

GMI EXECUTIVE PAY SCORECARDSM

Data & analysis provided by GMI-The Independent Leader in Corporate Governance and ESG&A

18 Jan 2012

First Financial Holdings, Inc.



FFCH NASDAQ

Banks

Market Capitalization USD:

\$66.27 mm

CONCERN LEVEL: LOW

- 1 The CEO's total remuneration is within the typical market range for the relevant industry and market cap.
- 2 The ratio between the CEO's pay and the median pay of the other named executive officers is 3X or less.
- 3 The CEO's annual cash incentives rose or fell in line with annual performance. 
- 4 The CEO received no more than one annual cash bonus this fiscal year.
- 5 The CEO's equity remuneration reflected the company's share price movement over the last five years.
- 6 The company only pays long-term incentives to the CEO for above median performance against a peer group.
- 7 The company's dilution from equity incentives is 10 percent or less.
- 8 Unvested equity lapses when the CEO's employment is terminated. 
- 9 The CEO's potential cash severance payment is capped at two times annual cash remuneration.
- 10 The accrued benefits of the CEO's post-retirement income are within the typical market range for the relevant market cap bracket.

CEO: R. Wayne Hall

Age: 61

CEO Since: 2011

	2009	2010	2011
Base Salary	\$336,403	\$344,337	\$316,350
Discretionary Bonus	\$0	\$0	\$0
Annual Cash Incentive	\$0	\$0	\$0
Benefits and Perquisites	\$13,652	\$9,802	\$14,543
TOTAL ANNUAL COMPENSATION	\$350,055	\$354,139	\$330,893
Increase in Post-Retirement Benefits	\$0	\$0	\$0
Stock Option Awards	\$18,066	\$0	\$0
Stock Awards	\$0	\$0	\$0
TOTAL COMPENSATION	\$373,892	\$354,139	\$330,893
Median of Other Named Executive Officers Total Compensation	\$277,648	\$249,929	\$406,710
Value Realized on Exercise of Stock Option	\$0	\$0	\$0
Value Realized on Vesting of Stock	\$0	\$0	\$0
TOTAL REALIZED EQUITY COMPENSATION	\$0	\$0	\$0

Proxy Date: 29 Dec 2011

Annual Meeting Date: 26 Jan 2012

Equity Reserves: 7.25%

Stock Option Run Rate: 0.29%

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First Financial Holdings, Inc.

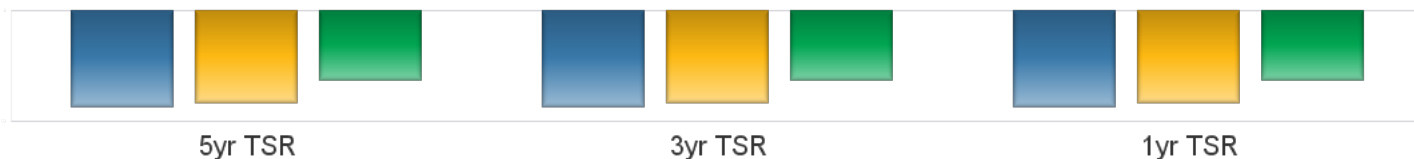
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Performance Comparison

■ vs S&P500 ■ vs Industry ■ FFCH



Peer Comparisons (TRBC) =Banks

Total Summary CEO Compensation

Ticker	Company Name	2009	2010	2011	Market Cap
FFCH	First Financial Holdings, Inc.	\$373,892	\$354,139	\$330,893	\$66,272,275
FISI	Financial Institutions, Inc.	\$703,919	\$1,015,058		\$196,871,135
TCBK	TriCo Bancshares	\$1,070,222	\$1,860,599		\$196,061,814
WIBC	Wilshire Bancorp, Inc.	\$434,251	\$313,823		\$195,339,022
WFD	Westfield Financial, Inc.	\$454,811	\$445,487		\$183,565,530
FCBC	First Community Bancshares, Inc.	\$595,376	\$488,087		\$182,761,804
FRME	First Merchants Corporation	\$518,549	\$498,532		\$181,119,075

To insure consistency, peer comparisons are based on a combination of TRBC Industry and Sector classifications and company market caps. Missing peer pay figures for 2011 are due to differences in company filing schedules.

Pay Peer Group

United Community Banks, Inc., United Bankshares, Inc., WesBanco, Inc., Pinnacle Financial Partners, Inc., BankAtlantic Bancorp, Inc., Republic Bancorp, Inc., WSFS Financial Corporation, Renasant Corporation, Sandy Spring Bancorp, Inc., TowneBank, First Bancorp, Superior Bancorp, Community Trust Bancorp, Inc., StellarOne Corporation, Hampton Roads Bankshares, Inc., Virginia Commerce Bancorp, Inc., Capital City Bank Group, Inc., SCBT Financial Corporation, City Holding Company, Green Bankshares, Inc., Union First Market Bankshares Corporation.

Performance Peer Group

NA

COMPENSATION COMMITTEE MEMBERS

Director	Membership	Age	Gender	Tenure	Independence
D. Kent Sharples	Chairman	68	Male	20	Outside
Henry M. Swink	Member	66	Male	16	Outside
Hugh Willcox	Member	65	Male	10	Outside
Paul G. Campbell	Member	65	Male	21	Outside
Paula Harper Bethea	Member	56	Female	16	Outside