

STOCK OWNERSHIP GUIDELINES
(Adopted October 23, 2018)

First Financial Bankshares, Inc. (the “Company”) believes that its executive officers (as defined in Rule 3b-7 promulgated under the Securities Exchange Act of 1934) (“Executive Officers”) and nonemployee directors should own Company common stock to strengthen the alignment of their interests and actions with the interests of the Company’s stockholders.

Executive Officers

Executive Officers are required to own shares of the Company’s common stock having a value equal to the following multiple of the Executive Officer’s base salary:

<i>Position</i>	<i>Guideline</i>
Chief Executive Officer	5 times base salary
Other Executive Officers	3 times base salary

Stock ownership levels should be achieved within the later to occur of (a) October 23, 2023 (i.e., the fifth anniversary of the date of adoption of these Guidelines), or (b) five years after first becoming an Executive Officer. Executive Officers are expected to accumulate the required number of shares ratably over the applicable five-year period. Once achieved, ownership of the Guideline amount should be maintained as long as the individual remains an Executive Officer. In the case of a base salary change, a separate two-year timeframe is given to reach the incremental minimum level.

Failure to maintain the minimum requirements of the Guidelines may result in an Executive Officer receiving future cash bonuses in the form of equity until he or she has satisfied the Guidelines. The Company may also bar the Executive Officer from selling Company stock until the Guidelines have been achieved. However, neither of these alternatives shall be exercised if the Executive Officer has not sold any stock.

Nonemployee Directors

Directors who are not employees of the Company or its subsidiaries (“Nonemployee Directors”) are required to own shares of Company common stock having a value equal to five times the annual cash director retainer fee. The stock ownership level should be achieved within the later to occur of (a) October 23, 2023 (i.e., the fifth anniversary of the date of adoption of these Guidelines), or (b) five years after first election as a director. Nonemployee Directors are expected to accumulate the required number of shares ratably over the applicable five-year period. Once achieved, ownership of the Guideline amount should be maintained as long as the person is a director of the Company.

Failure to maintain the minimum requirements of the Guidelines may result in a Nonemployee Director receiving future payments of director fees in the form of equity until he or she has satisfied the Guidelines. The Board of Directors may also bar the director from selling Company stock until the Guidelines have been achieved.

General

For purposes of complying with these Guidelines, the following shares of the Company's common stock will be considered owned outright by an Executive Officer/Nonemployee Director:

- Shares owned outright by the Executive Officer or Nonemployee Director and his or her immediate family members residing in the same household;
- Shares credited to the Executive Officer's or Nonemployee Director's account under the Company's 401(k) Profit Sharing and Employee Stock Ownership Plan and Trust;
- Shares credited to the Executive Officer's or Nonemployee Director's account under the Company's Make Whole Plan or other nonqualified deferred compensation plan;
- Shares held in trust for the benefit of the Executive Officer or Nonemployee Director; and
- Unvested shares of restricted Company common stock held by the Executive Officer or Nonemployee Director.

The required number of shares will be calculated annually as of the last trading day of the year. Any subsequent change in the value of Company stock will not affect the number of shares of stock Executive Officers or Nonemployee Directors should hold during the following year. The value of shares owned will be calculated annually using the closing price on the last trading day of the year.

The Compensation Committee of the Board of Directors will periodically review these Guidelines and compliance by the Executive Officers with the Guidelines and recommend any changes or actions (including exceptions) to the Board of Directors for approval.