

**Growing for the future.**

**Preserving the past.**



2021 Business Review



## First Bank's Refined Vision:

As with all organizations across the globe, First Bank found itself in a unique position in 2020; quite frankly, one like we had never encountered. Proudly, our dedicated teams and deep-rooted organization faced the evolving challenges of the year with strength, determination, and a commitment to serving our clients in an unparalleled capacity through an unprecedented moment in time. Through it all, we came together to continue to transform and further solidify our goals. We grew our vision of serving family-owned businesses and their families and moved deeper into that space.

Great companies look beyond the moment. Although we've passionately proclaimed our vision of serving all of our clients with stellar products and services so they may thrive through the generations, we've intensified our focus on serving this vital segment of our nation's economy—family businesses. With economic downturns, widespread closures, and unpredictable consumer behavior, never has it been more important to serve family businesses than throughout the pandemic. From streamlined technology and digital tools to personalized services, we continue to plant seeds to serve family-owned businesses and their families so they may grow and flourish for generations to come.

Our Strategic Plan serves as our roadmap, guiding us as we navigate our multi-generational journey. In order for it to stay relevant, it simply must evolve and grow.

### **Five Pillars of Success**

First Bank's Strategic Plan builds on the work done by our colleagues to continue to develop our strategic direction. It describes our purpose, our aspirations, and the five pillars that will support our future decisions and direction.

**Risk Management** – First Bank has instilled a risk culture consistent with our long-term objectives, which includes a strong Risk Management program to measure, monitor risks, and ensure sound banking practices. First Bank cares about our clients and understands the risk of cyber and fraud threats. Our cyber security and fraud prevention teams implemented stringent fraud monitoring protocols to help identify and mitigate potential fraudulent activity. In addition, First Bank provides ongoing communications and resources to help our clients stay informed on emerging security threats.

**Culture** – Here, culture means fostering a high-performing, inclusive workplace. Our enriched culture forms the foundation of everything we do. Without our collaborative team of professionals, our clients cannot get the top-ranked service they deserve nor can our organizational goals be achieved. First Bank is proud to employ nearly 1,000 employees from all backgrounds, ethnicities, and cultures. To further our inclusive culture,

# Helping family-owned businesses thrive.

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First Bank's Diversity, Equity, and Inclusion Council (DE&I) expanded their voice in 2020 and initiated our first-ever Employee Resource Group to provide our African American colleagues and like-minded professionals with an internal networking forum.

To better serve our clients, we hired top-tier talent, including Maggie Curcio, Chief Human Resources Officer, Jamie Moses, Chief Financial Officer, and Rich Ryffel, Managing Director of Wealth Management.

**Efficiency** – Although we were fully committed to our branch transformation, the pandemic and subsequent shift to digital channels thrust our efforts forward. We're intently focused on long-term growth and, in order to do this, we continue to refine our branch services and digital offerings. In 2020, 11 in-store branches were equipped with Interactive Teller Machines (ITMs) to expand our service hours for our clients in a contactless, digital format. We continued our work on our transformational journey so that we may continue to evolve our digital offerings.

**Differentiation** – We strive to differentiate First Bank as the premier bank for family-owned businesses by hiring and developing talent to serve this market, uniquely focusing on helping family-owned businesses thrive, providing customized solutions, and serving as an advisor through our Center for Family-Owned Businesses. When abrupt closures occurred, our teams sprang into action with ways to help our family business clients. In response to our clients' needs, First Bank's Center for Family-Owned Businesses launched its inaugural educational webinar series. In 2020, we educated nearly 6,500 registered participants on webinars regarding Paycheck Protection Program (PPP) loan updates, election outlook, COVID-19 vaccination policies in the workplace, and more.

Educating the next generation is a passionate endeavor of First Bank. With education systems being pushed to the limits to teach students virtually with little planning, training, or resources, First Bank knew it needed to help. In 2020, we committed \$1 million over the next three years to help advance the use of technology in education, launching an innovative program in collaboration with Maryville University. Our aim is to help educators, especially in underprivileged districts, have the resources they need to continue to educate tomorrow's leaders.

To further our support to our communities, our branch teams reached out with over 100,000 phone calls to our clients. It wasn't unusual for our caring team members to personally assist in whatever manner they could, even if that meant delivering much-needed grocery items to senior clients. This outreach effort was simply because we're committed to supporting our clients in all possible aspects.

**Growth** – We are creating a vibrant, sustainable business by serving our clients and deepening our relationships for long-term growth. Throughout 2020, First Bank continued to transform in order to meet our clients' needs. Our First Bank team drove a successful year financially with Core Revenue, the Efficiency Ratio, and Pre-Tax Income exceeding budget. Our results were largely driven by the record-breaking performance of our Mortgage Division. This incredible group produced origination revenue above 250% of the Plan. Our teams delivered robust deposit growth while helping more than 1,700 clients with PPP loans and originating over \$450 million in loans in 2020 alone. In fact, First Bank is proud to state our ranking 7<sup>th</sup> for performance among banks in the U.S. according to S&P Global Market Intelligence.

I was incredibly proud of the support our resilient teams gave both our businesses and communities in

a time when they needed it most. When our larger counterparts in the industry were backing out of the critical PPP lending our clients desperately needed, First Bank remained true to its roots, and did everything within reach to assist clients and help them navigate the trials of the pandemic.

## **Our roots run deep.**

Our proud First Bank brand remains deep-rooted in its multi-generational history; while simultaneously evolving, transforming, and growing to meet the changing needs of our clients and communities. Let's nurture the seeds you've planted so you, as well as your business, will flourish for many generations to come.

**“We're excited to share our new vision statement: To help family-owned businesses, their families and employees thrive through the generations.”**

– Shelley Seifert  
President and Chief Executive Officer,  
FB Corporation;  
Chairman and Chief Executive Officer,  
First Bank



Shelley Seifert  
President and Chief Executive Officer, FB Corporation;  
Chairman and Chief Executive Officer, First Bank

# Expanding Our Core Pillars

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## Culture

We foster a high-performing, inclusive culture that attracts, develops, and engages top talent and pushes our company to new heights.



## Risk Management

We instill a risk culture, consistent with our long-term perspective, that delivers risks in alignment.



## Growth

We create a vibrant, sustainable business model that results in top quartile revenue growth.

Our Clients



## Efficiency

We will drive highly efficient, frictionless processes that focus on client engagement and optimize investments resulting in an efficiency ratio that is equal to or less than peer.



## Differentiation

We develop a niche as the premier bank for family-owned businesses, as well as their owners, families, and employees in the markets we serve.



Maggie Curcio, Chief Human Resources Officer

“First Bank’s culture of inclusion, high performance, and steadfast commitment to the client, along with our 2020 mission and vision of becoming the bank for family-owned and privately-held businesses, were key elements of my decision to join First Bank. The focus on long-term relationships appealed to me as an HR leader in terms of how we think about relationships within our company as well as in terms of how we build relationships with our clients. Our focus on building a strong, collaborative culture as the foundation to support our clients and those around us is truly the key to our long-term success. I’m excited to be part of building that environment.

Whether through our mentorship, development, and top-performer programs, or our commitment to Sustainability, Health & Wellness, and Diversity, Equity & Inclusion through our internal councils, First Bank is deeply committed to building a vibrant, high-performing and diverse organization. I’m excited to be part of the next 100 years of building success for our employees, clients, and communities.”

# Planting Seeds of First Bank Culture

In order for anything to grow, it must have a nourishing, supportive environment. First Bank is no exception. Here, you’ll find that our strong, supportive culture is at the foundation of everything we do. We nurture a culture of inclusion, high-performance, and an unwavering commitment to serving our clients.

Ask any client what sets First Bank apart and you’ll always find that it’s our people who make all the difference. First Bank is proud to employ nearly 1,000 diverse, knowledgeable professionals with a strong passion for serving our clients.

In 2020, not only did we carry on our commitment to supporting our colleagues with the continuation of our Mentorship Program and peer-



First Bank Chairman’s Club, Inaugural class, 2020

nominated Everest Awards, but we also rewarded top sales performers with the First Bank Chairman’s Club, a recognition program celebrating those who are supporting our best-in-class sales culture. We also launched our President’s Club, recognizing banking specialists for going above and beyond in their unique roles.

### Employees Leading By Example

In addition, our employee-led councils strengthened their commitment to our colleagues by engaging our exceptional talent across our organization to become a stronger, unified voice on social topics. Their important work continues to strengthen our corporate culture.

*The Sustainability Council* remains focused on helping First Bank become more eco-friendly and better stewards of our resources. Their aim is to raise awareness of how our teams can contribute to create a more sustainable

organization, sharpen its focus on reducing paper consumption bank-wide, and implement efficient resources to help maintain reduction. Although the pandemic forced teams to work remote, the shift to digital channels subsequently reduced First Bank’s overall paper consumption. In order to help educate employees on the importance of our ongoing commitment to the environment, the *Sustainability Council* launched its own intranet site and released its first newsletter.

### The Diversity, Equity, and Inclusion Council

continued its important work in developing an inclusive culture through education, collaboration, and understanding. In 2020, DE&I launched its own intranet site with events, information, and educational opportunities. They also initiated the first-ever First Bank Employee Resource Group (ERG) to provide our African American colleagues an open forum. First Bank also made the decision for an early closure in honor of Juneteenth, celebrating the American abolishment of slavery.



Throughout the pandemic, First Bank employees were consistently finding new ways to help one another. First Bank Cares, our charitable fund devoted exclusively to First Bank employees, was launched for any employee experiencing a financial burden, due to a disaster or other qualifying situation, where they cannot cover basic living needs. First Bank Cares is funded by both employees and First Bank.



Bala Nibhanupudi, Chief Technology and Operations Officer

“Our technology strategy is built on First Bank’s strategic themes – driving highly-efficient, frictionless processes; creating a sustainable model for growth; and establishing First Bank as the premier bank for family-owned businesses. I am happy to announce that the pandemic has not stopped us from reaching our goals. We’ve successfully completed nearly all of the projects we started, including switching to video conferencing for internal and external meetings, completing three deconversions, and leveraging e-sign. We also implemented bot and web technologies to service over 5,000 PPP loans throughout the pandemic, transformed all in-store branches, installed nearly 40 ITM/ATMs, migrated to an improved version of Sentinel, our automated credit tool, and much more. We have worked as a unified team with the goal of providing the best service to our clients.

While the adoption of these new technologies and processes will continue to improve our efficiency, we have more projects lined up to take us to the next level. We will be implementing Salesforce Financial Service Cloud, an integrated platform that drives stronger client relationships. We will be reimagining the client experience by adopting a digital banking platform that will allow us to integrate all our financial services into one holistic experience. These two technologies, in combination with process automations through bots, will position us to meet our clients where they are and on their preferred channel of communication. All of this, in addition to our knowledgeable team members, will help us reach our goal of helping family-owned businesses, their families and employees thrive through the generations. Exciting times are ahead.”

## Cultivating Our Efficiency

This past year has tested our resilience both at a personal level and as an organization. Within just a few weeks of the pandemic’s onset, we had to adopt to working remotely, adjust to dramatic changes to lifestyle, and deal with tremendous stress levels brought on by uncertainty. Our technology infrastructure, systems, tools, and more importantly, the dedication of our employees allowed for quick adoption to the new environment.

### Serving Our Clients with Efficiency

At First Bank, we’re focused on efficiency in order to serve our clients as seamlessly as possible and achieve long-term growth.

Technology allows us to be more efficient in the way we serve our clients. Our clients’ digital perspective became more important than ever throughout the pandemic, especially as the volume of consumers embracing digital technology grew.

We were excited to offer our clients the ability to open checking and savings accounts online. This efficiency improved the client experience, especially as the need for contactless solutions grew.

During the PPP loan period, our dedicated teams focused on delivering an efficient process with a straight-to-client model. As a result, our teams developed a PPP portal that streamlined the entire loan process from start to finish. Given the varied documentation and qualification requirements, it assisted in guiding clients through the application process, as well as structured the application to be submitted. We wanted to give our business clients access to the program as quickly as possible. This efficiency allowed us to provide

over 5,000 business clients access to

**5,000+**  
**PPP LOANS**  
Processed

the critical lending they needed through all three rounds of the PPP program.

This improved process allowed us to leverage new functionality to automate decisions and provide credit approval in real time. We were excited to introduce this automation because it provides our business clients with fast and efficient credit decisioning for loans up to \$100,000. In addition, we introduced Credit Portfolio Monitoring, an automation that allows us

to monitor client’s credit profiles in real time. These features allow us to deliver our clients a fast, efficient credit approval process while enhancing our small business credit monitoring capabilities.

As we expand and improve our clients’ digital experience with online applications and client self-serve tools, the speed and value provided by this functionality will continue to grow.

**Efficient Client Products** Our goal is to provide our clients the tools they need to make their lives easier. In addition to offering our clients a more efficient, contactless way to bank at our newly-redesigned branches, the First Bank product team also launched digital tools designed with our clients in mind.

Plinqit, a digital savings app, integrates with a First Bank checking account. This app allows clients the ability to set multiple savings goals for things like an emergency fund, a car purchase, vacation, or anything else.

Autobooks, a product designed for our smaller business clients, is a digital tool that simplifies and automates back-office operations. Not only does Autobooks automate invoicing to sync our business client’s accounts but it also accelerates bookkeeping time and improves the customer payment experience.



In July 2020, First Bank joined the Real Time Payment (RTP) network and our clients now receive payments in real time (in seconds or minutes) any time, day or night, including weekends and holidays. “These payments used to arrive the next business day by ACH or the same business day by wire,” said Jon Moen, CTP, First Bank’s Senior Vice President and Director of Product. “The feedback has been very positive, especially by the bulk of the gig-economy workers who are getting paid faster as a result.”

From streamlined services and faster payments to digital products, we’re intently focused on efficiency both inside and out. We want to give our clients the ability to bank whenever and however they choose.



Rick Sems, Executive Vice President, Retail and Client Experience

# Strengthening Our Differentiation

“As a family-owned business with consistent ownership and focus for over 100 years, we are dedicated to helping other family-owned businesses and families in our communities thrive. We do this by being authentic about who we are and what we do. A great example of how we are differentiating ourselves, is our branch transformation focus. This transformation allows us to better deliver our client value proposition.

We are building a branch model and efficient processes to quickly provide you with the reliable answers, unique ideas, and innovative solutions you need. In addition, we are equipping our staff with the tools they need to serve you in an efficient and consistent manner.

While we already provide exceptional service to our client base, as noted by our industry-leading customer satisfaction scores, we want to be even better. We consider our clients part of our family and want to make sure you get what you need, when you need it.

Moving forward, you will witness a transformation in our branches that will utilize technology and design to help us better serve you, our valued clients.”

## What Sets Us Apart?

As a family-owned business ourselves, we feel we’re in a unique position to understand and relate to the various seasons family-owned businesses go through each year. We’ve continued to build our products and services to reflect the unique needs of a family-owned business. We feel this and so much more differentiates us from our counterparts.

Through this important strategic initiative, we are uniquely focused on helping family businesses thrive; providing customized solutions and advice to our family business clients that aren’t commonly offered by our competitors; and strive to serve as an educator and connector through the development of our unique Center for Family-Owned Businesses.

## Education and Empowerment

The virtual, contactless environment prompted the launch of our educational webinar series, presented by First Bank’s Center for Family-Owned Businesses. In 2020, our teams provided educational webinars to nearly 6,500 registered attendees on topics, including resolving conflict in family-owned businesses, market outlook, Paycheck Protection Program guidance, and tax-mitigation strategies.



At First Bank, we’re proud to have women in leadership at all levels of the company and provide an environment where women can thrive. We’re also proud to have rolled out a financial empowerment program, designed exclusively for women business owners, entrepreneurs, and executives, called the First Bank Circuit. First Bank Circuit hosted its first webinar to female business-leaders on the important topic of “Growing your business using social media”. Through the First Bank Circuit, our goal is to develop a network that helps women business leaders build relationships with those facing similar challenges.

We also continued the First Bank Financial Wellness program and our unique education platform that offers our business clients the ability to provide state-of-the-art financial education to their employees.



## Client Value Proposition

We can’t talk about what sets us apart without discussing our unique client value proposition. In it, we powerfully proclaim, “We are a family-owned business that caters to serving the needs of other family-owned businesses. We excel at serving the businesses, their families and employees through simplicity, reliability, caring, and ideas.”

No other collaborative effort is more evident of our commitment



to serving our clients than through the outreach calling efforts that were made in 2020. Our teams conducted over 100,000 outreach phone calls throughout the pandemic just to see if there was anything we could do to assist them.

Our brokerage and insurance services teams supported our retail partners and their clients despite challenging physical constraints. They met clients’ needs, virtually and in-person, keeping clients, co-workers and themselves safe. Clients understandably were rattled by the events of the pandemic and our retail-based team was a constant reassuring voice for them.

It’s clear that we care about our family-business clients as evidenced by our holistic succession planning services, an educational series geared toward helping family business owners navigate the unique challenges and opportunities they face, and by continuing our personalized advisory services.

Collectively, our leadership and teams will stop at nothing to ensure the needs of our clients are met.





Rich Ryffel, Managing Director, First Bank Wealth Management

# Growing for the Future

“It would have been easy in 2020 to seek merely to survive, given all the challenges presented by the pandemic. But we challenged ourselves to grow and thrive; and thrive we did.

Despite ever-changing precautions that made conducting business more difficult, we adopted a proactive, innovative, and growth-oriented posture.

Our Wealth Management team embraced new ways to do business with clients through these difficult times. Constant, proactive, and personalized outreach kept clients invested and uncovered additional client needs brought on by the pandemic. As a result of our counsel, clients stayed the course, stayed invested, and benefited from the rapid market turnaround as the economy began to recover.

Across our team, we used time working from home to grow through training and by leveraging technology to become more efficient and more eco-friendly. These investments in new ways of doing business have set a solid foundation for growth as the economy fully reopens.

In 2020, we took care of our community and our clients. We pressed forward in our new virtual environment to grow with remote learning, sales training, team building, and volunteerism to help those for whom the times were the toughest.

We are poised to take advantage of a more optimistic outlook for the future. As we emerge from the pandemic, our proven adaptability will allow us to serve clients more reliably and more simply.”

Within our deep-rooted heritage, exists our innate passion to help as many clients succeed as possible. To achieve this, we must grow and branch out. Amidst a global pandemic, social challenges, economic downturns, widespread business closures, and so much more, our extraordinary First Bank teams rose to the occasion with commitment, passion, and purpose.

Although our vision for 2020 shifted, that certainly didn't stop us from transforming, evolving, and growing. Whether it was creating modern, innovative spaces to serve our clients with expanded hours and transitioning to videoconference meetings to growing our knowledge-base with top-tier talent, First Bank is poised for growth.

**Growth in Volume** We can't speak to 2020's growth without highlighting our outstanding Mortgage division. While navigating the challenges 2020 presented, our Mortgage teams still provided a record volume of mortgage clients with superior, seamless service. In fact, our teams delivered an impressive \$1.29

 More than **\$1.29B** in Mortgage Origination Volume

billion in Mortgage loan origination volume. Bill Kusman, President of First Bank Mortgage, said, “Last year was an extraordinary year for the mortgage business. All the stars aligned. Interest rates hit an all-time low, refinancing volume was at a historic high, and profitability hit a new landmark.”

First Bank Wealth Management saw a 4% increase in the retirement and investment accounts managed, surpassing \$1 billion in assets under management. We'll continue to expand First Bank Wealth Management's presence, services, and specialized teams in high-growth markets.

Over **\$1B** in Total Assets Under Management 

Our PPP loan servicing teams worked literally around-the-clock to provide critical funding to our business

**CARES Act** **\$450 MILLION** in PPP loans

clients at a time when they needed it most, resulting in \$450 million in loan origination in 2020.

**Growth in our Services** At First Bank, growth isn't always about numbers. Sometimes, it is about growing our capabilities in order to serve clients in a manner that works best for them. Throughout 2020, we introduced a completely new way to bank by transforming 11 branches at Dierbergs Markets. These innovative branches highlight various technology solutions, including Interactive Teller Machines, digital media, and video conferencing capabilities. We also rolled out instant-issue debit card service.

In 2020, we launched a new, robust website at [www.first.bank](http://www.first.bank). Not only did the .bank URL provide us with the highest-level of online security, but our website also gave us a secure platform to expand our digital services, including online account opening and appointment setting. From this framework, we are planting seeds for the future with an even better digital banking experience, such as single-service sign-on and state-of-the-art eBanking platform capabilities.

Whether it's improving our services, growing our talent base, serving a record number of clients, expanding our outreach, or improving our digital experience, First Bank is committed to creating an organization that has the capacity and knowledge to help you achieve your dreams—whatever they may be.



Clients use ITMs at our newly transformed in-store branches.

# Managing Risk for Sustainable Growth



Greg Bissell, Chief Risk Officer

“Adding Risk Management as the fifth pillar recognized the importance of instilling an enterprise risk culture where all employees have ownership in managing risk. I like to equate ‘managing our risk’ to performing routine maintenance on a home or car where we perform regular monitoring to identify and fix potential issues before they become a costly expense. The Bank implemented a similar approach in order to strengthen our risk culture by establishing ongoing maintenance controls as part of our Risk Management Program.

For example, credit risk is a critical risk of any financial institution. To mitigate this risk, we have defined metrics to manage and monitor credit concentrations, portfolio performance, and portfolio quality within our risk appetite.

To ensure our objective of maintaining a safe and sound banking environment, the bank has implemented the three lines of defense strategy to provide ongoing monitoring and testing of key risk areas. The three lines of defense provides a layer of review at the source level, then a secondary review function and finally a third line review by our independent audit team. This strategy mitigates the risk that a problem area would not go undiscovered.”

All organizations focused on long-term growth understand the need to manage risk appropriately.

At First Bank, prudent risk management is critical to accomplishing our mission of serving our clients for generations to come. As with any growing business, we’re all in the business of assuming a certain level of risk, however, it’s important to manage those risks within pre-defined guardrails. As such, First Bank has established a framework to evaluate and decision risks within our defined risk parameters.

Prior to 2020, First Bank had instilled a risk culture consistent with our long-term objectives, including a strong Risk Management program, in order to measure and monitor risks while ensuring sound banking practices. However, realizing its value and importance, First Bank’s senior leadership determined to add Risk Management to the Strategic Plan as one of the five pillars of success. This is because Risk Management weaves itself through all of the other pillars and is fundamentally vital for our organization as well as our clients. It’s due to this ongoing diligence and sound practices, that First Bank was able to stand tall against the storm 2020 presented and confidently serve our clients with the personalized products and services they needed.

First Bank cares about our clients. We understand the growing number of cybersecurity threats that our clients are bombarded with on a regular basis. Rest assured, our cybersecurity and fraud prevention teams have ongoing fraud monitoring tools in place to help identify and



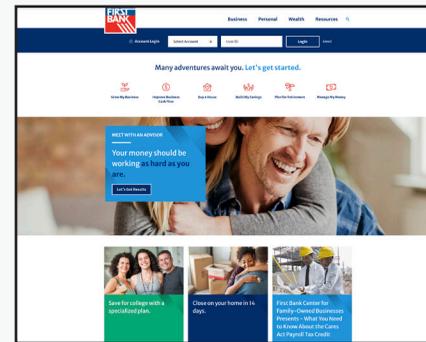
thwart potential fraudulent activity and to navigate through these challenges. Our teams also leverage stringent cybersecurity frameworks and encryption protocols, as well as diligent third-party risk assessments of all vendors and suppliers, to ensure a strong security position consistent with the Federal Financial Institutions Examination Council’s (FFIEC) guidance, while also working as a trusted partner with the Secret Service and Federal Bureau of Investigation. In short, First Bank has made significant investments to provide best-in-class cybersecurity protection.

In 2020, First Bank launched a new, robust website at [www.first.bank](http://www.first.bank).

With our clients in mind, the decision was made to utilize a “.bank” domain to offer the highest-level of website security available.

In addition, First Bank provides ongoing communications, webinars, alerts, and resources to help our clients stay informed on emerging security threats. First Bank’s Security Hub on [www.first.bank](http://www.first.bank) offers sound advice and guidance to help clients stay vigilant in the battle against financial fraud and security threats.

Our inclusive Risk Management program allows our deep-rooted bank to continue to withstand the changing seasons and grow with confidence. More importantly, it shows our clients that we intend to partner in their long-term success with reliable, consistent, high quality service.



Our newly redesigned website at [www.first.bank](http://www.first.bank).



Stacy Clay, Director of Community Affairs

# Nurturing Communities

“It goes without saying that 2020 was truly a year like no other. As First Bank adjusted to the new normal to serve our clients and take care of our team members, we never lost sight of the larger community.

In addition to launching our Education Technology Initiative, First Bank continued to support many of our long-standing community partners. We recognized that as fundraising events were cancelled due to COVID-19, resources were becoming harder to come by, but the community need was increasing. First Bank maintained its commitments to our non-profit partners and, in some cases, increased our donations as our partners shared with us circumstances that they – and those they serve – were facing.

Although all businesses were impacted, minority businesses were hardest hit. According to a Small Business Majority Study, of those who applied for a PPP loan, over half said the application process was difficult and a little over 30% received the funding they needed. Realizing the complexities presented by the pandemic, our teams implemented a branch calling initiative that involved contacting businesses within majority-minority areas. Over 70,000 outreach phone calls were made to these underserved areas.

In 2020, we offered ongoing support and provided nearly 40% of our round one and round two PPP loans in majority-minority areas. First Bank is committed to working with all of our communities to help turn this tide.

Throughout our 100-year history, First Bank has always been a reliable partner to the community – in good times, and especially in challenging ones.”

**Growth in our Outreach** Stemming from First Bank’s long-standing philanthropic history, our charitable giving continues to make an impact

Over **\$1 Million** in total donations to nearly 170 organizations

in our communities. In 2020, \$1,032,263 in total donations was provided to nearly 170 organizations by First Bank to support our communities through development loans and charitable programs. Last year, 69% of those donations

helped to support youth in underserved areas. First Bank is also proud to be honored by the St. Louis Business Journal at the Corporate Philanthropy Awards for its contributions to non-profit agencies.



of our philanthropic dollars support young people from under-served communities

Our philanthropic mindset helped us further our support of minority business leaders. Although it was a challenging year for all business owners, minority businesses were hardest hit.

In response to this, First Bank invested \$250,000 into the Justine Petersen COVID-19 Response Fund. This fund was designed to support small businesses, primarily minority-owned businesses. Through our partnership with Lendistry, we’ve invested \$250,000 to help provide funding for low-to-moderate income businesses as well as \$100,000 specifically to minority-owned businesses, primarily in Los Angeles and Orange County, California.

The Center for Family-Owned Businesses also partnered with the Gellert Family Business Center to sponsor a minority business leadership program. “We’ve partnered with solid organizations who are already doing great work out in our communities,” said Joe Ambrose, Executive Director of the

Center for Family-Owned Businesses, “so that we may help provide equal economic opportunities for all.”

## A Culture of Giving Back

Throughout its 100 year history, First Bank has been committed to being a responsible corporate neighbor and an active member of the communities in which we serve. When school districts were tasked with the additional burden of holistically supporting remote learning, First Bank sprang into action to assist. First Bank announced the Education Technology Initiative and partnered with 13 schools to help fund the technology expenses that 2020 brought them. As a result, First Bank pledged to contribute \$1 million over the next three years to support technology for students and professional educator development.



Our teams supported our community in whatever manner they could throughout the pandemic, including providing over 1,700 volunteer hours. First Bank also provided 70

community development loans for a total of nearly \$125 million in 2020. In addition, we supported many organizations across our footprint, including The United Way of Greater Saint

**\$125 MILLION** in 70 Community Development loans in 2020.

Louis, Prosperity Connection, St. Louis Community Foundation, Kipp St. Louis, Amer-I-Can Foundation, Oasis Center International, Habitat for Humanity of Orange County, and Saddleback High School in Santa Ana, CA, just to name a few.

It’s clear our long-standing spirit of community giving continues to thrive.

# First Bank: Strength in Numbers

## Income Statement Data:

	<u>2020</u>
Net interest income	\$182,756
Provision for loan losses	13,600
Net interest income after provision for loan losses	169,156
Noninterest income	151,383
Noninterest expense	169,115
Income before provision for income taxes	151,424
Provision for income taxes	40,906
Net income	<u>\$110,518</u>

## Balance Sheet Data:

	<u>2020</u>
Total loans	\$3,943,915
Total investment securities	2,013,037
Total assets	6,580,061
Total deposits	5,833,808
Total stockholder's equity	682,145

(\$ in thousands)

## Ratios Compared to Peer\*, as of December 31, 2020:

\*Peer group is banks with between \$2 billion and \$10 billion in total assets.

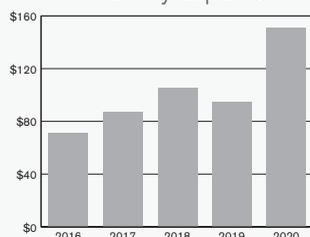
Regulatory Capital:	First Bank	Peer Median	Asset Quality:	First Bank	Peer Median	Liquidity:	First Bank	Peer Median
Tier 1 capital to risk-weighted assets	15.03%	13.24%	Nonperforming assets to assets	0.49%	0.53%	Loans to deposits	67.60%	84.46%
Total capital to risk-weighted assets	16.28%	14.43%	Net charge-offs/average loans	(0.02%)	0.07%	Liquidity ratio	33.17%	19.67%

We are well positioned from a capital perspective to encounter a downturn in the economy. We have been building our capital ratios to withstand adverse circumstances and preserve our ability to lend to our clients.

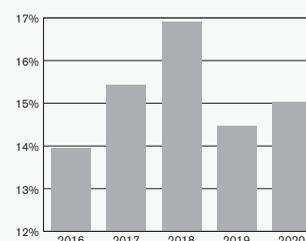
We compare very favorably to our peers in asset quality metrics with very few adverse loans. In addition, we have limited exposure to current distressed industries such as energy, transportation and hospitality which will help preserve our ability to lend to our clients.

We are much more "liquid" than our peers, meaning we currently have fewer loans as a % of our deposits. In addition, we have more cash to lend to our clients given our solid base of core relationship deposits.

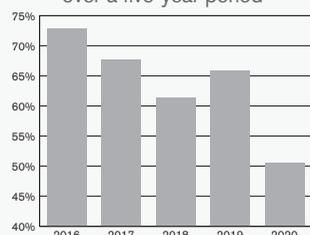
Increase in Pre-Tax Income (in millions) of  
**113%**  
over a five-year period



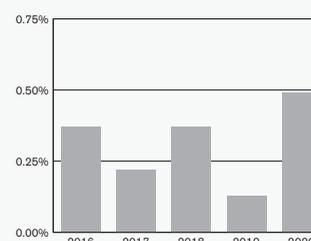
Well Capitalized for Growth:  
Tier 1 Capital to Risk-weighted Assets



Improvement in  
Efficiency Ratio of  
**22%**  
over a five-year period



Consistently Better than Peer  
Nonperforming Assets to Total Assets





The Dierberg family commitment to family businesses and the communities in which we serve originated over 100 years ago. Four generations later, that same steadfast dedication continues to thrive, grow, and flourish. At First Bank, family business is at the root of everything we do.

At First Bank, we make it a priority to know our clients by name and offer personalized, tailored solutions, while simultaneously immersing ourselves into our local communities. This dedication to community can be seen through our Education Technology Initiative and continued focus on building mentorship programs, supporting leadership and exploration, and preparing tomorrow's leaders and innovators.

It's clear that family-owned businesses and the communities in which they operate hold a special place at First Bank, and we'll go above and beyond to exceed expectations, bring new ideas to the table, and partner in their long-term success. Our bank is deep-rooted in heritage, strength, and client relationships, often surpassing generations because of the strength of our team and the clarity of our vision.

Let's grow, innovate, and prosper together.

Michael Dierberg  
Chairman of the Board,  
FB Corporation

*“I’m so very appreciative of your support and the support of First Bank during this historical time in our lives and economy.”*

*“I have the best Small Business Banker. One of my silver linings of the pandemic cloud!”*

*Your tireless dedication to work through the nights and weekends on the behalf of your customers is noteworthy, recognized, and sincerely appreciated.”*

*“My banker has been a game changer for us...I never knew that a relationship with a bank could be so beneficial and enjoyable at the same time.”*

*“My banker was so communicative and I ended up getting funded while most others are were still waiting.”*

*“You were the **FIRST** to **RESPOND**. You were the **FIRST** to get answers to me, the customer. The **FIRST** to get the application going. And the **FIRST** to instill some confidence in me that anybody actually knew what was going on!”*

*“Personalized banking is not just something in the past. The service I received through the PPP application process was so exceptional.”*

*“I have never received such personalized and attentive service from a bank. These people really know how to make clients feel appreciated.”*

*“As a small business owner, I am personally responsible for the livelihoods of my employees and my family. I am engulfed with worry and anxiety every day. But your help in securing my PPP loan gave me the only piece of mind I’ve had in the last 8 weeks!”*



Member FDIC

*“You and First Bank have been extremely helpful and supportive from day one of the crisis. I heard from you immediately after the statewide lockdown was imposed, and you have made the process seamless. A big Thank You!”*

*“I have zero doubt that First Bank has my back and my best interest at all times.”*

*“Everyone has gone beyond my expectations for service and professionalism.”*

*“Calling First Bank was one of the best decisions I have ever made in my 40 years of running this business.”*

You don't grow to be one of the biggest family-owned banks by standing still. And you don't do business for 100-plus years by forgetting where you came from, or who you're here to serve. Because helping clients reach their goals is our goal, and planning better for tomorrow starts with achieving more today. For individuals, for businesses, and for the whole community.

This is what it means to be a part of First Bank.

Where being treated like family means something.  
Where the success of our clients means everything.  
And where relationships come first.



Member FDIC