

Board of Governors of the Federal Reserve System



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):
12/31/2011
 Month / Day / Year

1. Thomas A. Broughton III
 Name of the Bank Holding Company Director and Official
CEO
 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 Alley
 (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 APP Accountant
 Name Title

[Signature]
 Signature of Bank Holding Company Director and Official
4.23.12
 Date of Signature

205 949 3420
 Area Code / Phone Number / Extension

205 949 3421
 Area Code / FAX Number

dmarge@servisfirstbank.com
 E-mail Address

www.servisfirstbancshares.com
 Address (URL) for the Bank Holding Company's web page

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

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

For Federal Reserve Bank Use Only
 RSSD ID _____
 C.I. _____

For Use By Tiered Bank Holding Companies

Top-tiered bank holding companies must list the names, mailing address, and physical locations of each of their subsidiary bank holding companies below.

ServisFirst Bank
Legal Title of Subsidiary Bank Holding Company

850 Shades Creek Pkwy
(Mailing Address of the Subsidiary Bank Holding Company) Street / P.O. Box

Birmingham AL 35209
City State Zip Code

Physical location (if different from mailing address)

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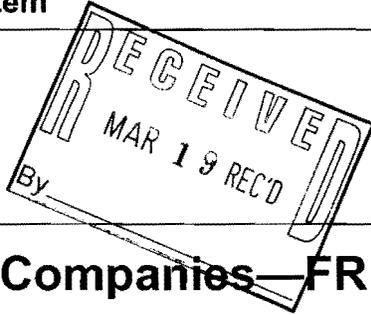
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Board of Governors of the Federal Reserve System



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 CFR 211.13(c)); and Section 225.5(b) of Regulation Y (12 CFR 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 CFR 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):
12/31/2011
Month / Day / Year

1. Thomas A. Broughton III
Name and 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 Parkway
(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)
Person to whom questions about this report should be directed:
Doris S. Mange, ANP Accountant
Name / Title
(205) 949-3420
Area Code / Phone Number
(205) 949-3421
FAX Number
dsmange@servisfirstbank.com
E-mail Address
www.servisfirstbancshares.com
Address (URL) for the Bank Holding Company's web page

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 CFR Part 261, that the Reporter and individual consent to public release of all details in the report concerning that individual.

[Signature]
Signature of Bank Holding Company Director and Official
3/13/12

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

For Federal Reserve Bank Use Only
RSSD Number 3625319
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

For Use By Tiered Bank Holding Companies

Top-tiered bank holding companies must list the names, mailing address and physical locations of each of their subsidiary bank holding companies below.

ServisFirst Bank
Legal Title of Subsidiary Bank Holding Company

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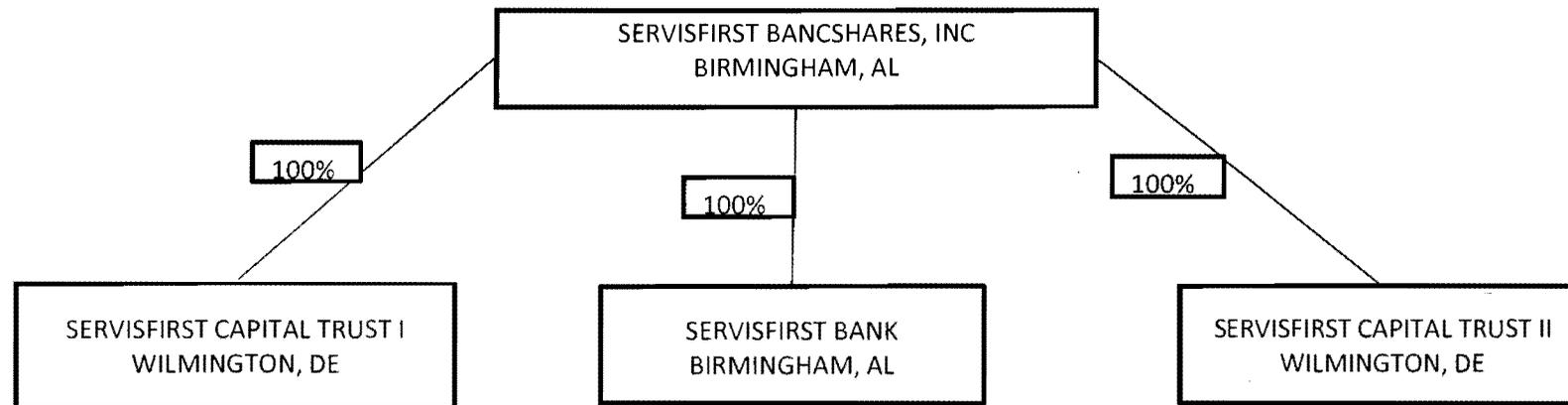
City / State / Zip Code

Physical location (if different from mailing address)

Form FR Y-6
ServisFirst Bancshares, Inc.
Birmingham, Alabama
Fiscal Year Ending December 31, 2011

Report Item

1. ServisFirst Bancshares has filed a December 31, 2011 Form 10K with the SEC.
2. Organizational chart



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 12/31/2011. Data reflects information that was received and processed through 01/05/2012.

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	Eff 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
		Full Service (Head Office)	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	

Form FR Y-6
ServisFirst Bancshares, Inc.
Fiscal Year Ending December 31, 2011

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 12/31/2011**

(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 12/31/2011**

(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, 2011

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	3.07%	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	2.66%	N/A	N/A
Michael D. Fuller, Birmingham, AL	President of Double Oak Water Reclamation	Director	Director	President of Double Oak Water Reclamation	2.27%	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	1.83%	N/A	N/A
Hatton C. V. Smith, Birmingham, AL	Chief Executive Officer, Royal Cup Coffee	Director	Director	Chief Executive Officer, Royal Cup Coffee	0.90%	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	1.09%	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	1.70%	N/A	N/A