



## **South Plains Financial Named One of America's Best Banks by Forbes**

May 16, 2024

LUBBOCK, Texas, May 16, 2024 -- South Plains Financial, Inc. (NASDAQ:SPFI) ("South Plains" or the "Company"), the parent company of City Bank ("City Bank" or the "Bank"), announced that it has been named one of the best banks in the country, ranking 12th on Forbes 2024 Best Banks in America list.

Curtis Griffith, South Plains' Chairman and Chief Executive Officer, commented, "We are honored to be included on this prestigious list. This ranking is a testament to the invaluable contributions of our employees to the Bank, our customers, and the communities that we serve. They are instrumental to our success and embody our core values of Faith, Family, and Fun. They are our greatest asset."

The 200 largest publicly traded banks and thrifts by assets were eligible for the recently published list. Forbes ranked the top 100 banks based on an analysis of ten equally weighted financial metrics that measured asset quality, capital adequacy, growth and profitability, efficiency, and stock performance.

### **About South Plains Financial, Inc.**

South Plains 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 and has additional banking operations in the Dallas, El Paso, Greater Houston, the 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. Please visit <https://www.spfi.bank> for more information.

### **Contact:**

#### **Investors**

Mikella Newsom, Chief Risk Officer and Secretary  
[investors@city.bank](mailto:investors@city.bank)  
(866) 771-3347

#### **Media**

Michelle Hougland  
[mhougland@city.bank](mailto:mhougland@city.bank)  
(806) 792-7101, ext. 2270

Source: South Plains Financial, Inc.