

## **First Quarter 2012 Business Activity Report**

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### **FIRST HAWAIIAN BANK BUSINESS ACTIVITY REPORT UP 10.38% IN THE FIRST QUARTER Strongest Quarter in Two Years**

(Honolulu, Hawaii, April 15, 2012) –The latest First Hawaiian Bank Business Activity Report (BAR) showed a 10.38 percent increase in "same store sales" over the first quarter of 2011, according to Keith Nagata, senior vice president and Business Services Division Manager. This is the highest year-over-year increase in the past two years.

"This strong showing is further indication that consumer confidence is growing and that Hawaii's economic recovery is continuing," Nagata said. "A total of 15 out of the 16 sectors showed an increase over 2011, with 8 sectors posting double-digit increases over the prior year. We remain cautiously optimistic that this positive trend will continue in the future."

The BAR tracks sales activity in 16 different economic sectors including automobile, retail, hotels, home improvement, restaurants, shipping and travel, among others. First Hawaiian Bank has over 7,500 merchant locations throughout Hawaii, Guam, CNMI and U.S. Mainland and therefore is able to provide a broad measure of economic activity.

First Hawaiian is the largest local processor of merchant services. In 2011, the bank processed over \$4.1 billion worth of credit and debit card sales transactions, an increase of 8.0% percent over 2010 and more than any other local financial institution.

First Hawaiian Bank, with assets of \$16.1 billion, was founded in 1858 and is Hawaii's oldest and largest financial institution. The bank processes all major U.S. credit cards as well as JCB, BC Global and China Union Pay.