



**First Financial Bankshares, Inc.**


**FFIN NASDAQ**

**Banks**

Market Capitalization USD:

**\$1,233.61 mm**

**CONCERN LEVEL: LOW**

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance.
- 4 The CEO received no more than one annual cash bonus this fiscal year. 
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated.
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

**CEO: F. Scott Dueser**

**Age: 58**

**CEO Since: 2001**

	2009	2010	2011
<b>Base Salary</b>	\$481,667	\$495,000	\$536,250
<b>Discretionary Bonus</b>	\$0	\$0	\$20,000
<b>Annual Cash Incentive</b>	\$32,175	\$69,300	\$125,235
<b>Benefits and Perquisites</b>	\$29,454	\$33,107	\$34,060
<b>TOTAL ANNUAL COMPENSATION</b>	<b>\$543,296</b>	<b>\$597,407</b>	<b>\$715,545</b>
<b>Increase in Post-Retirement Benefits</b>	\$49,236	\$65,242	\$92,519
<b>Stock Option Awards</b>	\$84,950	\$0	\$59,400
<b>Stock Awards</b>	\$0	\$0	\$0
<b>TOTAL COMPENSATION</b>	<b>\$677,482</b>	<b>\$662,649</b>	<b>\$867,464</b>
<b>Median of Other Named Executive Officers Total Compensation</b>	\$346,276	\$347,565	\$352,038
<b>Value Realized on Exercise of Stock Option</b>	\$100,495	\$20,678	\$34,952
<b>Value Realized on Vesting of Stock</b>	\$0	\$0	\$0
<b>TOTAL REALIZED EQUITY COMPENSATION</b>	<b>\$100,495</b>	<b>\$20,678</b>	<b>\$34,952</b>

**Proxy Date:** 1 Mar 2012

**Annual Meeting Date:** 24 Apr 2012

**Equity Reserves:** 8.22%

**Stock Option Run Rate:** 0.49%

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## Performance Comparison

■ vs S&P500    ■ vs Industry    ■ FFIN



## Peer Comparisons (TRBC) =Banks

### Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
<b>FFIN</b>	<b>First Financial Bankshares, Inc.</b>	<b>\$677,482</b>	<b>\$662,649</b>	<b>\$867,464</b>	<b>\$1,233,610,874</b>
BOKF	BOK Financial Corporation	\$8,618,099	\$6,663,222		\$3,245,859,202
CBSH	Commerce Bancshares, Inc.	\$2,495,074	\$2,812,892	\$3,919,376	\$3,018,128,406
HCBK	Hudson City Bancorp, Inc.	\$11,470,322	\$8,829,402		\$2,985,666,657
CFR	Cullen/Frost Bankers, Inc.	\$3,689,168	\$3,921,160		\$2,808,706,889
FNFG	First Niagara Financial Group, Inc.	\$2,526,618	\$3,131,327		\$2,698,074,435
ZION	Zions Bancorporation	\$1,373,352	\$1,806,768		\$2,595,009,697

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

### Pay Peer Group

BancFirst Corporation, Bank of the Ozarks, Inc., Hancock Holding Company, Glacier Bancorp, Inc., Home Bankshares, Inc., IberiaBank Corporation, Park National Corporation, Prosperity Bancshares, Inc., Renasant Corporation, Simmons First National Corporation, Southside Bancshares, Inc., Southwest Bancorp, Inc., Sterling Bancshares, Inc., Texas Capital Bancshares, Inc.

### Performance Peer Group

NA

## COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
Johnny E. Trotter	Member	60	Male	9	Outside
Joseph E. Canon	Member	69	Male	16	Outside
Kade L. Matthews	Member	53	Male	14	Outside
Steven L. Beal	Member	53	Male	2	Outside

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