

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D. C. 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15 (d) of  
The Securities Exchange Act of 1934

April 16, 2003

-----  
Date of Report (Date of Earliest Event Reported)

THE PEOPLES HOLDING COMPANY  
-----  
(Exact Name of Registrant as Specified in its Charter)

Mississippi	1-13253	64-0676974
-----	-----	-----
(State or Other Jurisdiction of Incorporation)	(Commission File Number)	(I.R.S. Iden- tification Number)

209 Troy Street, Tupelo, Mississippi 38802-0709  
-----  
(Address of Principal Executive Office) (Zip Code)

Registrant's Telephone Number: (662)680-1001

ITEM 7: FINANCIAL STATEMENTS, PRO FORMA FINANCIAL INFORMATION AND EXHIBITS.  
-----

(a) The following exhibit is filed herewith:

99.1 Press Release, dated April 16, 2003, issued by The Peoples  
Holding Company.

ITEM 9: REGULATION FD DISCLOSURE.  
-----

At the close of business on April 16, 2003, The Peoples Holding  
Company issued a press release announcing first quarter earnings for  
2003. The press release is filed as Exhibit 99.1 to this Form 8-K.

SIGNATURE

Pursuant to the requirements of The Securities Exchange Act of 1934, the  
registrant has duly caused this report to be signed on its behalf by the  
undersigned hereunto duly authorized.

THE PEOPLES HOLDING COMPANY  
-----  
Registrant

/s/ E. Robinson McGraw  
-----  
E. Robinson McGraw  
President & Chief Executive Officer

DATE: April 17, 2003

EXHIBIT INDEX

-----

EXHIBIT NUMBER

-----

DESCRIPTION

-----

99.1

Press Release, dated April 16, 2003, issued by  
The Peoples Holding Company.

THE PEOPLES HOLDING COMPANY

Contact: Jim Gray  
Executive Vice President  
(662) 680-1217  
jimgray@thepeopleplace.com

Stuart Johnson  
Executive Vice President & CFO  
(662) 680-1001  
stuartj@thepeopleplace.com

THE PEOPLES HOLDING COMPANY ANNOUNCES  
FIRST QUARTER RESULTS

TUPELO, Miss. (April 16, 2003) - The Peoples Holding Company (AMEX:PHC) today announced results for the first quarter ended March 31, 2003. Earnings per share for the first quarter increased 13.89% to \$0.82 from \$0.72, before the cumulative effect of an accounting change recognized in the first quarter of 2002. Net income for the first quarter increased 11.98% to \$4,552,000 from \$4,065,000 before the effect of the accounting change in the first quarter of 2002. Net income for the first quarter of 2002 was \$2,765,000, or \$0.49 per share.

Net interest income for the first quarter of 2003 was up slightly while non-interest income grew 14.62%. These results produced an annualized return on average equity of 13.15% compared with 12.29% before the cumulative effect of an accounting change for the first quarter of 2002. The annualized return on average assets for the first quarter was 1.29% compared with 1.19% before the cumulative effect of an accounting change for the prior-year period.

"We are pleased to start 2003 with another solid quarter," said E. Robinson McGraw, President and Chief Executive Officer of The Peoples Holding Company. "Our overall operations performed well in a very sluggish economy. Growth in non-interest income coupled with moderate expense growth more than offset slower loan growth and a narrowing of our net interest margin. Once again, the diversity of our revenue stream produced another quarter of consistent growth in earnings."

Stock Price and Dividends

The market price of The Peoples Holding Company shares was \$42.60 per share at March 31, 2003, an increase of 11.52% from \$38.20 at March 31, 2002.

Quarterly dividends per share remain at \$0.27, with the most recent dividend increase having occurred in November 2002, the 16th consecutive year of quarterly increases.

Financial Details

McGraw added, "A continuation of record low interest rates caused our net interest margin on a tax equivalent basis for the first quarter of 2003 to decline to 4.39% from 4.59% for the comparable period in 2002."

McGraw said, however, that loan quality continued to improve despite the slow economy as evidenced by an almost 32% reduction in the provision for loan losses from \$1,125,000 in the first quarter of 2002 to \$767,000 in the first quarter of 2003. The allowance for loan losses as a percentage of loans was 1.48% at the end of the first quarter of 2003 compared with 1.44% at March 31, 2002. Net charge-offs as a percentage of average loans decreased to .04% during the first quarter 2003, from 0.08% in the prior-year period. Non-performing loans as a percentage of total loans decreased to 0.32% at March 31, 2003, from 0.70% at March 31, 2002. The non-performing loan coverage ratio was 455.28% at March 31, 2003 compared with 207.23% at March 31, 2002.

As a result of strong growth in service charges, fees related to the sale of insurance products, loan origination, and debit card usage, non-interest income increased 14.62% to \$7,575,000 in 2003 from \$6,609,000 in the first quarter of 2002. "The increase in non-interest income demonstrates the breadth of our financial services and our success in meeting the diverse financial needs of our customers," McGraw said. At March 31, 2003, non-interest income represented 37.77% of net operating revenue.

Non-interest expense increased 4.33% for the first quarter of 2003. This increase was primarily due to fees related to technology enhancements, normal salary increases and insurance. For the first quarter 2003, non-interest income

growth of \$966,000 outpaced non-interest expense growth of \$532,000. Non-interest expense as a percentage of average assets improved to 3.79% for the first quarter of 2003 from 3.82% for the comparable period in 2002. The efficiency ratio improved from 62.03% for the first quarter of 2002 to 61.49% for the first quarter of 2003.

#### Conference Call Information

A live audio webcast of a conference call with analysts will be available beginning at 10:00 a.m. Eastern time on Thursday, April 17, 2003, through the Investor Relations page of the Company's website: [www.thepeoplesbankandtrust.com](http://www.thepeoplesbankandtrust.com), and through [www.companyboardroom.com](http://www.companyboardroom.com), or any of CCBN's distribution network. The event will be archived for 30 days. If Internet access is unavailable, the conference may also be heard live (listen-only) via telephone by dialing (800) 289-0496. A telephonic replay of the conference call will be available approximately two hours after the call ends and runs through the end of the business day on April 24. To listen to the replay, dial (719) 457-0820, and enter 354571 when prompted for the access code.

#### About The Peoples Holding Company

The Peoples Holding Company is the parent of Mississippi's fourth largest commercial bank headquartered in the state. Through its wholly owned subsidiary, The Peoples Bank & Trust Company, the Company also is parent of The Peoples Insurance Agency, Inc. The Peoples Bank has assets of approximately \$1.4 billion and operates 40 community bank offices in 27 north and north-central Mississippi cities.

## Note To Investors

This news release contains forward-looking statements regarding The Peoples Holding Company. All forward-looking statements involve risk and uncertainty and a number of factors could cause actual results to differ materially from the anticipated results or other expectations expressed in the forward-looking statements. Those factors include, but are not limited to, interest rate fluctuations, regulatory changes, portfolio performance and other factors discussed in our recent filings with the Securities and Exchange Commission.

### THE PEOPLES HOLDING COMPANY Summary Financial Highlights (Unaudited) (Dollars in thousands, except per share amounts)

	Three Months Ended March 31,	
	2003	2002
<b>Earnings Summary</b>		
Net interest income .....	\$ 12,481	\$ 12,439
Provision for loan losses .....	767	1,125
Net interest income after provision for loan losses .....	11,714	11,314
Noninterest income .....	7,575	6,609
Noninterest expenses .....	12,830	12,298
Income before provision for income taxes and cumulative effect of accounting change .....	6,459	5,625
Provision for income taxes .....	1,907	1,560
Income before cumulative effect of accounting change .....	4,552	4,065
Cumulative effect of accounting change .....	--	(1,300)
Net income .....	\$ 4,552	\$ 2,765
<b>Basic and diluted earnings per share:</b>		
Income before cumulative effect of accounting change .....	\$ 0.82	\$ 0.72
Cumulative effect of accounting change .....	--	(0.23)
Net income .....	\$ 0.82	\$ 0.49
Weighted average shares outstanding - Basic .....	5,573,528	5,657,726
Weighted average shares outstanding - Diluted .....	5,579,515	5,660,727
<b>Selected Ratios</b>		
Net interest rate spread .....	4.06%	4.17%
Net interest margin .....	4.39%	4.59%
Noninterest expense ratio .....	3.79%	3.82%
Net overhead ratio .....	1.65%	1.88%
Efficiency ratio .....	61.49%	62.03%
Return on average assets .....	1.29%	1.09%
Return on average equity .....	13.15%	11.37%

	March 31, 2003	Dec. 31, 2002
<b>Balance Sheet Summary:</b>		
Total assets .....	\$ 1,392,887	\$ 1,344,512
Loans, net .....	857,004	863,308
Deposits .....	1,158,559	1,099,048
Shareholders' equity .....	135,053	132,778
Book value per common share .....	24.23	23.82

Financial information contained in this news release is derived from the unaudited Condensed Balance Sheets and unaudited Condensed Statements of Income for the indicated periods. Additional financial information is available on the Company's website ([www.thepeoplesbankandtrust.com](http://www.thepeoplesbankandtrust.com)) under the Financial Releases section of Investor Relations.