


first

first financial bank

2020 Community Development Report





We help our clients learn, enjoy, and succeed, more. Everyone here genuinely cares. We help our clients live fully in the moment, but we also help them be prepared for the future. After all, helping our clients means helping our community improve and grow.

WHO WE ARE

At First Financial we are committed to conducting business in accordance with our Corporate Strategy, which defines why we exist, and our Corporate Strategic Intent, which defines what we believe in.

WHY WE EXIST

To be woven into the communities we serve. To understand needs and offer financial solutions and resources in order to make lives better.

WHAT WE BELIEVE IN

Our Company

We are confident in our collective abilities and believe that lives are made better by our existence.

Mutual Respect

We seek out, value and respect differences—in opinions, expertise and experiences.

Being in it Together

Our team-based approach means we are all in it together.

Whole-life Balance

Our associates should be successful at work and at home.

Doing the Right Thing

We do the right thing for each other, our clients, communities and shareholders.



Our Commitment to Our Employees

When they grow, we grow. We don't believe in careers with nowhere to grow. Developing our associates and promoting from within is one of our favorite things to do because we know their success is our success.

Impact Mentoring Program

Connecting associates with internal career professionals who will provide direction, development, coaching and feedback to help build personal and professional development opportunities creates a stronger workforce and more "Best Days at Work." Our mentors support associates with great potential who are eager to learn and grow, while our mentees are given the opportunity to form a working relationship focused on development to drive growth, knowledge, understanding and interpersonal skills. All associates are welcome to join and we encourage everyone to be part of this meaningful program.



first professionals

First Professionals empowers and encourages associates on their path to success by supporting a community which respects and values diversity, individuality and community involvement. This group was created to streamline initiatives and provide a platform to enhance diversity, inclusion and development within the bank. Through quarterly events, associates have the opportunity to experience professional and personal growth, while getting to know their peers.

BRGs

Our Business Resource Groups provide associates the opportunity to enhance cultural awareness, develop leadership skills and network with colleagues across business units at all levels, including senior leadership. BRGs are comprised of individuals who come together across the organization based on similar interests or experiences. First Financial currently has the Women at f1RST BRG, Military Veterans+ BRG, fit focused balanced BRG and ROOT! (Respecting Ourselves & Others Together) BRG who provide events and communications throughout the year for associates to attend.





Our Give First program allows our employees volunteer time to help make other lives better. To demonstrate our commitment to this important community endeavor, First Financial offers...



give
FIRST

Up to
8 hours

of paid time off to full-time associates for volunteer activities during scheduled work hours

Up to
4 hours

of paid time off to part-time associates for volunteer activities during scheduled work hours

Our Give First platform serves as a tracking system to capture the volunteer efforts of our associates. Associates can easily submit volunteer hours and track details of the various events in which they participate. Participation in volunteer activities continues to be a focus for the organization, and we are very proud of our associates' commitment to community service and the benefits they derive from it.



Our Relationship with Our Communities

As a community-centered bank, we are dedicated to helping our communities take another step on their paths to success.

ALIVE

At First Financial, we believe there's always an opportunity to help others succeed, whether that involves offering sound financial recommendations to our clients or investing in the economic growth and stability of the communities where we live and work.

Providing access to financial independence is a core value we hold true. This belief inspired us to establish our **ALIVE** community development strategy, which supports the financial needs of individuals, families and businesses in the emerging markets we serve.



ACCESS
to banking
services and
capital



LENDING
in the community



INVESTING
in local initiatives
and the
community



INCLUSION
with involvement
and empowerment
of all



VOLUNTEERING
our time



EDUCATION
through facilitating
opportunities to increase
financial literacy



ACCESS

First Financial continues to expand access to financial services by providing emerging markets with new financial centers, convenient surcharge-free ATMs and easier ways to manage finances digitally.



38 Interactive Teller Machines (ITMs)*

17 of which are located in low- and moderate-income (LMI) communities

6 ITMs added as a response to the pandemic



3,687,160

transactions conducted at
our ATMs in 2020



ATM deposits skyrocketed in 2020. Deposit transactions were up 15% YOY and deposit dollar volume was up 33%.

This was primarily due to financial center lobbies being closed in response to COVID. Clients utilized our ATMs more often to make cash and check deposits.

ITM Video Teller Volume

Video teller ITM transactions also increased in 2020 as a way to continue necessary banking business in a socially distanced manner.

92%

video teller transactions
were up 92% YOY

110,542

video teller transactions
in 2020

144 First Financial Centers*

*As of December 31, 2020

Emerging Market Financial Centers

Percentage of LMI Market Financial Centers

Ohio Counties

33%	Butler	5 out of 15
17%	Franklin	1 out of 6
33%	Hamilton	6 out of 18
14%	Montgomery	1 out of 7

Illinois Counties

100%	Kankakee	1 out of 1
100%	Iroquois	1 out of 1

Indiana Counties

29%	Lake	2 out of 7
60%	Marion	3 out of 5
50%	Bartholomew	3 out of 6
25%	Jefferson	1 out of 4

Kentucky Counties

100%	Shelby	1 out of 1
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Opened in 2020, Walnut Hills is a new LMI banking location with a full-service financial center along with a community room, free wifi and an ITM with extended banking hours.

Digital

49.2%
percentage of
active clients
that are digitally
engaged



Online Account Opening

Clients can open a checking or savings account online, followed by a debit card sent through the mail.



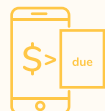
Mobile App

Clients can track, manage and analyze their accounts through their mobile devices and leverage our other digital solutions.



Snap Deposit

Clients can make deposits through their mobile devices.



Bill Pay

Clients can make one-time or recurring payments and transfers, as well as set up Bill Pay alerts and reminders.



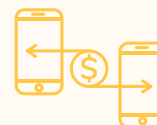
Text Banking

Clients can receive account information via text message.



Mobile Payments

Clients can pay with a single touch through Apple Pay®, Google Pay™ or Samsung Pay™.



P2P Payment System

Clients can initiate person-to-person transfers.



Security and Alerts

Clients can receive security alerts via email, phone or text to help protect their online accounts.



LENDING

As a community bank, we've played a critical role in keeping our local economies vibrant and strong for over 150 years.



2020 Community Development Loans

We committed **over \$208 million** of financing to businesses for the retention and creation of job opportunities, apartment housing projects and other mixed-use developments that create housing and business employment opportunities.

INDIANA

\$36.9M

16 Loans

OHIO

\$162.4M

37 Loans

KENTUCKY

\$14.9K

1 Loan

ILLINOIS

\$9.3M

2 Loans



\$124 Million

in total with 1,172 mortgage loans

Mortgage Lending

Below are the mortgage lending programs that meet the needs of borrowers who require greater underwriting flexibility, the use of non-traditional credit history information and gifts or grants to assist with down payments and/or closing costs.

CHAMP

\$15.1M

83 Loans

Dreambuilder

\$42.1M

299 Loans

Community Builder

\$52M

421 Loans

Community First

\$3.3M

20 Loans

Dreambuilder 2nd Lien

\$2.1M

283 Loans

Home Possible

\$8.5M

58 Loans

KHC FHA Fixed

\$713K

5 Loans

OHFA FHA

\$707K

3 Loans

Consumer Lending

During 2020, First Financial Bank provided support for a wide variety of projects that addressed the needs of the emerging market areas we serve. We continued to offer innovative product solutions addressing specific lending challenges.

CREDIT ACHIEVER

\$170,474

172 Loans

SECURED CREDIT CARD

\$578,765

1,138 Loans

GRAND TOTAL

\$749,239

1,310 Loans

SBA Information

The bank remained a leader in SBA 7a and 504 lending in the markets it serves while also providing desperately needed funding for small businesses via the Paycheck Protection Program (PPP).

\$1 Billion

in combined loans processed
by First Financial Bank in 2020
through nearly 7,100 SBA and
PPP loans



1,571 PPP loans for LMI and MM
(majority minority) areas, totaling

\$268,339,285

INVESTING

Through financial investments, in-kind services, sponsorships and donations, First Financial consistently invests in organizations that are either located in emerging markets, or that offer services in these communities, so we can continue to enable and foster economic growth, stability and neighborhood revitalization.



First Financial invested over \$1.4 million into approximately 610 programs to support our communities.

HIGHLIGHTED COMMUNITY INVESTMENTS:

\$84,500

Leukemia and
Lymphoma Society –
Cincinnati, OH

\$50,000

The Regional Economic
Development Initiative (REDI) –
Cincinnati, OH

\$31,000

The Housing Partnership –
Louisville, KY

\$26,000

Dimension Mill –
Bloomington, IN

\$21,850

American Heart
Association

\$20,550

Catalytic Development
Funding Corporation –
Northern KY

\$18,000

Cintrifuse –
Cincinnati, OH

\$16,000

Martin University –
Indianapolis, IN

\$16,000

Indianapolis Neighborhood
Housing Partnership –
Indianapolis, IN

\$15,000

Catholic Inner City
Schools – Cincinnati, OH

\$12,500

Crayons to Computers –
Cincinnati, OH

\$12,250

Van Wert County Foundation –
Non-MSA, OH

\$11,500

Working in Neighborhoods –
Cincinnati, OH

\$10,000

Foundation for Youth of
Bartholomew County –
Columbus, IN

\$10,000

Community
Development for All
People – Columbus, OH

\$10,000

Urban League of Greater
Southwestern Ohio –
Dayton, OH

\$10,000

One Region – Gary, IN

\$5,300

New Directions Housing
Corporation – Louisville, KY

\$5,000

Decatur County Family
YMCA – Greensburg/Non-
MSA, IN

\$5,000

Martindale Brightwood CDC –
Indianapolis, IN

Investing In Our Communities

\$350 million +

total CRA eligible investment portfolio by the end of 2020, with \$79 million comprised of Government National Mortgage Association project loans in Ohio, Indiana and Kentucky

\$26 million +

backed by first-time homebuyer loans in First Financial's CRA-eligible investment portfolio at the end of 2020



First Financial Foundation

The First Financial Foundation was established at the end of 2017 with the purpose of supporting programs and organizations that enhance and develop the communities in which we do business. We particularly focus on low-income communities, prioritizing: neighborhood development, workforce development and education, and culture and the arts.

HIGHLIGHTED COMMUNITY INVESTMENTS:

\$200,000

Cincinnati USA Regional Chamber
Minority Business Accelerator–
Cincinnati OH-KY-IN

\$125,000

Decatur County Family
YMCA–Decatur County, IN



\$2.8M

in donations in
2020

\$100,000

Horizon Community Fund of
Northern Kentucky–
Cincinnati OH-KY-IN

\$87,310

River Valley Resources–
Non-MSA, IN

\$50,000

Louisville Metro Affordable
Housing Trust Fund–
Louisville/Jefferson County,
KY, IN

\$50,000

United Way of Bartholomew
County–Columbus, IN

\$40,000

New Horizons Rehabilitation–
Non-MSA, IN

\$20,000

Lake Area United Way–
Gary, IN



INCLUSION

By means of fair treatment and respect, First Financial works to ensure all individuals have equal access to opportunities and resources. We work to involve and empower, where the inherent worth and dignity of all people are recognized.

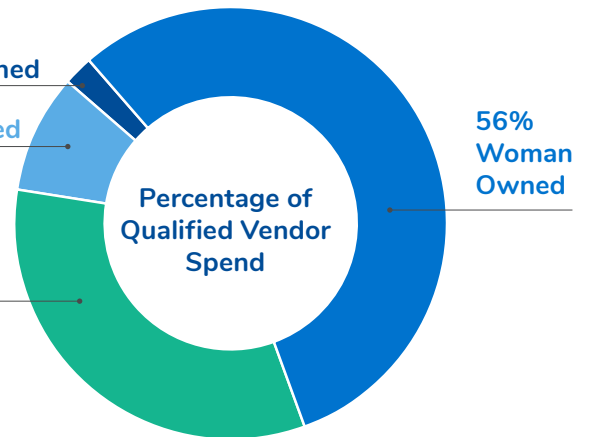


\$3.1 million
total diversity
spend

2% Disability Owned

9% Veteran Owned

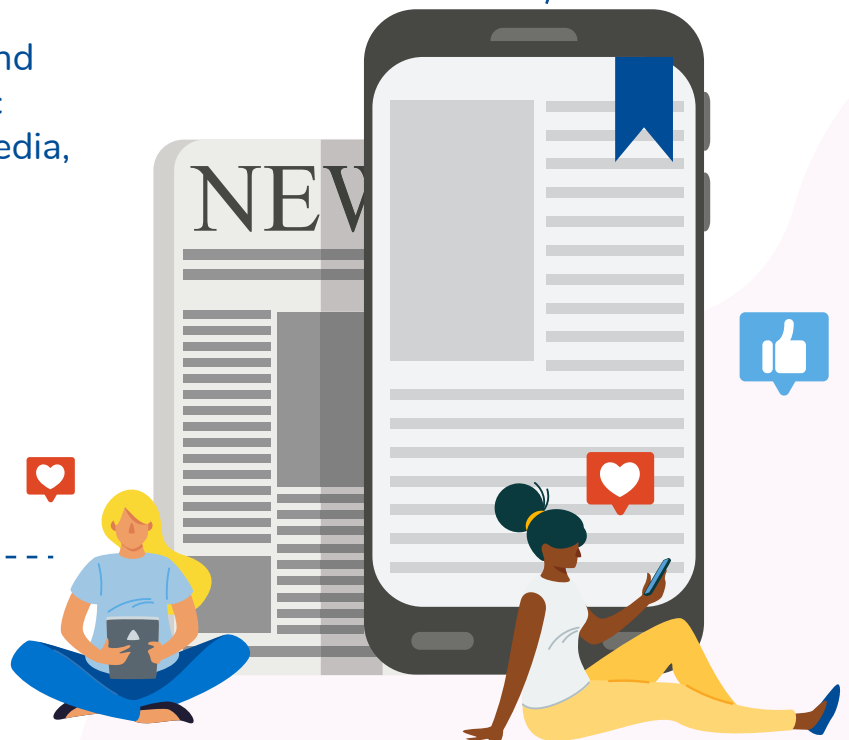
33% Minority
Owned



Diverse Marketing

First Financial Bank advertises in publications that target diverse audiences such as the Cincinnati Herald, Louisville Defender, Dayton Defender, Columbus Dispatch, Indianapolis Recorder, Columbus Republic and The Gary Crusader.

We also advertise directly to LMI and MM locations through area-specific efforts such as social and digital media, radio and out-of-home advertising.





VOLUNTEERISM

Volunteering plays a significant role in impacting the economic, social and cultural aspects of a community. We encourage our associates to participate in activities that help enhance economic opportunities that build stronger neighborhoods and stabilize the foundation for quality growth and development.

8,954
hours of time for volunteer
activities in 2020 donated by
2,100 associates

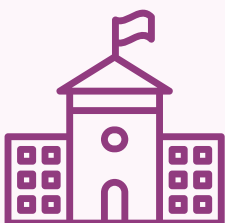


During 2020, employees continued to volunteer virtually through participation in online financial education classes, attending virtual board service meetings and other socially distanced volunteer efforts.

EDUCATION

Financial literacy is the foundation for a thriving community and economic stability. First Financial focuses on contributing to and working with organizations that provide financial education training and program support for economically disadvantaged individuals and families.

571 financial
education hours



First Financial Bank provides support to many of our local colleges and universities for higher education including University of Cincinnati, Marian University, University of Indianapolis, Simmons College of Kentucky, Martin University and Central State University.





COMMUNITY BENEFITS AGREEMENT

In July 2018, we initiated our \$1.7 billion Community Benefits Agreement with the National Community Reinvestment Coalition (NCRC) and related partner organizations, focusing on lending and investments to minority clients and in minority census tracts. The agreement also allows us to significantly build upon our ALIVE strategy and invest additional resources in our community development plan.

From the beginning of the Benefits Agreement throughout 2020, we continued to focus on projects and new partnerships that helped us to fulfill our commitments outlined in the agreement. Our established five-year goals and our progress against them follow:

105.5% of goal through end of 2020

Mortgage Lending

5-year Goal: **\$510 Million**

Our Progress Through 2020: **82.1%**

or \$418,880,407 of our \$510 million goal in mortgage lending in emerging markets

Small Business Lending

5-year Goal: **\$750 Million**

Our Progress Through 2020: **65.1%**

or \$488,580,838 of our \$750 million goal in small business lending in emerging markets

Community Development Lending and Investments

5-year Goal: **\$450 Million**

Our Progress Through 2020: **204.9%**

or \$922,091,698 of our \$450 million goal in community development lending and investments

Philanthropy

5-year Goal: **\$8.5 Million**

Our Progress Through 2020: **124.3%**

or \$10,563,460 of our \$8.5 million goal in philanthropy across the bank's footprint

Financial Center Locations

5-year Goal: **8 new LMI financial center locations**

Our Progress Through 2020: **62.5%**

or 5 of our proposed 8 new LMI financial centers have been opened; currently working on 3 additional locations

Marketing

5-year Goal: **\$1 Million**

Our Progress Through 2020: **42.9%**

or \$429,325 of our \$1 million goal in dedicated marketing and communications for community development products and services



Our Commitment to the Environment

Our community thrives when our environment thrives. As a corporate citizen, we take seriously our responsibility to the environment and have implemented strategies to help reduce our impact on it.



Enhanced our digital offerings, allowing clients to reduce travel and paper, including enhanced mobile deposit capabilities, online banking upgrades, online account opening processes and online remote loan origination capabilities



Engaged in substantial innovation, including creating paper-free processes for loan applications, processing and closings

221.4 short tons of paper were securely shredded and recycled and resulted in the following environmental benefits between January and December of 2020:

320,619

pounds of CO2 emissions avoided

1,107

cubic yards of landfill space conserved

3,715

trees preserved

500,414

kWh of electricity saved

6M

gallons of water saved



For more up-to-date information regarding our community development efforts, please visit our “Discover” page at bankatfirst.com

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Community Development

First Financial Center

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Cincinnati, OH 45202-4248

bankatfirst.com/community