

CPP ANNUAL USE OF CAPITAL SURVEY - 2010



NAME OF INSTITUTION

(Include Holding Company Where Applicable)

AmFirst Financial Services, Inc.

Person to be contacted regarding this report:	Mark Korell	RSSD: (For Bank Holding Companies)	1059676
UST Sequence Number:	1320	Holding Company Docket Number: (For Thrift Holding Companies)	
CPP/CDCI Funds Received:	5,000,000	FDIC Certificate Number: (For Depository Institutions)	5417
CPP/CDCI Funds Repaid to Date:	0	Credit Union Charter Number: (For Credit Unions)	
Date Funded (first funding):	Aug 21, 2009	City:	McCook
Date Repaid ¹ :	N/A	State:	Nebraska

¹If repayment was incremental, please enter the most recent repayment date.

American taxpayers are quite interested in knowing how banks have used the money that Treasury has invested under the Capital Purchase Program (CPP) and Community Development Capital Initiative (CDCI). To answer that question, Treasury is seeking responses that describe generally how the CPP/CDCI investment has affected the operation of your business. We understand that once received, the cash associated with TARP funding is indistinguishable from other cash sources, unless the funds were segregated, and therefore it may not be feasible to identify precisely how the CPP/CDCI investment was deployed or how many CPP/CDCI dollars were allocated to each use. Nevertheless, we ask you to provide as much information as you can about how you have used the capital Treasury has provided, and how your uses of that capital have changed over time. Treasury will be pairing this survey with a summary of certain balance sheet and other financial data from your institution's regulatory filings, so to the extent you find it helpful to do so, please feel free to refer to your institution's quarterly call reports to illustrate your answers. This is your opportunity to speak to the taxpayers in your own words, which will be posted on our website.

What specific ways did your institution utilize CPP/CDCI capital? Check all that apply and elaborate as appropriate, especially if the uses have shifted over time. Your responses should reflect actions taken over the past year (or for the portion of the year in which CPP/CDCI funds were outstanding).

<input checked="" type="checkbox"/>	Increase lending or reduce lending less than otherwise would have occurred.	In 2009, AmFirst Bank had adjusted its lending in order to preserve capital and focus on reducing problem loans. After funding in 2009 and continuing in 2010, the Bank has been actively pursuing new loan relationships in local markets we serve in Nebraska and Colorado.
<input checked="" type="checkbox"/>	To the extent the funds supported increased lending, please describe the major type of loans, if possible (residential mortgage loans, commercial mortgage loans, small business loans, etc.).	Our institution's focus has been on originating a diverse mix of loans with a primary focus on small business loans, consumer loans and agriculture loans.
<input checked="" type="checkbox"/>	Increase securities purchased (ABS, MBS, etc.).	The Bank increased its securities portfolio with additional purchases of government guaranteed mortgage backed securities and municipal bonds issued by local municipalities.

<input type="checkbox"/>	Make other investments	
<input checked="" type="checkbox"/>	Increase reserves for non-performing assets	At June 30, 2009 prior to funding, the Banks reserve for loan losses was at 1.39% of total loans. After funding in 2009, the Band increased its reserve for loan losses to 1.74% of total loans at December 31, 2009 and further increased it reserve to 1.84% at December 31, 2010.
<input checked="" type="checkbox"/>	Reduce borrowings	AmFirst Financial Services, Inc. used a portion of the proceeds to pay down the principal balance of a loan for which the proceeds were originally used to provide capital to grow AmFirst Bank.
<input type="checkbox"/>	Increase charge-offs	
<input type="checkbox"/>	Purchase another financial institution or purchase assets from another financial institution	
<input type="checkbox"/>	Held as non-leveraged increase to total capital	

What actions were you able to avoid because of the capital infusion of CPP/CDCI funds?

AmFirst Financial Services, Inc. and its banking subsidiary, AmFirst Bank (collectively "AmFirst"), like many of the banks in the U.S. had adjusted its lending in order to strengthen its capital ratios and build reserves for loan losses. The capital infusion of CPP funds allowed AmFirst to begin pursuing new loan relationships in the communities we serve in Nebraska and Colorado.

Upon receiving the CPP funds in 2009, AmFirst management immediately revised its business plan in order to increase lending and leverage this additional capital. We believed that the most beneficial use of this new capital was to leverage it to make additional loans. These additional loans would both increase the profitability of AmFirst and help to stimulate the economies of the communities we serve. Our 2010 business plan called for an annual growth rate of 8.5% in 2010. However, during 2010, like many banks across the US, AmFirst continued to experience some loan losses in our portfolio. AmFirst also observed an ongoing difficult US economy and significant declines in loan demand during 2010. As a result, AmFirst modified its business plan to adjust for the lack of growth opportunities and to preserve a strong capital base. AmFirst changed its strategy from growing loans to maintaining loan balances and pursuing new loan relationships to replace loans paying down and paying off. AmFirst continued to pursue new lending and deposit relationships while still maintaining adequate capital and loan loss reserves. This change in strategy along with weak loan demand resulted in a 4.4 % decline in AmFirst total loans from \$199.4 million to \$190.6 million. However, without the CPP funds received in 2009, the declines in AmFirst's loan balances would have likely been much higher.

AmFirst continued to pursue new deposit and lending relationships throughout 2010 in both our Nebraska and Colorado markets. In our Colorado markets, AmFirst has also been actively pursuing SBA loan opportunities to help small businesses benefit from the SBA's 7A loan program. AmFirst added a number of new SBA relationships during 2010. Despite these efforts, our outstanding loan balances have declined. This decline is due in large part to the challenging economy, as many small businesses in our markets have been decreasing leverage. As a result, the amount of loans paying down and paying off have exceeded the new loan volume we have been able to add. Also, there have been fewer opportunities to make new loans than there would be in a robust economy.

Our 2011 business plan calls for measured loan growth during the year. Loans in 2011 are projected to increase \$6.6 million for an annual growth rate of 5.5%. This growth is expected to come from new small business loans, consumer loans and agricultural loans.

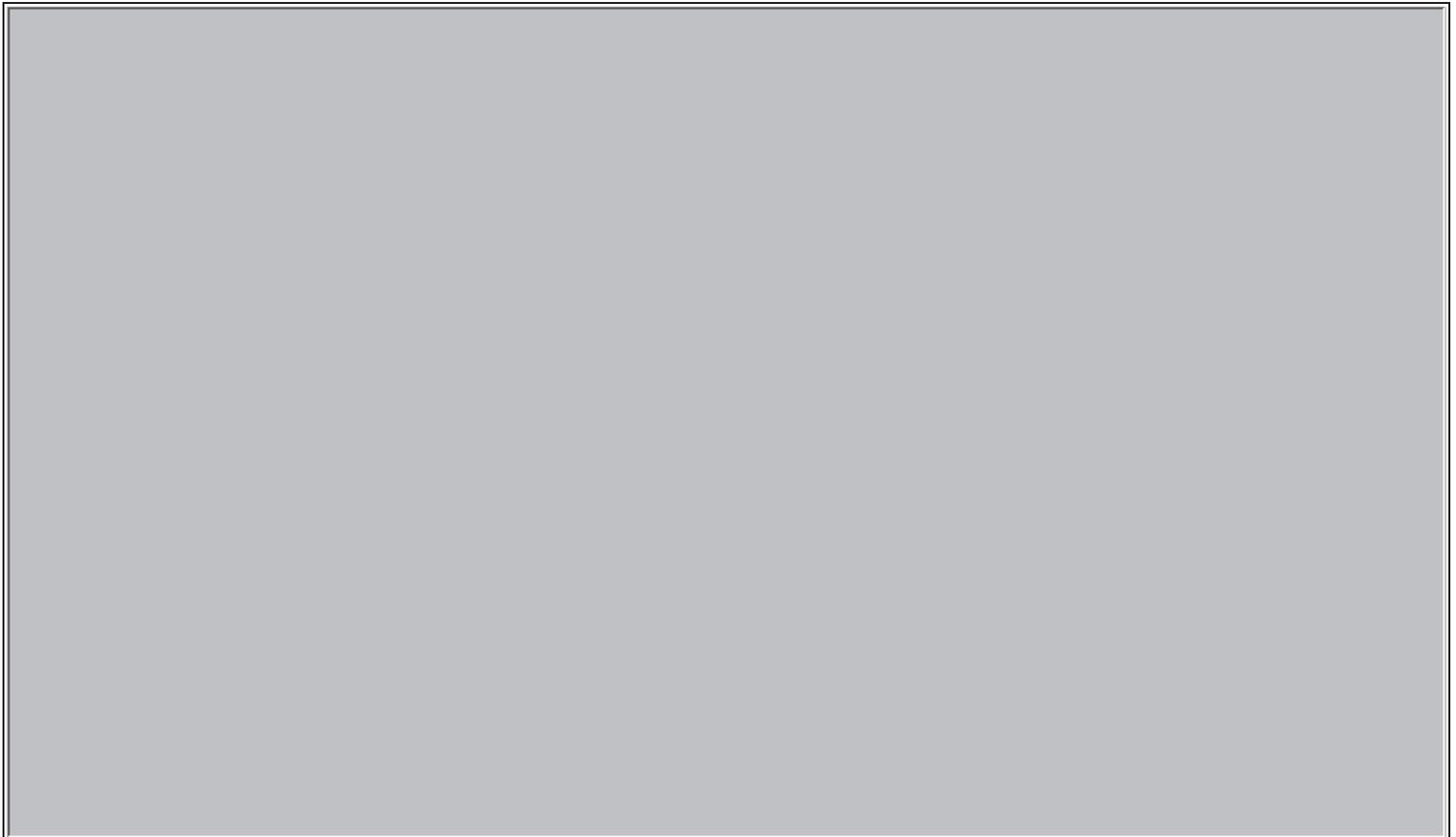
What actions were you able to take that you may not have taken without the capital infusion of CPP/CDCI funds?

AmFirst also increased its reserves for possible loans losses from 1.39% of total loans at June 30, 2009 prior to the capital infusion of CPP funds to 1.74% at December 31, 2009. AmFirst further increased its loan loss reserves to 1.84% at December 31, 2010. The increased reserves have strengthened our balance sheet and allowed AmFirst to resolve problem loans while maintaining an adequate reserve for loan losses.

During 2010, AmFirst leveraged the capital infusion of CPP funds by purchasing additional investments securities. The Bank's securities portfolio consists of US Treasury securities, Government Agency securities, mortgage backed securities, and municipal securities. During 2010, AmFirst increased its securities portfolio by \$9.5 million or 55% by purchasing additional securities. These purchases included government guaranteed mortgage backed securities and municipal securities issued by municipalities in Nebraska and Colorado. This increase in the securities portfolio helped offset weak loan demand and allowed AmFirst to maintain earning assets.

At AmFirst, we have strived to align our business objectives where appropriate with the objectives of the CPP program. Our plan has been and will continue to be to leverage this additional capital to make loans that will benefit our communities and purchase securities which should benefit the broader economy. We had some success with these objectives during 2010 and fully intend to continue our efforts on into 2011 and beyond.

Please describe any other actions that you were able to undertake with the capital infusion of CPP/CDCI funds.



According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 1505-0222. The time required to complete this information collection is estimated to average 80 hours per response.