

IMPACT Report

2025



WELCOME

For 40 years, we've been on a mission to be a different kind of bank – one that intentionally serves under-resourced communities that are often left behind by the traditional financial world. By providing access to responsive and responsible capital and financial development services to rural and underserved communities, we believe we are instilling the tools needed for people to achieve economic mobility and lift up themselves, their families, and our communities. Because we believe wealth building isn't just for the wealthy...

We believe it's for everyone.



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A MESSAGE FROM THE CEO



Friends of Southern Bancorp,

For our customers, communities, stakeholders, and employees, 2025 was a clear demonstration of what makes Southern Bancorp different and why that difference matters. We delivered meaningful growth, expanded our reach, and positioned ourselves to scale our impact, all while staying firmly grounded in our mission. The results reinforce what we have long believed: when mission and margin move together, they create lasting value.

Expanding Access to Opportunity

We began the year focused on growth by continuing to invest in the people and processes needed to meet and sustain our ambitious goals. Even amid a year of significant change, our team delivered strong and consistent results.

In 2025, we originated more than 8,200 loans totaling just under \$900 million, with the vast majority directed toward communities at the center of our mission. Eighty percent of our loans were made in geographic areas designated by the CDFI Fund as experiencing economic distress, with a significant portion supporting individuals and businesses in communities that have maintained a poverty rate of 20% or greater for three decades. These are more than numbers. They represent real opportunities for families buying their first homes, entrepreneurs starting or growing businesses, and communities working to build a stronger economic foundation.

Homeownership remained a key driver of that opportunity. We supported hundreds of first-time and minority homebuyers and deployed meaningful down payment assistance to help make ownership possible for families who might not otherwise have had access. At the same time, we expanded our commercial and agricultural lending and continued to grow our micro business empowerment programs, supporting job creation and economic activity across our footprint. Our award-winning SBA team continued its growth, and our New Markets Tax Credit program helped create and retain jobs that are vital to the communities we serve.

We also made important strides in reaching new and growing customer segments. Our Hispanic lending efforts expanded, reflecting both increased demand and our commitment to meeting customers where they are. Through our financial development programs, including free tax preparation, matched savings, and financial counseling, we helped customers not only access capital but also build the knowledge and confidence needed for long-term financial stability.

Financial Performance

Importantly, we achieved these results while continuing to strengthen our financial foundation and create value for our shareholders. Our performance in originating qualified and deep impact loans under the Emergency Capital Investment Program (ECIP) enabled us to reduce our annual dividend rate from 2 percent to 0.5 percent, generating more than \$3.7 million in savings and reinforcing the direct connection between mission delivery and financial performance. This is core to who we are as an organization. When we lead with purpose and execute with discipline, we deliver results that matter for our customers, our communities, and our investors.

That connection between mission and margin is what sets Southern Bancorp apart from traditional community banks. In a highly competitive industry, our purpose is not just an aspiration. It is a differentiator that drives customer loyalty, attracts capital, and supports sustainable growth. It is why we continue to earn the trust of partners, including leading financial institutions and foundations, and why we are well-positioned for long-term value creation.

Building for the Future

I am especially proud of our people. Across our organization, our team continues to show up with professionalism, care, and a deep commitment to the customers and communities we serve. Their work is reflected not only in our performance but also in the trust we build every day and the impact we create over time. Just as importantly, that commitment has become a powerful draw, allowing us to attract and retain individuals who believe in our mission and want to be part of building something meaningful.

That same intentional focus on alignment guided one of the most significant decisions we made this year. A defining milestone in 2025 was the work that led to our successful acquisition of Legacy Bank & Trust on January 1, 2026.

Integrating Legacy Bank & Trust strengthens our organization, expands our geographic reach, and increases our capacity to serve customers across a broader and more diverse footprint. With approximately \$1.9 billion in assets, a branch presence across Missouri, Oklahoma, and Texas, and a nationally recognized affordable housing lending program, Legacy Bank & Trust brings meaningful scale and a powerful new driver of impact to Southern. This acquisition also brings together two CDFIs that share a deep commitment to community development banking and to meeting the needs of people and places too often left behind.



Darrin hosts a fireside chat with U.S. Congressman French Hill (R-AR) at the 2025 CDBA Peer Forum.

With the addition of Legacy Bank & Trust, we are better positioned to deliver even greater impact and performance in the years ahead. Additional details on this acquisition are included later in this report.

As we look ahead, we do so with strong momentum. We have made significant progress with our multi-year Delivering Impactful Growth strategy, achieving many of our goals ahead of schedule. Our path forward builds on our past. We will continue to grow responsibly, remain focused on the customers and communities we were founded to serve, and deliver consistent performance. At the same time, we will keep advancing our mission, because it is our competitive advantage.

At Southern Bancorp, we believe that when mission and margin rise together, we create value that endures. Our foundation is strong. The momentum is real. And when it comes to our future, the sky is the limit.

Thank you for your continued trust and support, and I hope you enjoy this look back at our year of growth and impact.



Darrin delivers the closing remarks at the 2025 BankOn National Conference.



Darrin with Susie Smith, SBB board member, after a day of advocating for the CDFI industry in Washington, D.C.

And if you are new to Southern Bancorp and our work, I encourage you to consider this question: Where does your money spend the night? Is it with an institution that shares your values? Is it in an institution that strives to improve the lives of all American families? Is it somewhere that is helping underserved rural and urban communities access the tools they need to create jobs, attain safe and affordable housing, and build brighter financial futures? If not, I hope you will reach out and learn how your deposits, loans, and investments can help drive the change you want to see in the world.

Sincerely,



Darrin L. Williams, CEO
Southern Bancorp, Inc.



Darrin was featured in the Federal Reserve Bank of St. Louis' "Your Fed, Your Voice" special series.



“

If we have a greater nation today, it is not only because of economic progress, but because of growth in opportunity.

- President Ronald Reagan

”



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DELIVERING IMPACTFUL GROWTH

Strategic Roadmap

2023–2027

Southern Bancorp's strong track record of service and performance, combined with growth capital, means we can broadly expand our impact to more communities and families than ever before.

We've set ambitious goals for how we want to deliver upon this unique moment in our company's history, the most lofty of which is to double our assets to \$5 billion by 2027. To get there will mean opening ourselves up to new strategies, greatly expanding our footprint and workforce, and, most importantly, exponentially increasing our impact for underserved communities.



1. Mortgage

Launch an expanded mortgage division that will originate \$500M in home loans by 2027, significantly bridging the homeownership gap for underserved people and places.



2. Market Expansion

Grow into four new Metropolitan Statistical Areas (MSAs) over the next five years, and greatly expand our Hispanic outreach across our footprint.



3. Financial Development Services

Refine our value proposition and delivery models to effectively deploy financial development services throughout our markets.



4. Operations & Enterprise Integration

Stand up a consolidated operations structure and identify systems updates to support our growth with efficiency and innovation.



5. Product & Policy Alignment

Launch a thorough evaluation of credit risks and develop customer-centric products and programs in alignment with revised policies.

NET WORTH DRIVES ECONOMIC OPPORTUNITY

Even as we grow, we do so with intentionality, continuing to balance mission and margin – where mission remains the guide.

Our approach to creating economic opportunity in underserved communities remains rooted in both our belief and historical data: Net worth drives economic opportunity for people and communities.

An economic study led by Pew Charitable Trusts found that most Americans born at the bottom of the income ladder never reach the middle rung. Those who were able to climb the ladder, often breaking generational cycles of poverty, did so by accumulating more savings, wealth, and home equity. This empirical evidence aligns with our strategic framework, which is to provide individuals an opportunity to build net worth and achieve upward mobility through three primary impact verticals...

HOUSING

Assist people in attaining and/or sustaining affordable housing.



JOBS

Support entrepreneurs who create jobs and drive economic growth.



SAVINGS

Empower individuals and families to save toward solid financial foundations.



TRANSFORMATIONAL GROWTH

In June 2025, we announced our mutual agreement to acquire **Legacy Bank & Trust**, a \$1.9B-asset CDFI based in Springfield, Mo., a deal that was later met with regulatory and shareholder approval, ultimately closing on January 1, 2026.

For the majority of 2026, Legacy Bank & Trust will continue to operate alongside Southern Bancorp Bank under our multi-bank holding company, Southern Bancorp, Inc., and in Q4, we will integrate and convert all of its systems and branding into ours. The acquisition has increased our asset size from \$2.8B to **\$4.7B** and added three new states to our banking footprint – **Missouri, Oklahoma, and Texas** – helping us to accomplish our Delivering Impactful Growth milestones.

Affordable Housing Impact

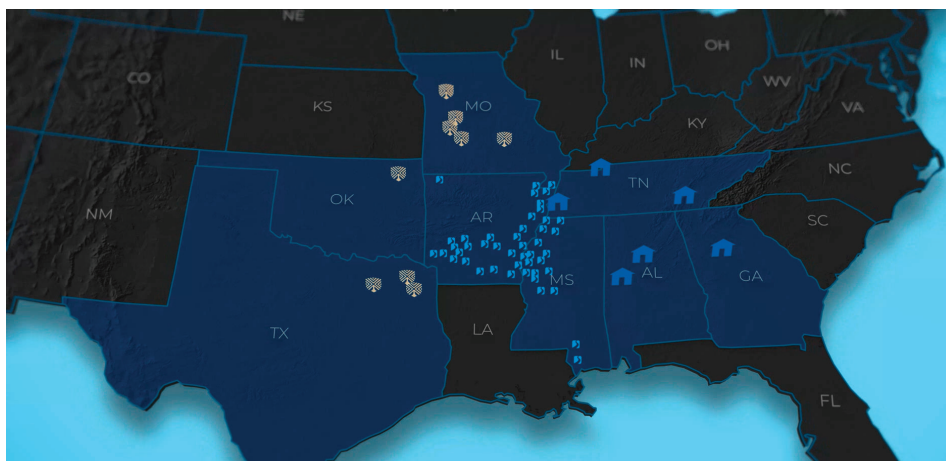
Legacy is one of the nation's leaders in Low Income Housing Tax Credit (LIHTC) financing, having financed more than \$1 billion in affordable housing for underinvested communities. Legacy also receives annual grants through the Capital Magnet Fund (CMF) to finance affordable housing solutions across the country, connecting developers to more than \$35 million in CMF funding to maximize and complement investment dollars.

Small Business Impact

From 2018 to 2024, Legacy provided more than \$1.4 billion in affordable, flexible funding to help more than 2,800 businesses grow and thrive. More than 80% of that funding went to underinvested entrepreneurs – including women, people of color, veterans, rural entrepreneurs, immigrants, and low- and moderate-income entrepreneurs.

Rural Impact

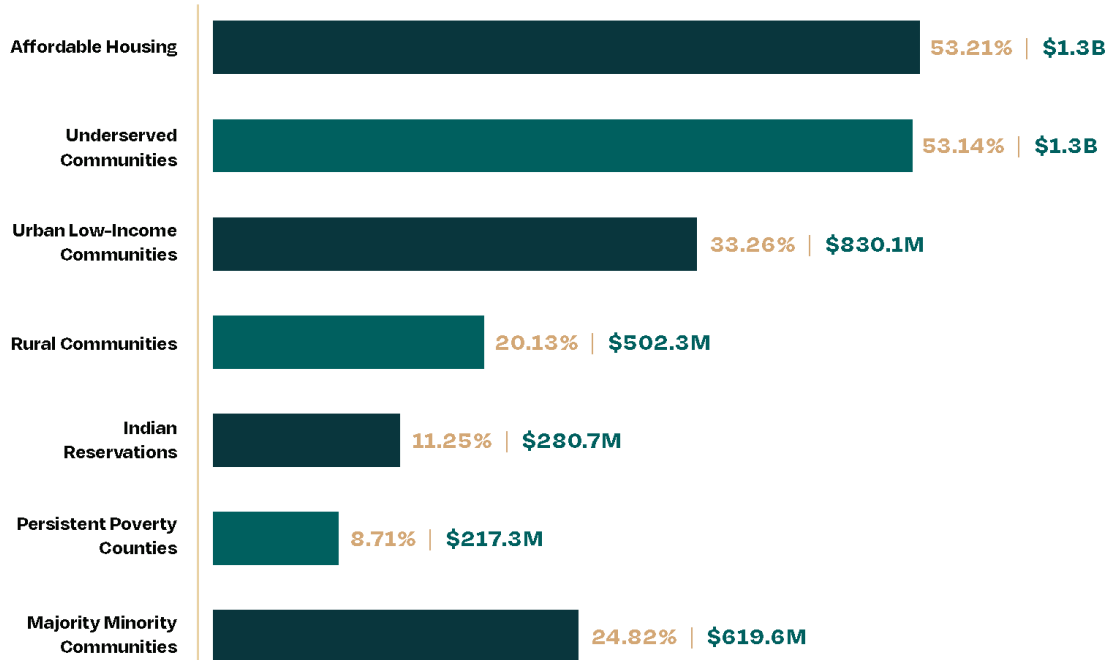
With roots in the Ozarks, supporting rural communities is central to Legacy's mission. They bring over a century of experience in serving farmers and ranchers and offering flexible, affordable products that take into account their unique needs. Legacy also has a proven track record of investing in affordable housing, renewable energy, and economic development projects in rural communities – creating jobs and prosperity in these too-often overlooked regions.



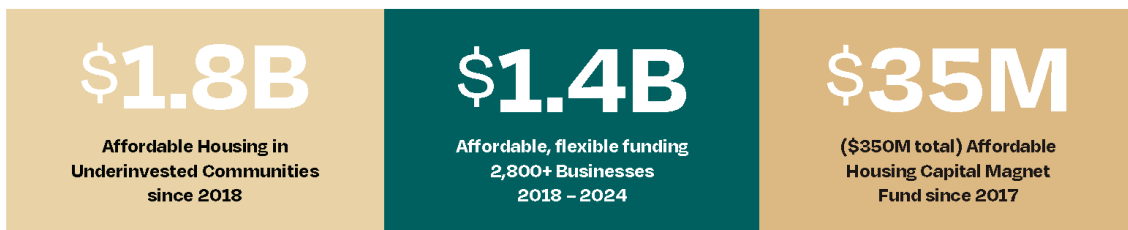
Legacy Bank & Trust by the numbers

Legacy Bank & Trust is expected to lend \$1 billion to High Poverty areas between 2024 to 2026. Like Southern Bancorp, Legacy is a leader in the Emergency Capital Investment Program (ECIP), a Top 25 performer in ECIP Deep Impact Lending, and rank in the Top 7 by total dollar amount in lending to Indian Reservations and Native Homelands.

LOAN VOLUME BY COMMUNITY June 2022 – December 2025



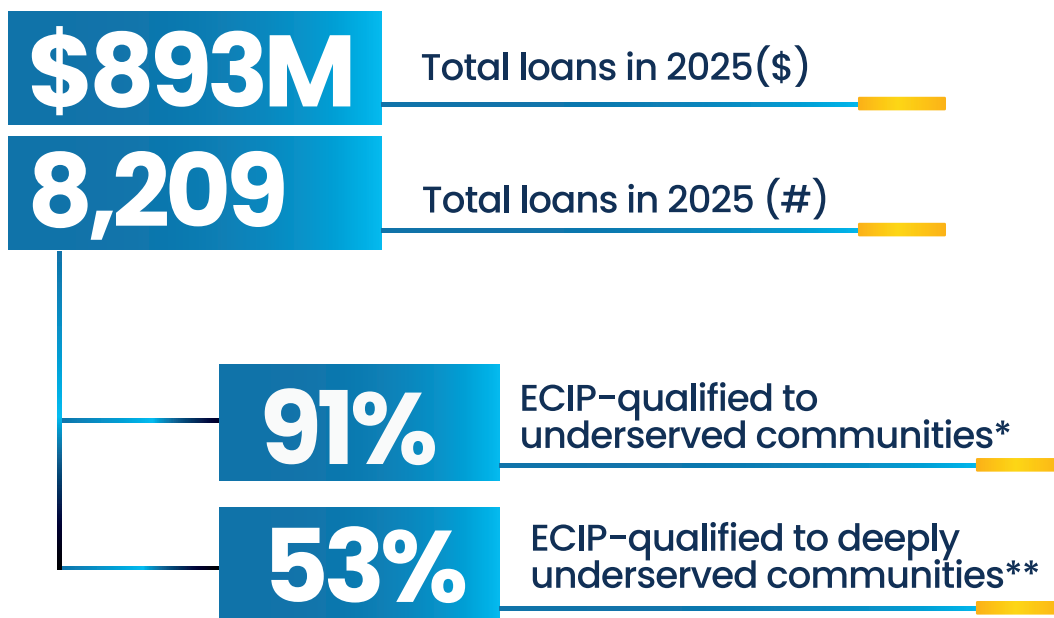
LONG-TERM FINANCIAL IMPACT SUPPORT



MEASURING IMPACTFUL GROWTH

As we continue to expand our ambitions and capabilities, we have also expanded the ways in which we measure our impact.

Last year, we began moving toward greater discipline around the specific places, people, businesses, and projects that benefit from our lending, a progression that stemmed from the U.S. Treasury's Emergency Capital Investment Program (ECIP) and our deep engagement with the CDFI industry. This impact measurement continues to center around the three primary channels of wealth creation served by our mission – housing, jobs, and savings – but now with even greater focus and impact.

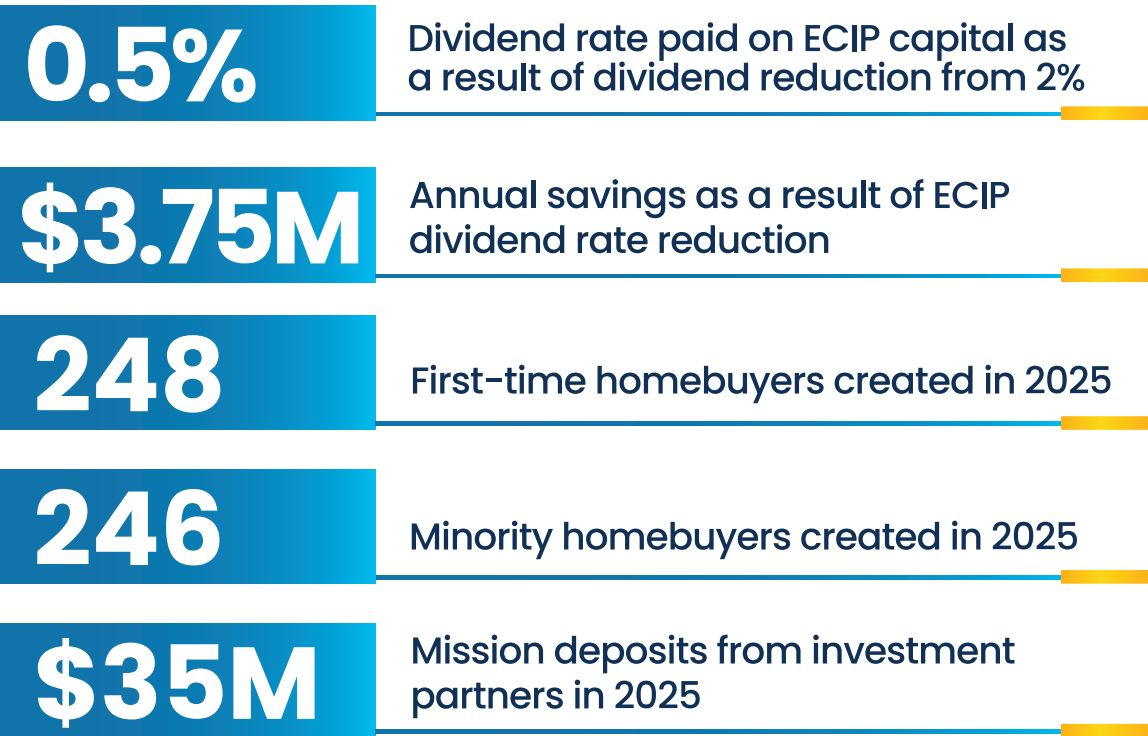


*ECIP-qualified loans are defined as loan originations to target communities defined as people, places, businesses, and projects that are or have historically lacked access to capital (e.g., low-income, rural, small businesses, affordable housing, etc.).

**ECIP Deep Impact communities are a subset of target communities that have been defined as having severe lack of access to capital (e.g., persistent poverty counties, mortgages to racial minorities, undercapitalized small businesses, etc.).

The ECIP investment we received, which was an unprecedented \$250 million, measures performance by the extent to which a recipient increases lending to underserved people, places, projects, and businesses over a baseline amount. ECIP recipients are required to pay an annual dividend of 2% on investment capital received. However, the annual dividend will be reduced to 1.25% for recipients that increase their lending above baseline by 200% - 400% of the investment received, and to 0.5% for increased lending above 400% of the investment received.

In just the second year of required dividends, we have already qualified for the lowest rate reduction of 0.5%, two years ahead of our own projections.



INVESTING IN IMPACT

2025 was another year of growth as we continue to expand our mission to new markets – and reinforce our mission in places we’ve called home for years.

Because even as we grow and invest into new communities across the South, we remain just as committed and mission-focused to our existing communities.

NEW BRANCHES, SAME MISSION

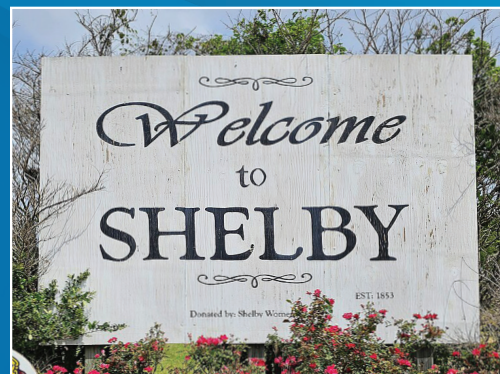
Hamburg, Ark.

After months of planning and construction, in October 2025 we celebrated the Grand Opening of our new branch in Hamburg, a town of about 2,500 in southeast Arkansas. While we had previously operated a branch in the town for many years that was serving the community well, the building was aging. So we built a brand-new, state-of-the-art branch for the people of Hamburg, and then we hosted a Grand Opening event to celebrate with the community – where we hosted the Mayor, Chambers of Commerce, and local first responders, served up free lunch for everyone in the community, and gave away more than \$400 worth of prizes.



Shelby, Miss.

In late 2024, our branch in Shelby was significantly damaged following an after-hours electrical fire, which forced us to close it for an extended period of time to assess the damage and determine our next steps forward. For years, our branch has been the only remaining bank in the small Delta town of 2,000. Underserved communities like Shelby are a big part of our mission and why we exist, so we spent the bulk of 2025 rebuilding and refurbishing our way to re-opening the Shelby branch – and in December, we did just that (which was shortly followed by an official Grand Re-Opening celebration in Q1 2026). Like with Hamburg, the branch that stands in Shelby today is practically brand-new – but it is driven by the same people and mission that have served the community for years, and will continue to do so for many years to come.



Hamburg Grand Opening



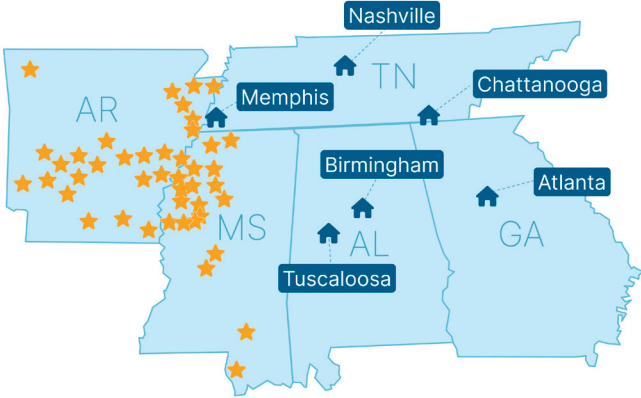
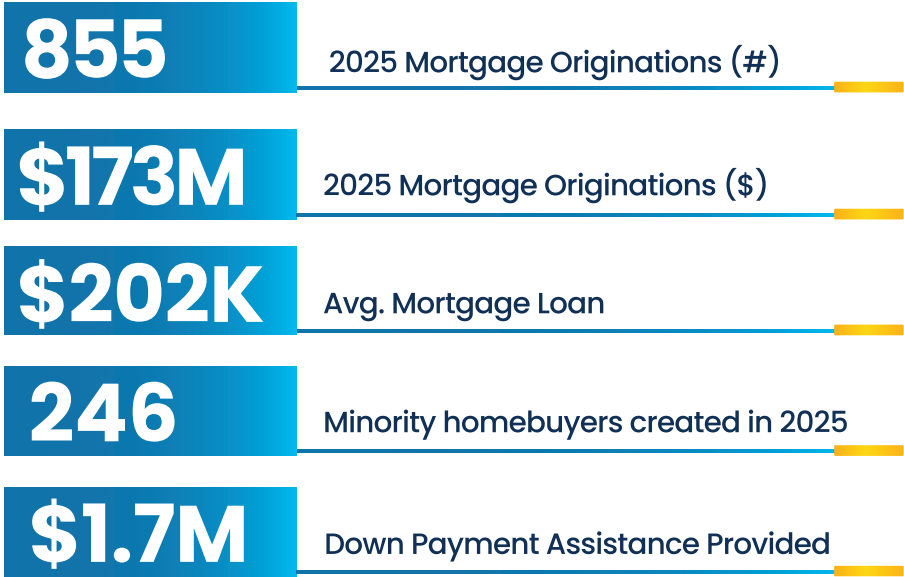
Shelby Rebuild & Re-Opening



TRANSFORMING HOMEOWNERSHIP

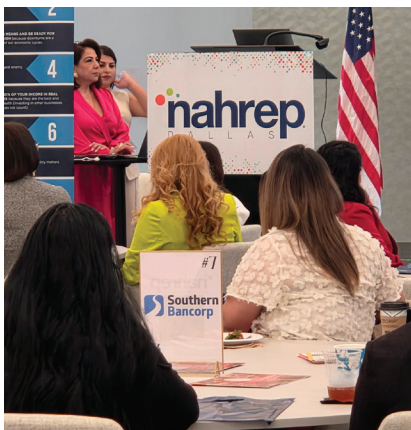
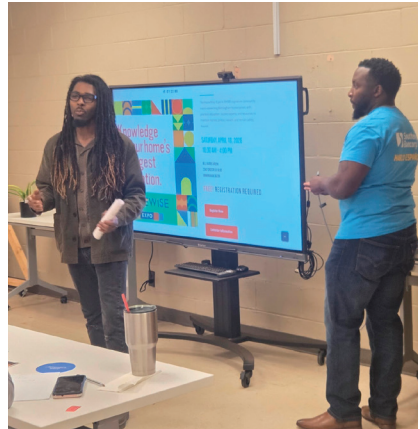
Owning a home is one of the most impactful ways for families to build generational wealth and climb the economic ladder. But the opportunity of homeownership is often out of reach for many households, particularly in the rural and underserved communities we serve.

In 2025, we continued to significantly expand our mortgage efforts to help bridge these homeownership gaps and open the door to this generational wealth building opportunity for more families across the South.



★ Locations 🏠 Mortgage Lender

Led by the same mission that drives our overall organization, our mortgage team knows that being in the community is fundamental to truly serving the community.



HISPANIC OUTREACH

In 2025, we continued to make great strides along our Hispanic Roadmap, as we seek to build paths and deliver access to financial services and capital for our Hispanic/Latino neighbors throughout our communities.

Creadoras de Impacto (impact creators)



Miguel Vega,
Director of
Mortgage Production
Nashville, Tenn.



Lety Pedroza,
Mortgage Community
Development Lender
Nashville, Tenn.



J.C. Yopez,
Business and Community
Development Officer
Olive Branch, Miss.



Arturo Moraga,
Commercial
Loan Officer
Little Rock, Ark.



Marliz Garcia,
Consumer
Loan Officer
Glenwood, Ark.



Daniela Hernandez-Rios,
Consumer
Loan Officer
Glenwood, Ark.



Mariana McCarley,
Branch Manager
Lockesburg, Ark.



Paul Yat,
Consumer Loan
Officer
Madison, Miss.

Comunidad (community)



308

New loans to
Hispanic/Latino borrowers

\$31.5M

In loan originations to
Hispanic/Latino borrowers

65%

Loan balance growth to
Hispanic/Latino borrowers



Our impact creators came together to help finance a multi-million dollar project for a Hispanic entrepreneur in Nashville, Tenn.

DELIVERING IMPACT



For more than 20 years, volunteers from all three of Southern Bancorp’s entities have collaborated to lead one of our most impactful annual programs – VITA (Volunteer Income Tax Assistance). Because a tax refund is one of the largest lump sums of money many families receive all year, we believe that by providing free tax preparation in our communities, we’re helping both our neighbors and our local economies save more.

5,262
Tax returns
filed for free in 2025

\$7.2M
in tax refunds
and credits in 2025

\$3M
in Earned Income
Tax Credits in 2025

\$100M+
Total refunds and credits
provided since 2004



We encourage every Southern Bancorp employee to be an Opportunity Center in their community. All of our Wealth Builders are trained to offer a variety of tools and services that go beyond the traditional banking mold, from free credit report reviews to scheduling counseling sessions.

34,842
Opportunity Center activities in 2025



Southern Bancorp employees support our communities outside of work just as much as they do in the branch.

373
Organizations supported by employees
(volunteering and contributing)

18,108
Employee volunteer hours

\$52,646
Employee donations to local nonprofits



Out of 25,000 eligible organizations, we were proud to be named among the top 1,000 selected for Newsweek’s Excellence Index 2025 for our commitment to balancing financial success with ethical practices, social responsibility, and global sustainability.

Micro Business Empowerment Program



\$1.7 million | capital deployed to micro business owners through MBEP

Our Micro Business Empowerment Program completed its second year in 2025, through which we supported 43 new businesses with the technical assistance and funding readiness needed to be more successful, sustainable, and scalable enterprises.



Program partners

next street



New Markets Tax Credits

We leveraged the CDFI Fund's New Markets Tax Credits (NMTC) to invest an additional **\$8.5 million** in commercial development projects that created **246 jobs** and retained **2,204 jobs** in underserved communities.

Small Business Administration (SBA)

Our award-winning SBA team continued to grow and expand its impact on our local economic ecosystems in 2025, producing more than **\$41 million** in SBA loans last year, **24% growth** year-over-year.

RECOGNIZING IMPACT

Certified B Corporations are recognized as leaders by meeting high standards of verified performance, accountability, and transparency.

On both our initial evaluation in 2019 and multiple recertifications since, Southern Bancorp has scored in the top 5% of the Impact Assessment, ranking us among the few organizations included on the **“Best for the World”** list. Our 102.5 score from our 2025 assessment is another strong result for our organization, as the median score for businesses that complete the assessment is 50.9.

Certified



Corporation

102.5 | B-Corp Score

In 1977, the **Community Reinvestment Act (CRA)** was signed into law, encouraging financial institutions to meet the credit needs of the entire community, including low- and moderate-income neighborhoods. Regulators annually evaluate the CRA performance of banks and assign ratings based upon the findings.

Southern Bancorp is proud to have earned an **“Outstanding”** CRA score on our last five evaluations, a distinction reserved for the highest-performing institutions.

Community Reinvestment Act (CRA)

OUTSTANDING

\$174M

CRA-eligible loans in 2025

\$6.2M

CRA-eligible investments in 2025

13,259

CRA-eligible volunteer hours in 2025

Large Business of the Year

Our team was proud to be named the 2025 Large Business of the Year by the Arkadelphia Chamber of Commerce.



Dorothy Stuck Empowerment Award

Named for the late icon who helped found Southern Bancorp, the Dorothy Stuck Empowerment Award is presented annually to an employee who exemplifies her same principles and values: mission-oriented, bold and brave leadership, community-minded, and visionary.

The 2025 Dorothy Stuck Empowerment Award was awarded to **Rebecca Plyler**, our Director of Deposit Administration, recognizing her for years of serving with courage, purpose, and a deep commitment to empowering people and communities.



Southern Bancorp Bank President & CEO John Olaimey with Rebecca Plyler.

Sherman E. Tate Customer Service Award

To continue the legacy of Sherman Tate, who in 2023 retired from his long-time post as Board Member and Board Chair of Southern Bancorp Bank, we created the Sherman E. Tate Customer Service Award. This award is given annually to an employee who embodies a spirit of service and stewardship for our customers.

The 2025 Sherman E. Tate Customer Service Award was presented to **Sherry Spiegleman**, a Customer Service Representative at our branch in West Memphis, Ark., for serving our customers with reliability, care, and an unwavering commitment to helping customers succeed.



Southern Bancorp CEO Darrin Williams with Sherry Spiegleman.

CULTIVATING CULTURE

Our Core Values



RELATIONSHIP

We build relationships that foster belonging and lift up our customers, co-workers, and our communities.

ACCOUNTABILITY

We share a collective responsibility to fulfill our mission of creating equitable opportunities, and we hold each other to it.

INNOVATION

We are not afraid to use our diverse experiences and thoughts to create new ideas, question traditional methods, or embrace new opportunities to better fulfill our mission.

SUSTAINABILITY

We know that our success is measured by our impact on all people, the planet, and profits.

EMPOWERMENT

We work with our customers, communities, and employees to ensure they have equal and equitable access to the financial resources, tools, and support they need to improve their financial health.

RAISE Grand Prize Winners

In 2025, Southern Bancorp employees recognized their colleagues **743** times with a core value award, a **43%** increase in internal recognitions year-over-year.

At the end of each year, employees who were rewarded for living each core value letter – R.A.I.S.E. – are eligible to win a grand prize.



Kyla Batson | Arkadelphia, Ark.




Skyler Thomas | Little Rock, Ark.

CULTURE CONNECTION


In 2025, we completed the first full year utilizing our internal Culture Connection social site, news feed, and recognition dashboard – a place where staff can recognize and “Shout Out” each other for living our mission and values, share pictures of volunteerism and community involvement, spend their earned culture points in an Amazon-affiliated store, and more. Because as we grow in size and impact, we know that it’s important for us to do so in a way that maintains the connection to the culture that makes Southern Bancorp such a unique and rewarding workplace.

Kyla Barton recognized May 30, 2025



Kristal Nieto

Kristal demonstrated awesome co-worker Relationship values today when I approached her about helping me update information on some accounts that our team reconciles. When I was explaining to Kristal what the updates were, her only question was “when is this needing to be completed by” and she never skipped a beat when I responded with (slightly joking) “3 weeks ago”. Kristal jumped into action and had this task complete and ready for me before she left for the day. Kristal, you helped me greatly complete an assignment I was given and I really appreciate you!!




#Relationship

2 6 1

+ REACTION


KN Kristal Nieto Thank you!

Brandon Knowlton recognized August 27, 2025



Niki Lee

Niki Lee has been promoted to Consumer Loan Officer in Helena-West Helena. Niki's promotion is a testament to her hard work, deep knowledge of banking and lending practices, and commitment to our customers and communities. She brings a wealth of experience and a personal touch that truly embodies Southern Bancorp's mission to build wealth in underserved communities. She began her career in 2000 as a teller, then grew into a Customer Service Representative role for new account openings, and ultimately her most recent role as a Loan Administration Assistant/Lender Trainee.




#BigSmiles #Proactive #PositiveAttitude #Congratulations #TeamworkMakesTheDreamWork #YouGarnest #KnowledgeSeeker

9 5 3 3 1

+ REACTION

Brett Baker recognized October 22, 2025



Taylor Martin

Taylor consistently embodies **EMPOWERMENT** by making sure every customer who opens a new account leaves feeling confident and in control of their finances. She takes the time to go beyond the basics walking customers through all the tools we offer like mobile banking, account alerts, overdraft protection, and savings features.

She doesn't just explain them, she shows customers how to use them, often helping them download the app and set everything up before they walk out the door. One recent example: a college student new to banking came in unsure and overwhelmed. By the time they left, they had a fully set-up account, knew how to avoid fees, and had access to their online banking.

She treats every interaction as a chance to empower, educate, and uplift not just serve. Her consistency, patience, and care help our customers take real steps toward better financial health, and that's exactly what this core value is all about.

Show Less...

#Empowerment

4 5 7


+ REACTION

Show All Comments (4)

Angie Wams Great job Taylor! I sure enjoyed you when I was there from the time you opened the door for me with that beautiful smile. October 22, 2025 (edited)

Dustin Jayne Awesome job, Taylor! October 23, 2025


Southern Bancorp recognized May 30, 2025



E'Shawn Jenkins

Welcome to the team of Wealth Builders for Everyone!

Southern Bancorp recognized March 23, 2025



Tara Wells

Happy Anniversary!

Beverly King recognized October 20, 2025




Dawn, Alice, Eva

The Annual Chili Cookoff in Blytheville was a great success thanks to our awesome Southern Bancorp volunteers!! Southern swags and financial literature was shared with the community. A time was had by All!!!! Thank you to the setup and morning crew you guys rock!!!



#BigSmiles #ShareKnowledge #TeamBuilding #KeepsPromises #PositiveAttitude #WarmSouthernWelcome #TeamworkMakesTheDreamWork #Thanks #YouRock

Boylee McDaniel recognized May 27, 2025



Tamara Horn

We had an elderly customer who was having trouble with her online banking. This customer has very recently been moved to a retirement center and was not accepting her new life very well, on top of that was having trouble working her online banking and it was becoming much for her causing her to be very frustrated with herself. Tamara took it upon herself to physically go to this center and sit with her. She was able to help get her logged in and simplified the process so the customer could do it on her own. Doing so provided this customer with **EMPOWERMENT** and helped her gain back some independence.

#Empowerment


15 4 3 2

+ REACTION

Ann Hornberger That is awesome Tamara! May 27, 2025

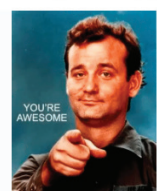
Carole George Tamara being amazing again! June 3, 2025

Kenya Gordon recognized October 24, 2025



Shamika Alexander

Fantastic job last week for Shamika Alexander. She is now an Accredited Financial Counselor, an AFC, designated by the most prestigious financial counseling and coaching professional organization. I am excited for her to bring her significant skills and expertise to our counseling customers. Way to go, Shamika!



YOU'RE AWESOME

3 1 2 3

STRENGTHENING COMMUNITY

Serving our neighbors isn't just something we do, it's a core part of who we are. That's why our "Community Core" volunteers are active in our communities all year long – giving their time, lending a hand, and sharing the tools and resources that help families build wealth.



Arkadelphia, Ark.



Glenwood, Ark.



Springfield, Mo. (Legacy)



Lockesburg, Ark.



Little Rock, Ark.



Olive Branch, Miss.





Greenville, Miss.



Marvell, Ark.



Mountain Grove, Mo. (Legacy)



DeWitt, Ark.



Webb, Miss.



Trumann, Ark.

AMPLIFYING IMPACT

Southern Bancorp in the News

Southern Bancorp continues to be a strong voice across the country, expanding our reach through print, digital, and TV news so that we can broaden awareness for the work and impact of our industry.

167

News articles about Southern Bancorp in 2025
+59% growth year-over-year

The New York Times

Why Transferring Credit Card Debt Won't Pay It Off

By Ann Carrns

The share of credit card holders making just the minimum monthly payment is at a 12-year high, the Federal Reserve Bank of Philadelphia reported last month. People are spending more on their cards but paying off less, increasing the amount of debt carried month to month and paying more in interest. And more people are late in paying their monthly card bill.

Right after the new year, "people have so many things on their mind," said Charlestien Harris, a financial counselor in Clarksdale, Miss., with Southern Bancorp Community Partners. "By February, a person has a chance to settle down. You can begin to focus more and name a goal or two."

yahoo! finance

Tips for first-time and low-income homebuyers

Affordability challenges persist for people looking to buy a home after the latest economic data showed housing inflation aligned with expectations.

Southern Bancorp CEO Darrin Williams joins Wealth host Brad Smith to discuss how first-time and low-income homebuyers can navigate the challenging housing market.



"Doing the work that we do to make sure our consumers have trusted services is something that really connects the service to the mission. And I think that's why I enjoy working at Southern Bancorp, because we're also a mission-driven bank. It's very similar to what someone who is in the military does, what your service reasons and why you serve is — because you have this desire to basically be part of something that does good," Dehart said.

Bankrate

How does credit counseling impact your chances of getting a mortgage?

Depending on the counseling provider, you might be able to turn that initial session into a debt management or relief plan — or, you might contact a different debt management company for help. If you choose this route, the organization will help you settle your debts, typically for a fee. Generally, these plans last for up to five years.

A debt management or relief plan, however, can hurt your credit, says Jeremy Davis, president of Mortgage at Southern Bancorp. "Beware of companies promising quick fixes or outright forgiveness of your debt," Davis says. "If your debts are being forgiven, your credit is likely taking a negative hit, and you could owe taxes to the IRS for any debt forgiven."



Southern Bancorp Pairs Health and Financial Wellness in New Partnership

Health and financial wellness are often linked, especially in low to moderate income communities. Southern Bancorp saw the need for financial literacy combined with a healthcare setting and is trying to create helpful solutions starting in Clarksdale.

"If we want to have a positive impact on things like jobs, education, housing, etc., we need to acknowledge that many negative health outcomes are grounded in socioeconomic status," said Kenya Gordon, President of Southern Bancorp Community Partners.



Free tax help offered at Super Tax Day events across Arkansas

by Thomas Farrar | Wed, January 29, 2025 at 10:36 AM

These events aim to help qualified taxpayers, including those with a 2024 income of less than \$67,000, individuals with disabilities, and limited-English speaking households, maximize their tax refunds.

Super Tax Day events will occur at various locations, including Goodwill Industries in Little Rock on Feb. 1, Southern Bancorp in West Helena on Feb. 15, and St. Bernards Medical Center in Jonesboro on Feb. 22.



Southern Bancorp Bank pens deal to acquire Legacy Bank & Trust

BY CHRISTINE TEMPLE, EXECUTIVE EDITOR | ctemple@sbj.net
Posted online Jan. 2, 2025 12:48 pm

The deal, if approved by regulators and shareholders, would make a combined banking institution with \$4.7 billion in assets. Brandon Taylor, Legacy Bank & Trust's chief financial officer, said officials expect a closing by the first quarter 2026.

"For nearly four decades, our purpose and principles have centered around ensuring everyone in our communities has access to the capital, tools and services needed to build wealth and achieve financial opportunity," said Darrin Williams, CEO of Southern Bancorp, Inc. "With the addition of the phenomenal team at Legacy, we look forward to expanding our collective resources – and impact – to even more people and places who can benefit from them."

HOUSINGWIRE

From the pulpit to the corner store: Rethinking community engagement in housing

Published by Allison La Esparia

When Jeremy Ray Davis, President of Mortgage at Southern Bancorp, talks about community lending, he doesn't start with CRMs — he starts with barbershops, corner stores and churches. His core message? "Get into the community, don't just speak to it."

This interview breaks down why trust can't be scaled, and marketing can't replace meaningful connection. Davis dives into the core of what lenders get wrong — and what Southern Bancorp is doing differently. From listening first to firing within, this isn't a feel-good initiative. It's a strategy rooted in long-term impact and equity.



Investing in Healthcare Education in South Arkansas

In Arkadelphia, Arkansas, access to healthcare isn't always guaranteed—and neither is access to the workforce needed to provide it. To address both gaps, Ouachita Baptist University (OBU) launched a full-track nursing program, one of only a few in the state, to strengthen the region's pipeline of skilled healthcare professionals.

Leveraging its New Markets Tax Credits (NMTC) allocation, Southern Bancorp helped finance a new 6,600-square-foot nursing education facility, equipped with over \$1 million in simulation technology and medical equipment. This state-of-the-art center will allow students to learn, practice, and prepare for careers in nursing—all without having to leave their region.



Evento de Súper Sábado ofrecerá declaración de impuestos gratis entre otros servicios más

Pablo Morales | 01/28/2025 | Menos de un minuto

Southern Bancorp en Arkansas central presenta Súper Sábado un evento gratuito para la comunidad en donde ofrecerán diversidad de servicios gratuitos.

Southern Bancorp in Central Arkansas presents "Super Saturday," a free community event where they will offer a variety of free services.

AFFORDABLE HOMEOWNERSHIP

For Abier Chile Peláez and Leyta Ortega, both from Cuba, their journey to the United States began four years ago with a shared dream: to find their path to financial opportunity.

Since then, they've worked tirelessly to create a good life for their growing family, which now includes two children. Abier holds two jobs as a pallet worker and a food delivery driver, doing whatever it takes to provide for his wife and children. But despite their hard work, one thing always remained out of reach – a place to truly call home.

Over the past four years, the family moved between four different rental homes, never able to settle in one place for long. Conversations about homeownership with other banks and lenders always left them discouraged, as they struggled to find someone willing to take the time to help them.

That changed when they were introduced to Southern Bancorp and a bilingual mortgage team that met them where they were – both in their financial journey and in their preferred language. By guiding them through the mortgage process entirely in Spanish, Southern Bancorp made what once felt overwhelming feel accessible and achievable.

With that support, they were able to qualify for Revive25, one of our in-house down payment assistance programs, allowing them to purchase their first home with just \$10 at closing.

Today, just four years into their American journey, Abier and Leyta have built their American Dream – a home where everyone has a room of their own, and a fenced-in backyard where their children can safely play and grow.

248

First-time homebuyers
created in 2025

75%

of FTHB belong to low-
to-moderate income
communities

“I wanted stability for my kids...
That’s the American Dream
to me.”



Abier Chile Peláez (left) and Leyta Ortega (middle) in front of their family's first home.

Smokin' In Style BBQ

Tues.-Thur 11:00 8:00
Fri.-Sat 11:00-9:00
Sun 11:00-3:00
Closed Monday

Joe Johnson



SUPPORTING JOBS

Smokin' in Style BBQ of Hot Springs, Ark., is more than a restaurant – it's a testament to how passion, perseverance, and community banking can turn a small idea into a local institution that creates jobs and brings people together.

Daniel Johnson started Smokin' in Style BBQ in 1999 as what he called a "hobby gone wild," buying his first barrel smoker and teaching himself the art of barbecue. What began in the backyard soon made its way to competitions, then to catering, and eventually, in 2004, to a brick-and-mortar restaurant known for its local barbecue and loyal following.

About a decade later, Daniel's sudden passing left both a personal and professional void. His brother, Joe, felt a strong calling to carry on his brother's legacy. But to do that, he needed the support of a unique financial partner.

He found that partner in Southern Bancorp.

Our local lending team, led by Ron Magby, Division President, worked closely with Joe to secure a loan that allowed him to purchase the estate in 2016, ensuring the restaurant could both stay in the family and continue serving the community Daniel helped build. Over the years, our partnership has grown alongside the business to include flexible lines of credit, financing for new smokers and equipment, and even hands-on support during the challenges of the COVID-19 pandemic – always to make sure Joe has the tools and support he needs to keep the business moving forward.

Today, Smokin' in Style BBQ is not only carrying on a family legacy, but also strengthening the local economy. With nearly 30 employees, the restaurant provides good jobs for community members and remains a gathering place for customers who have supported it for decades.

\$679M

Commercial lending supporting economic development in 2025

1,906

Commercial loans originated in 2025

“ If it wasn't for Ron Magby, I wouldn't have a business. Through the hard times and the good times, the Southern Bancorp team has been my business rock. ”

EMPOWERING SAVINGS

Cecilia Baker wears many hats – mother, wife, and business owner – but at her core, she’s deeply committed to serving others and strengthening her community.

After years of working with individuals with intellectual disabilities, Cecilia took the leap into entrepreneurship, becoming a licensed life insurance agent and launching a nonprofit supporting the intellectually and developmentally disabled through Medicaid waiver services. But even as her income grew and her businesses expanded, she knew something was missing.

She was earning income and maintaining average credit, but still carried debt and lacked a clear sense of control over her finances. Looking for answers, Cecilia connected with Southern Bancorp Financial Counselor Shamika Alexander through workshops and one-on-one counseling. Unlike past experiences, she found Southern Bancorp’s approach personalized to her goals, situation, and future as a business owner.

Through counseling, Cecilia learned that success isn’t just about how much you earn – it’s about how you manage what you have. With better money management came more savings, reduced stress, and newfound confidence that allowed her to think bigger.

As her nonprofit grew, Cecilia recognized the need for a financial safety net to manage unpredictable cash flow. With guidance from Shamika, she explored a business loan and was referred to Southern Bancorp Community Partners, where she secured flexible financing that transformed how she operates.

Now, she has the stability to keep her business running smoothly, supporting not only her own family but also nearly 20 employees who depend on her.

4,695

Small-dollar consumer loans
in 2025 (under \$10K)

740

Financial counseling
hours in 2025

“You start to realize you can do this – not just understand money, but actually use it to build something.”

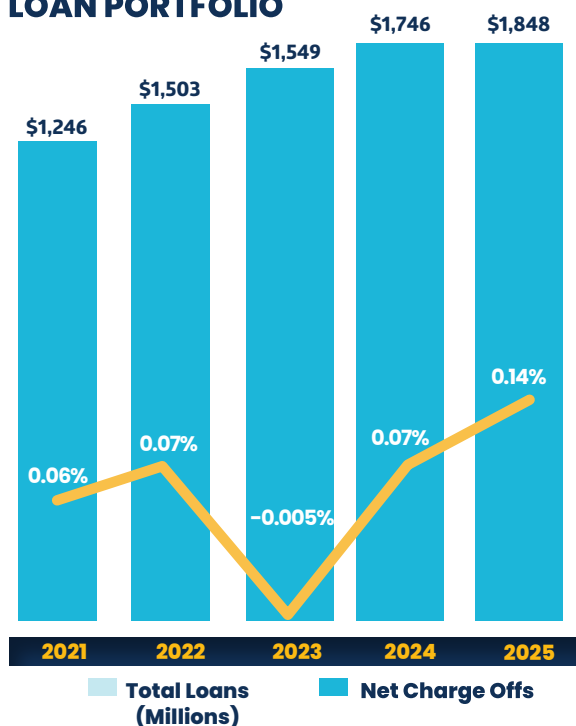


- Cecilia Baker

FINANCIAL HIGHLIGHTS

At Southern Bancorp, we strive to increase our profitability and performance alongside our impact – because each lead to long-term sustainability. While our strategic agreement to acquire Legacy Bank & Trust at the mid-point of the year resulted in unbudgeted expenses that impacted our net income, our overall financial outlook remains strong and prepared for the unprecedented growth ahead of us.

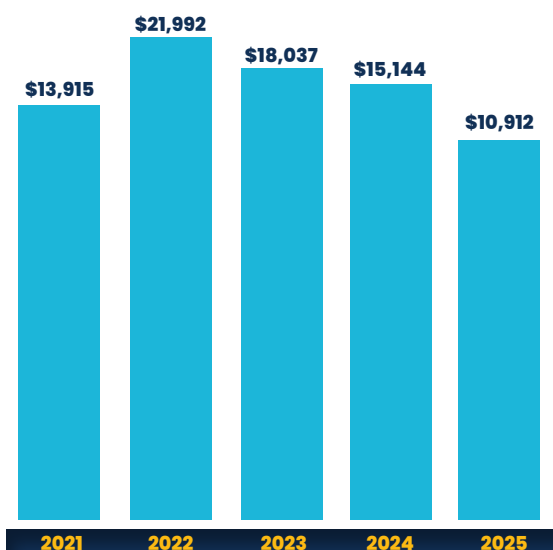
LOAN PORTFOLIO



2025 LOAN ORIGINATIONS

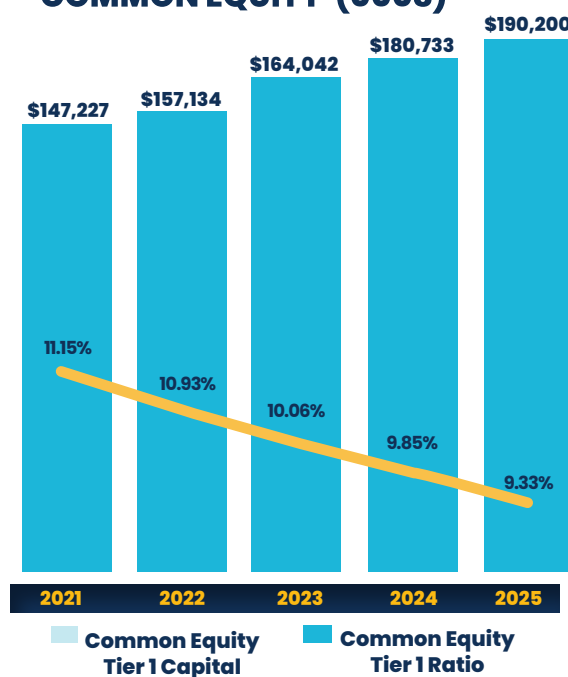
THROUGH 12/31/2025*	
% of loans (#) in CDFI Target Markets	80%
% of loans (\$) in CDFI Target Markets	80%
Total loans originated (#)	8,209
Total loan originations (\$)	\$893M
% of total loans under \$1,000	34%
% of total loans under \$10,000	57%

NET INCOME (000S)



*2025 metrics measured per ECIP

COMMON EQUITY (000S)





Kevin White of Forest, Miss., has worked in the poultry industry for more than 20 years, but always for someone else. When he and his wife, Amanda, began to dream of starting and running their own poultry farm, they knew they had the experience and know-how to be successful, but they couldn't find a financial partner willing to take the time to help them make this dream a reality. That changed when they found Southern Bancorp's SBA & Poultry team.

Our team took the time to help them build a plan from the ground up, working hand-in-hand through everything from construction to cash flow to, ultimately, get them the financing needed to bring their poultry enterprise to life.

Today, Kevin and Amanda are not only their own bosses – they're **creating a brighter future for themselves and their family**, and are a proud part of helping to feed the world.

CONSOLIDATED BALANCE SHEET

As of December 31st
(\$ in thousands)

	2025	2024
Assets		
Cash and due from banks	\$ 40,116	\$ 37,695
Interest-bearing deposits in other banks	149,565	191,797
Cash and cash equivalents	189,681	229,492
Certificates of deposit in other banks	1,979	1,956
Investment securities, available for sale, at fair value, net of allowance for credit losses of \$31 and \$186	201,935	217,501
Investment securities, held to maturity; fair value of \$278,646 and \$297,893	362,375	391,057
Other equity investments	28,441	26,050
Loans, net of allowance for credit losses of \$20,103 and \$19,154	1,822,988	1,727,413
Premises and equipment, net	47,063	42,871
Goodwill	53,623	53,794
Real estate owned, net	1,697	1,540
Bank-owned life insurance	76,663	74,462
Deferred tax assets, net	10,848	12,459
Accrued interest receivable and other assets	31,223	35,034
Total assets	<u>\$ 2,828,516</u>	<u>\$ 2,813,629</u>
Liabilities		
Deposits:		
Noninterest bearing	\$ 391,350	\$ 403,081
Interest bearing	1,694,381	1,673,028
Total deposits	2,085,731	2,076,109
Securities sold under agreements to repurchase	15,153	22,780
Federal Home Loan Bank advances	234,401	234,977
Subordinated debenture	3,003	3,003
Allowance for credit losses for off-balance sheet credit exposures	4,734	4,734
Accrued interest payable and other liabilities	20,762	22,976
Total liabilities	2,363,784	2,364,579
Equity		
Southern Bancorp Inc. equity:		
Preferred stock, \$1.00 par value; 5% noncumulative; 400,000 shares authorized		
Series E, 500 issued and outstanding, 5% noncumulative;		
Series F, 250,000 issued and outstanding, 2% noncumulative;		
per-share liquidation preference \$1,000	250,500	250,500
Common stock, \$0.01 par value; 30,000,000 shares authorized;		
17,070,025 and 16,725,933 shares issued; and		
14,898,685 and 14,789,174 shares outstanding	171	167
Additional paid-in capital	99,993	95,510
Retained earnings	170,590	163,024
Accumulated other comprehensive loss	(30,025)	(37,815)
Treasury stock, at cost; 2,171,340 and 1,936,759 shares	(26,939)	(22,757)
Total Southern Bancorp, Inc. equity	464,290	448,629
Noncontrolling interest	442	421
Total equity	464,732	449,050
Total liabilities and equity	<u>\$ 2,828,516</u>	<u>\$ 2,813,629</u>

CONSOLIDATED STATEMENTS OF INCOME

As of December 31st
(\$ in thousands)

	2025	2024
Interest income:		
Loans, including fees	\$ 119,822	\$ 106,800
Investment securities:		
Taxable	6,938	7,395
Tax-exempt	9,444	9,074
Federal funds sold and other	8,025	11,758
Total interest income	144,229	135,027
Interest expense:		
Deposits	39,454	31,926
Federal funds purchased and repurchase agreements	281	452
Federal Home Loan Bank advances and other borrowings	9,261	15,176
Subordinated debentures	30	30
Total interest expense	49,026	47,584
Net interest income	95,203	87,443
Credit loss expense	3,400	900
Net interest income after credit loss expense	91,803	86,543
Noninterest income:		
Interchange income	1,699	2,877
Overdraft fees	2,807	2,750
Service charges on deposit accounts	1,536	917
Other	8,574	7,395
Total noninterest income	14,616	13,939
Noninterest expense:		
Salaries and employee benefits	55,884	51,420
Net occupancy and equipment	7,961	9,072
Data processing	6,530	5,799
Advertising	1,673	1,612
Amortization of intangibles	771	627
Other	22,871	16,306
Total noninterest expense	95,690	84,836
Income before income taxes	10,729	15,646
Income tax (benefit) expense	(183)	561
Net income	10,912	15,085
Less: net loss attributable to the noncontrolling interest	(49)	(59)
Net income attributable to Southern Bancorp, Inc.	10,961	15,144
Preferred stock dividends	2,681	1,353
Net income available to common shareholders	\$ 8,280	\$ 13,791

GOVERNING BOARDS

As of December 31, 2025

SOUTHERN BANCORP, INC.

Chair • **Glendell Jones, Jr.** • Georgetown University • Senior Advisor to the President
John C. Edwards • Helena–West Helena/Phillips County Port Authority • General Counsel & Economic Development Director
Donna Gambrell • Appalachian Community Capital • President & CEO
Amanda Johnson • Clarksdale Collegiate Public Charter School • Executive Director
Aurelia Jones–Taylor • Aaron E. Henry Community Health Services, Inc. • CEO
Dan Koehler • Koehler Software, Inc. • President
James L. Prouty • Senior International Advisor
Diane Tatum • Entergy Arkansas • Regional Customer Service Manager (Retired)
Dr. Henry Torres • Texas Woman’s University • Chief Information Officer
Darrin L. Williams • Southern Bancorp, Inc. • CEO (Advisory Director)



Glendell Jones, Jr.
Chair of
Southern Bancorp, Inc.

SOUTHERN BANCORP BANK

Chair • **Darrin L. Williams** • Southern Bancorp, Inc. • CEO
Jerry Damerow • Ernst & Young • Partner (Retired)
Kim Evans • Walton Family Foundation • Senior Program Officer—Special Projects
Jim Franks • First National Bankers Bank • Arkansas Regional President (Retired)
Glendell Jones, Jr. • Georgetown University • Senior Advisor to the President
Michael Montgomery • BankLabs • Chairman & CEO
Walter L. Morris, Jr. • WLM Enterprises • President
Dr. Eduardo Ochoa, Jr. • Arkansas Children’s Hospital, UAMS • Vice Chair of Diversity and Equity, Tenured Professor
Susie Smith • Financial Consultant
Darryl D. Swinton • Better Community Development, Inc. • Director of Housing & Economic Development



Darrin Williams
Chair of
Southern Bancorp Bank

SOUTHERN BANCORP COMMUNITY PARTNERS

Chair • **Donna Gambrell** • Appalachian Community Capital • President & CEO
Raymond Christman • Community & Economic Development Consultant
Aurelia Jones–Taylor • Aaron E. Henry Community Health Services, Inc. • CEO
Tom Pittman • Community Foundation of Northwest Mississippi • Co-Incorporator & President Emeritus
Darryl D. Swinton • Better Community Development, Inc. • Director of Housing & Economic Development
Clark Tennyson • Clark Timberlands, LLP. • Vice President
Dr. Henry Torres • Texas Woman’s University • Chief Information Officer
Darrin L. Williams • Southern Bancorp, Inc. • CEO
Kenya J. Gordon • Southern Bancorp Community Partners • President (ex officio)



Donna Gambrell
Chair of Southern Bancorp
Community Partners

EXECUTIVE LEADERSHIP



Darrin L. Williams
CEO, Southern Bancorp, Inc.



John T. Olaimy
President & CEO
Southern Bancorp Bank



Kenya J. Gordon
President
Southern Bancorp Community Partners



Kenya Gordon, Darrin Williams, and John Olaimy celebrate the retirement of long-time Southern Bancorp financial counselor, Charlestien Harris.

Wealth Builders for Everyone.



BankSouthern.com | SouthernPartners.org
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