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SIMMONS FIRST NATIONAL CORP

Form 8-K

April 28, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Exchange Act of 1934

Date of Report (Date of earliest event reported) April 28, 2004

SIMMONS FIRST NATIONAL CORPORATION
(Exact name of registrant as specified in its charter)

Arkansas	0-6253	71-0407808
(State or other jurisdiction of incorporation or organization)	(Commission file number)	(I.R.S. employer identification No.)

501 Main Street, Pine Bluff, Arkansas	71601
(Address of principal executive offices)	(Zip Code)

(870) 541-1000
(Registrant's telephone number, including area code)

ITEM 9. REGULATION FD DISCLOSURE

The following information and exhibit is being furnished under Item 9 Regulation FD Disclosure.

Representatives of the Registrant are scheduled to make an analyst presentation at the Gulf South Bank Conference in New Orleans, Louisiana on Wednesday April 28, 2004, beginning at 8:00 a.m. Central Standard Time. Visual presentation materials will be available on Simmons First's website at www.simmonsfirst.com.

The following is a summary of the analyst presentation presented by J. Thomas May, Chairman and Chief Executive Officer of Simmons First National Corporation, at the Gulf South Bank Conference held April 28, 2004, in New Orleans, Louisiana.

Simmons First National Corporation

2004 Gulf South Bank Conference

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Slide #1 Forward-Looking Statement

This presentation includes written and oral forward-looking statements that reflect Simmons First's current views with respect to future events and financial performance. Such forward looking statements are subject to certain uncertainties and other factors that may cause actual results to differ materially from the views, beliefs, and projections expressed in such statements. These uncertainties and other factors include, but are not limited to, uncertainties relating to business and economic conditions, the financial services industry, and Simmons First. The words "believe", "expect", "anticipate", "project", and similar expressions signify forward-looking statements. Readers are cautioned not to place undue reliance on any forward-looking statements made by or on behalf of Simmons First. Any such statement speaks only as of the date the statement was made. Simmons First undertakes no obligation to update or revise any forward-looking statements. Additional information with respect to factors that may cause results to differ materially from those contemplated by such forward-looking statements will be included in subsequent filings with the SEC.

Slide #2

Our Objective - To build a network of community banks in Arkansas that will provide our customers state-wide access, state-of-the-art products and services, and exceptional quality customer service.

Our Market - Our market is the State of Arkansas, which is primarily a rural state intertwined around three or four major growth markets.

Our Competition - There are 185 commercial banks doing business in Arkansas. Ten are out-of-state regional banks and 175 are community banks.

Our Strategy - Differentiate.

Slide # 3 Company Profile

Asset size	\$ 2.4 billion
# of community banks	8
# of communities served	45
# of financial centers	79
# of ATM's	76
# of associates	1,173

Largest publicly traded financial institution headquartered in Arkansas

Slide #4 Acquisition History

A table reflecting the selling institution, year and assets (\$ in millions)

Selling Institution	Year	Assets
Alliance Bank	2004	\$ 140
UP (9 branches) *	2003	140
Heartland Community Bank (1 branch) *	2002	13
First Financial (8 branches) *	2000	71
National Bank of Commerce	1999	143
Bank of Lincoln *	1999	73

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American State Bank *	1998	87
First Bank of Arkansas	1997	343
Dermott State Bank *	1995	20
Dumas Bancshares *	1995	43
RTC (9 branches) *	90-92	161

* Merged into existing SFNC affiliate in that region

Slide #5 North Central Acquisition

Transaction completed	11/21/03
Assets	\$140 million
Loans	\$100 million
Deposits	\$130 million
Number of locations	9
Management team	Same
Accretive	2004
Product and system conversions	Complete

Slide #6 Hot Springs Merger

Transaction completed	3/19/04
Assets	\$140 million
Loans	\$ 60 million
Deposits	\$109 million
Number of locations	5
Management team	No change
Accretive	First full year
Product and system conversions	Complete

Slide #7 Standardization

- Name and signage
- Products and service
- Centralized support
 - Data Processing
 - Accounting
 - Human Resources
 - Audit
 - Loan Review
 - Compliance
 - Financial Analysis

Slide # 8 Our Vision

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To be Arkansas's premier community banking organization

Slide # 9 Our Vision

To be Arkansas's premier community banking organization

-- Small Enough

-- Large Enough

Differentiation

Slide # 10 Our Vision

To be Arkansas's premier community banking organization

Small enough (mentality)

- Differentiate ourselves from the very large regional banks by providing exceptional quality customer service through our network of community banks.

Slide # 11 Our Vision

To be Arkansas's premier community banking organization

Large enough (financial strength)

- Differentiate ourselves from the other good community banks by providing state-of-the-art products and services and state-wide access.

Slide # 12 Vision for Success

Large Enough

- State-wide access
 - Arkansas
 - Growth and rural markets
- Lending capacity
- Cash management products
- Technology
- Niche products

Slide # 13 Niche Products

- Credit Cards
- Trust
- Student Loans

Slide # 14 Credit Card Profile

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-
- 55th Largest Credit Card Portfolio in U.S.
 - 82nd Largest Merchant Processor in U.S.

Slide # 15 Credit Card Profile

Average portfolio balance	\$164 million
# of active accounts	101,000
Average cardholder balance	\$1,952
Merchant volume	\$134 million

Slide # 16 Credit Card Past Dues

Graph that reflects past due percentages

Simmons First		1993	1994	1995	1996	1997	1998	1999	2000	2001
1991	1992	-----	-----	-----	-----	-----	-----	-----	-----	-----
0.60	0.41	0.34	0.43	0.52	0.69	0.88	1.07	1.17	1.23	1.11

Visa		1993	1994	1995	1996	1997	1998	1999	2000	2001
1991	1992	-----	-----	-----	-----	-----	-----	-----	-----	-----
5.22	4.40	3.50	3.20	3.87	4.83	4.77	4.78	4.66	5.15	6.60

Slide #17 Credit Card Net Charge-Offs

Graph that reflects net charge-offs percentages

Simmons First		2000	2001	2002	2003
1999	-----	-----	-----	-----	-----
1.88%		1.60%	2.10%	2.25%	2.47%

VISA		2000	2001	2002	2003
1999	-----	-----	-----	-----	-----
6.10%		6.06%	5.70%	6.60%	6.10%

Slide #18 Credit Card Concentrations

	% of Total O/S	% Past Due
	-----	-----
Arkansas	49%	1.28%
North Eastern States*	7%	.88%
Texas	7%	1.86%
California	4%	1.65%
Illinois	4%	1.65%

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Florida	3%	1.85%
All Other States	26%	1.23%
Total	100%	1.31%

* NY, NJ, RI, VT, CT, DE, ME, MA, NH, NJ, MD

Slide #19 Credit Card Yield

	2001	2002	2003
	----	----	----
Interest income	10.49	11.33	11.87
Fees	4.85	4.85	4.88
Other income	.42	.43	.52
Credit losses	-2.10	-2.25	-2.47
Gross yield	14.37	15.08	14.80

Percent of Average Outstanding Balances

Slide #20 Student Loan Profile

- Largest Underwriter of Student Loans in Arkansas
- 79th Largest Originator Student Loans in U.S.

Slide #21 Student Loan Profile

- 30,000 active student loans
- Originate \$54 million in government guaranteed student loans annually
- Service \$90 million in student loans
- Sell loans to secondary market

Slide #22 Student Loan Yield

	2003

Yield on average balance*	3.27
Gain on sale of loans*	1.90
Gross yield*	5.17

Minimal credit losses

*Percent of average outstanding balance

Slide #23 Simmons First Trust Company

- 6 offices
- Total assets -- \$2.2 billion
- Managed assets -- \$815 million

Slide #24 Positioned for Growth - Arkansas Southeast Region

- Total market \$3.9 billion

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- SFNC - 15.9% of market
- Market growth - 1.6%
- Pine Bluff MSA
 - 2003 Estimated Census Population - 105,869
 - 2003 HUD Estimated Family Income - \$43,300

Slide #25 Positioned for Growth - Arkansas Northeast Region

- Total market \$6.1 billion
- SFNC - 3.9% of market
- Market growth - 3.0%
- Home of Arkansas State University
- Jonesboro MSA
 - 2003 Estimated Census Population - 111,085
 - 2003 HUD Estimated Family Income - \$45,400

Slide #26 Positioned for Growth - Arkansas Northwest Region

- Total market \$7.2 billion
- SFNC - 3.1% of market
- Market growth - 6.0%
- Home of Wal-Mart, Tyson Foods, J.B. Hunt Trucking, University of Arkansas
- Fayetteville-Springdale-Rogers MSA
 - 2003 Estimated Census Population - 355,538
 - Projected Population Growth - 11% (2003 - 2008)
 - 2003 HUD Estimated Family Income - \$49,900

Slide #27 Positioned for Growth - Arkansas Western Region

- Total market \$4.8 billion
- SFNC - 6.5% of market
- Market growth - 3.5%
- Ft. Smith - 2nd largest city in Arkansas
- Fort Smith MSA
 - 2003 Estimated Census Population - 192,065
 - 2003 HUD Estimated Family - \$43,500

Slide #28 Positioned for Growth - Arkansas Central Region

- Total market \$11.0 billion
- SFNC - 3.15% of market
- Market growth - 11.2%
- Little Rock - State Capitol, largest city in Arkansas
- Home of Dillard's and Alltel
- Little Rock-North Little Rock-Jacksonville MSA
 - 2003 Estimated Census Population - 628,063
 - 2003 HUD Estimated Family Income - \$52,400

Slide #29 Positioned for Growth - Arkansas Southwest Region

- Total market \$4.5 billion

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- SFNC - 3.5% of market
- Market growth - 3.7
- Home of Murphy Oil

Slide #30 Positioned for Growth - Arkansas Total

- Total market -- \$37.5 billion
- SFNC - 5.1% of market (4th in State)
- Market growth - 5.9%
- Goal - 10% of market

Slide #31 Asset Geographic Distribution

A pie chart reflecting the asset geographic distribution

Southeast and Southwest Arkansas	39%
Niche Products	11%
Rest of Arkansas	50%

Slide #32 Total Assets

Graph reflecting total assets (\$ in billions)

1999	2000	2001	2002	2003	Today
----	----	----	----	----	-----
\$1.7	\$1.9	\$2.0	\$2.0	\$2.2	\$2.4

9.1% increase from 2003 - today

Slide #33 Affiliate Banks

Ranked by Asset Size (\$ in millions)

	3/31/04

Simmons First National Bank	\$ 1,172
SFB - Northwest Arkansas	235
SFB - Jonesboro	201
SFB - Russellville	198
SFB - El Dorado	195
SFB - Hot Springs	140
SFB - South Arkansas	130
SFB - Searcy	121

Slide #34 Loan Mix

A pie chart reflecting percentages

Credit Cards	12%
Student Loans	6%
Other Consumer	10%
Construction	8%

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1-4 Family	18%
Comm RE	29%
Commercial	11%
Agricultural	4%
Other	2%

Slide #35 Asset Quality

	2002	2003
	----	----
Non-Perform Loans/Total Loans	0.97%	0.82%
Non-Perform Assets/Total Assets	0.78%	0.67%
Allowance/Non-Perform Loans	179%	219%
Allowance/Total Loans	1.75%	1.79%
Net Charge-Offs/Average Loans	0.72%	0.64%
Net Charge-Offs/Average Loans (excluding credit cards)	0.40%	0.33%

Slide #36 Net Income

Graph reflecting net income for the years shown (\$ in millions)

1999	2000	2001	2002	2003
----	----	----	----	----
\$18.6	\$18.9	\$16.5	\$22.0	\$23.8

Excluding merger related expenses in 1999
8.2% increase from 2002 - 2003

Slide #37 Diluted Earnings Per Share

Graph reflecting net income per share

1999	2000	2001	2002	2003
----	----	----	----	----
\$1.26	\$1.29	\$1.16	\$1.54	\$1.65

Adjusted for 5/1/03 2 for 1 stock split
Excluding merger related expenses in 1999

Slide #38 Net Interest Margin

Graph reflecting the net interest margin percentages

1999	2000	2001	2002	2003
----	----	----	----	----
4.41%	4.24%	3.92%	4.37%	4.34%

2003 SNL Peer (\$1B to \$5B in assets) - 3.87%

Slide #39 Total Non-Interest Income

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Graph reflecting total non-interest income for the years shown (\$ in millions)

1999	2000	2001	2002	2003
----	----	----	----	----
\$28.3	\$30.4	\$33.6	\$35.3	\$38.7

9.7% increase from 2002 - 2003

Slide #40 Non-Interest Income - 2003

Graph reflecting the non-interest income percentages for 2003

Non-interest inc to revenue*	33%
Service charges	10%
Credit card fees	9%
Trust	4%
Mortgage fees	4%
Other (including Dealer Bank and Student Loans sales)	6%
*SNL (\$1B to \$5B in assets)	28%

Slide #41 Efficiency Ratio

Graph reflecting efficiency ratio percentages

1999	2000	2001	2002	2003
----	----	----	----	----
63%	62%	65%	60%	61%

2003 SNL Peer (\$1B to \$5B in assets) - 61%
Excluding merger related expenses in 1999

Slide #42 Return on Assets

Graph reflecting return on assets percentages

1999	2000	2001	2002	2003
----	----	----	----	----
1.11%	1.05%	0.84%	1.12%	1.18%

2003 SNL Peer (\$1B to \$5B in assets) - 1.27%
Excluding merger related expenses in 1999

Slide #43 Capital

Graph reflecting the following

Equity to Assets				
1999	2000	2001	2002	2003
----	----	----	----	----
9.4%	9.1%	9.0%	10.0%	9.4%

2003 SNL Peer (\$1B to \$5B in assets) 9.5%

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Tangible Equity to Assets				
1999	2000	2001	2002	2003
----	----	----	----	----
7.9%	7.3%	7.6%	8.4%	7.3%

2003 SNL Peer (\$1B to \$5B in assets) - 8.2%

Slide #44 Return on Equity

Graph reflecting the following

Return on Equity				
1999	2000	2001	2002	2000
----	----	----	----	----
11.8%	11.3%	9.2%	11.6%	11.6%

Return on Tangible Equity				
1999	2000	2001	2002	2003
----	----	----	----	----
13.3%	13.9%	11.4%	13.9%	14.0%

2003 SNL Peer (\$1B to \$5B in assets) - 13.4%
Excluding merger related expenses in 1999

Slide #45 Investor Snapshot - Given in the prepared handout

A table reflecting the following

NASDAQ	SFNC
Current Price 4/16/04	\$27.75
52 Week Range	\$17.75 - \$30.39
PE Ratio	16.8X
Price to Book	1.86X
Price to Tangible Book	2.45X

Slide #45 Investor Snapshot - Given in the presentation

A table reflecting the following

NASDAQ	SFNC
Current Price 4/26/04	\$26.12
52 Week Range	\$17.75 - \$30.39
PE Ratio	15.8X
Price to Book	1.67X
Price to Tangible Book	2.34X

Slide #46 Investor Snapshot - Given in the prepared handout

A table reflecting the following:

Market Capitalization	\$392 million
Equity to Assets	9.39%
Tangible Equity Ratio	7.30%

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Diluted Shares Outstanding	14.1 million
Average Daily Volume	12,000
Institutional Ownership	18%

Slide #46 Investor Snapshot - Given in the presentation

A table reflecting the following:

Market Capitalization	\$383 million
Equity to Assets	9.39%
Tangible Equity Ratio	7.30%
Diluted Shares Outstanding	14.7 million
Average Daily Volume	12,000
Institutional Ownership	18%

Slide #47 3 Year Stock Price Index

A graph reflecting the three year stock price index

SFNC Return -	1 year	42%
	3 year	119%
	5 year	57%

SFNC

Apr 01	Apr 04
-----	-----
0.46%	143.67%

Bank \$1B - \$5B

Apr 01	Apr 04
-----	-----
0.39%	86.76%

All Banks

Apr 01	Apr 04
-----	-----
0.68%	28.93%

Slide #48 Dividends

A graph reflecting the following

1993	1994	1995	1996	1997	1998	1999	2000	2001
----	----	----	----	----	----	----	----	----
\$0.13	\$0.16	\$0.20	\$0.24	\$0.28	\$0.32	\$0.36	\$0.40	\$0.44

Ninety-five years of consecutive dividend payments and seventeen consecutive years of increases in dividend payments.

Slide #49 Seasonality

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- Due to:
 - Agricultural (Mar/Apr to Sep/Oct)
 - Credit Cards (Oct - Dec)

- Q1 historically lowest quarter
 - Averages 23% of annual earnings

Slide #50 1st Quarter Results

(\$ in millions, except per share data)	2003	2004
	----	----
Net Income	\$5,332	\$5,411
Net Income Growth	7.9%	1.5%
Earnings Per Share	\$.37	\$.37

Slide #51 Franchise Value

Consistency

- Earnings growth (up 17 of last 20 years)
- Good asset quality
- Growth in dividends (95 years of consecutive dividends)
- Higher level of non-interest income (33%)

Slide #52 Franchise Value

Strategic Growth

- Community banking focus - local decision making by Boards and management (network of 8 community banks)
- Proven acquirer and integrator
- Geographic diversification (45 communities throughout Arkansas)
- Capacity to expand in growth markets (6 out of 6 MSAs)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

SIMMONS FIRST NATIONAL CORPORATION

Date: April 28, 2004

/s/ Robert A. Fehlman

Robert A. Fehlman, Senior Vice President
and Chief Financial Officer

