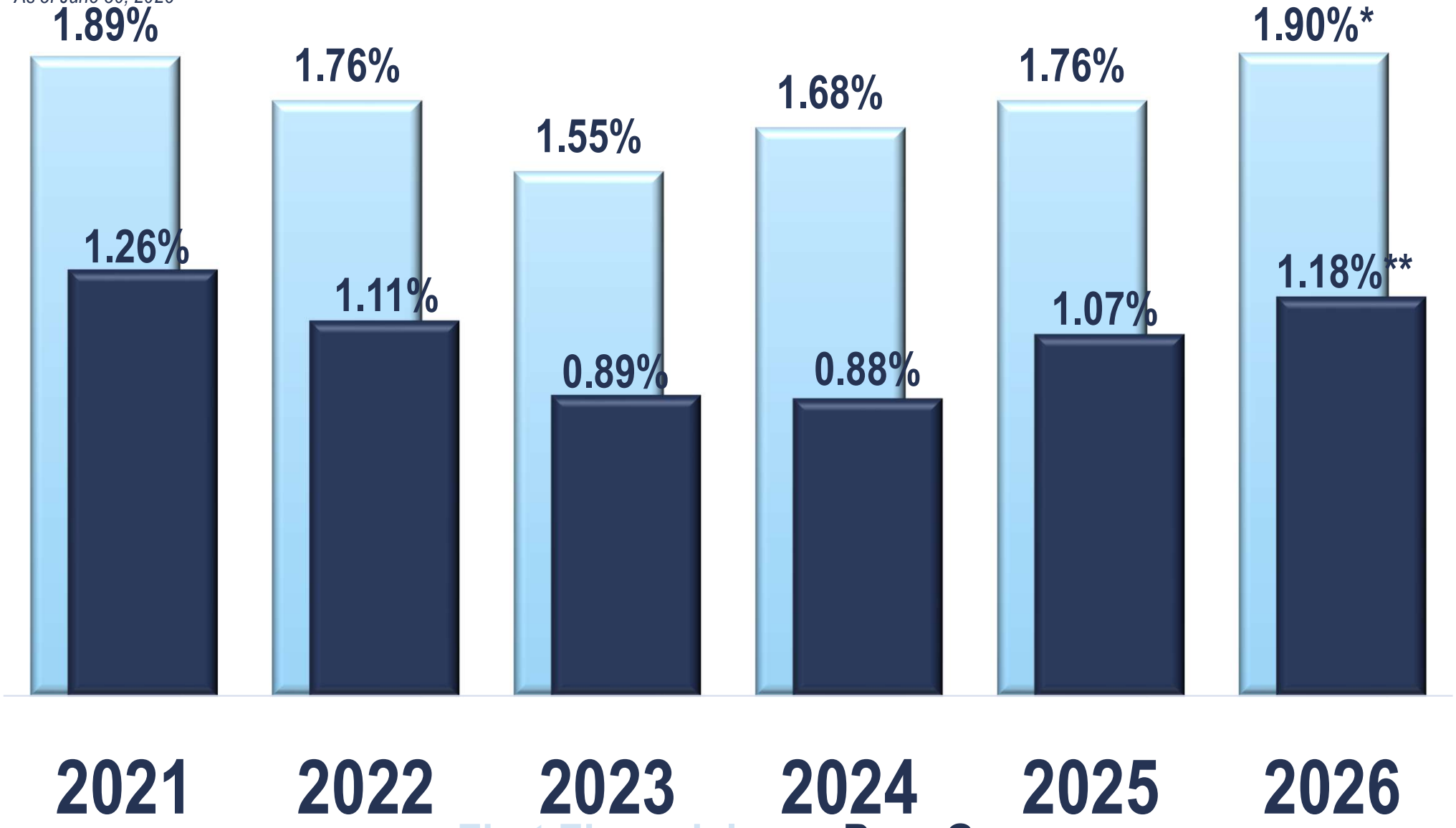
**As of September 30, 2026*



FFIN Outperforms Peers

Return on Average Assets

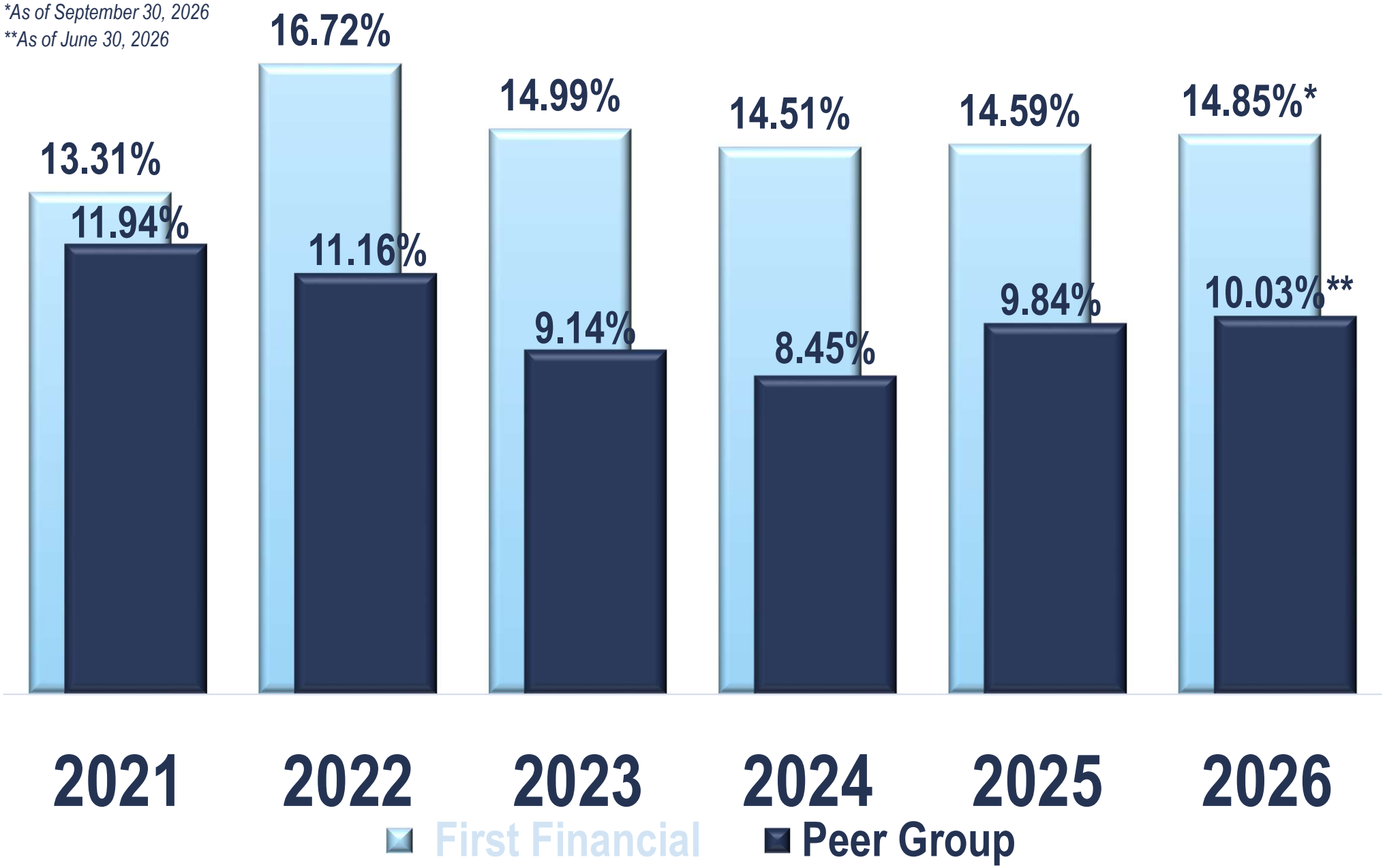
*As of September 30, 2026
**As of June 30, 2026



Strong Return on Capital

Return on Average Equity

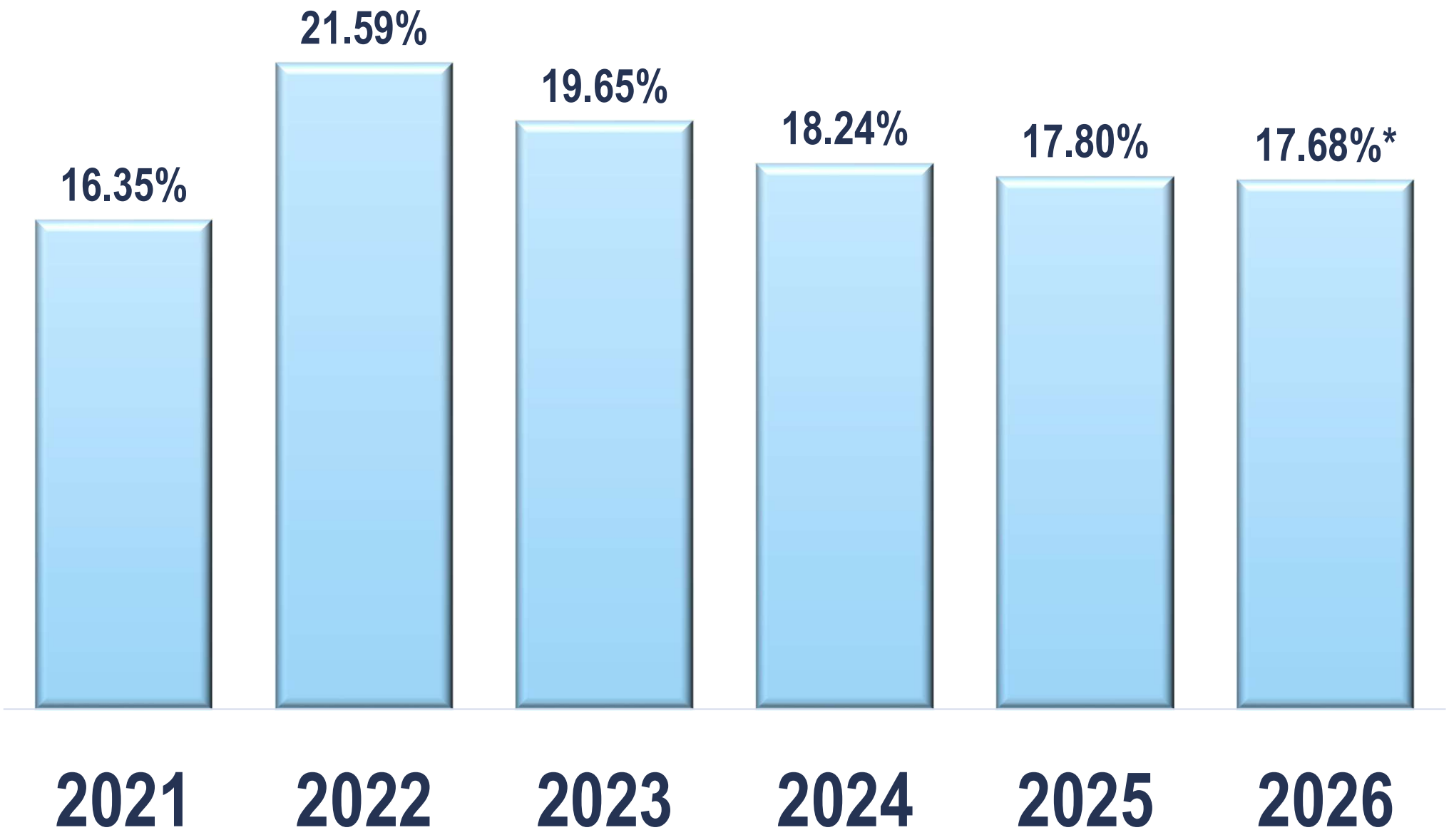
*As of September 30, 2026
**As of June 30, 2026



Strong Return on Capital

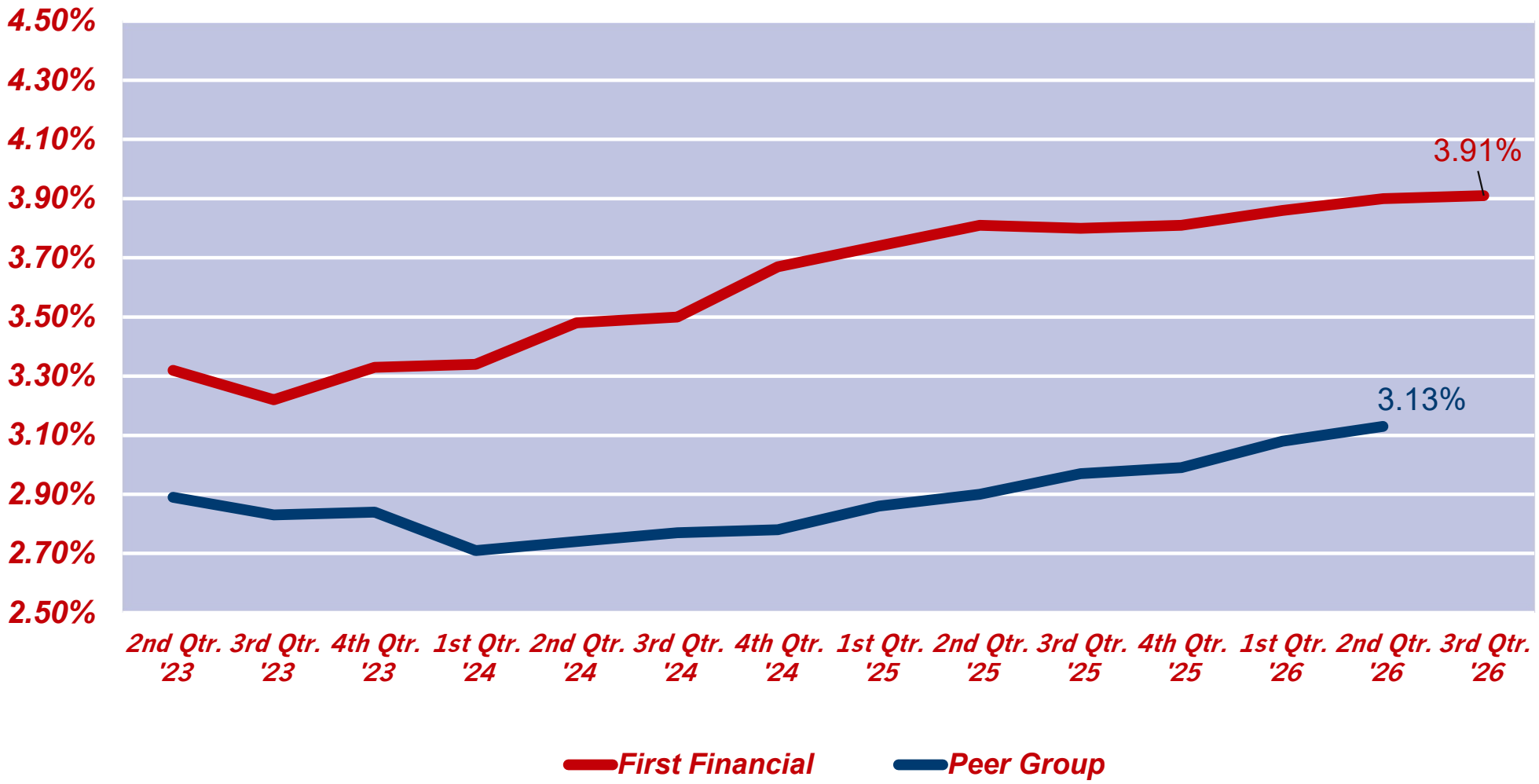
Return on Average Tangible Equity

**As of September 30, 2026*



Net Interest Margin

Quarterly Interest Margin



Working Smarter

Efficiency Ratio *(FFIN vs. Peers)*

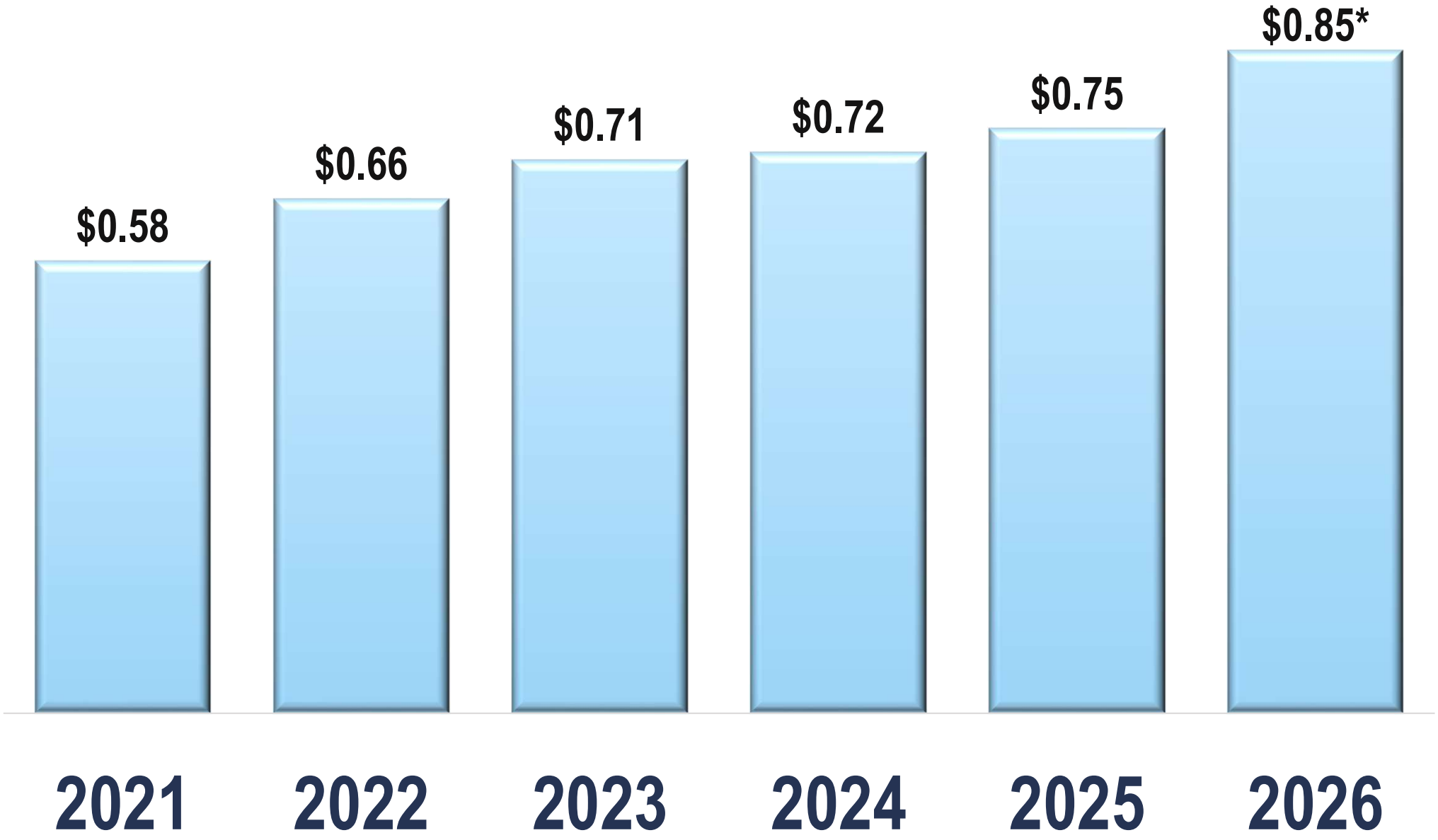
	2021	2022	2023	2024	2025	2026
First Financial	45.84%	42.77%	47.26%	47.23%	45.53%	45.51%*
Peer Group	58.80%	57.36%	62.76%	62.96%	59.38%	59.03**

*For the nine months ended September 30, 2026

**For the six months ended June 30, 2026

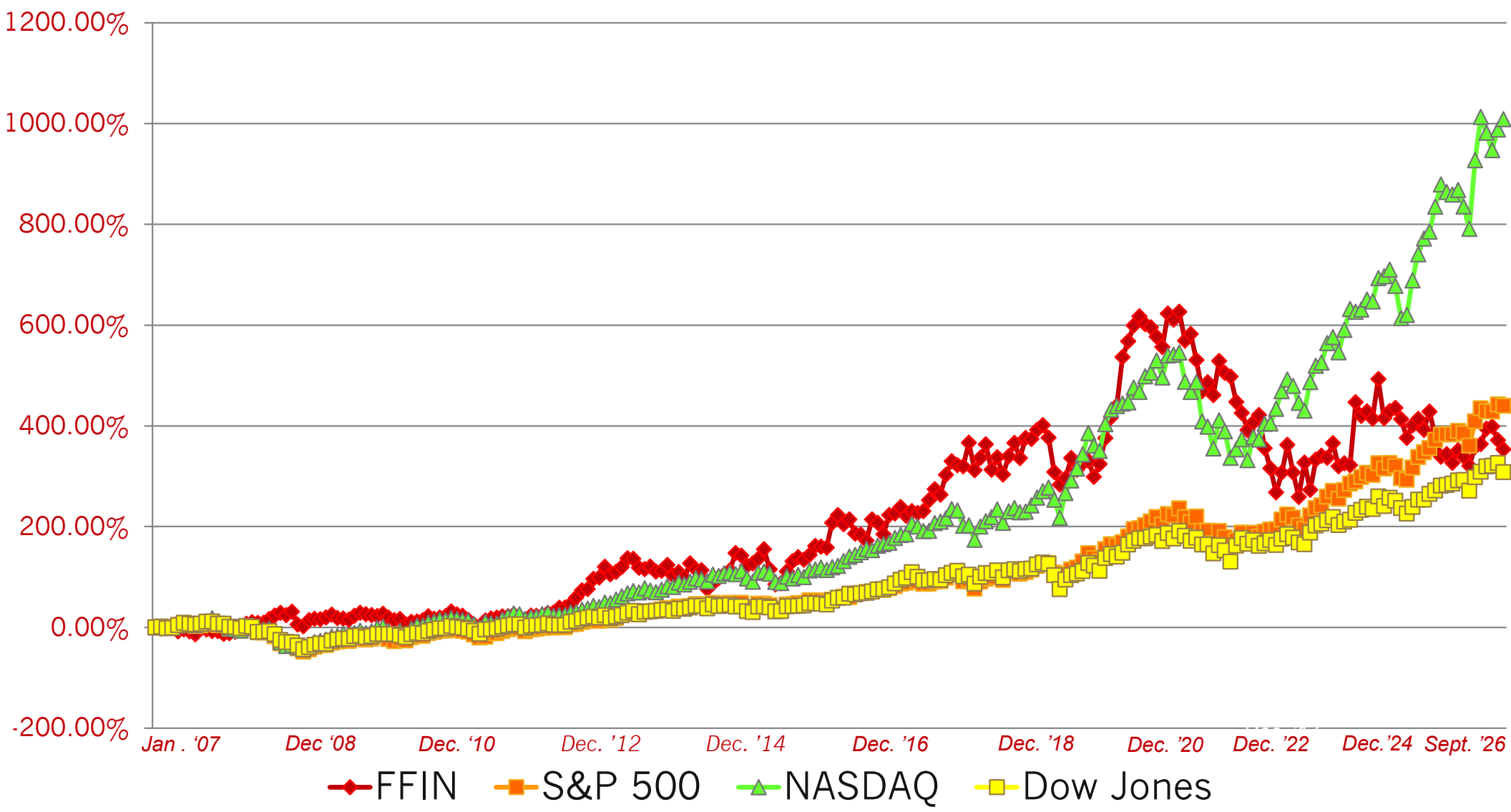
Dividends Per Share

Annual Dividends Declared Per Share

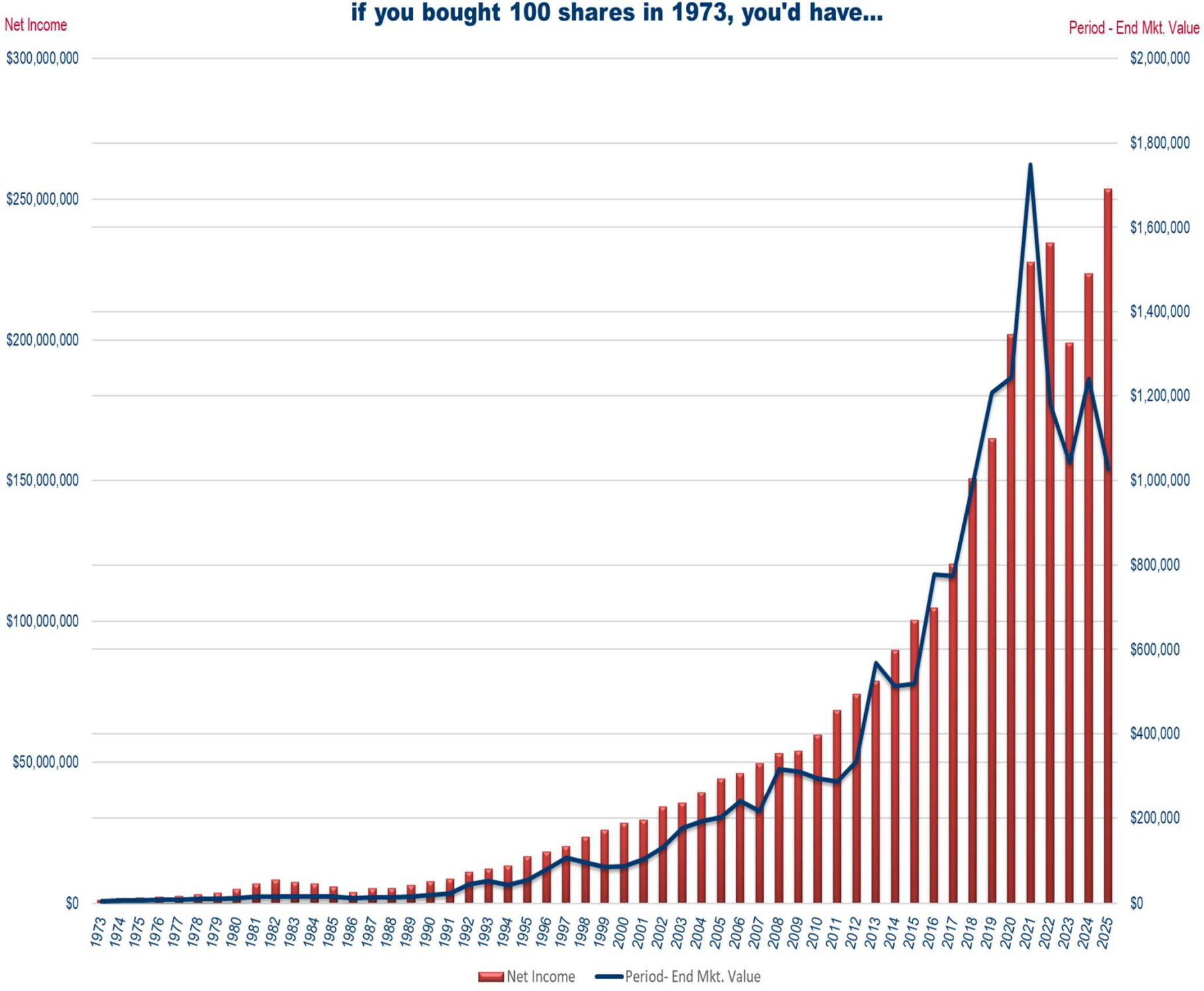


*Note: Increased quarterly dividend to $0.22 per quarter payable on July 1, 2026.

Stock Performance



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




FIRST FINANCIAL BANKSHARES, INC.™