



# Annual Report of Bank 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)). 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 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). 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 Bank Holding Companies* must be signed by one director of the top-tier bank holding company. This individual should also be a senior official of the top-tier bank holding company. In the event that the top-tier bank 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 bank holding company's fiscal year-end):  
12/31/2012  
Month / Day / Year

I, Mike Fuller  
Name of the Bank Holding Company Director and Official  
Director  
Title of the Bank Holding Company Director and Official

Reporter's Name, Street, and Mailing Address  
ServisFirst Bancshares, Inc.  
Legal Title of Bank Holding Company  
850 Shades Creek Pkwy  
(Mailing Address of the Bank Holding Company) Street / P.O. Box  
Birmingham AL 35209  
City State Zip Code

attest that the *Annual Report of Bank Holding Companies* (including the supporting attachments) for this report date have 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:  
Davis S. Marge AVP Accountant  
Name Title  
205.949.3420  
Area Code / Phone Number / Extension  
205.949.3421  
Area Code / FAX Number  
dmarge@servisfirstbank.com  
E-mail Address  
www.servisfirstbank.com  
Address (URL) for the Bank Holding Company's web page

3/25/13  
Signature of Bank Holding Company Director and Official  
Michael Fuller, Director  
Date of Signature

For bank 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

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RSSD ID 3635319  
C.I. \_\_\_\_\_

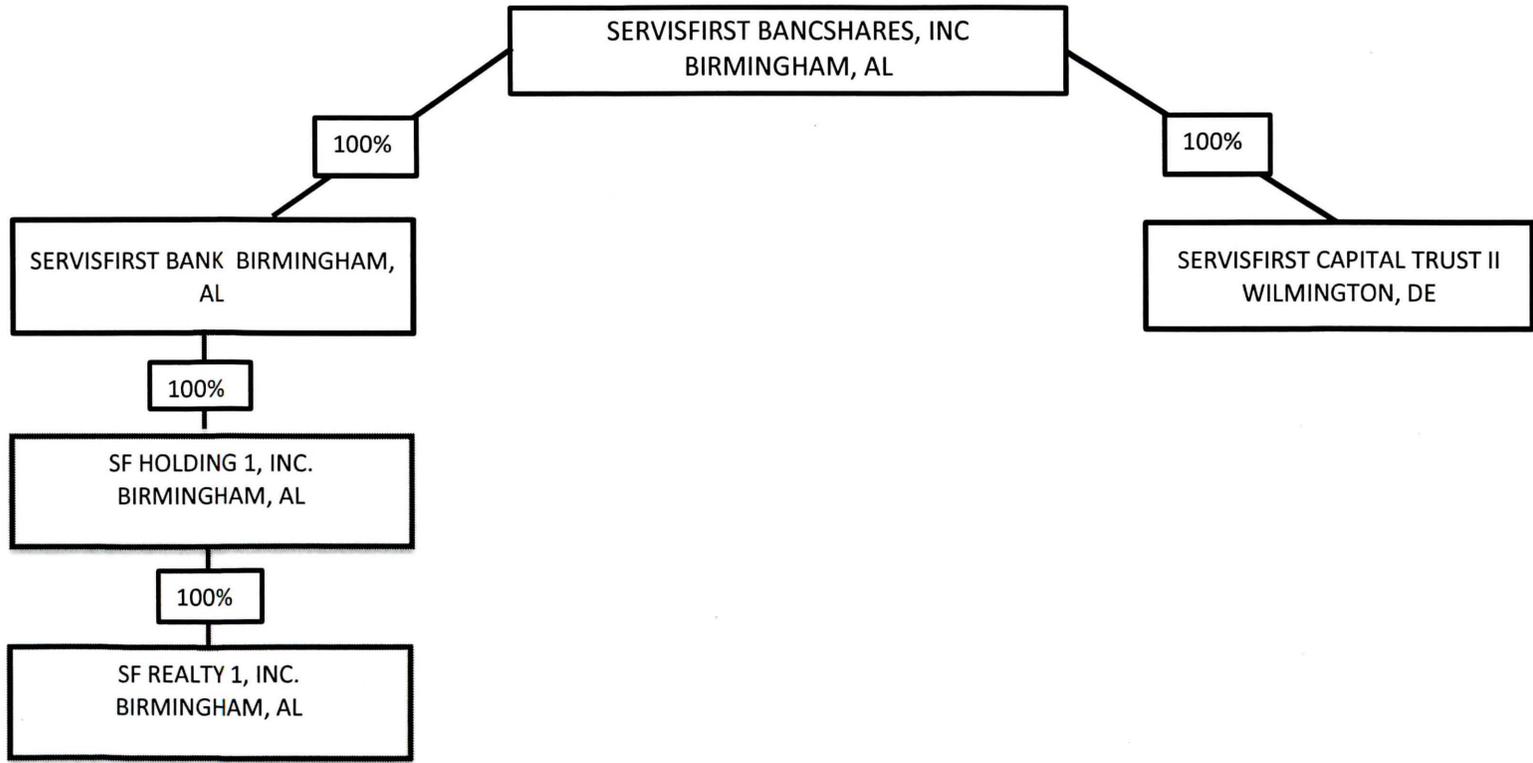
Does the reporter request confidential treatment for any portion of this submission?  
 Yes Please identify the report items to which this request applies:  
 In accordance with the instructions on pages GEN-2 and 3, a letter justifying the request is being provided.  
 The information for which confidential treatment is sought is being submitted separately labeled "Confidential."  
 No

Revised 59D

Form FR Y-6  
ServisFirst Bancshares, Inc.  
Birmingham, Alabama  
Fiscal Year Ending December 31, 2012

Report Item

- 1. ServisFirst Bancshares has filed a December 31, 2012 Form 10K with the SEC.
- 2. Organizational chart
  - 2.a. ServisFirst Bancshares & ServisFirst Capital Trust II are incorporated in Delaware.
  - ServisFirst Bank, SF Holding 1, & SF Realty 1 are all incorporated in Alabama.



**Results:** A list of branches for your depository institution: SERVISFIRST BANK (ID\_RSSD: 3348888).  
 This depository institution is held by SERVISFIRST BANCSHARES, INC. (3635319) of BIRMINGHAM, AL.  
 The data are as of 12/31/2012. Data reflects information that was received and processed through 02/24/2013.

**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	Effective	Branch Service Type	Branch	Popular Name	Street Address	City	State	Zip Code	County	Country	FDIC UNINUM*	Office Number*	Head Office	Head Office ID_RSSD*
		Full Service (Head)	3348888	SERVISFIRST BANK	850 SHADES CREEK PARKWAY	BIRMINGHAM	AL	35209	JEFFERSON	UNITED STATES	433262	0	SERVISFIRST BANK	3348888
		Full Service	3757949	DOWNTOWN BRANCH	324 RICHARD ARRINGTON BLVD. NORTH	BIRMINGHAM	AL	35203	JEFFERSON	UNITED STATES	478372	4	SERVISFIRST BANK	3348888
		Full Service	3471272	HIGHWAY 280 BRANCH	5403 HIGHWAY 280, SUITE 401	BIRMINGHAM	AL	35242	JEFFERSON	UNITED STATES	477425	3	SERVISFIRST BANK	3348888
		Full Service	3921197	DOTHAN BRANCH	4801 WEST MAIN STREET	DOTHAN	AL	36305	HOUSTON	UNITED STATES	489680	7	SERVISFIRST BANK	3348888
		Full Service	4251239	DOTHAN COTTONWOOD CORNERS BRANCH	1620 ROSS CLARK CIRCLE, SUITE 307	DOTHAN	AL	36301	HOUSTON	UNITED STATES	Not Required	Not Required	SERVISFIRST BANK	3348888
		Full Service	3545342	HUNTSVILLE BRANCH	401 MERIDIAN STREET, SUITE 100	HUNTSVILLE	AL	35801	MADISON	UNITED STATES	468518	2	SERVISFIRST BANK	3348888
		Full Service	3471281	RESEARCH PARK BANKING CENTER	1267 ENTERPRISE WAY, SUITE A	HUNTSVILLE	AL	35806	MADISON	UNITED STATES	468440	1	SERVISFIRST BANK	3348888
		Full Service	3617061	COMMERCE STREET BRANCH	1 COMMERCE STREET	MONTGOMERY	AL	36104	MONTGOMERY	UNITED STATES	478373	5	SERVISFIRST BANK	3348888
		Full Service	3643574	VAUGHN ROAD BRANCH	8117 VAUGHN ROAD, UNIT 20	MONTGOMERY	AL	36116	MONTGOMERY	UNITED STATES	478374	6	SERVISFIRST BANK	3348888
		Full Service	4277471	PENSACOLA BRANCH	316 SOUTH BAYLEN STREET, SUITE 100	PENSACOLA	FL	32502	ESCAMBIA	UNITED STATES	Not Required	Not Required	SERVISFIRST BANK	3348888
		Full Service	4446389	PENSACOLA CORDOVA BRANCH	4980 NORTH 12TH AVENUE	PENSACOLA	FL	32504	ESCAMBIA	UNITED STATES	Not Required	Not Required	SERVISFIRST BANK	3348888

**Form FR Y-6**  
**ServisFirst Bancshares, Inc.**  
**Fiscal Year Ending December 31, 2012**

**Report Item 3:**  
**Securities Holders**

(1) (a) (b) (c) and (2) (a) (b) (c)

**Current shareholders with ownership, control or holdings of  
5% or more with power to vote as of fiscal year ending 12/31/2012**

(1) (a) Name and address	(1) (b) Country of Citizenship Or incorporation	(1) (c) Number and % of each class of voting Securities
NONE	NONE	NONE

**Shareholders not listed in 3 (1) (a) that had ownership, control or holdings of  
5% or more with power to vote as of fiscal year ending 12/31/2012**

(1) (a) Name and address	(1) (b) Country of Citizenship Or incorporation	(1) (c) Number and % of each class of voting Securities
NONE	NONE	NONE

Form FR Y-6  
 ServisFirst Bancshares, Inc.  
 Fiscal Year Ending December 31, 2012

Report Item 4: Insiders  
 (1), (2), (3) (a) (b)(c) and (4) (a) (b)(c)

(1) Names and Address	(2) Principal occupation if other than with bank holding company	(3) (a) Title & position with bank holding company	(3) (b) Title & position with subsidiaries	(3) (c) Title & position with other businesses	(4) (a) Percentage of voting shares in bank holding company	(4) (b) Percentage of voting shares in subsidiaries	(4) (c) List names of other companies if 25% or more of voting securities are held
Thomas A. Broughton III, Birmingham, AL	N/A	President, Chief Executive Officer and Director	President, Chief Executive Officer and Director	N/A	3.22%	N/A	N/A
Stanley M. Brock, Birmingham, AL	President of Brock Investment Company	Chairman of the Board	Chairman of the Board	President of Brock Investment Company	2.34%	N/A	N/A
Michael D. Fuller, Birmingham, AL	President of Double Oak Water Reclamation	Director	Director	President of Double Oak Water Reclamation	2.31%	N/A	N/A
James J. Filler, Birmingham, AL	Private investor	Director	Director	Private investor	3.10%	N/A	N/A
J. Richard Cashio, Birmingham, AL	Chief Executive Officer, Tassco, LLC	Director	Director	Chief Executive Officer, Tassco, LLC	1.88%	N/A	N/A
Hatton C. V. Smith, Birmingham, AL	Chief Executive Officer, Royal Cup Coffee	Director	Director	Chief Executive Officer, Royal Cup Coffee	1.01%	N/A	N/A
William M. Foshee, Birmingham, AL	N/A	Executive Vice President, Chief Financial Officer, Treasurer and Secretary	Executive Vice President, Chief Financial Officer, Treasurer and Secretary	N/A	1.11%	N/A	N/A
Clarence C. Pouncey III, Birmingham, AL	N/A	Executive Vice President and Chief Operating Officer	Executive Vice President and Chief Operating Officer	N/A	1.90%	N/A	N/A