

**RULES OF CONDUCT**  
**2020 ANNUAL MEETING OF SHAREHOLDERS**  
**SOUTH PLAINS FINANCIAL, INC.**

**May 19, 2020**

In accordance with the resolutions of the board of directors of South Plains Financial, Inc. (the “Company”), Curtis C. Griffith, Chairman and Chief Executive Officer of the Company (the “Meeting Chairman”), will preside over the 2020 Annual Meeting of Shareholders (the “Annual Meeting”), to be held on Tuesday, May 19, 2020 at 2:00 p.m., Central Time, and any adjournment(s) or postponement(s) thereof. The purpose of these rules is to preserve the orderly and business-like conduct of the Annual Meeting. In the interest of facilitating an orderly Annual Meeting, the following rules of procedure will apply:

1. In addition to the rules set forth herein, the Meeting Chairman may adopt any other rules or make rulings during the course of the Annual Meeting as he deems necessary or advisable. All such rulings of the Meeting Chairman shall be final.
2. If you have a question pertaining to the business of the Annual Meeting, you must submit it in advance of the Annual Meeting. Shareholders may submit questions until 11:59 p.m., Central Time, on Monday, May 18, 2020 by visiting [www.proxyvote.com](http://www.proxyvote.com). You should have your proxy card or, if your shares of common stock of the Company are held in “street name,” on your broker’s or intermediary’s voting instruction card on hand when accessing the website and following the instructions.
3. Each shareholder submitting questions in advance of the Annual Meeting will be limited to no more than one question.
4. Questions submitted in advance of the Annual Meeting and pertinent to the business of the Annual Meeting will be read aloud and answered during the Annual Meeting, subject to time constraints.
5. Shareholders should not address the Annual Meeting unless recognized by the Meeting Chairman.
6. The rules of Robert’s Rules of Order and other such parliamentary manuals shall not govern the conduct of the Annual Meeting. No points of order will be permitted. The rules delineated herein shall control. In instances where the prescribed rules do not cover the situation, the Meeting Chairman shall, in his reasonable discretion, determine the outcome.
7. The business of the Annual Meeting will be taken up as set forth in the Agenda; however, the Meeting Chairman has the power to revise the Agenda and the order in which business will be discussed. When an item on the Agenda is before the Annual Meeting for consideration, questions and comments should be confined to that item.
8. Proposals for action by the Shareholders from the floor will not be accepted.
9. The views, constructive comments and criticisms of the Shareholders are welcome, but the purposes of the Annual Meeting will be observed and the Meeting Chairman reserves the right to stop discussions that:
  - are irrelevant to the business of the Company,
  - relate to the conduct of the Company’s ordinary business operations,
  - relate to matters not properly brought before the Annual Meeting, or
  - are in substance repetitious of statements made by other persons.
10. Derogatory references to personalities or comments that are otherwise in bad taste will not be permitted and will be a basis for removal from the Annual Meeting.
11. No video or other cameras, tape recorders or other similar items will be allowed at the Annual Meeting.

Violation of the rules or an attempt to disrupt the Annual Meeting will be considered cause for immediate expulsion from the Annual Meeting.

In the event of disorder, the Meeting Chairman may immediately adjourn the Annual Meeting and declare the polls open for such period of time as he may determine to receive votes by proxy or ballot on items of business properly before the Annual Meeting.