



# Annual Report of Holding Companies—FR Y-6



## Report at the close of business as of the end of fiscal year

This Report is required by law: Section 5(c)(1)(A) of the Bank Holding Company Act (12 U.S.C. § 1844 (c)(1)(A)); Section 8(a) of the International Banking Act (12 U.S.C. § 3106(a)); Sections 11(a)(1), 25 and 25A of the Federal Reserve Act (12 U.S.C. §§ 248(a)(1), 602, and 611a); Section 211.13(c) of Regulation K (12 C.F.R. § 211.13(c)); and Section 225.5(b) of Regulation Y (12 C.F.R. § 225.5(b)) and section 10(c)(2)(H) of the Home Owners' Loan Act. Return to the appropriate Federal Reserve Bank the original and the number of copies specified.

This report form is to be filed by all top-tier bank holding companies and top-tier savings and loan holding companies organized under U.S. law, and by any foreign banking organization that does not meet the requirements of and is not treated as a qualifying foreign banking organization under Section 211.23 of Regulation K (12 C.F.R. § 211.23). (See page one of the general instructions for more detail of who must file.) The Federal Reserve may not conduct or sponsor, and an organization (or a person) is not required to respond to, an information collection unless it displays a currently valid OMB control number.

NOTE: The *Annual Report of Holding Companies* must be signed by one director of the top-tier holding company. This individual should also be a senior official of the top-tier holding company. In the event that the top-tier holding company does not have an individual who is a senior official and is also a director, the chairman of the board must sign the report.

Date of Report (top-tier holding company's fiscal year-end):

December 31, 2013

Month / Day / Year

I, Chevis C. Swetman

Reporter's Name, Street, and Mailing Address

Peoples Financial Corporation

Name of the Holding Company Director and Official

Chairman, President and CEO

Title of the Holding Company Director and Official

Legal Title of Holding Company

152 Lameuse St. / P.O. Box 529

(Mailing Address of the Holding Company) Street / P.O. Box

Biloxi, MS 39533

City

State

Zip Code

attest that the *Annual Report of Holding Companies* (including the supporting attachments) for this report date has been prepared in conformance with the instructions issued by the Federal Reserve System and are true and correct to the best of my knowledge and belief.

Physical location (if different from mailing address)

With respect to information regarding individuals contained in this report, the Reporter certifies that it has the authority to provide this information to the Federal Reserve. The Reporter also certifies that it has the authority, on behalf of each individual, to consent or object to public release of information regarding that individual. The Federal Reserve may assume, in the absence of a request for confidential treatment submitted in accordance with the Board's "Rules Regarding Availability of Information," 12 C.F.R. Part 261, that the Reporter and individual consent to public release of all details in the report concerning that individual.

Person to whom questions about this report should be directed:

Lauri A. Wood CFO

Name

Title

228-435-8412

Area Code / Phone Number / Extension

228-435-8671

Area Code / FAX Number

lwood@thepeoples.com

E-mail Address

www.thepeoples.com

Address (URL) for the Holding Company's web page

Signature of Holding Company Director and Official

March 20, 2014

Date of Signature

For holding companies not registered with the SEC—  
Indicate status of Annual Report to Shareholders:

- is included with the FR Y-6 report  
 will be sent under separate cover  
 is not prepared

For Federal Reserve Bank Use Only

RSSD ID 1133174

C.I. \_\_\_\_\_

Does the reporter request confidential treatment for any portion of this submission?

Yes Please identify the report items to which this request applies:

In accordance with the instructions on pages GEN-2 and 3, a letter justifying the request is being provided.

The information for which confidential treatment is sought is being submitted separately labeled "Confidential."

No

**FRY - 6 Peoples Financial Corporation**  
**For the year ended December 31, 2013**

**Report Item 1: Annual Report to Shareholders**

The Annual Report on Form 10-K for the year ended December 31, 2013 was filed with the Securities and Exchange Commission on March 18, 2014.

**Report Item 2a: Organization Chart**

See attached organization chart.

**Report Item 2b: Domestic Branch Listing**

See attached listing. A copy of the listing was e-mailed to the Structure Analysis Department on March 20, 2014.

**Report Item 3: Securities Holders**

See attached listing.

**Report Item 4: Insiders**

See attached listing.

**Report Item 2a: Organization Chart**

Name: Peoples Financial Corporation  
Physical Address: Biloxi, Mississippi  
State of Incorporation: Mississippi

100 %

Name: The Peoples Bank, Biloxi, Mississippi  
Physical Address: Biloxi, Mississippi  
State of Incorporation: Mississippi

100 %



Results: A list of branches for your holding company: PEOPLES FINANCIAL CORPORATION (1133174) of BILOXI, MS. The data are as of 12/31/2013. Data reflects information that was received and processed through 01/07/2014.

**Reconciliation and Verification Steps**

1. In the Data Action column of each branch row, enter one or more of the actions specified below.
2. If required, enter the date in the Effective Date column.

**Actions**

OK: If the branch information is correct, enter 'OK' in the Data Action column.  
 Change: If the branch information is incorrect or incomplete, revise the data, enter 'Change' in the Data Action column and the date when this information first became valid in the Effective Date column.  
 Close: If a branch listed was sold or closed, enter 'Close' in the Data Action column and the sale or closure date in the Effective Date column.  
 Delete: If a branch listed was never owned by this depository institution, enter 'Delete' in the Data Action column.  
 Add: If a reportable branch is missing, insert a row, add the branch data, and enter 'Add' in the Data Action column and the opening or acquisition date in the Effective Date column.

If printing this list, you may need to adjust your page setup in MS Excel. Try using landscape orientation, page scaling, and/or legal sized paper.

**Submission Procedure**

When you are finished, send a saved copy to your FRB contact. See the detailed instructions on this site for more information. If you are e-mailing this to your FRB contact, put your institution name, city and state in the subject line of the e-mail.

Note: To satisfy the FR Y-10 reporting requirements, you must also submit FR Y-10 Domestic Branch Schedules for each branch with a Data Action of Change, Close, Delete, or Add. The FR Y-10 report may be submitted in a hardcopy format or via the FR Y-10 Online application - <https://y10online.federalreserve.gov>.

\* FDIC UNINUM, Office Number, and ID\_RSSD columns are for reference only. Verification of these values is not required.

Data Action	Effective Date	Branch Service Type	Branch ID_RSSD*	Popular Name	Street Address	City	State	Zip Code	County	Country	FDIC UNINUM*	Office Number*	Head Office	Head Office ID_RSSD*	Comments
Ok.		Full Service (Head Office)	870539	PEOPLES BANK, BILOXI, MISSISSIPPI, THE	152 LAMEUSE STREET	BILOXI	MS	39530	HARRISON	UNITED STATES	270		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	523835	BAY ST LOUIS BR	408 HIGHWAY 90 EAST	BAY SAINT LOUIS	MS	39520	HANCOCK	UNITED STATES	237553		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	3335589	CEDAR LAKE OFFICE	1740 POPPS FERRY RD.	BILOXI	MS	39532	HARRISON	UNITED STATES	433900		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	933238	WEST BILOXI BRANCH	2560 PASS ROAD	BILOXI	MS	39531	HARRISON	UNITED STATES	181557		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	2054088	DIAMONDHEAD BRANCH	5429 W ALOHA DRIVE	DIAMONDHEAD	MS	39525	HANCOCK	UNITED STATES	181560		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	108933	DIBERVILLE-ST MARTIN BRANCH	10491 LEMOYNE BLVD	DIBERVILLE	MS	39540	HARRISON	UNITED STATES	181556		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	3171460	GAUTIER BRANCH	2609 HIGHWAY 90	GAUTIER	MS	39553	JACKSON	UNITED STATES	458829		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	2064060	DOWNTOWN GULFPORT BRANCH	1105 30TH AVENUE	GULFPORT	MS	39501	HARRISON	UNITED STATES	46320		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	524337	HANDBORO (GULFPORT) BRANCH	412 PASS ROAD	GULFPORT	MS	39507	HARRISON	UNITED STATES	237551		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	464237	ORANGE GROVE BRANCH	12020 HIGHWAY 49 NORTH	GULFPORT	MS	39503	HARRISON	UNITED STATES	237554		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	4542302	KEESLER BRANCH	600 THIRD STREET, BUILDING 1507	KEESLER	MS	39553	HARRISON	UNITED STATES	Not Required	Not Required	PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	2064079	LONG BEACH BRANCH	298 JEFF DAVIS AVENUE	LONG BEACH	MS	39560	HARRISON	UNITED STATES	423041		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	932736	OCEAN SPRINGS BRANCH	2015 BIENVILLE BLVD	OCEAN SPRINGS	MS	39564	JACKSON	UNITED STATES	181558		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	646631	PASS CHRISTIAN BRANCH	301 EAST SECOND STREET	PASS CHRISTIAN	MS	39571	HARRISON	UNITED STATES	469631		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	2848532	SAUCIER BRANCH	17689 SECOND STREET	SAUCIER	MS	39574	HARRISON	UNITED STATES	181561		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	3340734	WAVELAND BRANCH	470 HIGHWAY 90	WAVELAND	MS	39576	HANCOCK	UNITED STATES	432402		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	
Ok.		Full Service	2915078	WIGGINS BRANCH	1312 SOUTH MAGNOLIA DRIVE	WIGGINS	MS	39577	STONE	UNITED STATES	181562		PEOPLES BANK, BILOXI, MISSISSIPPI, THE	870539	

### Report Item 3: Securities Holders

Item 3(1) (a) - (c)

<u>Name and Address</u>	<u>Country of Citizenship or Incorporation</u>	<u># of shares</u>	<u>% of class</u>
DePrince, Race & Zollo, Inc. Winter Park, FL	USA	356,903	6.97%
Peoples Financial Corporation Employee Stock Ownership Plan (1) Biloxi, MS	USA	359,030	7.01%
Thomas E. Quave Biloxi, MS	USA	543,284	10.60%
A. Tanner Swetman Biloxi, MS	USA	860,970	16.81%
Chevis C. Swetman Biloxi, MS	USA	362,589	7.084%

(1) Plan has dispositive power. Plan participants have voting rights.

Item 3 (2) (a) - (c): None.

Report Item 4: Insiders

<u>Name and Address</u>	<u>Principal Occupation</u>	<u>Title or Position With</u>			<u>Bank Holding Co.</u>		<u>Other Businesses (1)</u>	
		<u>Bank Holding Co.</u>	<u>BHC Subsidiary</u>	<u>Other Businesses</u>	<u># of Shares</u>	<u>% of Class</u>	<u># of Shares</u>	<u>% of Class</u>
Chevis C. Swetman Biloxi, MS, USA	Banker	Chairman, President & CEO	Chairman, President & CEO, The Peoples Bank; Director, PFC Service Corp.	None	362,589	7.08%	Not applicable	Not applicable
Drew Allen Gulfport, MS, USA	Businessman	Director	Director, The Peoples Bank	President, Allen Beverages, Inc.	5,440	.11%	188.5	42.64% (2)
Rex E. Kelly, Gulfport, MS, USA	Businessman	Director	Director, The Peoples Bank	Corporate Consultant	2,021	.04%	Not applicable	Not applicable
Dan Magruder Ocean Springs, MS, USA	Businessman	Vice-Chairman; Director	Director, The Peoples Bank	President, Rex Distributing Co., Inc.	6,981	.14%	24,000	60.00% (3)
Jeffrey H. O'Keefe Biloxi, MS, USA	Businessman	Director	Director, The Peoples Bank	President, Bradford- O'Keefe Funeral Home, Inc.	33,227	.65%	554	99.20% (4)
A. Wes Fulmer Biloxi, MS, USA	Banker	Executive Vice President	Executive Vice President, The Peoples Bank	None	9,897	.19%	Not applicable	Not applicable

Thomas J. Sliman Biloxi, MS, USA	Banker	First Vice President	Senior Vice President, The Peoples Bank; President and Director, PFC Service Corp.	President, Sliman Enterprises, Inc.	19,325	.38% <sup>(7)</sup>	333	33.33% (5)
Ann F. Guice Ocean Springs, MS, USA	Banker	Second Vice President	Senior Vice President, The Peoples Bank	None	14,358	.28%	Not applicable	Not applicable
Lauri A. Wood Pass Christian, MS, USA	Banker	Chief Financial Officer and Controller	Senior Vice President, The Peoples Bank	None	6,997	.1%	Not applicable	Not applicable
J. Patrick Wild Pass Christian, MS, USA	Banker	Vice President and Secretary	Senior Vice President, The Peoples Bank	None	5,288	.10%	Not applicable	Not applicable
Evelyn R. Herrington Biloxi, MS, USA	Banker	Vice President	Senior Vice President, The Peoples Bank	None	1,140	.02%	Not applicable	Not applicable
Thomas E. Quave Biloxi, MS, USA	Banker	Not applicable	Personal Trust Officer, The Peoples Bank	None	543,284	10.60%	Not applicable	Not applicable
Andrew Tanner Swetman Biloxi, MS, USA	Banker	Not applicable	Assistant Vice President, The Peoples Bank	None	860,970	16.81%	59	94% (6)

(1) Included if ownership is greater than 25%.

(4) Bradford-O'Keefe Funeral Home, Inc.

(2) Allen Beverages, Inc.

(5) Sliman Enterprises, Inc.

(3) Rex Distributing Co, Inc.

(6) Swetman Land Company

Part 4 (b): No director or officer owns any stock in any subsidiary of the bank holding company.