



HIGHLIGHTS

Record earnings

Entered new growth markets through acquisition and de novo activity

Four consecutive quarters of loan growth

Five consecutive quarters of net interest income growth

Maintained credit quality

Substantial fee income representing one-third of net operating revenue with opportunity for growth in new markets

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Reffer to shareholders



ROBERT C. LEAKE (LEFT) AND E. ROBINSON McGraw (RIGHT)

During this past year, our company's transformation has been significant and successful.

We increased dramatically our size and strength through prudent acquisitions and extended our financial services franchise into new, affluent and growing markets in neighboring Southeastern states.

We embraced the Renasant name, adopted it as the corporate identity for our operating units and dedicated resources to raise name recognition, build broader awareness and enhance the reputation of one unified Renasant brand in the markets we serve.

We benefited from our commitment to offer our clients a range of financial services, including comprehensive investment and wealth management counsel, insurance and traditional banking services. As a result, we booked more than one-third of our net operating revenue from non-interest sources.

We operated efficiently. We maintained our steadfast emphasis on credit quality. We established new locations in Oxford, Hernando and Horn Lake in Mississippi and in the suburbs of Nashville, Tennessee.

As a result of the work of our dedicated people, we are pleased to report net income for 2004 of \$18.4 million, up 1.44 percent from \$18.1 million in 2003. The increase marks our fourth consecutive year of record earnings.

Our directors affirmed their confidence in our financial strength and our favorable outlook and boosted the cash dividend to a current annual rate of \$0.84 per share. Their action provides our shares with an attractive dividend yield, which is higher than our regional peers. The decision extends our trend of increasing dividends for 17 consecutive years.

This past year we celebrated our first IOO years of success and laid the foundation for success in our next IOO years.

With our acquisitions of Renasant Bank in Tennessee and Heritage Bank in Alabama, our company has become a multi-state financial services company with assets of more than \$2.2 billion. That's up from \$1.4 billion a year ago, an increase of nearly 60 percent.

Now we're active with 59 community banks, insurance and financial services offices in 36 cities in Alabama, Tennessee and Mississippi. We've expanded our reach from two key markets with available deposits of \$2.5 billion within our 16-county Mississippi market area to serving key markets in three states where available deposits total nearly \$58 billion.

These new markets include Oxford in Mississippi; Birmingham, Trussville, Decatur, Huntsville and Madison in Alabama; Cordova and Germantown in Tennessee. Many are growing at double-digit annual rates. Our opportunities to claim and sustain market share gains appear significant.

We opened our first office in Nashville in February 2005 and are already planning full-service branch locations. Additional new branches are slated to open in calendar 2005 in the Memphis area and in Oxford.

As part of our process, we unified operations across the region under the Renasant banners: Renasant Bank, Renasant Insurance, and, if a majority of shareholders concur, later this spring we will become known as Renasant Corporation.

This past year we celebrated our first 100 years of success and laid the foundation for success in our next 100 years.

The change gives our company a fresh and distinctive name, which alludes to the Renaissance, the time when double-entry bookkeeping and modern banking began.

The change resolves confusion associated with operating under different names in different states. It provides the benefits of economies of scale. It enables us to focus our resources on building and enhancing one distinctive brand name. And because we own the Renasant name and trademark, name-related issues pose no impediment to thoughtful decisions about our future growth.

Renaissance-era banking relationships were close, personal ones. We're confident our

people can distinguish Renasant Bank from rivals through unsurpassed service and

attentiveness to our clients. We are already seeing the results of our efforts to recruit and

retain seasoned lenders in key markets where client relationships are growing based on

confidence and performance.

We believe our greater size, financial strength, expanded reach and our distinctive new name will contribute to

better understanding and recognition of our company

and enhanced value for our shareholders.

Our balance sheet reflects strong growth. Including our Renasant Bank acquisition, our total

assets rose nearly 21 percent to more than \$1.7 billion. Our gross loans rose more than 32

percent to more than \$1.1 billion. Our shareholder equity climbed 30 percent to \$179 million

at the end of 2004.

In the process, we maintained a return on average tangible shareholders' equity in 2004

of 14.52 percent. Our performance reflects more effective utilization of capital.

In the coming year, we will build on the success of the past 100 years and work diligently

to seize the opportunities and secure the benefits of an improving economy and growing

regional exposure for our employees and our shareholders.

We believe our greater size, financial strength, expanded reach and our distinctive new

name will contribute to enhanced understanding and recognition of our company and

enhanced value for our shareholders.

. Robinson McGraw

President & CEO

Robert C. Leake

Chairman of the Board

Hear Lel THANK YOU TO ROBERT C. LEAKE

Robert C. Leake is as much a part of The Peoples Holding Company as the town where it was founded.

His longstanding leadership as Chairman of the Board has been invaluable to the bank, its people and the community he serves.

Following 32 years of dedicated service to the bank, Mr. Leake will retire this year from his position as Chairman of the Board.

He has served the bank in numerous leadership roles over the past three decades, beginning with his election to the bank's Board of Directors in April 1973. He was elected Chairman of the Board on April 14, 1989. Additionally, he served as Chairman of the Executive Committee and served on all committees, including Loan, Property, Audit, Trust and Budget.

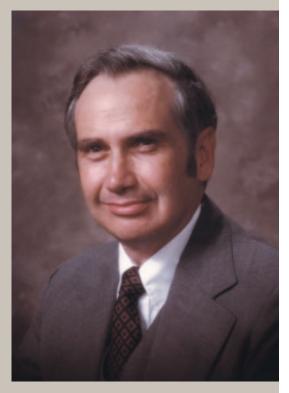
Mr. Leake's leadership helped guide the bank's growth and was instrumental in laying a foundation that would ensure an even brighter future for the bank. His guidance helped the company grow from a small community bank to what is now a multi-state financial services firm with over \$2.2 billion in assets. He served the bank diligently and with an abiding commitment to ensure its future success.

Just as his guidance helped strengthen the company, his enduring commitment to his hometown has made it a better place.

A native of Tupelo, Mr. Leake attended Tupelo public schools and went on to receive his bachelor's degree in Business Administration from Duke University. After graduation, he returned to his hometown where he joined Leake & Goodlett Lumber Company. While busy with the daily operation of his business, he still found time to serve his community in countless ways.

He has been a leader in the Boy Scouts of America for 40-plus years, most recently serving as a member of the Executive Committee and Board of Directors. He has also served in leadership roles at the First United Methodist Church of Tupelo, the North Mississippi Medical Center, the Community Development Foundation, the Tupelo Kiwanis Club, the City of Tupelo's Parks and Recreation Commission and many others.

Mr. Leake has two children, R. Clark Leake, Jr., and Lindsey S. Leake. Few people have impacted a community and company in as many ways as Robert C. Leake. His influence and guidance will continue to be felt for years to come.



ROBERT C. LEAKE, 1977



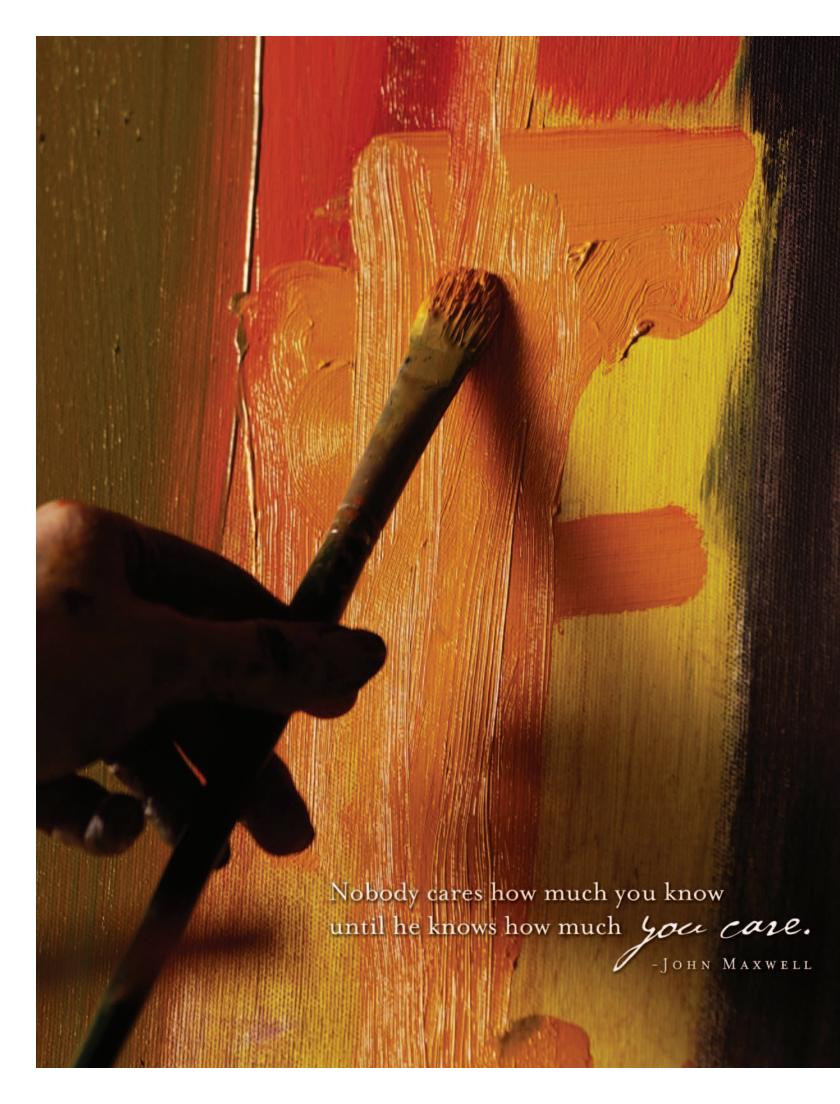
Sharing A NEW PATH FOR THE FUTURE

After 100 years of success, we're still striving to shape the future of our company.

This past year, we've transformed ourselves from a multi-branch bank into a multi-state, multi-billion-dollar financial services network on the doorsteps of affluent new markets and additional sources of profit potential. We achieved this by first acquiring Renasant Bank of Germantown, Tennessee in July 2004 and then, in January 2005, welcoming Heritage Bank of Alabama into the fold.

In addition, we've adopted the Renasant name as our new brand identity going forward. It's a distinctive name — for a distinctive new company.

We're putting strategic building blocks in place to position ourselves as one of the region's leading financial resources for consumers and businesses. It's growth that's guided by a plan and molded by a purpose. In other words, it's the art of banking.



Expressing our values through relationships

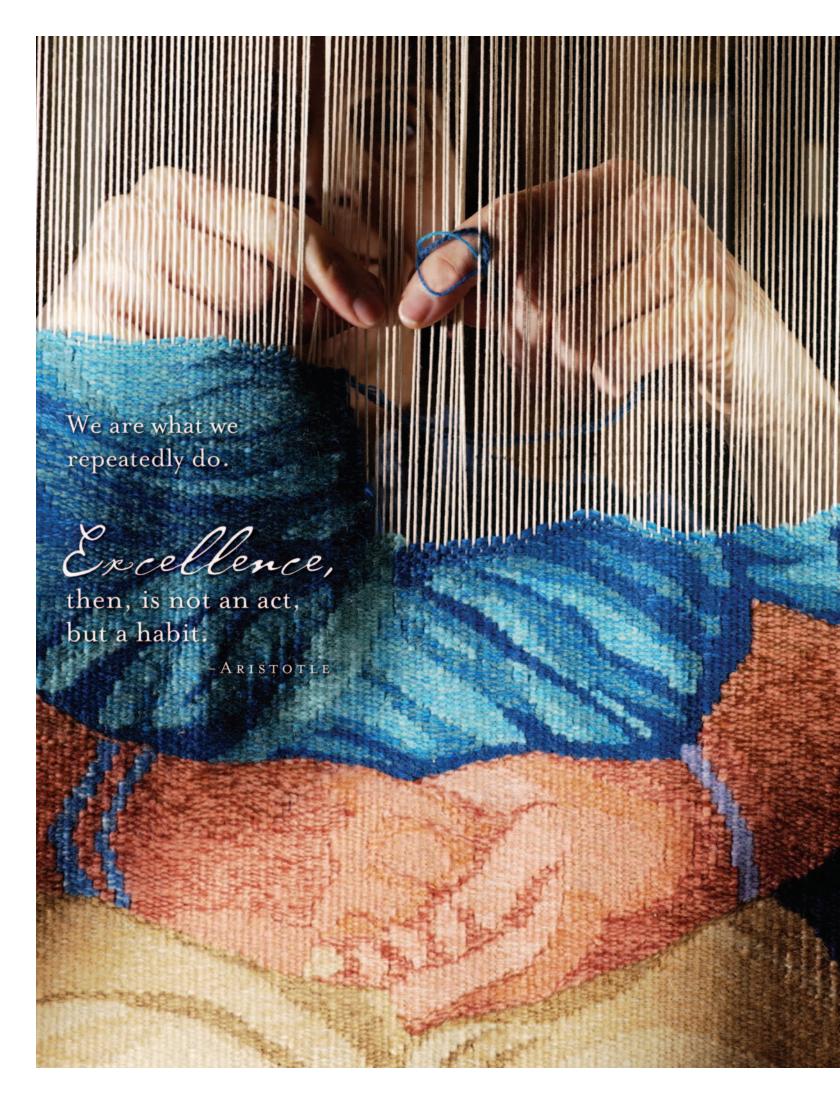
Great relationships are created by the values that govern every aspect of our business. Like honesty, respect and trust.

Relationships between our company and customers have made dreams come true. Provided security for families. And launched enduring enterprises. The brushstrokes may have been loans, savings or other financial products, but the true inspiration behind these stories is in the faith customers have in our people.

Solid values also frame our partnerships with employees. We recruit, train and celebrate individuals skilled in building relationships. We also understand the responsibility and privilege of serving shareholders. Throughout our business, quality is not negotiable and mediocrity is never tolerated.

Maximum return on shareholder investment is our rule of measurement.

Our mission is to be the financial services provider of choice in every community we serve. We're committed to bringing that vision to life, one relationship at a time.



Perfecting SERVICES THAT GO BEYOND THE EXPECTED

While we offer the same basic products as other institutions do, we also provide a full spectrum of services designed to meet special needs and advanced financial goals. And interlaced among all of our services is a commitment to help clients manage their money as wisely and efficiently as possible.

PLANNING

Our experts can assist clients with cash flow planning, asset and liability management, tax planning, risk management, wealth transfer as well as retirement and estate planning.

INSURANCE

We represent many of today's leading insurance companies and can help find the best coverage and terms for clients' personal, business, life, health and disability and long-term care needs.

CASH MANAGEMENT

Clients can manage business cash reserves more effectively with investment sweep accounts, ACH origination software, lockbox processing, account reconciliation services and CD-ROM statements.

INVESTMENTS

We offer a complete brokerage service to help put tax-deferred annuities, mutual funds, stocks, bonds, government securities and IRAs to work for our clients.

TRUST SERVICES

Trust services protect the assets of our clients to benefit the people and organizations they care about. These services include investment management, living trust, custodial service, standby and charitable trust, estate administration and qualified retirement plans.



TAKING BOLD STEPS INTO GROWING MARKETS



DESOTO COUNTY (HERNANDO)

DeSoto County was recently ranked the 36th fastest-growing county in the country by the U.S. Census Bureau. According to the Bureau, DeSoto County's population grew from 107,199 in 2000 to 124,378 in 2003, an increase of about 16%. New retail and industrial developments continue to spring up in the key communities of Hernando, Horn Lake, Olive Branch and Southaven. Factors contributing to the area's growth include low property taxes, increasing job opportunities with industrial prospects and retail outlets and a low crime rate.

LAFAYETTE COUNTY (OXFORD)

Oxford was rated 14th in the nation in economic strength, according to a recent survey of micropolitan areas. Oxford is home to the University of Mississippi and has a strong industrial base. Its small-town atmosphere and literary heritage make it an attractive destination for people in surrounding areas and to tourists worldwide. With an educated, skilled workforce, positive trends in personal income growth continue to be forecast for the area.

LEE COUNTY (TUPELO)

We're proud to call Tupelo, the county seat of Lee County, our hometown. Recently, Lee County was ranked 18th in the nation in economic strength, according to a recent survey of micropolitan areas. Measurements included "the long-term tendency for an area to consistently grow in both size and quality." In addition to having a strong manufacturing base, Lee County enjoys year-long tourism as a result of Tupelo's eminence as the birthplace of Elvis Presley.



Our recent acquisitions in Tennessee and Alabama have provided us with access to markets with significant potential for growth. These expansions will enable us to serve dynamic new markets and establish our brand as the preferred financial services provider in those areas.

Tennessee



FRANK J. CIANCIOLA

President, Tennessee Division

DAVIDSON/WILLIAMSON COUNTY (NASHVILLE

Davidson County is recognized as one of the best places in the country to work, live and raise a family. Economic growth continues as a result of transportation advantages, labor supply and development opportunities. Nashville ranked first in *Expansion Management* magazine's 2005 listing of the top 50 "hot" expansion locations in the country. The area benefits from low unemployment, consistent job growth, substantial outside investment and a well-trained labor force.

SHELBY COUNTY (MEMPHIS)

Shelby County, the largest county in Tennessee, has a metro population of over one million people, with Memphis ranking as the nation's 18th-largest city. Memphis has the world's largest air cargo airport, the third-largest rail center in the country and the fourth-largest inland port in the U.S. Memphis' comparatively low cost of living makes it an attractive place for relocation. Home sales set a record last year, rising by double digits in the number of homes sold and in sales volume.

Alabama

JEFFERSON COUNTY (BIRMINGHAM)

Jefferson County is Alabama's largest county and its growth remains strong as companies find property and business taxes, as well as construction costs, to be lower in the area than in comparable markets. In 2004, new and expanding industry in the county created 1,040 new jobs with an investment of \$124.7 million. Birmingham is also home to more than 400 technology companies and ranks among the top 10 largest Southeastern technology centers.

MADISON COUNTY (HUNTSVILLE

Madison County was ranked as one of the fastest-growing counties in Alabama, with Huntsville ranking #8 on Forbes' list of Best Places for Business in 2004. An auto manufacturer is doubling its presence in the county with a \$250 million expansion of its engine plant in Huntsville, adding 300 jobs. And *Inc.* magazine reported in October 2004 that Huntsville leads the nation in the highest concentration of companies listed on its 500 Fastest Growing Private Companies.

MORGAN COUNTY (DECATUR)

Morgan County has a strong, diversified industrial base built on the area's access to raw materials and their end markets. Its county seat, Decatur, is poised for significant growth. In 2004, four companies alone invested more than \$85 million in their facilities and created more than 250 jobs in the area. Existing operations invested more than \$168 million in expansions that resulted in the creation of more than 200 new jobs.



LARRY MATHEWS

President, Alabama Division

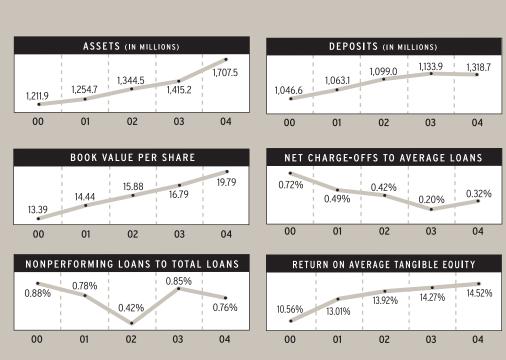


CONSOLIDATED BALANCE SHEETS (in thousands)					
	December 31,				
	2004	2003	2002		
ASSETS					
Cash	\$ 56,025	\$ 53,479	\$ 58,741		
Securities and Time Deposits	371,581	414,270	344,781		
Net Loans	1,127,077	849,420	847,481		
Other Assets	152,862	98,045	93,509		
Total Assets	\$1,707,545	\$1,415,214	\$1,344,512		
LIABILITIES					
Deposits	\$1,318,677	\$ 1,133,931	\$1,099,048		
Borrowed Funds	191,547	125,572	91,806		
Other Liabilities	18,279	18,086	20,880		
Total Liabilities	1,528,503	1,277,589	1,211,734		
Shareholders' Equity	179,042	137,625	132,778		
Total Liabilities and Shareholders' Equity	\$1,707,545	\$1,415,214	\$1,344,512		

CONSOLIDATED STATEMENTS OF INCOME (in thousands)						
	December 31,					
	2004	2003	2002			
Interest Income	\$77,024	\$70,810	\$78,418			
Interest Expense	21,796	21,777	26,525			
Net Interest Income	55,228	49,033	51,893			
Provision for Loan Losses	1,547	2,713	4,350			
Non Interest Income	32,287	31,893	27,973			
Non Interest Expense	60,709	53,193	51,007			
Income Before Taxes	25,259	25,020	24,489			
Income Taxes	6,816	6,839	6,819			
Income Before Cumulative						
Effect of Accounting Change	18,443	18,181	17,670			
Cumulative Effect of Accounting Change	-	-	(1,300)			
Net Income	\$18,443	\$18,181	\$16,370			

BASIC EARNINGS PER SHARE			
	December 31,		
	2004	2003	2002
Income Before Cumulative			
Effect of Accounting Change	\$2.15	\$2.20	\$2.10
Cumulative Effect of Accounting Change	-	-	(0.15)
Basic Earnings Per Share	\$2.15	\$2.20	\$1.95

DILUTED EARNINGS PER SHARE			
	December 31, 2004	2003	2002
Income Before Cumulative	¢2.14	¢2.10	¢2.00
Effect of Accounting Change Cumulative Effect of Accounting Change	\$2.14 -	\$2.19 -	\$2.09 (0.15)
Diluted Earnings Per Share	\$2.14	\$2.19	\$1.94





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