

2011 annual meeting of shareholders

May 19, 2011



PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995 FORWARD-LOOKING STATEMENT DISCLOSURE

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements about Key's financial condition, results of operations, earnings outlook, asset quality trends and profitability. Forward-looking statements are not historical facts but instead represent only management's current expectations and forecasts regarding future events, many of which, by their nature, are inherently uncertain and outside of Key's control. Key's actual results and financial condition may differ, possibly materially, from the anticipated results and financial condition indicated in these forward-looking statements. Factors that could cause Key's actual results to differ materially from those described in the forward-looking statements can be found in KeyCorp's Annual Report on Form 10-K for the year ended December 31, 2010, which has been filed with the Securities and Exchange Commission and is available on Key's website (www.key.com/ir) and on the Securities and Exchange Commission's website (www.sec.gov). Forward-looking statements are not guarantees of future performance and should not be relied upon as representing management's views as of any subsequent date. Key does not undertake any obligation to update the forward-looking statements to reflect the impact of circumstances or events that may arise after the date of the forward-looking statements.





2010 Annual Review

**top-rated service drives
long-term success**



Key Facts

**\$90
billion**
in Assets

**\$61
billion**
in Deposits

**\$8.5
billion**
in Market Cap

1,547
ATMs

1,040
Branches

**1.9
million**
Customers

15,300
Employees



Our Leadership



Our Purpose, Promise, and Values

Our purpose

KeyBank helps our clients and communities thrive.

Our promise

You will always have a champion in KeyBank, because at Key we strive – every day – for your personal and business success.

Our values

Teamwork • Respect • Accountability • Integrity • Leadership



Our Strategy

Our strategy

Key builds enduring relationships through client-focused solutions and extraordinary service.



Our Priorities

Our strategy

Key builds enduring relationships through client-focused solutions and extraordinary service.

Our strategic priorities

- Grow sustainable profitability
- Acquire, expand and retain client relationships
- Operate within a robust risk culture
- Sustain strong reserves, capital and liquidity
- Engage a talented and diverse workforce



Our Business Model



Community Bank

Aligned to Deliver the Whole Bank



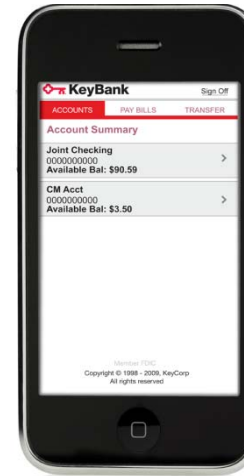
Corporate Bank



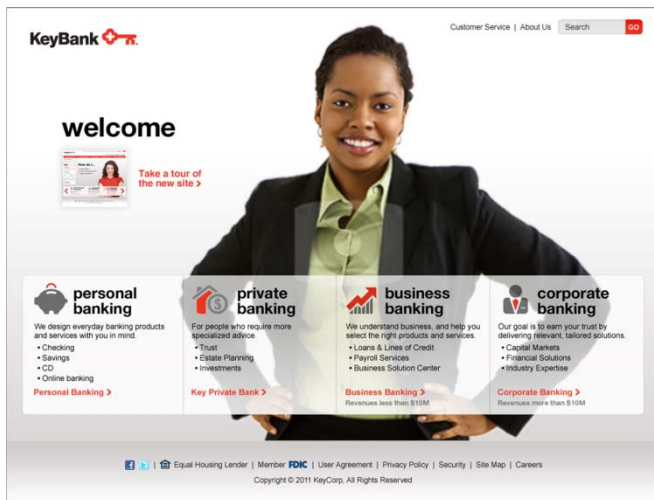
Our Presence



Branch



Mobile



Online



Social



Our Award-Winning Service



Our Award-Winning Service

*And the winner is... **YOU**
our loyal customers*



Our 2010 Performance

**Financial
performance**

Full year profitability and well-controlled expenses

**Risk
management**

Dramatically improved asset quality

**Strong
balance
sheet**

Industry-leading capital and liquidity

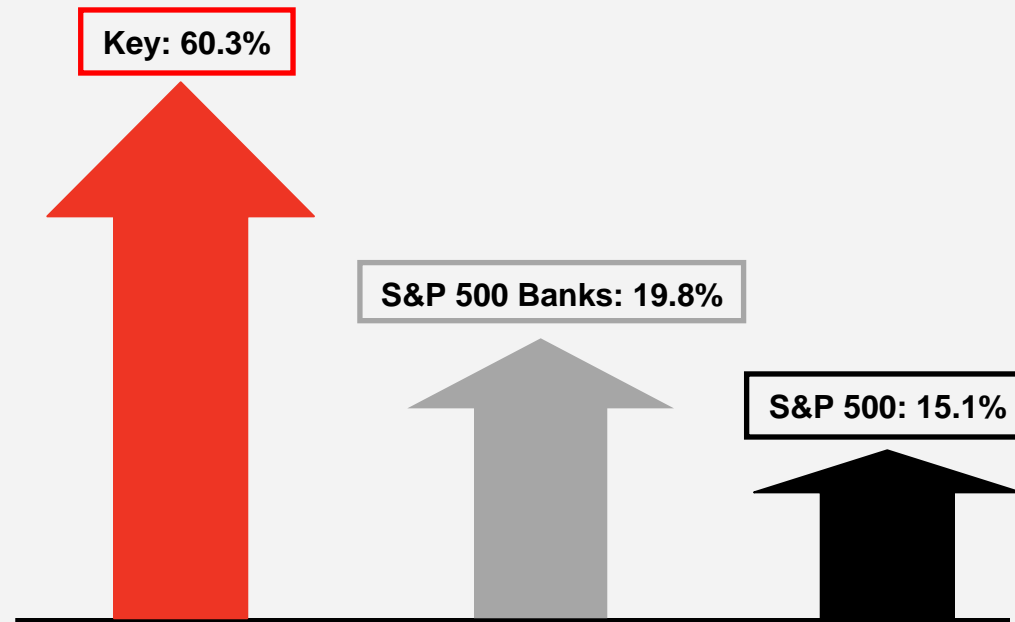
**Delivering on
growth
initiatives**

Momentum in the business – new client acquisition
and growth



Our Performance

Total Shareholder Return – 12/31/09 through 12/31/10



Key's stock outperformed both the S&P 500 and the S&P 500 Bank Index in 2010



