

FIRST HAWAIIAN BANK
Business Activity Report
2011 to 2012 Comparison*
(Fourth Quarter 2011 vs. 2012)

Industry	----- Fourth Quarter Sales -----		% Change
	2012	2011	
Hawaii			
Shipping	\$ 16,115,679	\$ 11,393,591	41.45%
Hotels	\$ 136,438,882	\$ 111,316,444	22.57%
Convenience Stores	\$ 17,665,353	\$ 15,285,008	15.57%
Restaurants	\$ 112,603,170	\$ 101,007,078	11.48%
Automotive Parts, Services & Accessories	\$ 14,941,095	\$ 13,531,710	10.42%
Utilities, Communications	\$ 56,163,087	\$ 50,982,762	10.16%
Other	\$ 71,159,532	\$ 64,793,988	9.82%
Travel Activities	\$ 32,394,037	\$ 29,656,835	9.23%
Automotive	\$ 35,759,846	\$ 32,915,335	8.64%
Medical Services	\$ 28,013,952	\$ 25,845,789	8.39%
Home Improvement	\$ 32,885,702	\$ 30,587,199	7.51%
Supermarkets	\$ 13,166,924	\$ 12,504,647	5.30%
Retail	\$ 100,015,142	\$ 95,282,736	4.97%
Travel Agencies	\$ 27,674,523	\$ 26,530,179	4.31%
Insurance	\$ 10,228,590	\$ 9,821,931	4.14%
Home Furnishing	\$ 26,176,211	\$ 25,641,758	2.08%
Total Sales	\$ 731,401,724	\$ 657,096,990	11.31%

* Only includes card sales by the same company, year over year.