

Simmons Bank Hires Cole Plafcan to Lead Agricultural Banking Division - April 20, 2022

(Little Rock, Ark.) Simmons Bank announced today the addition of Cole Plafcan as senior vice president, director of Agricultural Lending, a newly created division within Simmons Bank's Community Banking group. In this role, Plafcan is charged with expanding Simmons Bank's agricultural business across its six-state footprint. Simmons Bank is ranked as one of the Top 35 Farming Lenders by volume in the U.S. according to FDIC data as of Sept. 30, 2021.

"With the depth of agricultural lending experience and his solid track record, Cole is a natural fit to lead the Simmons Bank team," said Freddie Black, EVP, Chief Community Banking officer for Simmons Bank. "As we continue to expand lending activity across our footprint, this new division will provide Simmons Bank an even greater opportunity to connect customers with products and services to meet their needs."

Plafcan is an alumnus of the University of Arkansas at Fayetteville and a '94 Letterman for the Arkansas Razorbacks football team. With more than 25 years of agricultural lending experience, Plafcan previously served as SVP, Chief Lending & Marketing officer at AgHeritage Farm Credit Services. Plafcan was responsible for overall marketing strategy for loans, products and services, as well as overseeing development and implementation of business plans and operational policies.

Dedicating his time to several nonprofit organizations, Plafcan served as a chairman of the Lonoke County Committee for Farm Family of the Year and as president of the Junior Deputy Baseball League board. He's also served as youth basketball coach for Carlisle Parks and Recreation and most recently served as a volunteer football coach at Christ the King Catholic School.

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About Simmons Bank

Simmons Bank is a wholly owned subsidiary of Simmons First National Corporation (NASDAQ: SFNC), a Mid-South based financial holding company. Simmons Bank operates approximately 200 branches in Arkansas, Missouri, Tennessee, Texas, Oklahoma and Kansas. Founded in 1903, Simmons Bank offers comprehensive financial solutions delivered with a client-centric approach. Simmons Bank was named to *Forbes* list of "America's Best Banks" in 2022 and in 2021 was named to *Forbes* list of "[World's Best Banks](#)" for the third consecutive year. Additional information about Simmons Bank can be found on our website at simmonsbank.com, by following [@Simmons_Bank](#) on Twitter or by visiting our [newsroom](#).

FOR MORE INFORMATION, CONTACT:

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