

2025 Community Impact Report



South Plains Financial, Inc. is the bank holding company for City Bank, a Texas state-chartered bank headquartered in Lubbock, Texas. City Bank is one of the largest independent banks in West Texas. It has additional banking operations in the Dallas, El Paso, Greater Houston, Permian Basin, and College Station, Texas markets, and the Ruidoso, New Mexico market. South Plains provides a wide range of commercial and consumer financial services to small and medium-sized businesses and individuals in its market areas. Its principal business activities include commercial and retail banking, along with investment, trust, and mortgage services.



Purpose

To use the power of relationships to help people succeed and live better.



Mission

We will build lasting relationships by delivering financial solutions with unrivaled customer service...one customer at a time.



Vision

Our greatest achievement is when we help our stakeholders succeed—resulting in growth, profitability, and longevity for all.





COMMUNITY

From our humble beginning in 1941, City Bank has been rooted in a commitment to serve our communities. Employees at every level are encouraged to share their time and talents with causes that matter to them. Beyond volunteering, we thoughtfully invest in our communities to support growth, lasting strength, and a better future for the people who call them home.

2025 HIGHLIGHTS

4,119

Hours volunteered

908

Organizations volunteered

\$78K+

Contributions by employees
to United Way charities



Community Rewards

Our annual Community Rewards program began as a way to support nonprofit organizations in the Lubbock area. Over time, the program has grown to award \$60,000 annually to nonprofits across the South Plains, Permian Basin, and El Paso regions. Community members in each area help choose the 30 annual recipients by voting online for their favorite charities.

2025 Highlights

244	Nonprofit agencies participating in Community Rewards
\$180K	Awarded annually for Community Rewards



Financial Literacy

Learning how to manage money, save wisely, and make smart financial decisions is an essential life skill for young people. We take pride in helping educate the next generation with the tools they need to navigate an increasingly complex financial world. Through our partnership with Everfi, a leading provider of financial education, we support students as they learn key financial concepts and practical money management skills.

2025 Highlights

419	Hours of financial education
360	Students reached



Our employees also volunteered their time and expertise to teach financial literacy to students at the YWCA, local high schools and middle schools, South Plains College and Texas Tech University, individuals aging out of the foster care system, Habitat for Humanity home buyers, and members of the Credit Coalition, an organization helping all segments of the community who are seeking information and assistance in entering or re-entering the credit mainstream.

City Bank also worked on a financial literacy initiative with the Watermark Community Development Corporation (CDC) in Dallas. Watermark CDC serves economic needs, including financial literacy in under-resourced Dallas Communities. We help educate families seeking home ownership and stability. We also participate in the Banker Leadership Committee for the Watermark CDC.

Community Partners



City Bank has been a long-time partner with the South Plains Food Bank in its mission to alleviate hunger, bring hope, and fight food insecurity. From building food boxes for seniors to helping families prepare for Back to School, our employees understand the importance of helping their neighbors.



Every September, City Bank employees volunteer to assist Habitat for Humanity with its Blitz Build, a week of building homes, creating connections, and transforming the lives of local families.



City Bank employees volunteer their time to help empower the working poor by providing enrichment programs and resources to meet physical, spiritual, and emotional needs.



We start each school year by volunteering with United Way and our local school districts to inspire young readers. City Bank employees read to 2nd- and 3rd-grade students and lead hands-on crafts.



PEOPLE

Our people are what define us. Their dedication to helping our customers succeed and live better is the cornerstone of our continued success. We strive to cultivate a workplace where employees feel supported and valued. Open communication, teamwork, and mutual respect are key elements that contribute to creating a space where individuals can thrive in their roles.



Clara Edwards

After 77 years in banking, Clara Edwards retired from the City Bank branch in Monahans on Dec. 31, 2025. Edwards began her career in 1948 at the First State Bank of Monahans. Since then, she has served in many capacities and was most recently the smiling face that greeted customers as they entered the City Bank branch.



Circle of Xcellence

Each year, we recognize the exceptional accomplishments of our top-performing employees through the prestigious Circle of Xcellence celebration. This honor is awarded to individuals who consistently demonstrate excellence in their roles and make significant contributions to our organization throughout the year.

H.O.P.E. Fund

Aligned with our core value of Family, we are committed to supporting employees during challenging times. The H.O.P.E. (Helping Our People in Emergencies) Fund reflects this commitment by providing confidential assistance to employees who need emotional, physical, financial, or spiritual support. This program ensures that our employees receive the support they need to navigate difficult circumstances with dignity and compassion.



Wellness Program

We also provide a comprehensive wellness program designed to support the health and well-being of both full-time and part-time employees. The program includes health screenings and paid time off to encourage healthy lifestyle choices. Additionally, all employees have access to a range of resources, such as mental health courses and instructional videos.

2025 Highlights

3,440	Hours logged
380	Participants



RISE

The RISE program brings together a small group of hand-picked leaders to work through a year-long program focused on personal and professional leadership. The program’s primary purpose is to grow, develop, and retain future leaders.

COMMUNITY REINVESTMENT

Our commitment to the Community Reinvestment Act reflects a genuine desire to support the people and communities we serve. Through responsible lending and strong partnerships, we invest our time, talent, and resources to expand opportunities and support strong communities. For us, it's about doing what we believe is right for the places we call home.

2025 Highlights



RESPONSIBLE BUSINESS PRACTICES

Being a responsible business is how we have built the company you see in front of you today, and it is the way we will continue to be a great business going forward. To prove our continued commitment, we are constantly amending and improving upon a host of different company policies, such as:

Policies

Code of Business Conduct & Ethics (Code):

Our Code sets forth the basic standards of ethics and conduct to which all directors, officers, and employees are held.

Fraud Prevention:

Our fraud department is highly trained to help customers address suspicious behavior associated with their accounts. More information is available at our Fraud and Security Resource Center.

Customer Privacy:

To protect our customers’ personal information from unauthorized access and use, we use comprehensive security measures that comply with federal law and are audited regularly to ensure they conform with industry-standard best practices for information and security privacy. For more information, see our Privacy Policy.

Vendor Management:

Our vendors undergo an extensive review process and must meet our rigorous security, stability, and capability requirements to initiate the business relationship.

Whistleblower Policy:

Employees can voice concerns anonymously here, or through a dedicated phone number at 855-395-7482. More information is available in our Whistleblower Policy.

Data and Security:

We are deeply committed to Data Security and Customer Privacy. We continue to invest in the latest secure online and mobile banking technologies and employees to deliver user-friendly and secure service, while giving our customers peace of mind. These platforms feature strong encryption, multi-factor authentication, automatic fraud monitoring, and customized alerts.

- All employees are trained annually on information security and privacy practices designed to secure the confidentiality of customer information.
- Our Fraud and Security Resource Center webpage provides up-to-date resources to help educate our customers on topics such as safely using online and mobile banking, avoiding social engineering and fraud, and keeping their devices secured against cyber threats.

GOVERNANCE AND OVERSIGHT

Board of Directors & Leadership

The Board of Directors of South Plains Financial sets high standards for the company’s employees, officers, and directors. Our Board is dedicated to driving corporate sustainability and fostering community engagement across all aspects of our business.

Nominating & Corporate Governance Committee

The Nominating & Corporate Governance Committee of the Board oversees risk management, corporate governance practices, board independence and composition, and guides the company’s community impact strategies.

Audit Committee

The Audit Committee reviews guidelines and policies for assessing and managing our exposure to risks not already assigned to other committees. The Audit Committee reviews management’s steps for monitoring and controlling such exposures, including compliance with our Code.

Compensation Committee

The Compensation Committee provides oversight in the company’s overall compensation structure, policies, and programs.