



First Western Financial, Inc. The First, Western-Based Private Trust Bank

Investor Presentation November 2019



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A Wealth Manager on Private Trust Bank Platform

FIRSTwestern

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Overview	on a private trust b Headquartered in	ional wealth manager built bank platform Denver, Colorado and rable, affluent and high	
Target Market	 High net worth and 	million liquid net worth d high growth markets . Wyoming and California	C
Competitive Advantage	Team approach beLocal boutique priv	Operates as one integrated firm, not silos Team approach benefits clients, First Western Local boutique private trust bank offices with central product experts	
Company Highlights as of 9/30/2019	 Assets: Gross Loans: Total Deposits: AUM: CET1 Ratio: Tier 1 Ratio: Leverage Ratio: TRBC Ratio: 	\$1.27 billion \$926.6 million \$1.11 billion \$6.12 billion 11.73% 11.73% 8.76% 13.36%	



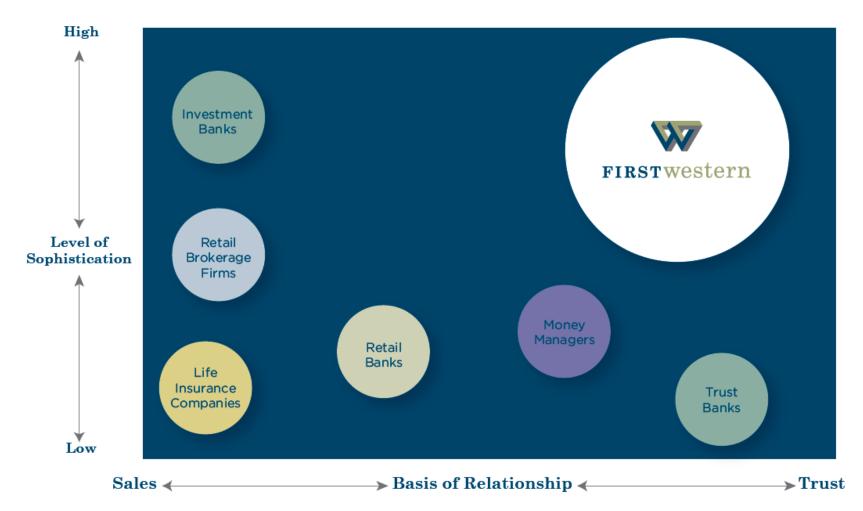


Differentiated, Proven in the Marketplace	 Niche-focused franchise headquartered in Denver, Colorado Well-positioned in many attractive markets in Arizona, California, Colorado and Wyoming Specialized central expertise to compete with siloed national, regional firms Delivered through local, boutique trust banking teams so clients "owned" by MYFW, not associates
Built in Operating Leverage	 Strong profit center margins at maturity, growth opportunities in current and new markets Revenue growth in both fee income and net interest income, with liability sensitive balance sheet Scalable, leverageable high fixed cost Product and Support Centers Operating expense investment already in place for growth and expansion
Highly Desirable Recurring Fee Income	 ~50% fee income, consistently through MYFW history Primarily recurring trust and investment management ("TIM") fees Low risk, "sticky" wealth/trust business with comprehensive product offering Multiple entry points with ConnectView[®] – proprietary review process to service, cross-sell
Experienced, Tested Team	 Executives are major bank/professional firm trained, with deep relationships in communities Achieved growth through business and economic cycles, capital constraints Healthy relationship with all regulators with strong risk management culture CEO with proven track record for creating value in previous bank ownership
Unique Opportunity for Investors	 At critical mass but small market share, many current and new market opportunities Proven ability to expand: (1) Organically, (2) By expansion and (3) By acquisition Few large Colorado bank alternatives for investors and clients, creating lift-out opportunities MYFW was capital constrained: IPO provided growth capital, paid off high cost capital, debt

First Western's core strengths provide the foundation for driving shareholder value

Rationale for Starting First Western

Competition is Everyone and No One



Team: Ready to Take MYFW to the Next Level

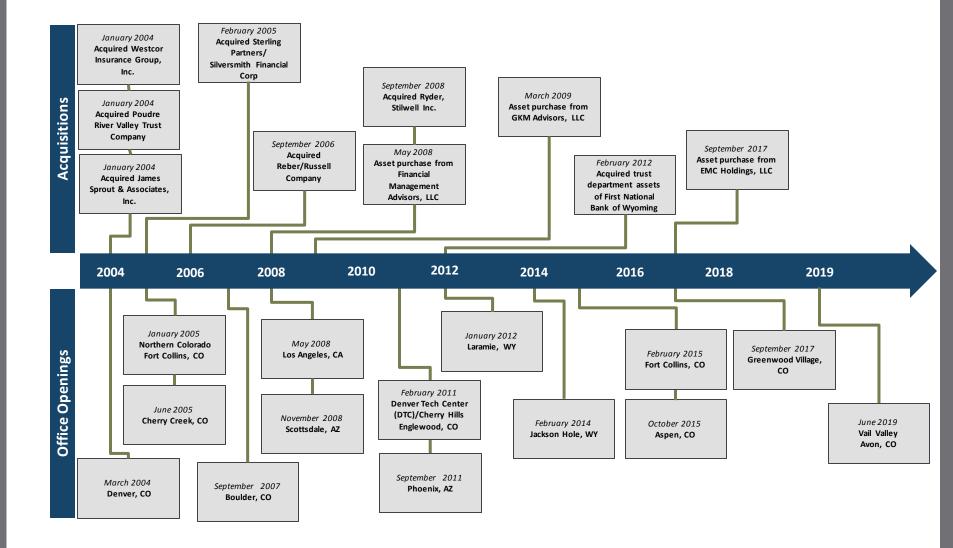
Name	Title	Years at FW	Years in Industry	Prior Experience
Scott C. Wylie	Chairman, CEO & President	17	32	 Chairman & CEO, Northern Trust Bank of Colorado Chairman & CEO, Trust Bank of Colorado CEO, Equitable Bancshares of Colorado and Women's Bank, Chairman, Equitable Bank Chairman, American Fundware President & CEO, Bank and Trust of Puerto Rico Associate, First Boston Corporation
Julie A. Courkamp	Chief Financial Officer & Treasurer	13	19	 Assurance services with PricewaterhouseCoopers Executive roles within First Western with responsibility for Accounting & Finance, Risk, Technology and Operations
John E. Sa wyer	Chi ef Investment Officer	2	26	 Chief Investment & Fiduciary Officer, BBVA Compass Bank President & COO, Florida-based boutique wealth management firm Executive with Credit Suisse, Morgan Keegan & Co., and First Tennessee Capital Markets
Scott J. Lawley	Chief Credit Officer	1	32	 Sr. Credit Officer & Segment Risk Officer, Huntington National Bank Credit a dvisor, chief underwriter, CRE credit officer PNC Bank, US Bank Lending positions with Fleet Bank
Josh M. Wilson	Regional President, CO / WY	7	20	 CFO, international oil and gas operating company PC President at First Western Executive with Bank One, JP Morgan and Vectra Private Bank
Dan C. Thompson	Regional President, AZ / CA	15	26	 Te a m Leader within Private Wealth Advisors, Merrill Lynch Positions in the High Net Worth and Q.A. group, Charles Schwab & Co.

Senior management team upgraded over past year to prepare for next phase of growth

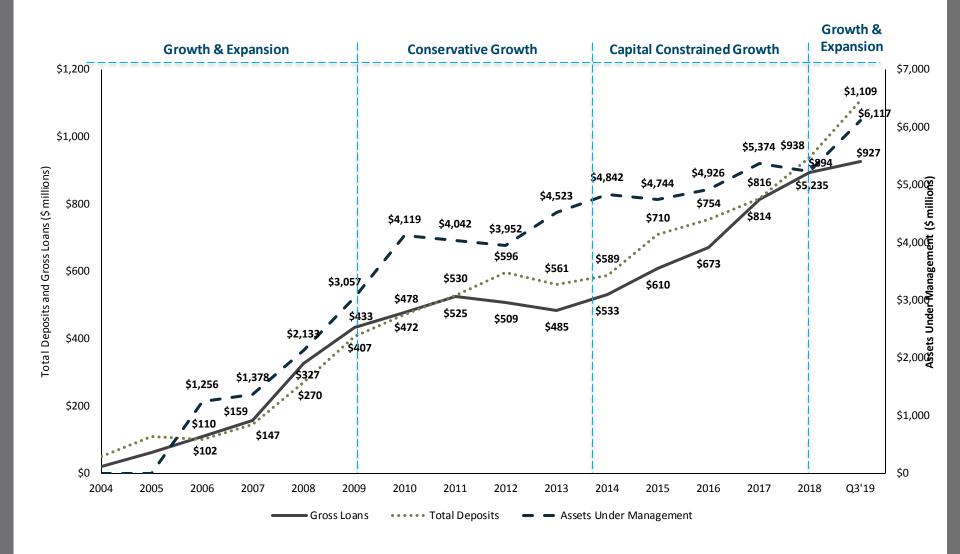


Name	Title	Primary Business
Scott C. Wylie	Chairman, CEO & President	First Western Financial, Inc.
Julie A. Caponi, CPA	Board Director / Trustee	 Former Finance Executive at Arconic, Inc. (fka Alcoa Inc.) Former audit partner at Deloitte Board member & Audit Committee chair for FCF (NYSE)
David R. Duncan	Board Director / Trustee	 Energy Winery Executive, Silver Oak Cellars Entrepreneur, board member, business leader
Thomas A. Gart	Board Director / Trustee	 Real Estate Developer Specialty Retail Executive Family business, PE investing across broad range of industries
Patrick H. Hamill	Board Director / Trustee	 Real Estate Developer Home Builder Executive Entrepreneur, business/communityleader, real estate expertise
Luke A. Latimer	Board Director / Trustee	 Utility Maintenance Construction Executive Family business, public bank board
Eric D. Sipf, CPA ⁽¹⁾	Board Director / Trustee	 Former Healthcare Executive US Army Asset management, finance, bank board, M&A
Mark L. Smith	Board Director / Trustee	 Real Estate Developer Entrepreneur, community leadership, real estate expertise
Joseph C. Zimlich, CPA	Board Director / Trustee	Family Office ExecutiveCorporate leadership, board, investment management

Success in Expansion and Acquisition Growth



Emerging From a Cycle of Capital Constraint



Great Markets, Scarce Investment Opportunity

First Western Market Favorability⁽¹⁾

- Colorado (2019)
 - #4 fastest growing state with GDP CAGR of 3.6% (2014-2018)
 - #4 best state economy (Business Insider)
 - #8 best state for business (Forbes)
- Denver, Colorado (2019)
 - #3 best large city to start a business
 - #5 highest job growth among major cities (2010-2018)
 - #7 highest gross metro product among major cities (2012-2017)
- Fort Collins, Colorado (2019)
 - Gross metro product CAGR of 6.2% (2013-2018)
 - Manufacturing for Anheuser-Busch, Broadcom, Intel
- Phoenix, Arizona (2018)
 - New home construction permits up 10.1% over prior year
 - Median household income up 5.6%

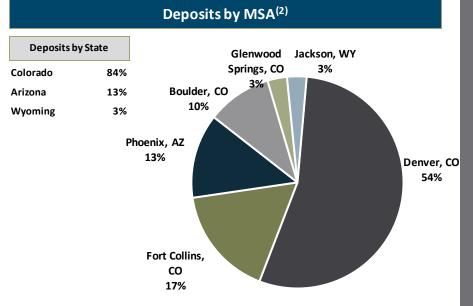
Colorado Chartered Banks (Assets > ~\$1.0 billion)

As of June 30, 2019	Current Ownership	Total Assets (\$bn)
FirstBank	Private	19.2
NBH Bank	Public (NYSE: NBHC)	5.9
Bank of Colorado	Private (Sub. of Pinnacle Bancorp-NE)	4.3
Sunflower Bank	Private	4.0
Alpine Bank	Private	3.7
ANB Bank	Private	2.6
Citywide Banks	HTLF (Acquired in 2017)	2.3
First Western Trust Bank	Public (Nasdaq: MYFW)	1.2

 Source: 2019 Downtown Denver Partnership Report; Raymond James research; Ft. Collins Chamber of Commerce; City of Phoenix

(2) Source: S&P Global Market Intelligence as of 06/30/2019.

(3) Percentage income growth for households with over \$200,000 in current household income (HHI). Note: Demographic data provided by Nielsen per US Census data.



MSA	State	Market Share	Projected % Change in HHI of \$200M + (2019-2024) ⁽³⁾	
Denver-Aurora-Lakewood	CO	0.64	35.49	
Fort Collins	CO	2.10	44.99	
Phoenix-Mesa-Scottsdale	AZ	0.12	41.62	
Boulder	CO	0.94	28.76	
Jackson	WY/ID	1.49	21.42	
GlenwoodSprings	СО	0.93	24.61	
		1		
National Average			31.93	
			1	
Small market share and growing household income means lots of room to grow				

The Roadmap to Shareholder Value Creation

Short-Term Goals

- Embedded earnings growth drivers
 - Benefit from operating leverage
 - Integrate mortgage and capital management operations
 - Leverage other product groups
- Accelerate revenue growth
 - Leverage expanded trust and IM teams
 - Add trust and IM products, services
 - Build traction with Wealth Advisors
- Add commercial banking depth
 - Cross sales to target wealth management clients
 - High margin products through existing channels

Long-Term Goals

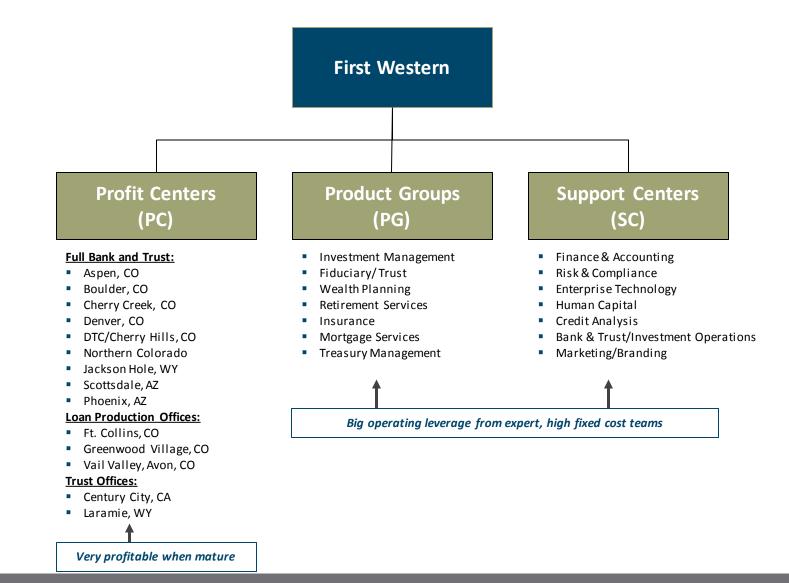
- Drive to \$5 billion in total assets, \$25 billion TIM assets through both organic growth and acquisitions
 - ~50 offices
 - \$7-8 million in revenue per office
 - 60% contribution margin per office
- Build footprint, scale and operating leverage with M&A
 - Capital and earnings accretive
- Create, roll out virtual private bank
 - Robo advisor tied to bank
 - "Buy up" into expert advice
- Upgrade wealth management platform
 - Fully integrated front end
- Sell wholesale TIM services to other banks

Our mission is to be the BPBFWWMC-Best Private Bank for the Western Wealth Management Client

We believe First Western can be a unique, niche focused regional powerhouse with high fee income and consistent strong earnings from our scalable wealth management platform

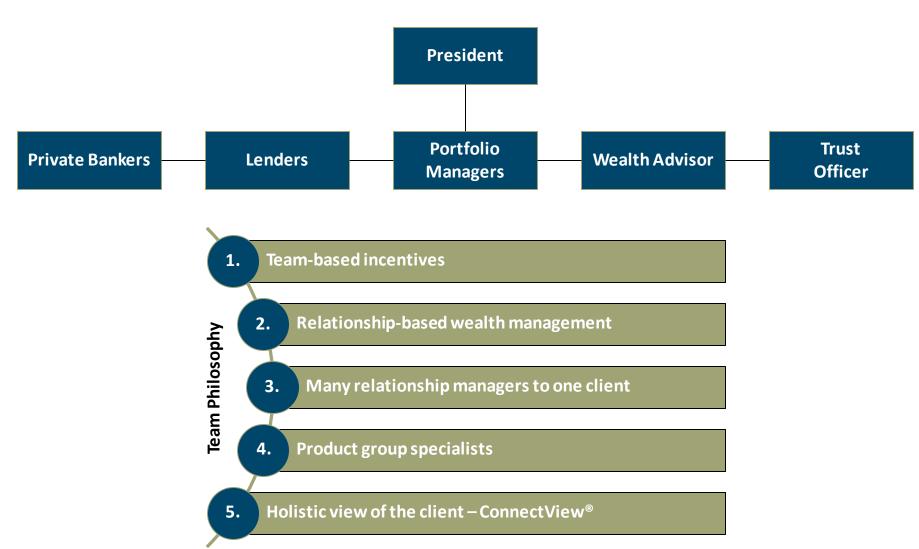
Organizational Structure Built for Scale

Our local, boutique private trust bank offices compete with the biggest wealth managers in the country...



Integrated Team Approach in Boutique Offices

... by working as a team to grow relationships



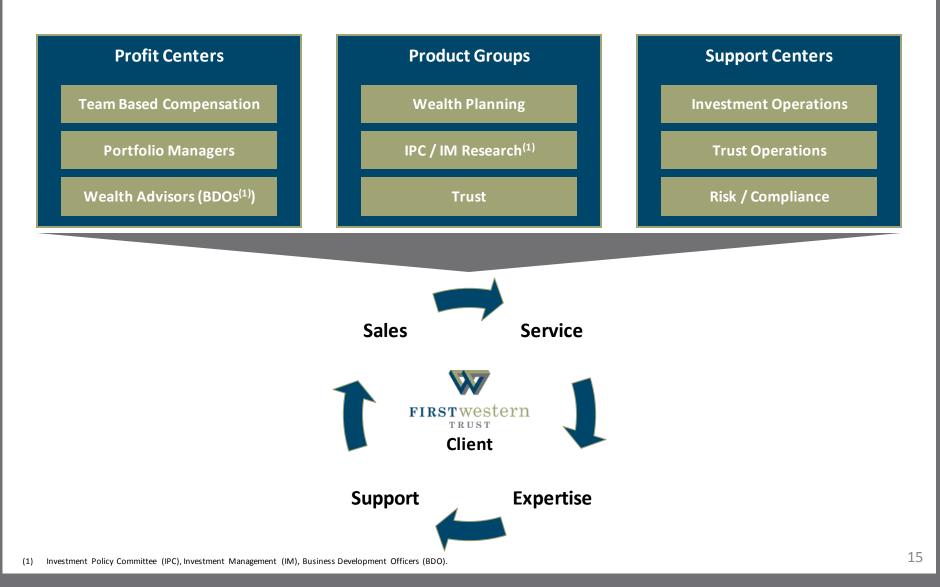
Acquire, Cross Sell Clients Using Product Groups

Our local profit centers team with specialized product experts through ConnectView®

Commercial Banking	 Corporate loans to match specific needs Well-versed in working with complex cash flows and business models Customized treasury management products and services
Retirement / 401(k) Plan Consulting	 Retirement plan consultants partnering with businesses to sponsor retirement plans Creative corporate retirement plan design, analysis solutions, fiduciary liability management HSAs, third party administrative services, ERISA compliance and education
Residential Mortgage Lending	 Mortgage banking specializing in high net worth lending Underwritten to Fannie Mae and Freddie Mac guidelines Portfolio lending and secondary sales
Wealth Planning	 Wealth planning with specialized services (e.g. philanthropic) Proprietary ConnectView[®] approach, with access to CFPs, CPAs and estate planning attorneys Charitable giving tax strategies, deferred-compensation plans, life insurance, key person insurance
Investment Management	 Provide a broad range of asset and sub asset classes Create unique solutions through internal research, proprietary and third-party investment options Central team creates the platform for Portfolio Managers to service clients, manage accounts
Trust	 Fiduciary wealth management with expert review of client objectives, creating solutions Irrevocable life insurance trust, conservatorship, successor trustee, directed custodial trusteeship WY tax-exempt asset protection, special needs trusts, escrow services, family office services

Teamwork Drives Client Satisfaction, Retention

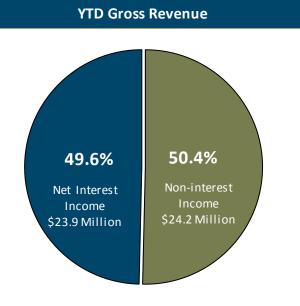
Example of investment management teamwork shows how MYFW, not relationship managers, owns our clients



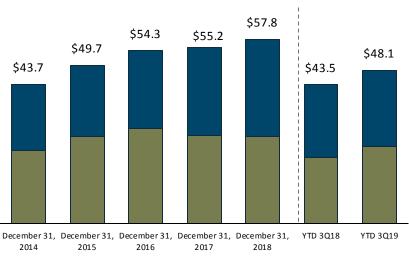
Our High-Quality, Recurring Revenues

Earnings Themes

- Diverse, stable, desirable revenue mix
- Attractive markets and business model
- Robust earnings growth
- Investments made in long term growth
- Significant opportunities to improve operating leverage

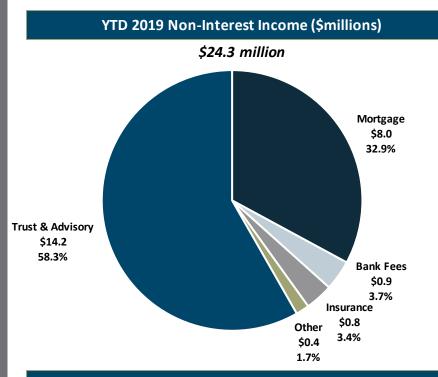


Gross Revenue⁽¹⁾ (\$millions)



Net Interest Income

Predictable, Growing Sources of Fee Income

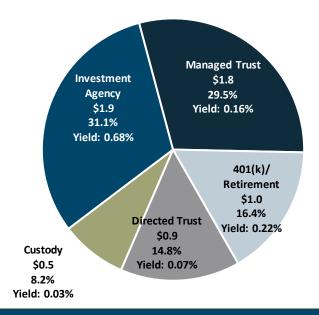


Trust and Investment Management

- Guided architecture
- Customized investment solutions
- Internally manage ~\$1.0 billion in AUM

AUM Composition by Account Type (\$billions)

\$6.1 billion | Avg. Yield: 0.31%



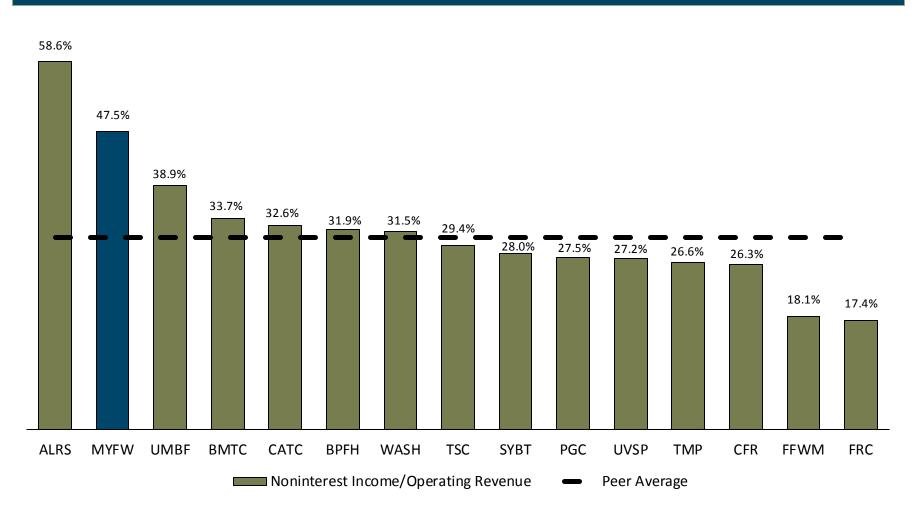
Non-Interest Income (\$millions)



Note: As of or for the nine months ended September 30, 2019 (unaudited). Totals may not add up due to rounding.

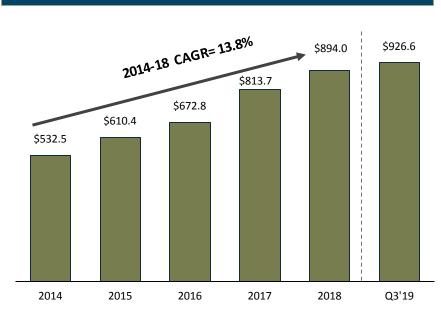
Private Bank Model Generates Strong Fee Income

Nearly Half of Operating Revenue Generated by Fee Income

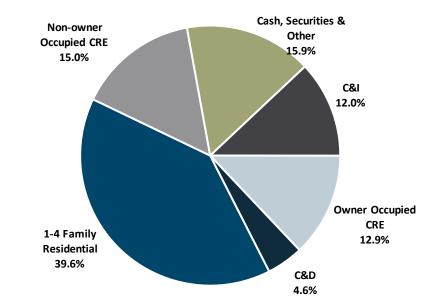


W Our Balanced, Private Banking Loan Portfolio

FIRSTWestern



Historical Gross Loans (\$millions)

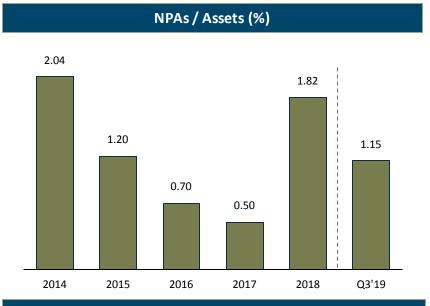


Q3 2019 Loan Portfolio by Collateral Type ⁽¹⁾

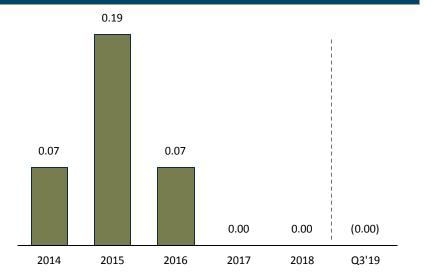
Lending Strategy

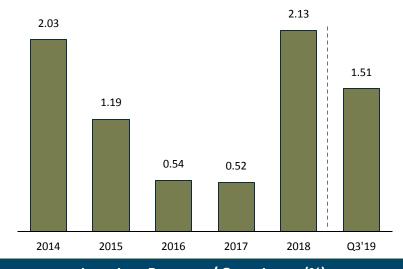
- Total loans increased 13.6% from September 30, 2018
- Well balanced loan production driving growth in all areas except for commercial real estate
- Added production from mortgage acquisition
- Return on equity based relationship pricing
- High net worth, relationship lending model

12 Quarters of No Net Charge-offs



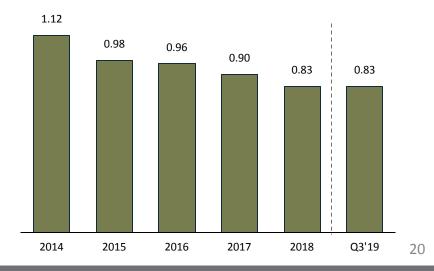
Net Charge-off (Recovery) / Average Loans (%)



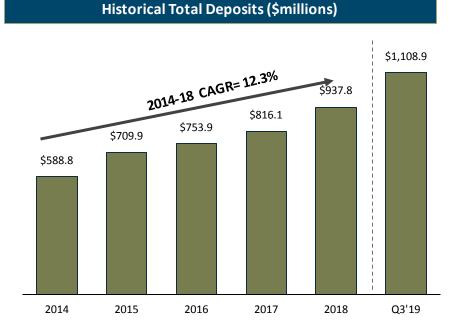


NPLs / Loans (%)

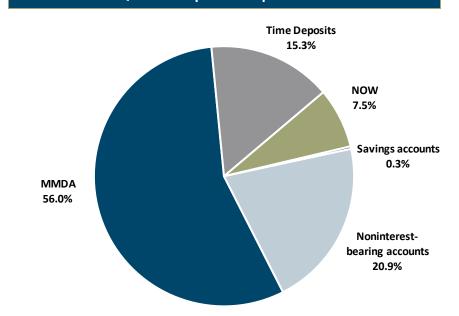
Loan Loss Reserves / Gross Loans (%)



A Balanced, Growing Core Deposit Base



Q3 2019 Deposit Composition⁽¹⁾

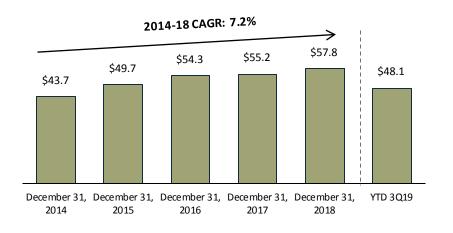


Deposit Strategy

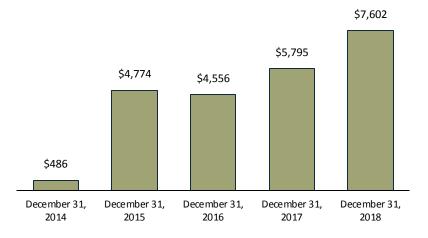
- Total deposits increased 26.2% from September 30, 2018
- Cross-sell additional products and services to depositors
- Relationship lending, trust/IM deposits
- Generate leads through BDOs and Treasury Management

Revenue Growth Exceeding Expense Growth

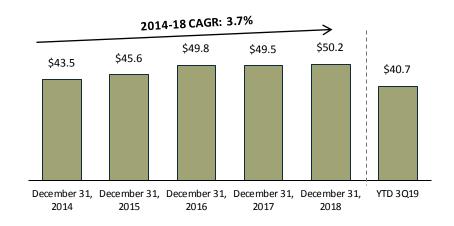
Gross Revenue⁽¹⁾ (\$millions)



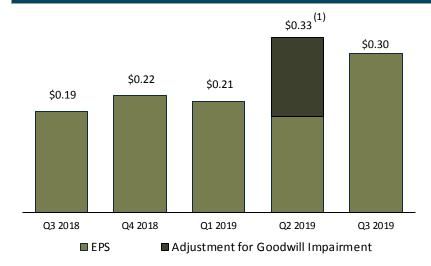
2014-2018 Pre-Tax, Pre-Provision Income⁽¹⁾ (\$000s)



Total Non-Interest Expenses (\$millions)



Earnings Per Share



MYFW's Embedded Earnings Growth Drivers

Removed Capital Constraints

- Lowered capital costs by ~\$2.7 million (after-tax) per year
- Historical balance sheet growth was Basel III constrained to qualify as small BHC (<\$1 billion in assets)

Reduce Expenses and Improve Operating Efficiency

- Eliminated redundancies and rent expense in 2018
- Capital investment in **platform** is now **in place**
- Minimal incremental back office expense needed to support continued growth
- Integrating technology into operations
- Selling non-core businesses

Added Revenue Generators

- Experienced executive leadership added in 2018
- Added wealth advisors/BDOs
- Added MLOs in offices in 2018 and 2019
- Opened Vail Valley office in 2019
- Generate **referrals** for new client relationships
- Develop **new products** to meet the needs of our clients

Drive Client Acquisition and Increase Share of Wallet

- Added client relationship and **profitability tools**
 - Managed centrally by treasury desk
- Build out existing markets and employ highly capable associates with local market experience/relationships
- Identify new markets to establish profit centers without a proportionate increase in product group or support center expenses

Progress Report on Earnings Drivers

Earnings Driver	Progress Report
Lower capital costs	• 2019 is first full year with no preferred stock dividend payment
Increased loan growth	 13.6% total loan growth from 3Q18 to 3Q19 Growth coming in all portfolios except non-owner occupied CRE
Higher fee income	 Mortgage activity improving after slowdown in 4Q18 Restructured mortgage division driving improved profitability
Improved operating leverage	 2018 expense reductions eliminated redundancies 3Q19 efficiency ratio⁽¹⁾ improved to 80.6% vs 83.0% in 3Q18
Profit centers gaining scale	 Q3 2019 year over year total revenue increases for selected profit centers: Aspen: +25% Denver: +32% Jackson Hole: +25%



- Business development platform has been effectively generating deposit and AUM growth; we now intend to increase our focus on asset generation
- Loan production expected to be strong in 4Q19, although we expect payoffs will continue to present a near-term headwind for loan growth
- Mortgage activity expected to remain strong with additions to production team expected to help offset seasonality
- Vail Valley market team is gaining momentum, funding first loans in 3Q19 and showing strong pipelines and business development activities
- We believe continued revenue growth will drive further operating leverage



MYFW's core strengths provide the foundation for driving shareholder value

Differentiated, Proven in the Marketplace

Built-in Operating Leverage

Highly Desirable Recurring Fee Income

Experienced, Tested Team

Unique Opportunity for Investors





Appendix

Holistic, Integrated Risk Management

Purpose	 Holistic approach for the oversight, control, and discipline to drive continuous improvement Everyone's responsibility and non-compliance is not an option Governance framework for the process of anticipating, identifying, assessing, managing and monitoring risks
Objectives	 Define risk appetite framework Define risk areas and responsibilities Identify key risk activities for the defined risk areas Establish risk tolerance for defined risk areas Establish systems for identifying and reporting risks, including emerging risks Monitor compliance with strategies designed to mitigate identified risks Ensure effective and timely implementation of corrective actions Integrate risk management framework objectives into performance evaluation framework
	 ERM Committee: Oversee and support the Senior Risk Officer Establish risk tolerances and parameters ("risk appetite") to assess risks and design adequate mitigation strategies

Senior Risk Officer:

- ERM program to create and monitor risk management practices
 - Perform company-wide risk assessment, including relative risk ratings
- Assign risk owners and approve action plans
 - Review and monitor risk mitigation initiatives and status
 - Review and report to ERM committee:
 - Specific areas of risk and respective Risk Area Owner responsible for the risks existing in that area
 - Magnitude of all material business risks
 - Processes, procedures and controls in place to manage material risks
 - Overall effectiveness of the risk management process
 - Evaluate risks and provide guidance on new or proposed products, services or businesses

Responsibilities

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Key Themes of ERM– In the Business W FIRSTwestern

Ensure Compliance	 Meet regulatory requirements Comply with good industry practices Effective, efficient, and smart compliance – a change agent for better business decisions 	
Limit Potential Losses	 Create appropriate transparency on risk, capital and balance-sheet usage, accounting implications Effectively limit risks and avoid reputational damage Strong risk controlling and monitoring Maintain both economic as well as accounting perspective 	
Improve Profitability	 Ensure decision-oriented processes Maintain efficient and lean risk management – standardization and differentiation Improve quality of problem loan management Optimize ALM and transfer pricing in cooperation with CFO/treasury 	
Support Growth	 Anticipate changes in the Company's risk profile Ensure scalability and flexibility of core processes Improve balance-sheet management Contribute to powerful product offering 	
Risk Overlay for Decision Making	 Integrated risk, finance and capital perspective into business planning and management process Strong risk and finance capabilities through frontline tools, trainings, and incentives in IT/operations, HC 	
Improve Stakeholder Management	 Implement a strong risk and performance culture throughout the organization Improve planning and steering concepts, data management with CEO, CFO and treasury Satisfy Board requirements on transparency and decisions support Maintain effective relations with regulators 	
Define Governance and Organization	 Define risk structure's mandate and organization, create independent risk view in core decisions Ensure CFO's mandate and organization in capital and balance-sheet management, ALM, treasury, funding Define and implement ERM approach Ensure appropriate people development: knowledge, experience, stature, motivation and culture 	29



Non-GAAP Reconciliation

Consolidated Pre-tax, Pre-provision Income	For the Twelve Months Ended December 31,				
(Dollars in thousands)	2014	2015	2016	2017	2018
Net Income, as reported	\$10,990	\$2,650	\$2,302	\$2,023	\$5,647
Provision for loan losses	1,455	1,071	985	788	180
Income tax (benefit) expense	(11,959)	1,053	1,269	2,984	\$1,775
Pre-tax, Pre-provision Income	\$486	\$4,774	\$4,556	\$5,795	\$7,602

Impact of Goodwill impairment – Net income a vailable to common shareholder	For the Three Months Ended,		
(Dollars in thousands, except per share data)	June 30, 2019	September 30, 2019	
Net income a vailable to common shareholders	\$1,404	\$2,406	
Plus: Goodwill impairment including tax Impact	1,182	-	
Adjusted net income to common shareholders	\$2,586	\$2,406	

Impact of Goodwill impairment – Earnings Per Share	For the Three Months Ended,		
(Dollars in thousands, except per share data)	June 30, 2019	September 30, 2019	
Earnings per share	\$0.18	\$0.30	
Plus: Goodwill impairment including tax impact	0.15	<u> </u>	
Adjusted earnings per share	\$0.33	\$0.30	

Consolidated Efficiency Ratio	For the Three Months Ended,				
(Dollars in thousands)	September 30, 2018	De ce mber 31, 2018	March 31, 2019	June 30, 2019	September 30, 2019
Non-interest expense	\$12,176	\$11,649	\$12,602	\$14,659	\$13,442
Less: Amortization	208	163	173	142	52
Less: Good will impairment	-	-	-	1,572	-
Adjusted non-interest expense	\$11,968	\$11,486	\$12,429	\$12,945	\$13,390
Netinterestincome	\$7,788	\$7,899	\$7,971	\$7,960	\$7,940
Non-interest income	6,638	6,351	6,976	8,586	8,788
Less: Net gain on securities	-	-	-	-	119
Total income ⁽¹⁾	\$14,426	\$14,250	\$14,947	\$16,546	\$16,609
Efficiency ratio	83.0%	80.6%	83.2%	78.2%	80.6%



Consolidated Gross Revenue	For the Years Ended,				
(Dollars in thousands)	2014	2015	2016	2017	2018
Total income before non-interest expense	\$42,533	\$49,339	\$53,394	\$54,501	\$57,617
Less: Net gain on sale of securities	321	717	114	81	-
Plus: Provision for credit loss	1,455	1,071	985	788	180
Gross revenue	\$43,667	\$49,693	\$54,265	\$55,208	\$57,797

Consolidated Gross Revenue	For the Nine Months Ended ⁽¹⁾ September 30,		
(Dollars in thousands)	2018	2019	
Total income before non-interest expense	\$43,716	\$48,003	
Less: Net gain (loss) on sale of securities	-	119	
Plus: Provision for (recovery of) credit loss	(169)	216	
Gross revenue	\$43,547	\$48,100	