



FOR IMMEDIATE RELEASE
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**FIRST MID ANNOUNCES LAURA HUGHES AS
NEW CHIEF MARKETING & DEPOSIT OFFICER**

MATTOON, IL — First Mid Bank & Trust is proud to welcome Laura Hughes as their new Chief Marketing & Deposit Officer. Hughes will be responsible for leading First Mid’s marketing and deposit strategy, as well as overseeing its performance, culture, and overall customer experience.

With over 20 years of marketing and customer-focused experience in the banking and insurance industries, Hughes brings a wealth of knowledge and expertise to her new role. She most recently served as Chief Marketing Officer at HTLF, Heartland Financial, Inc., which is a \$20 billion bank headquartered in Denver, CO. Prior to that, she held executive positions as Digital Marketing Leader for Commercial Banking at JP Morgan Chase and Head of Marketing for the Federal Reserve Bank’s Financial Services Division.

“We are thrilled to have Laura join our executive team,” says Joe Dively, Chairman & Chief Executive Officer at First Mid. “I am confident she will have a direct impact on our digital strategy and execution. Given the importance of deposits in today’s environment, we felt it was crucial to align our digital strategy, deposit team, and marketing team. I am excited to see the impact Laura makes on our company as we embrace the opportunities and challenges that our industry currently faces.”

“I am delighted and honored to join the strong leadership team at First Mid,” says Hughes. “I look forward to leveraging my experience and expertise to help drive the bank's growth, and in collaboration with our dedicated employees, provide exceptional experiences to our customers while also generating profitable results for our shareholders.”

Hughes is a graduate of Northern Illinois University and holds a Master of Business Administration from Northwestern University’s Kellogg School of Management. She dedicates her time and talents to numerous volunteer organizations. Hughes has contributed her expertise as a board member for both the National Park Service Heritage Corridor and her local chamber of commerce. She’s also a devoted volunteer for the U.S. Marine Corps’ Toys for Tots program.

About First Mid Bancshares, Inc.: First Mid Bancshares, Inc. is the parent company of First Mid Bank & Trust, N.A., First Mid Insurance Group, and First Mid Wealth Management Company. First Mid is a \$6.7 billion community-focused organization that provides a full-suite of financial services including banking, wealth management, brokerage, Ag services, and insurance through a sizeable network of locations throughout Illinois, Missouri, and Texas, and a loan production office in the greater Indianapolis area. Together, our First Mid team takes great pride in providing solutions and services to our customers and communities and has done so over the last 158 years. More information about the Company is available on our website at firstmid.com.