

Investor Presentation

November 2011

Chuck Sulerzyski

President and
Chief Executive Officer

Ed Sloane

Chief Financial Officer and Treasurer



Safe Harbor Statement

Statements in this presentation which are not historical are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995. These forward-looking statements may include discussions of the strategic plans and objectives or anticipated future performance and events of Peoples Bancorp Inc. ("Peoples").

The information contained in this presentation should be read in conjunction with Peoples' 2010 Annual Report on Form 10-K and Quarterly Report on Form 10-Q for the quarter ended September 30, 2011, filed with the Securities and Exchange Commission ("SEC") and available on the SEC's website (www.sec.gov) or at Peoples' website (www.peoplesbancorp.com).

Investors are cautioned that forward-looking statements, which are not historical fact, involve risks and uncertainties, including those detailed in Peoples' 2010 Annual Report on Form 10-K filed with the SEC under the section, "Risk Factors" in Part I, Item 1A. As such, actual results could differ materially from those contemplated by forward-looking statements made in this presentation. Management believes that the expectations in these forward-looking statements are based upon reasonable assumptions within the bounds of management's knowledge of Peoples' business and operations. Peoples disclaims any responsibility to update these forward-looking statements to reflect events or circumstances after the date of this presentation.



Strategic Priorities

CLEAN

- Diligent focus on problem loan workouts
- Meaningful improvement in credit costs
- TARP return expected by January 2012

LEAN

- Improve operating efficiencies via expense reductions
- Free up capacity to grow our business

MEAN

- Enhance marketing and brand awareness
- Build sales force & sales management discipline
- Retool distribution system
- Improve balance sheet mix
- Explore M&A opportunities



Discussion Points

- Background
- Credit How do we know it's fixed?
- Efficiency How will we control costs?
- Growth How will we grow?
- Summary



Background



Corporate Profile

- Financial holding company headquartered in Marietta, Ohio.
 - Provide a broad range of banking, insurance, and investment services

• Current snapshot:

- Assets: \$1.8 billion

- Loans: \$951 million

- Deposits: \$1.3 million

- Market capitalization: \$144 million

- Over 125,000 client relationships

- Over 75,000 households

• Current footprint

Located along major transportation routes

- Demographics:

» Total population: Approx. 856,000

» Median income: \$48,850

- Key industries:

- » Health care
- » Plastics/petrochemicals manufacturing
- » Education and social services
- » Oil/gas/coal production (shale opportunities)
- » Tourism





Recent Financial Summary

	Metrics	3Q	4Q	1Q	2Q	3Q
	Wietrics	2010	2010	2011	2011	2011
	Diluted EPS	(\$0.01)	\$0.01	\$ 0.13	\$0.26	\$0.35
Financial	Return on common equity	- 0.20%	0.11%	2.83%	5.49%	7.19%
Performance	Net interest margin (FTE)	3.58%	3.44%	3.43%	3.43%	3.39%
	Efficiency	58.78%	62.14%	65.21%	67.43%	69.70%
	Tier 1 common equity	11.13%	11.59%	11.72%	12.05%	12.40%
	Tier 1 capital	16.22%	16.91%	15.25%	15.62%	15.98%
Capital	Total capital	17.55%	18.24%	16.60%	16.97%	17.33%
	TCE to TA (1)	7.16%	7.17%	7.36%	7.83%	8.16%
	Tangible Book Value per share (1)	\$12.47	\$12.16	\$12.21	\$12.99	\$13.55
	NPAs to loans + OREO	4.08%	4.64%	3.85%	3.71%	3.84%
	NPAs to TCE + ALLL	26.40%	29.22%	24.13%	21.76%	21.97%
Asset Quality	ALLL to total loans	2.69%	2.77%	2.58%	2.68%	2.65%
	Net c/o's to avg loans (2)	3.11%	2.93%	3.21%	0.67%	0.34%
	Loan loss prov to avg loans (2)	3.12%	2.75%	2.24%	0.97%	0.36%



Key Performance Drivers

Metric	Q3 2010	Q4 2010	Q1 2011	Q2 2011	Q3 2011
Classified Assets Ratio (1)	61.30%	59.85%	50.28%	45.28%	47.91%
Revenue Growth (2)	0.1%	- 3.5%	- 1.3%	- 2.5%	1.6%
Efficiency Ratio	58.78%	62.14%	65.21%	67.43%	69.70%
Loan Growth (2)	- 0.5%	- 5.0%	- 1.3%	- 0.8%	1.1%

- 18% improvement in classified assets since year end
- 2% revenue growth in Q3 2011
- Expense reduction initiatives occurring in Q4 2011 and throughout 2012
- Stable net interest income linked quarter
- Meaningful improvement in each area is needed to achieve our long-term goals



Balance Sheet Focus

(\$ in millions)

End of Period Balances

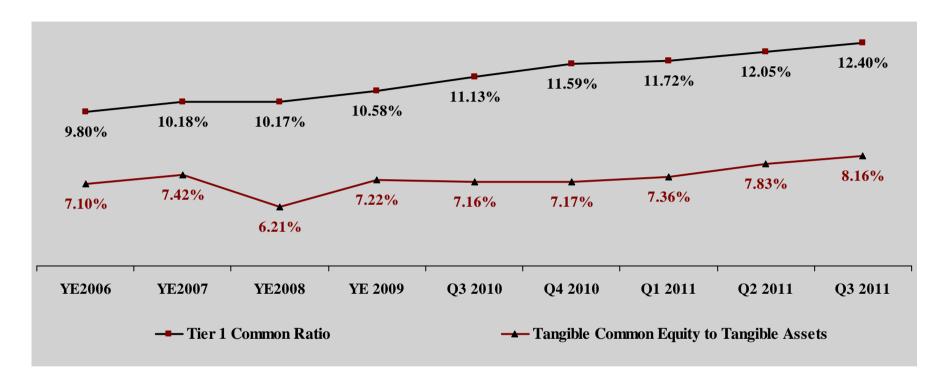
	Q3 2010	Q4 2010	Q1 2011	Q2 2011	Q3 2011
Total Loans	\$1,010.9	\$ 960.7	\$ 948.0	\$ 940.1	\$ 950.8
Total Investments (1)	611.4	620.1	638.2	641.6	636.2
Interest-Bearing Retail Deposits	1,086.9	1,059.1	1,071.2	1,068.8	1,042.5
Non-Interest-Bearing Retail Deposits	209.7	215.1	219.2	222.1	235.6
Wholesale Funding	332.2	319.2	287.3	281.5	289.6

- Loan growth challenged by problem loan workouts and weak demand
- Adjusting funding mix from higher-cost wholesale funding to low-cost deposit
- Allowing some high-cost deposit runoff given lack of asset growth
- Remaining disciplined with balance sheet management



Capital Trends

(\$ in millions)



- Plan to return remaining \$18 million TARP without capital raise
- Improved balance sheet risk profile in 2010
- Capacity to grow our franchise



Credit



Recent Events

Partial TARP repayment in Q1 2011

- Completed without capital raise
- Indication credit issues are stabilizing

Renewed emphasis on credit basics

- Aligned talent against task
- Filled Chief Credit Officer vacancy

• Experiencing stable-to-improving trends in several credit metrics

- Criticized loans down 32% versus peak level (year-end 2009)
- Q3 credit losses were lowest since 2008

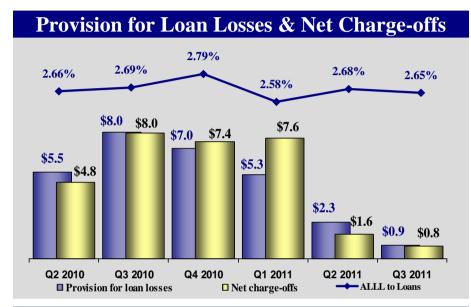
Loan balances are starting to rebound

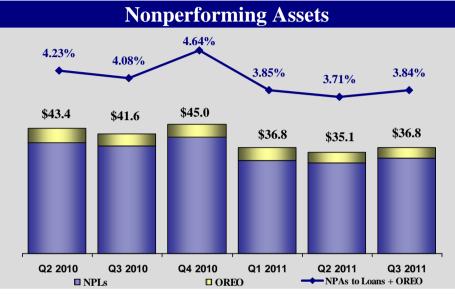
- \$11 million growth during Q3
- New production pipeline remains strong



Asset Quality Trends

(\$ in millions)











2011 Process Improvements

Increased monitoring activities

- Standardized tracking report for criticized assets
- Requiring written workout plans for each problem loan

• Enhanced credit risk management function

- Formalized Loan Quality Committee
- Created a Special Assets group

Refined loan underwriting process

- Improved loan pricing discipline
- New credit administration software

Performed detailed review of problem loans

Categorized into workout strategy (Rehab, Monitor, Exit)



Looking Ahead

• Aggressive resolution of problem loans

- Quarterly monitoring of workout plans
- Focus on improving migration trends

Restructure commercial lending function

- Deploy a "finders", "minders" and "grinders" strategy
- Segregate underwriting from production
- Place greater emphasis on business development

• Balance loan growth with risk management

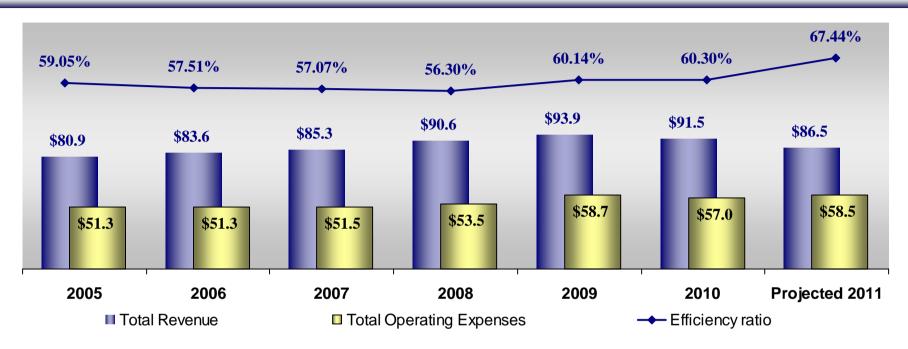
- Emphasize C&I and retail lending, plus new niches (health care)
- Lessen exposure to CRE lending
- Deploy new technology/resources



Efficiency



Current Environment



• Diversified revenue is a source of strength

- Net interest margin being challenged by low interest rates & weak loan demand
- Growth in fee-based revenues driven by increased production

• Taking actions to control expenses & improve operating efficiency

- Cost saving initiatives provided offset to problem loan workout costs
- Increasing regulatory burden significant driver of expense increases since 2008

• Making investments today to position for long-term growth

Working to offset incremental expenses through reductions in other areas



Looking Ahead

- Revenue growth is expected across all business lines
 - Emphasizing execution of sales discipline
 - Greater focus on business line performance
- Redeploying resources from underperforming areas
 - Ongoing rationalization of branch distribution network
 - Refining our senior management structure to drive our success
 - Creating greater capacity for meaningful growth
- Enhancing brand positioning and marketing
 - Working to differentiate from the competitors
- Seeking to capitalize on external opportunities
 - Positioning to be nimble and well-prepared for action



Growth



Our Differentiators

• Community banking model

- Parity in products and delivery channels
- More nimble and responsive to market needs
- Positive community stature and involvement

Sound financial fundamentals

- Strong capital and liquidity positions
- Diversified revenue stream
- Good operating discipline

• Strong core infrastructure

- Passionate, talented and diverse associates
- Robust IT systems and capabilities

• Long-standing, stable company

- Solid reputation and brand awareness
- Sizable market share

• Committed to prudent growth

- Enhancing sales force
- Entire team working to grow today

Dear Neighbor:



Recent national and local headlines are buzzing about the cost of banking. Because of legislative changes, a growing number of banks are raising ATM surcharges, doing away with free-checking and charging for debit card usage; and consumers are fighting mad.

At Peoples Bank, we want to assure you that we will not change our commitment to helping our communities. We will continue to offer low-cost checking packages. Additionally, we will not charge you for having a debit card.

In fact, through several of our checking accounts, we have instituted ways for you to save money and earn rewards by using a debit card from Peoples Bank.¹

- Use of your debit card can reduce checking account service charges with certain checking accounts being FREE with debit card transactions.²
- Use your debit card at ATM machines and we will REIMBURSE surcharges imposed by

 Page Page Rank ATMs 3
- Use your debit card and earn up to \$5 in iTunes® purchases reimbursed per month.⁴

For more than 100 years, Peoples Bank has stayed true to the community bank philosophy. We live in your neighborhood, we make local decisions and our products make sense. That will never change ... you have my word on it!

Sincerely,

Chuck Sulerzyski

Church Julanti

President and Chief Executive Officer

Peoples Bank





Our Capabilities

		N	National Bar	ks		DEODI EC	***Community Banks***								
		Wells	Bank of			PEOPLES BANCORP	Advantage	Community	Wes-	First	United				
Online Channel	Chase	Fargo	America	PNC	Huntington	BANCORP	Bank	Trust	Banco	Century	Bank				
Bill Pay	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes				
Electronic Statements	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	Yes				
Online Account Opening	Yes	Yes	Yes	Yes	Yes	Pending	No	No	No	No	No				
Online Financial Management	No	Yes	Yes	Yes	Yes	Yes	N o	No	No	No	No				
ACH, Wires Stop Payments	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				
Positive Pay	Yes	Yes	Yes	Yes	Yes	Yes	N o	No	No	No	No				
Tax Services	Yes	Yes	Yes	Yes***	Yes	Yes	Yes	No	Yes	No	No				
P2P Payments	Yes	Yes	Yes	Yes	Pending	In Review	No	No	No	No	No				
Online Chat	No	No	Yes*	Yes	Yes	Yes	N o	No	No	No	No				
Mobile Channel															
Text Alerts	Yes	Yes	Yes	Yes	Yes	Yes \	N o	No	No	No	No				
Bill Pay-Specific to Mobile	Yes	Yes	Yes	Yes	Yes	Yes \	No	No	No	No	No				
iPhone/iPad/Andriod Apps	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No				
Text Banking	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No				
Mobile Deposit Capabilities	Yes	No	Pending	Yes	No	In Review	No	No	No	No	No				
Business Support Center	Yes	Yes	Yes	Yes	Yes	Yes \	N o	No	Yes	No	No				
Social Media Channel															
Facebook	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No				
Twitter	Yes	Yes	Yes	Yes	Yes	Yes \	N o	No	Yes	No	No				
YouTube	Yes	Yes	Yes	Yes	Yes	Yes	No	No	No	No	No				
LinkedIn	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No				
Targeted online ads	Yes	N/A	Yes	Yes	Yes	Yes	N o	No	Yes	No	No				
Microsites	Yes	Yes	Yes	Yes	Yes	Yes <	Yes	No	Yes	No	No				
"Text to win" Contests	No	No	Yes**	No	No	Yes	No	No	No	No	No				
ATM Channel	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes				



Key Strategic Targets

Strategic Focus	Metrics	Actual 3Q 2011	5-Year Target Range
Improve	NPAs to total loans + OREO	3.84%	0.80% to 1.00%
Asset Quality	Net charge-offs to average loans (1)	0.34%	0.50% to 1.00%
Adjust Balance	Loans to total assets	52.65%	60% to 65%
Sheet Mix	Deposits to total funding	85.64%	85% to 90%
High Quality,	Annual revenue growth	- 2.02%	3.5% to 4.0%
Diversified Revenue Stream	Non-interest income to total revenue	38.75%	35% to 40%
Strong	Tier 1 common equity	12.40%	12% to 13%
Capital Position	TCE to tangible assets (2)	8.16%	7% to 10%
Operating	Net interest margin (Fully-tax equivalent) (3)	3.42%	3.55% to 3.65%
Leverage	Efficiency (3)	67.44%	60% to 65%
	Return on common equity (3)	5.22%	10% to 12%
Execute on	Dividend payout (3)	27.46%	30% to 50%
Strategies	Book value per common share	\$19.70	\$20.00 to \$25.00

⁽¹⁾ Presented on an annualized basis

⁽³⁾ Presented on a year-to-date basis.

⁽²⁾ Non-GAAP financial measure. See Appendix for more information.



Focus on Business Lines

Retail Banking

- Build stronger sales force
- Expand talent in growth markets
- Branch rationalization/efficiency
- Consumer loan growth
- Alternate delivery channels
- Build out current markets
- Refresh branch offices

Commercial Banking

- Increase production levels
- Add producers in growth markets
- Develop niche lending programs
- Capitalize on cross-sell opportunities
- Greater pricing discipline
- New credit administration system

Target Marketing & Rebranding

Wealth Management

- Focus on top-line revenue growth
- Improve operating efficiency
- Full integration with other business lines
- Acquire new talent and business
- Competitive fee structure

Insurance

- Focus on top-line revenue growth
- Explore M&A opportunities
- Business development
- Improve operating efficiency



Focus on Business Lines

Sales and Service Discipline

Define the Goals

Training

Measure-ments

Coaching

Rewards

and

Consequences

- Leadership sales and coaching training starts in December
- Commercial, Insurance and Investment training completed in Q1 2012
- Retail training completed by end of April 2012
- All managers trained in coaching and sales management disciplines
- All client facing personnel trained in cross selling other lines of business



Growing Our Franchise

Since January 1, 2011...

Opened new banking office in Lancaster OH



Table

Introduced new checking product lineup

Checking Benefits	Peoples Power Checking	Peoples Performance Checking	Peoples Prime Checking*	Peoples Checking	Peoples S Checki
No Minimum Balance	•		•	•	•
Earns Interest		•			
Free Checks		•	•		
Free Online Banking, Bill Pay & FinanceWorks™	•	•	•	•	•
Free ATM Use	•				•
Cell Phone Replacement Protection	•				
ID Theft Protection Benefits	•	•	•	•	•
Everyday Discounts	•				
Health Care Discounts	•		•		
iTunes Rewards					•
Monthly Fee	\$6, reduced fee with debit card purchases	\$15, if balance falls below \$1,000	\$0	\$5, or \$0 with Direct Deposit or 5 debit card purchases	\$0

New office in Vienna WV coming soon!



Growing Our Franchise

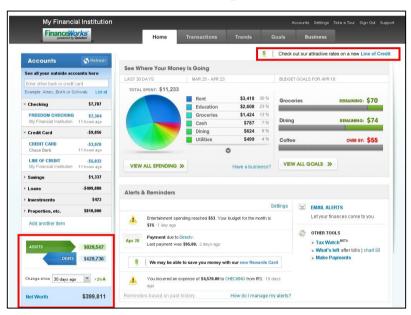
Enhanced Online Banking Services...

Increased visibility through social media channels...





www.facebook.com/PeoplesBank www.twitter.com/PeoplesBank www.youtube.com/PeoplesBankTV



Expanded mobile banking to include ...



New Website with Online Account Opening coming soon!



Growing Our Franchise

Created new partnerships within our communities ...





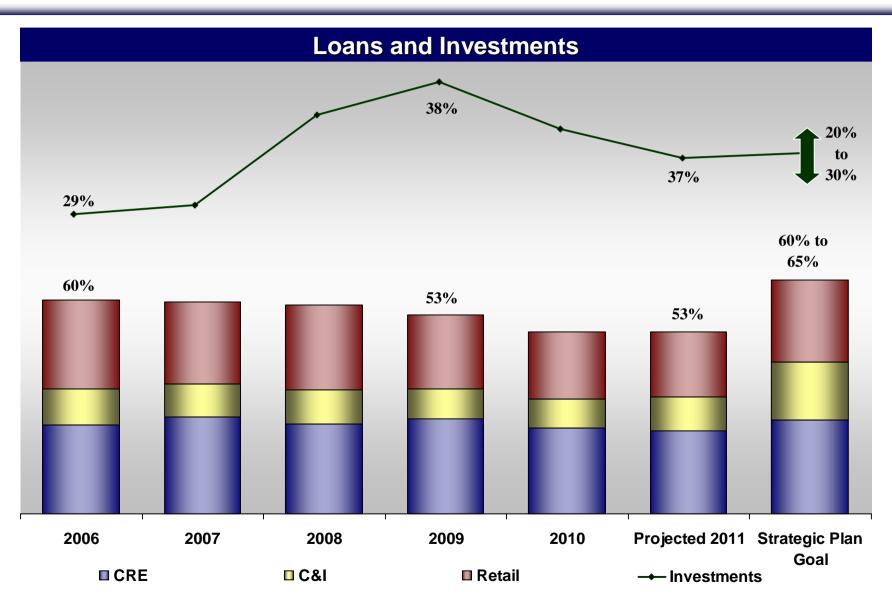






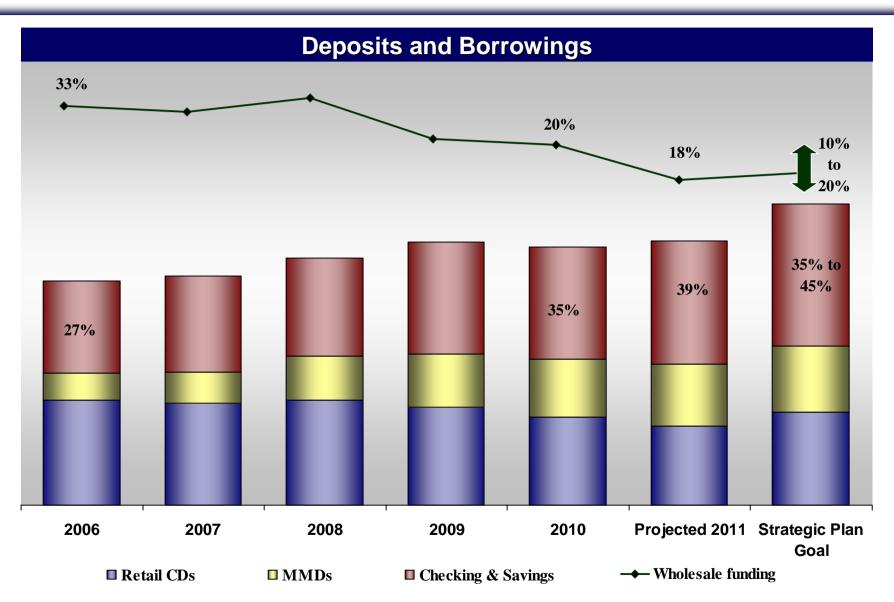


Asset Allocation Trend



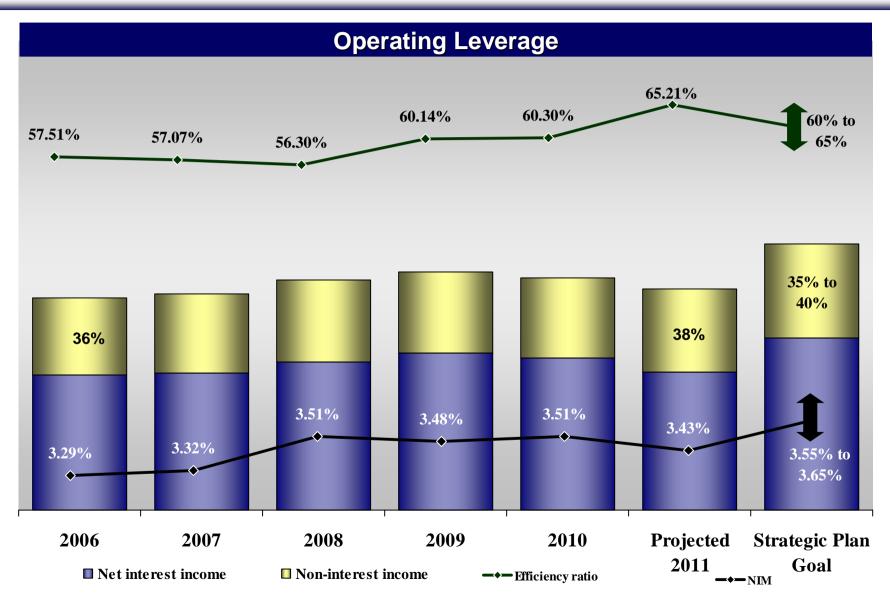


Funding Allocation Trends



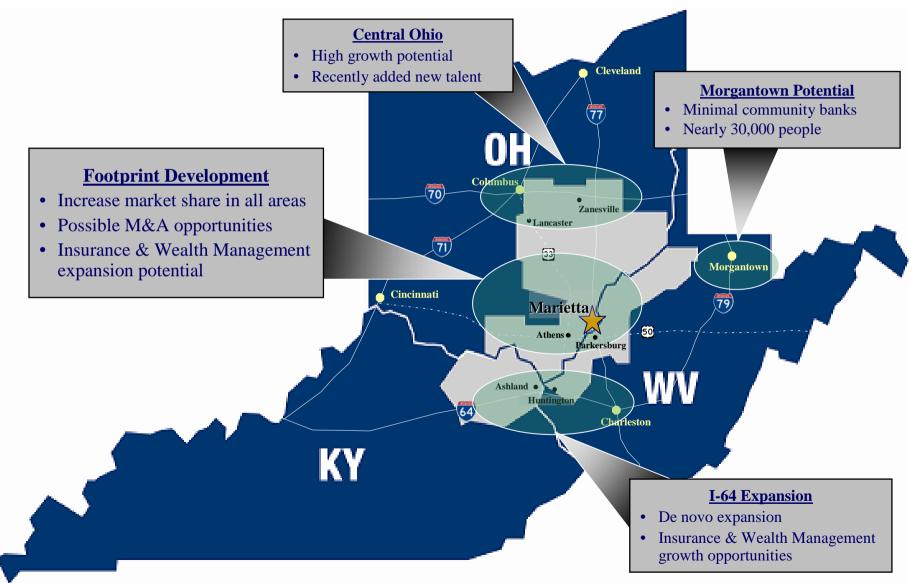


Revenue & Expense Trend





Market Growth Opportunities





Summary

- > Strengthen credit structure
- > Return remaining TARP
- > Control costs

> Pursue prudent growth



Questions?

Chuck Sulerzyski

President and
Chief Executive Officer

Ed Sloane

Chief Financial Officer and Treasurer



Appendix



Stock Performance



Annualized Returns

PEBO -12.6%

KBW Regional -13.3%

KBW Bank -28.1%

6/15/2011 to 11/14/2011



Annualized Returns

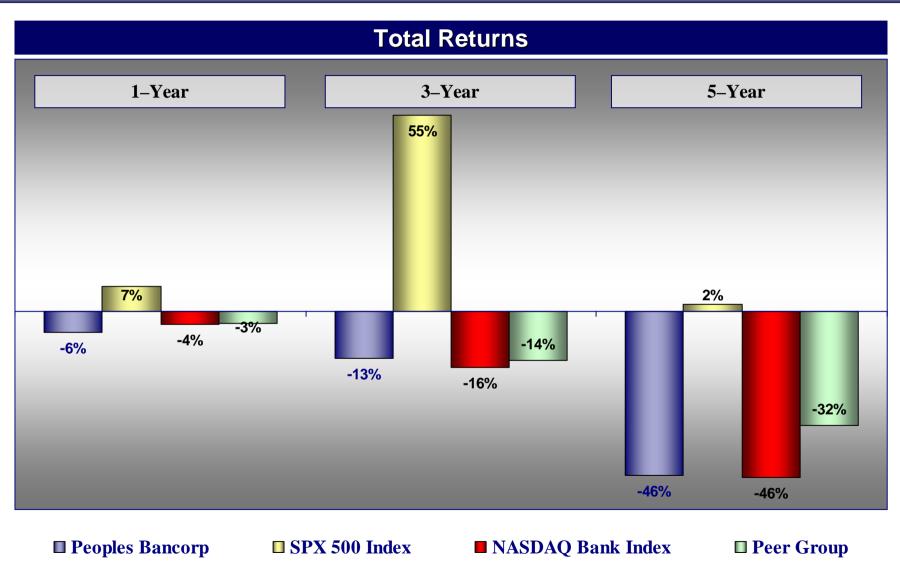
PEBO 85.7%

KBW Regional -11.0%

KBW Bank -35.4%



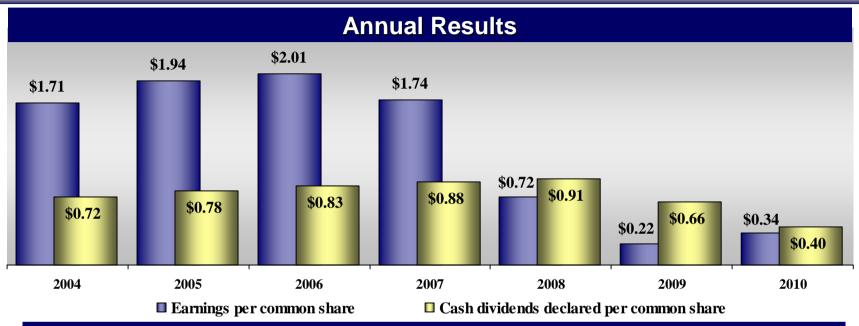
Stock Performance



Peer Group data is comprised of the 22 publicly-traded financial institution holding companies more fully defined in Peoples' definitive proxy materials for the 2011 Annual Meeting of Shareholders.



Earnings Performance





Dividend data presented above reflects amounts declared with respect to earnings for the quarterly period indicated. Beginning in Q2 2011, Peoples modified the quarterly dividend schedule to consider and declare dividends during the first month following quarter-end.



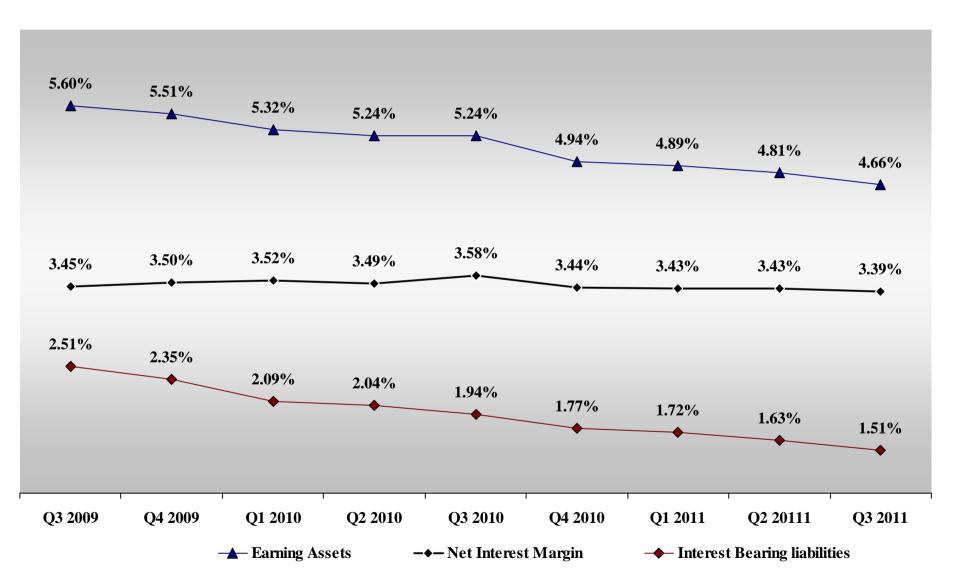
Pre-Tax, Pre-Provision Income

	2006 2007 2008		2008	2009 2010		Q3 2010	Q2 2011	Q3 20111	
Income before income taxes	\$ 29,423	\$ 23,874	\$ 7,615	\$ 3,126	\$ 5,753	\$ 192	\$ 3,807	\$ 5,806	
Add: Provision for loan losses	3,622	3,959	27,640	25,721	26,916	8,005	2,295	865	
Add: Intangbile amortization	2,261	1,934	1,586	1,252	918	224	152	141	
Add: FDIC special assessment	_	_	_	930	_	-	_	_	
Add: Impairment losses	_	6,170	4,260	7,707	1,786	-	_	_	
Add: Losses on assets	_	_	_	_	39	820	500	_	
Less: Gains on assets	746	184	2,424	1,343	_		_	446_	
Pre-tax, Pre-provision income	\$34,560	\$35,753	\$38,677	\$37,393	\$35,412	\$ 9,241	\$ 6,754	\$ 6,366	

Pre-tax, pre-provision income represent a non-GAAP financial measure commonly used to evaluate the operating performance and trends of financial services companies, including Peoples.



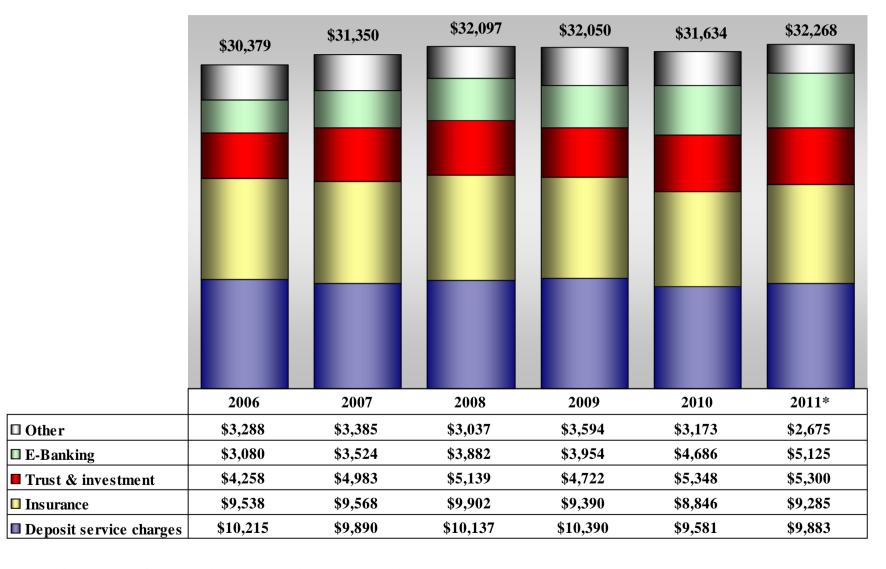
Net Interest Margin





Non-Interest Income

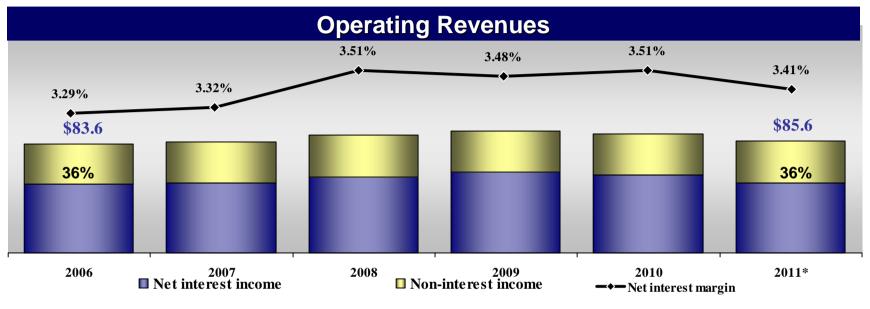
(\$ in thousands)

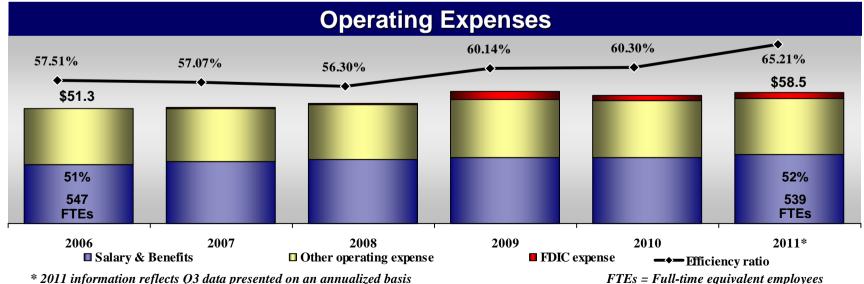




Revenue & Expense Trends

(\$ in millions)





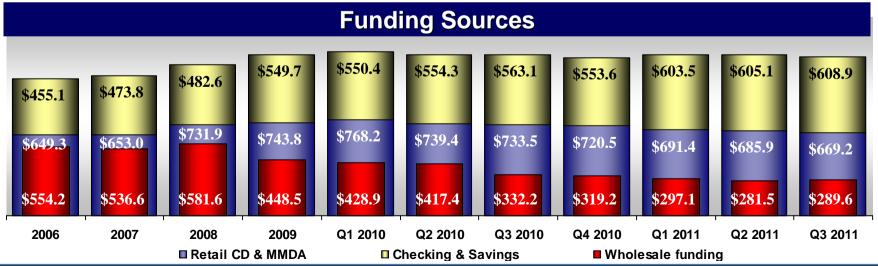


Balance Sheet Trends

(\$ in millions)

42

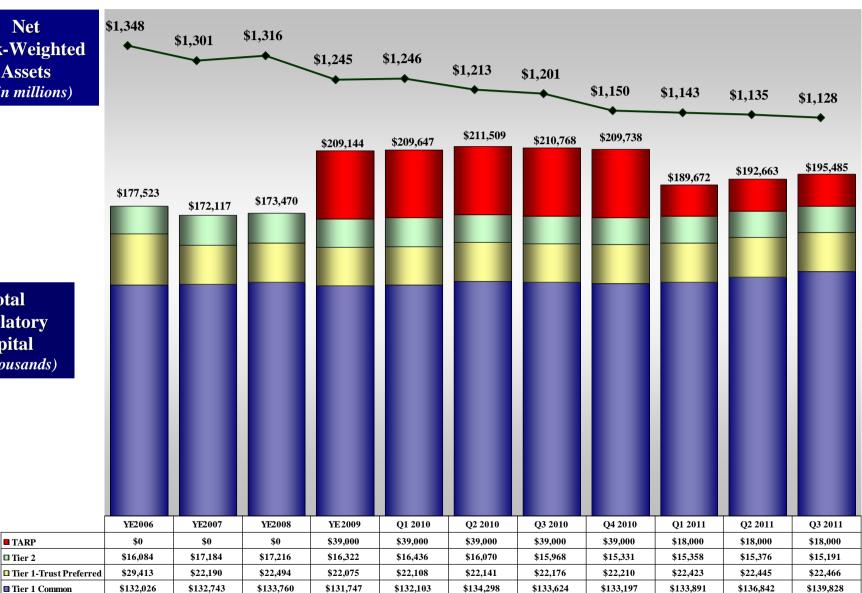






Regulatory Capital





Total Regulatory Capital (\$ in thousands)

■ TARP

□ Tier 2

■ Tier 1 Common



Asset Quality Trends

(\$ in millions)





Non-GAAP Measures

(\$ in thousands)

Peoples uses tangible common equity ratios to evaluate the adequacy of Peoples' stockholders' equity. Such ratios represent non-GAAP financial information since their calculation removes the impact of intangible assets acquired through acquisitions on the consolidated balance sheets. Management believes this information is useful to investors since it facilitates the comparison of Peoples' operating performance, financial condition and trends to peers, especially those without a level of intangible assets similar to that of Peoples. The following table reconciles the calculation of these non-GAAP financial measures to amounts reported in Peoples' consolidated financial statements.

	As of December 31,								Se	eptember 30		
		2006		2007		2008		2009		2010		2011
Tangible Common Equity:												
Total stockholders' equity, as reported	\$	197,169	\$	202,836	\$	186,626	\$	243,968	\$	230,681	\$	224,530
Less: goodwill and other intangible assets		68,852		68,029		66,406		65,599		64,870		64,489
Less: preferred stockholders' equity		-		-		-		38,543		38,645		17,875
Tangible common equity	\$	128,317	\$	134,807	\$	120,220	\$	139,826	\$	127,166	\$	142,166
Tangible Assets:												
Total assets, as reported	\$	1,875,255	\$	1,885,553	\$	2,002,338	\$	2,001,827	\$	1,837,985	\$	1,805,743
Less: goodwill and other intangible assets		68,852		68,029		66,406		65,599		64,870		64,489
Tangible assets	\$	1,806,403	\$	1,817,524	\$	1,935,932	\$	1,936,228	\$	1,773,115	\$	1,741,254
Tangible Common Equity to Tangible As	ssets	Ratio:										
Tangible common equity	\$	128,317	\$	134,807	\$	120,220	\$	139,826	\$	127,166	\$	142,166
Tangible assets	\$	1,806,403	\$	1,817,524	\$	1,935,932	\$	1,936,228	\$	1,773,115	\$	1,741,254
Tangible common equity to tangible assets		7.10%		7.42%		6.21%		7.22%		7.17%		8.16%
Tangible Book Value per Share												
Tangible common equity	\$	128,317	\$	134,807	\$	120,220	\$	139,826	\$	127,166	\$	142,166
Common shares outstanding		10,651,985		10,296,748		10,333,884		10,374,637		10,457,327		10,489,400
Tangible book value per share	\$	12.05	\$	13.09	\$	11.63	\$	13.48	\$	12.16	\$	13.55



Non-GAAP Measures

(\$ in thousands)

Peoples uses tangible common equity ratios to evaluate the adequacy of Peoples' stockholders' equity. Such ratios represent non-GAAP financial information since their calculation removes the impact of intangible assets acquired through acquisitions on the consolidated balance sheets. Management believes this information is useful to investors since it facilitates the comparison of Peoples' operating performance, financial condition and trends to peers, especially those without a level of intangible assets similar to that of Peoples. The following table reconciles the calculation of these non-GAAP financial measures to amounts reported in Peoples' consolidated financial statements.

	-		September 30, December 31, 2010 2010		March 31, 2011		June 30, 2011		Se	ptember 30, 2011
Tangible Common Equity:										
Total stockholders' equity, as reported	\$	233,759	\$	230,681	\$	210,485	\$	218,527	\$	224,530
Less: goodwill and other intangible assets		64,934		64,870		64,765		64,602		64,489
Less: preferred stockholders' equity		38,619		38,645		17,850		17,862		17,875
Tangible common equity	\$	130,206	\$	127,166	\$	127,870	\$	136,063	\$	142,166
Tangible Assets:										
Total assets, as reported	\$	1,883,689	\$	1,837,985	\$	1,801,590	\$	1,802,703	\$	1,805,743
Less: goodwill and other intangible assets		64,934		64,870		64,765		64,602		64,489
Tangible assets	\$	1,818,755	\$	1,773,115	\$	1,736,825	\$	1,738,101	\$	1,741,254
Tangible Common Equity to Tangible As	sets	Ratio:								
Tangible common equity	\$	130,206	\$	127,166	\$	127,870	\$	136,063	\$	142,166
Tangible assets	\$	1,818,755	\$	1,773,115	\$	1,736,825	\$	1,738,101	\$	1,741,254
Tangible common equity to tangible assets		7.16%		7.17%		7.36%		7.83%		8.16%
Tangible Book Value per Share										
Tangible common equity	\$	130,206	\$	127,166	\$	127,870	\$	136,063	\$	142,166
Common shares outstanding		10,438,510		10,457,327		10,474,507		10,478,149		10,489,400
Tangible book value per share	\$	12.47	\$	12.16	\$	12.21	\$	12.99	\$	13.55



Investor Presentation

November 2011

Chuck Sulerzyski

President and
Chief Executive Officer

Ed Sloane

Chief Financial Officer and Treasurer