

FIRST KEYSTONE FINANCIAL INC

Form 425

April 28, 2010

Annual
Shareholders
Meeting
April 28, 2010
Bryn Mawr Bank
Corporation
NASDAQ: BMTC

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Filed by Bryn Mawr

Bank Corporation

Pursuant to Rule 425 under the Securities Act of 1933

Subject Company: First Keystone Financial, Inc.

Commission File No.: 000-25328

This presentation contains certain forward-looking statements. Forward-looking statements can be identified by the fact that they do not relate strictly to historical or current facts. They often include the words believe, expect, anticipate, intend, plan, estimate or words of similar meaning. Forward-looking statements, by their nature, are subject

to risks and uncertainties.

A number of factors, many of which are beyond the Corporation's control could cause actual conditions, events or results to differ significantly from those described in the forward looking statements. Information regarding the factors and risks that can affect the Corporation's business financial condition and results of operation is contained in the Corporation's filings with the Securities and Exchange Commission, which are available at

<http://www.sec.gov>.

Forward-looking statements

speaking only

as of the

date they are made. The Corporation does not undertake to update forward-looking statements.

Safe Harbor

Where
to
Find
More
Information
About
the
First
Keystone
Financial,
Inc.
Merger

The Corporation has filed with the Securities and Exchange Commission ("SEC") a Registration Statement on Form S-4 concerning the proposed merger of First Keystone Financial, Inc. into the Corporation (the **Merger**). The Registration Statement includes a prospectus for the offer and sale of

the
the
Corporation's
Common
Shares
to
First
Keystone
Financial,
Inc.'s
shareholders

as
well
as
a

proxy statement for the solicitation of proxies from First Keystone Financial, Inc.'s shareholders for use at the meeting at which the Merger will be voted upon. The combined prospectus and proxy statement and other documents filed by the Corporation with the SEC contain important information about the Corporation, First Keystone Financial, Inc., and the Merger. We urge investors and First Keystone Financial, Inc.'s shareholders to read carefully the combined prospectus and proxy statement and other documents filed with the SEC, including any amendments or supplements also filed with the SEC. First Keystone Financial, Inc.'s shareholders in particular should read the combined prospectus and proxy statement carefully before making a decision concerning the Merger.

Investors
and
shareholders
may
obtain
a
free

copy
of
the
combined
prospectus
and
proxy
statement

along
with
other
filings
containing
information
about
the
Corporation

at
the
SEC's
website
at
<http://www.sec.gov>.

Copies
of
the
combined
prospectus

and proxy statement, and the filings with the SEC incorporated by reference in the combined prospectus and proxy statement, can also be obtained free of charge by directing a request to Bryn Mawr Bank Corporation, 801 Lancaster Avenue, Bryn Mawr, PA 19010, attention Geoff Halberstadt, Secretary, telephone (610) 581-4873.

2009

Overview

Select Performance Measurements

BMTC

Peer Median

ROAE:

10.55%

0.20%

ROAA:

0.88%

0.03%

Tax Equivalent

3.70%

3.29%

Net Interest Margin

NPA s/Assets

0.72%

*

1.94%

*Excluding performing Troubled Debt Restructures (TDR s) this figure is 0.64%

Bryn Mawr Bank Corporation's peer group consists of the following: Bancorp, Inc., DNB Financial Corporation, First Chester

Harleysville National Corporation, National Penn Bancshares, Inc., Republic First Bancorp, Inc., Susquehanna Bancshares, Inc.,
Trust Corporation

2009
Overview
Strong Performance
Wealth
Management
Division
Assets

Increased
33.8% to \$2.9 billion
The
Bryn
Mawr
Trust
Company
of
Delaware
-
\$400
million in
assets
BMT
Asset
Management

-
\$100
million
in
new
assets
Deposits

increased
7.9%
to
\$938
million
Mortgage
Loan
Originations

-
\$292
million

2009

Overview

Multiple Growth Initiatives

Acquisition of First Keystone Financial, Inc.

Scheduled to close July 2010

Regulatory approval process is underway

8 branch locations in Delaware and Chester
Counties, PA

Approximately \$500 million in assets

Deal value of approximately \$30 to \$35 million

2009

Overview

Multiple Growth Initiatives

Formation of BMT Asset Management

West Chester Regional and Business Banking
Office

Continually evaluating new opportunities
including banks and wealth management
businesses

Financial
Review

Net
Income
(\$ mil)
\$10.3
\$9.3
\$11.4
\$12.7
\$13.6
\$2.0
\$4.0
\$6.0
\$8.0
\$10.0
\$12.0
\$14.0
2005
2006
2007
2008

2009

Significant

Items

Impacting

2009

Results

Include:

Cost of Interest Bearing Funds

FDIC Insurance

Sales of Residential Mortgages

Gains on the sale of Investment Securities

Provision for Loan and Lease Losses

Net
Interest
Income
(\$
mil)
*

\$26.8
\$31.3
\$33.3
\$34.2
\$37.1
\$40.8
\$15
\$20
\$25
\$30
\$35
\$40
\$45
2004

2005

2006

2007

2008

2009

*Note: Not on a Tax Equivalent Basis

Portfolio
Loans
&
Leases
(\$
mil)
\$886
\$499
\$595
\$556
\$681
\$803
\$439
\$900
\$200
\$300
\$400
\$500
\$600
\$700

\$800
\$900
\$1,000
2002
2003
2004
2005
2006
2007
2008
2009

Total
Deposits
(\$ mil)
\$484
\$527
\$601
\$636
\$714
\$850
\$869
\$938
\$200
\$300
\$400
\$500
\$600
\$700
\$800

\$900
\$1,000
2002
2003
2004
2005
2006
2007
2008
2009

Wealth Management Division Assets Under
Management, Administration and Supervision
and
Brokerage

*

(\$
bil)

* Excludes Community Bank's Assets 2005-2007

\$1.75

\$1.89

\$2.04

\$2.18

\$2.28

\$2.87

\$2.15

\$1.00

\$1.50

\$2.00

\$2.50

\$3.00
2003
2004
2005
2006
2007
2008
2009

Wealth
Management
Division
Revenue
(\$
mil)
\$11.5
\$13.5
\$12.4
\$13.8
\$14.2
\$9.7
\$10.3
\$6
\$9
\$12
\$15
2003
2004
2005
2006

2007
2008
2009

2010

Key

Initiatives

Complete the merger with First Keystone
Financial and introduce Bryn Mawr Trust
services to its customers

Focus on the Net Interest Margin

Continued emphasis on strong credit quality

Opportunistic expansion

Expand our Wealth Management offerings

Raise capital as needed

Thank you