

Investor Meetings: Europe - May 2017

**KeyCorp**  
Focused *Forward*



# FORWARD-LOOKING STATEMENTS AND ADDITIONAL INFORMATION

This communication contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 including, but not limited to, KeyCorp's expectations or predictions of future financial or business performance or conditions. Forward-looking statements are typically identified by words such as "believe," "expect," "anticipate," "intend," "target," "estimate," "continue," "positions," "plan," "predict," "project," "forecast," "guidance," "goal," "objective," "prospects," "possible" or "potential," by future conditional verbs such as "assume," "will," "would," "should," "could" or "may", or by variations of such words or by similar expressions. These forward-looking statements are subject to numerous assumptions, risks and uncertainties, which change over time. Forward-looking statements speak only as of the date they are made and we assume no duty to update forward-looking statements. Actual results may differ materially from current projections.

In addition to factors previously disclosed in KeyCorp's reports filed with the SEC and those identified elsewhere in this communication, the following factors, among others, could cause actual results to differ materially from forward-looking statements or historical performance: difficulties and delays in integrating the First Niagara business or fully realizing cost savings and other benefits; changes in asset quality and credit risk; the inability to sustain revenue and earnings growth; changes in interest rates and capital markets; inflation; customer acceptance of KeyCorp's products and services; customer borrowing, repayment, investment and deposit practices; customer disintermediation; the introduction, withdrawal, success and timing of business initiatives; competitive conditions; the inability to realize cost savings or revenues or to implement integration plans and other consequences associated with mergers, acquisitions and divestitures; economic conditions; and the impact, extent and timing of technological changes, capital management activities, and other actions of the Federal Reserve Board and legislative and regulatory actions and reforms.

Annualized, pro forma, projected and estimated numbers are used for illustrative purpose only, are not forecasts and may not reflect actual results. This presentation also includes certain non-GAAP financial measures related to "tangible common equity," "Common Equity Tier 1," "pre-provision net revenue," "cash efficiency ratio," and certain financial measures excluding merger-related charges. Management believes these measures may assist investors, analysts and regulators in analyzing Key's financials. Although Key has procedures in place to ensure that these measures are calculated using the appropriate GAAP or regulatory components, they have limitations as analytical tools and should not be considered in isolation, or as a substitute for analysis of results under GAAP. For more information on these calculations and to view the reconciliations to the most comparable GAAP measures, please refer to the appendix of this presentation, page 89 of our Form 10-Q dated March 31, 2017, page 39 of our Form 10-K dated December 31, 2016, or page 39 of our Form 10-K dated December 31, 2015.

GAAP: Generally Accepted Accounting Principles



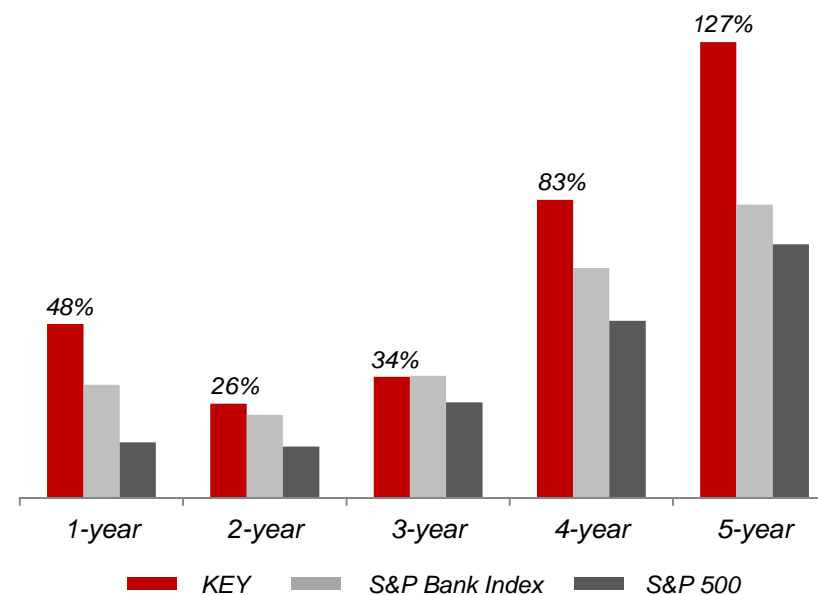
# Key: A Relationship-Focused Regional Bank

## Delivering shareholder value

- **Strong franchise with differentiated business model**
  - Broad product offering for targeted clients
  - Acquisition of First Niagara accelerates performance
- **Engaged management team with independent board**
  - CEO in role for 6 years (11 of 12 direct reports new)
  - Average board tenure: 5 years (56% new since 2011)
  - Alignment of pay and performance
  - Robust corporate governance practices
- **Rigorous risk management**
  - Clearly defined client segments and risk tolerances
  - Strong credit quality: NCOs < peer median (last 5 years)
- **Strong capital and disciplined management**
  - Quarterly common share dividend: 5-year CAGR 14%
  - Share repurchases: \$1.8 billion over last 5 years
- **Improved financial performance drives shareholder returns**
  - PPNR: 5-year CAGR: 7%<sup>(a)</sup>
  - 1Q17 return on average tangible common equity: 12.9%<sup>(a)</sup>

### Stock Price Performance

as of 4/30/17



**\$134 billion**  
total assets

**\$104 billion**  
deposits

**\$19 billion**  
market capitalization

**\$86 billion**  
loans

**1,216**  
branches

**3 million**  
clients

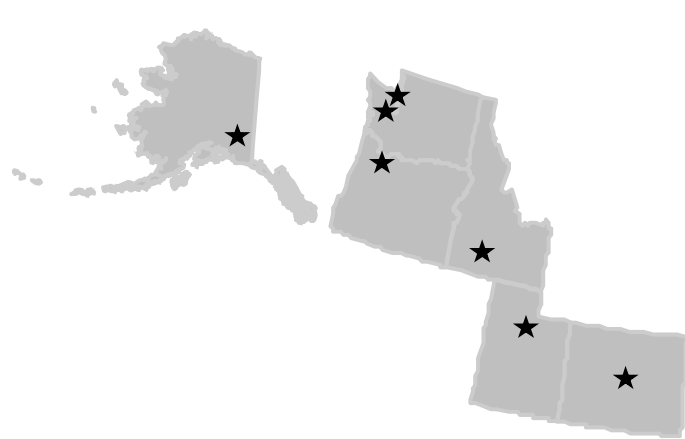


All figures as of 3/31/17 unless otherwise noted

(a) Non-GAAP measure and excludes merger-related charges; see appendix of this presentation or Form 10-K dated December 31, 2016 for reconciliations

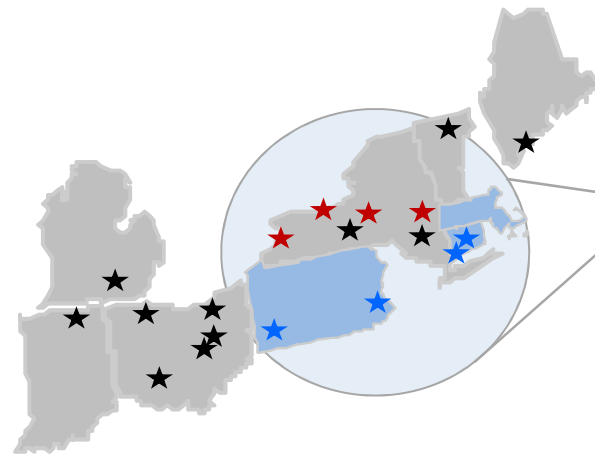
# Leveraging our Geographic Diversity

Delivering a consistent strategy across our franchise, while also capturing market-specific opportunities



## Western Markets

- Deposits<sup>(a)</sup>: \$21 B
- Branches: 363
- Demographic: younger with high growth potential
- Strong consumer lending
- Healthcare, technology and consumer/retail industry expertise supports high growth markets



## Eastern Markets

- Deposits<sup>(a)</sup>: \$58 B
- Branches: 853
- Demographic: mature population with established wealth
- Strong wealth management presence
- Industrial/manufacturing and healthcare expertise aligns with market opportunity

**First Niagara Acquisition:**

- ✓ Added approximately one million clients
- ✓ Attractive, core & contiguous markets
- ★ Created leading market share in Upstate NY markets<sup>(b)</sup> (Albany, Buffalo, Rochester, and Syracuse)
- ★ Added new markets of Hartford, New Haven, Philadelphia, and Pittsburgh

Notes: Deposits and branch count as of 1Q17; MSA denotes Metropolitan Statistical Area

★ Denotes MSAs within footprint with greater than \$3B in market deposits where Key has a Top 5 market share (i.e., Akron, Albany, Anchorage, Ann Arbor, Boise, Buffalo, Burlington, Canton, Cleveland, Dayton, Denver, Kingston, New Haven, Olympia, Portland (ME), Portland (OR), Rochester, Salt Lake City, Seattle, South Bend, Syracuse, Utica, and Toledo); source: FDIC Summary of Deposits Annual Survey, June 30, 2016

(a) Deposit count reflects Key Community Bank deposits as of 1Q17

(b) Analysis caps all branches for KEY and peers at \$250MM to adjust for commercial and headquarters deposits; rankings based on total MSA deposits (capped)



# Distinctive Business Model

Broad product offering creates a competitive advantage with targeted clients

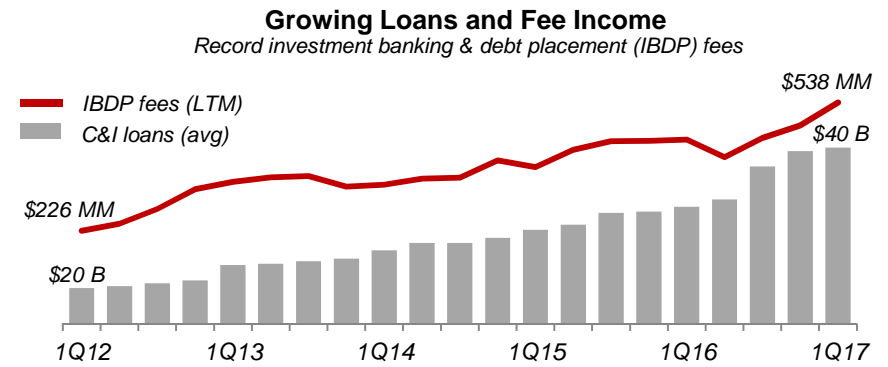
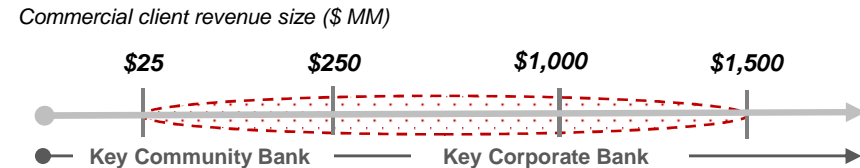
Traditional Bank Products		Capital Markets Capabilities			
<b>Loans</b> 43% Y-o-Y average loan growth	<b>Deposits &amp; payments</b> \$102 B deposits at 23 bps	<b>Commercial mortgage banking</b> #3 commercial mortgage servicer (master/primary) <sup>(b)</sup>	<b>Derivatives &amp; foreign exchange</b> Rates, commodity & currency solutions	<b>Equity capital markets</b> 65 transactions, raising \$26 B in 2016	<b>Equity research</b> 724 companies under coverage
<b>Equipment finance</b> #4 bank-owned equipment finance co. by new business volume <sup>(a)</sup>	<b>Wealth management &amp; private banking</b> \$37 B in AUM	<b>M&amp;A, financial sponsors, leveraged finance</b> >200 M&A deals completed since 2011	<b>Investment grade &amp; high-yield debt</b> >120 transactions, raising \$99 B in 2016	<b>Loan syndications</b> >225 transactions, raising \$80 B in 2016	<b>Public finance</b> >160 transactions, raising \$60 B in 2016

## Compelling Value Proposition for Consumers



- Community Bank average **deposit growth**: 9 consecutive quarters
- Cards & Payments income** (Community Bank): 7% 5-year CAGR
- Digital originations**: up 30% 2016 vs. 2015
- Financial Wellness platform**: >150,000 enrollments

## Uniquely Positioned for Middle Market Clients



Note: Data as of 1Q17 unless otherwise noted

(a) Source: Monitor Bank 50; ranking based on new business volume as of FY15

(b) Source: Mortgage Bankers Association year-end 2016 rankings

# Driving Positive Operating Leverage

Three consecutive years of positive operating leverage<sup>(a)</sup>

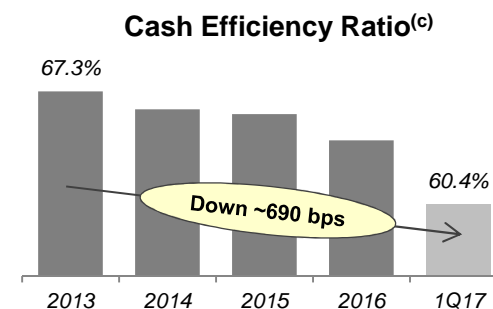
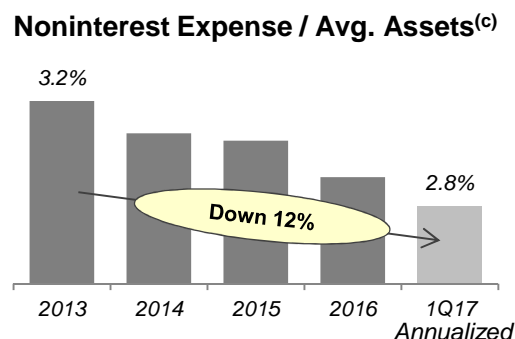
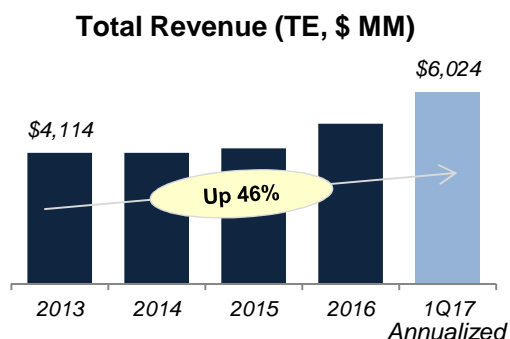
## Core Business Momentum

- **Adding and expanding relationships**
  - >45,000 net retail household growth in 2016<sup>(b)</sup>
  - >1,200 new or expanded Corporate Bank relationships in 2016<sup>(b)</sup>
- **Revenue growth with disciplined expense management**
  - Cash efficiency ratio of 60.4%<sup>(c)</sup> in 1Q17
  - Return on average tangible common equity of 12.9%<sup>(c)</sup> in 1Q17
- **Record year in 2016 for a number of fee-based businesses**
  - Investment banking and debt placement fees, cards and payments, and corporate services

## Investing in People, Products and Capabilities

- **Adding new bankers; remixing staff**
  - Commercial and Corporate Bank RMs<sup>(d)</sup> up 35% 2013 vs. 2016
- **Enhancing digital experience, including new products and expertise**
  - Comprehensive new online and mobile banking platform launched in 2016
- **Expanding payments solutions, for both consumer and commercial clients**
  - Continued roll-out of purchase and prepaid cards
- **Leveraging strategic partnerships**
  - Financial wellness tools, mobile payments, treasury management

Acquisition of First Niagara strengthens franchise; improves operating and financial metrics



(a) Excludes merger-related charges; see appendix for detail

(b) Retail household growth and Corporate Bank relationships exclude First Niagara clients

(c) Non-GAAP measure and excludes merger-related charges; see appendix of this presentation or Form 10-K dated December 31, 2016 for reconciliation

(d) Commercial and Corporate Bank RMs as of December 2013 and December 2016

# First Niagara Acquisition

Powerful combination creates high-performing regional bank with compelling shareholder returns

## Company Overview

### Company<sup>(a)</sup>

- **Headquarters:** Buffalo, NY
- **Branches:** +300
- **ATMs:** +400
- **Clients:** +1 million

### Balance Sheet<sup>(a)</sup>

- **Assets:** \$39B
- **Loans:** \$23B
- **Deposits:** \$29B

### Business Profile

- **Operates similar businesses in attractive, core and contiguous markets to Key**
  - Presents opportunity to leverage Key's capital markets capabilities to FNFG client base
  - Adds residential mortgage, indirect auto and insurance capabilities to Key
- **Compatible culture with Key**
  - Focused on clients and communities

October 2015: Announced acquisition

March 2016: Received shareholder approval

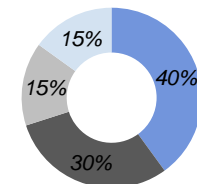
July 2016: Received all regulatory approvals

August 2016: Closed transaction

October 2016: Completed conversion

## Financial Targets

- **Cost savings of \$450 MM**
- **Cash efficiency ratio improves ~300 bps**
- **ROTC E ~200 bps higher**
- **IRR of ~15%**
- **ROIC >10%**
- **EPS accretion of ~5%**



- *Technology & Third Party Vendors: ~40%*
- *Corporate Functions & Related Occupancy: ~30%*
- *Branch Consolidation: ~15%*
- *Other: ~15%*

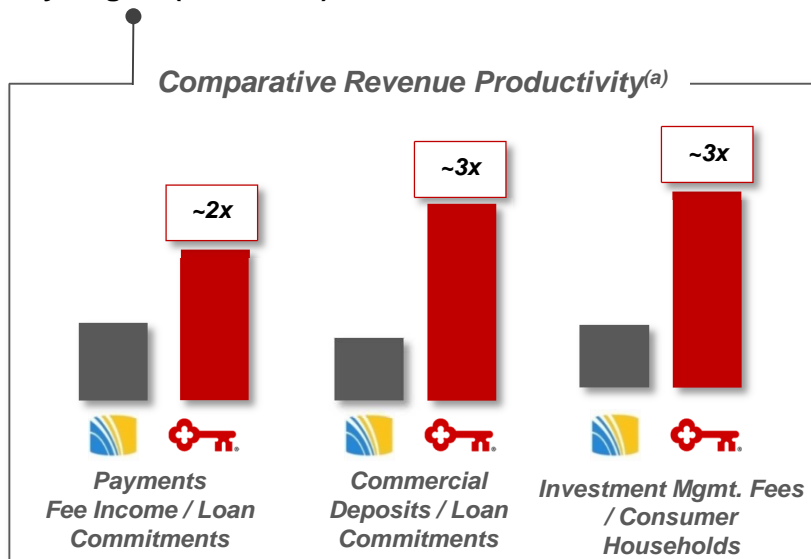


(a) Company data pre-acquisition; as of 3Q15

# Key and First Niagara: Better Together

## A Compelling Strategic Opportunity

- Strengthens core operating and financial metrics
- Creates leading market share in Upstate New York
- Builds on Key's brand and presence in shared markets while adding complementary new markets
- Complementary business mix to deliver a broader suite of products to new and existing clients
- Creates opportunity for significant cost savings of over 40% of FNFG's cost base
- Meaningful additional opportunity from revenue synergies (~\$300 MM)



## Broad, Complementary Product Capabilities

Retail banking (branch; card; auto; etc.)	Key Bank	FNFG
Private banking	Key Bank	FNFG
Residential mortgage		FNFG
Indirect auto lending		FNFG
Insurance brokerage		FNFG
Small business banking	Key Bank	FNFG
Business banking	Key Bank	FNFG
Commercial banking	Key Bank	FNFG
Asset-based lending	Key Bank	FNFG
Equipment finance	Key Bank	FNFG
Commercial payments	Key Bank	FNFG
Investment banking (mid market/industry focus)	Key Bank	
Commercial mortgage banking & servicing	Key Bank	



(a) Key's Business Bank, Middle Market & Commercial Real Estate vs. FNFG



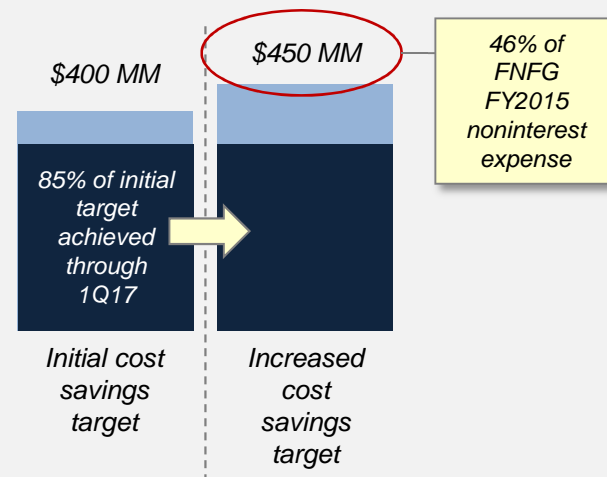
# First Niagara: 1Q17 Update

## Broad-based Progress

- **Execution of detailed merger plans**
  - Completed 106 planned branch consolidations
  - Reduced nonbranch space by 225k sq. ft. (~45%)
  - Decommissioned 99% of planned applications and servers
  - Exited >200 third party vendor relationships >\$100k
- **Transformed Upstate NY market presence**
  - Created leading market share<sup>(a)</sup>
  - Increased deposits/branch by ~70%
  - 1.7x increase in client-facing commercial and private bankers
- **Strengthening relationships with one million new clients**
  - Solid deposit growth from conversion
    - Retail growth in each FNFG market (~\$600 MM total)
  - Early results in commercial mortgage banking and payments
  - New residential mortgage platform; continued build-out of business
- **Executing on financial targets**
- **Continued confidence in incremental opportunity from revenue synergies**

## Achieving Targets

- **Delivering value through cost savings**
  - Achieved 85% of \$400 million initial target
    - Expect remaining savings to be achieved by 2Q17
- **Increased cost savings target to \$450 million; expect to achieve by early 2018**



(a) Source: FDIC Summary of Deposits Annual Survey, June 30, 2016; based on analysis that caps all branches at \$250 MM to adjust for commercial and headquarters deposits

# Maintaining a Moderate Risk Profile

Enterprise-wide risk management approach drives quality

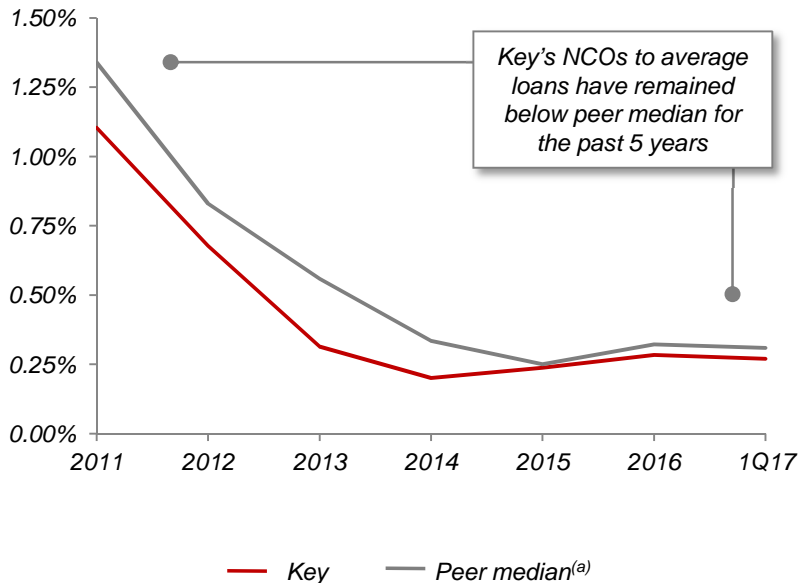
## Targeted, Relationship-based Approach

- Target specific segments and sectors where we have expertise
- Execute rigorous and disciplined sales approach
- Clearly defined and well understood risk appetite and tolerances
- Risk management principles applied actively

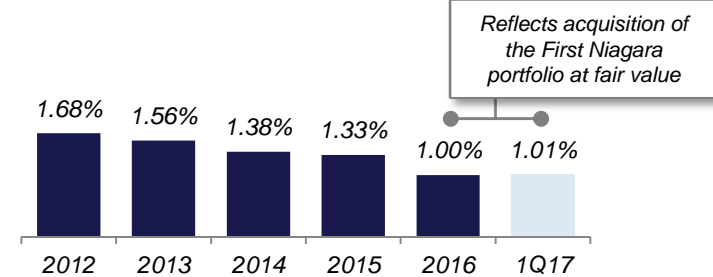
## Strong Asset Quality

\$ in millions

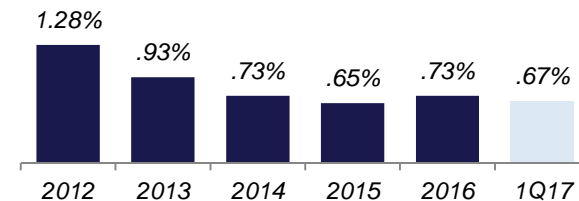
### Net charge-offs to average loans



### Allowance for loan and lease losses to period-end loans



### Nonperforming loans to period-end loans



(a) Source: SNL; Peers include BBT, CMA, CFG, FITB, HBAN, MTB, PNC, RF, STI, USB and ZION

# Disciplined Capital Management

Disciplined in how we manage, invest, deploy and return our strong capital position

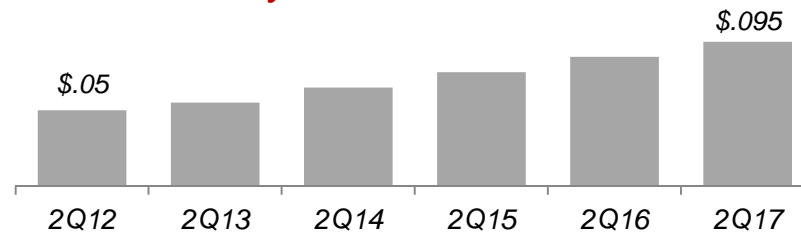


Strong Capital Position	
	3/31/17
Common Equity Tier 1 <sup>(a)</sup>	9.91%
Tier 1 risk-based capital	10.74%
Total risk-based capital	12.69%
Key shareholders' equity to assets	11.14%
Key common shareholders' equity to assets	10.37%
Tangible common equity to tangible assets <sup>(a)</sup>	8.51%
Leverage	9.81%

## Consistent Dividend Growth

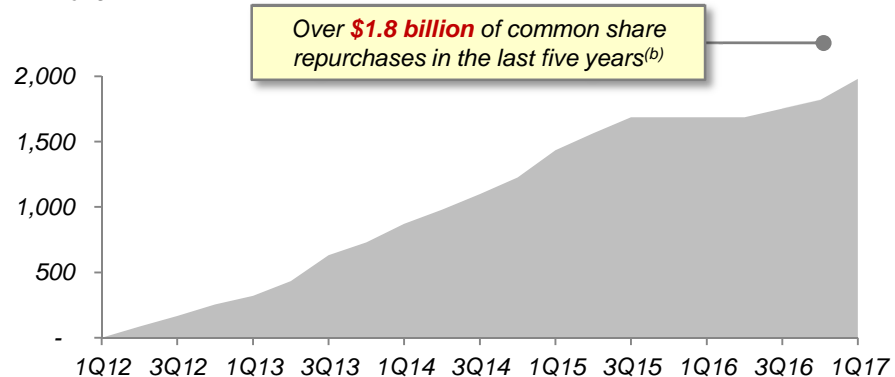
Quarterly Common Share Dividend

**5-year CAGR: +14%**



## Cumulative Common Share Repurchases<sup>(b)</sup>

\$ in millions



Over **\$1.8 billion** of common share repurchases in the last five years<sup>(b)</sup>



(a) Non-GAAP measure: see slides 32-33 for reconciliation

(b) Common share repurchase amount includes repurchases to offset issuances of common shares under our employee compensation plans

# Outlook and Expectations

FY 2017 <sup>(a)</sup>	
Average Earning Assets	<ul style="list-style-type: none"> <li>Loans: mid-single digit growth from 4Q16, which translates to \$87 B - \$88 B for FY17 average balances               <ul style="list-style-type: none"> <li>Loan growth (%) to exceed deposit growth, with FY17 average deposits expected to be in the range of \$104 B - \$105 B</li> </ul> </li> </ul>
Net Interest Income	<ul style="list-style-type: none"> <li>Outlook includes one additional rate increase in late 2017</li> <li>Net interest income expected to be in the range of \$3.7 B - \$3.8 B               <ul style="list-style-type: none"> <li>Reflects consistent decline in purchase accounting accretion</li> </ul> </li> </ul>
Noninterest Income	<ul style="list-style-type: none"> <li>Expected to be in the range of \$2.3 B - \$2.4 B</li> </ul>
Noninterest Expense	<ul style="list-style-type: none"> <li>Expected to be in the range of \$3.65 B - \$3.75 B</li> </ul>
Credit Quality	<ul style="list-style-type: none"> <li>Net charge-offs to average loans below targeted range of 40 – 60 bps</li> <li>Provision expected to slightly exceed net charge-offs to provide for loan growth</li> </ul>
Taxes	<ul style="list-style-type: none"> <li>GAAP tax rate in the range of 25% - 27%</li> </ul>

## Long-term Targets

**Positive operating leverage**

**Cash efficiency ratio:**  
 <60%

**Moderate risk profile:**  
 Net charge-offs to avg. loans targeted range of 40-60 bps

**ROTCE:**  
 13-15%



Guidance ranges: relatively stable: +/- 2%; low single-digit: <5%; mid-single digit: 4% - 6%; high-single digit 7-9%

(a) Guidance provided does not include merger-related charges

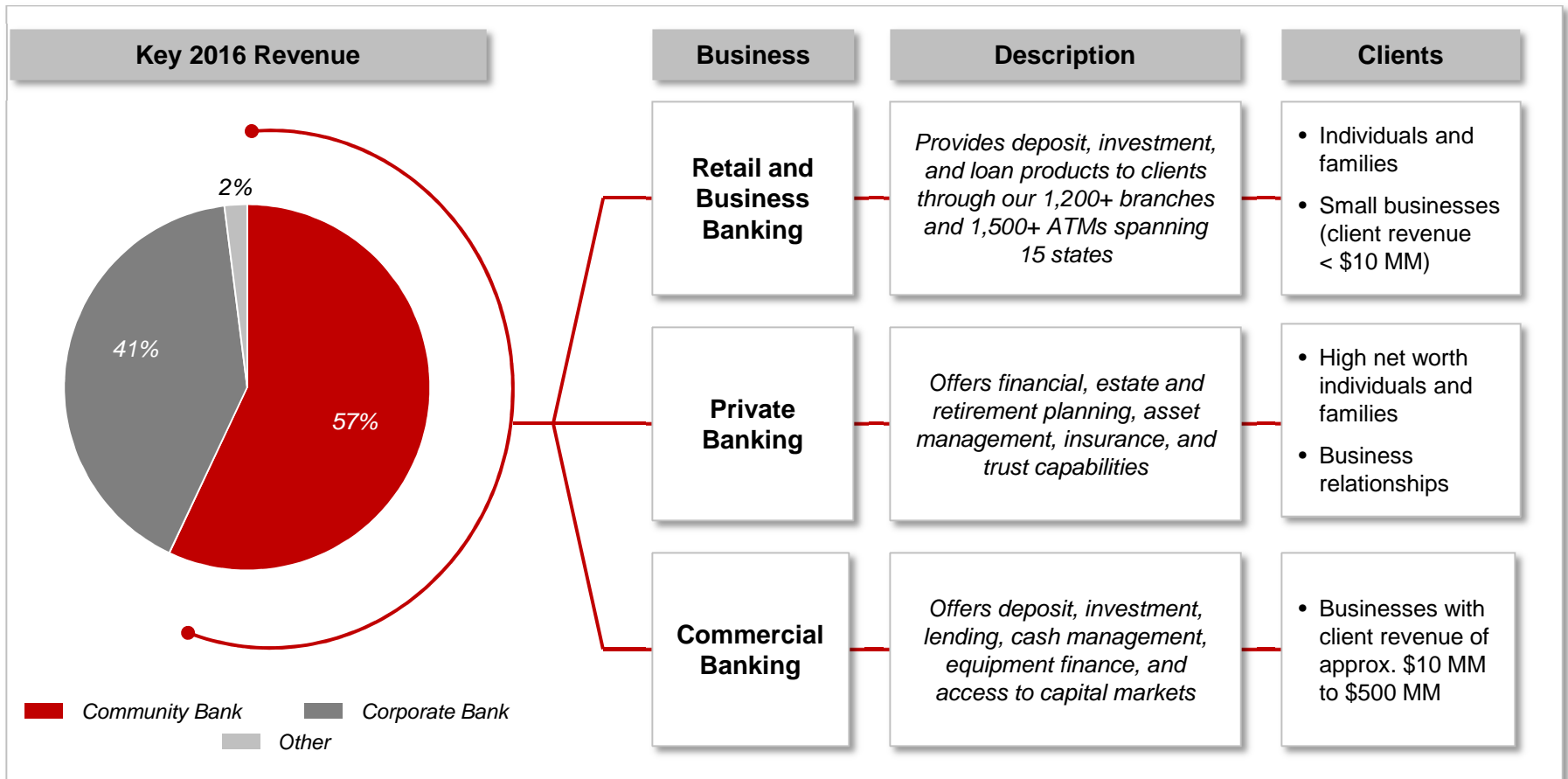
# Appendix



# Community Bank

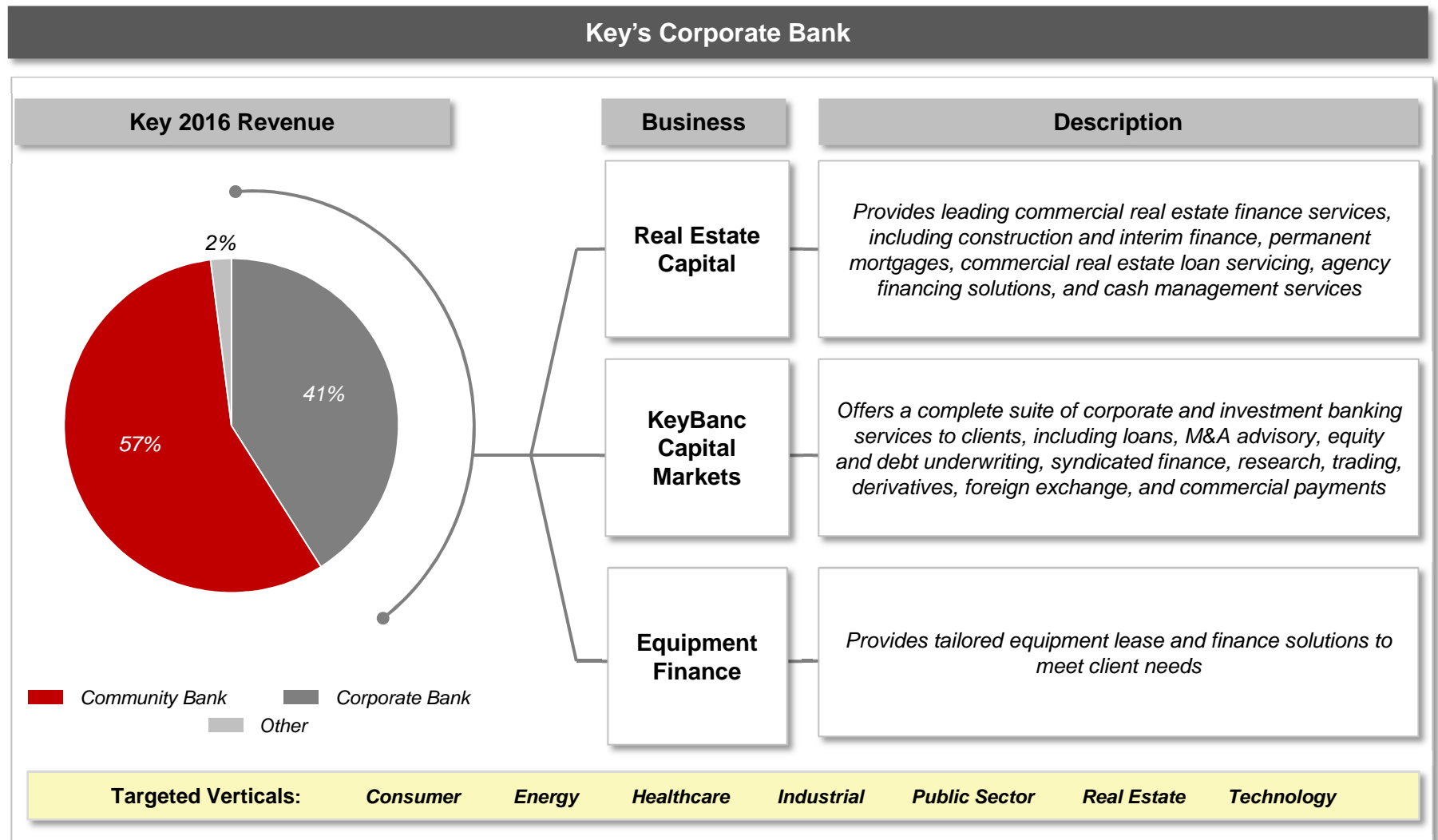
A local relationship bank serving retail, private banking and business clients

## Key's Community Bank Franchise



# Corporate Bank

A full-service corporate and investment bank serving middle market clients in seven targeted industry verticals



# Key: Well Positioned to Leverage Competitive Strengths

## Economic Growth

- Balanced franchise with strong value propositions for consumer and commercial clients
- Positioned to benefit from investments in people, products and capabilities
- Acquisition added clients, new businesses and strengthened market share

## Interest Rates

- Modestly asset sensitive – positioned to benefit from higher interest rates
- Rate exposure managed through broader balance sheet strategies, including interest rate swaps

## Regulatory Environment and Taxes

- Size and complexity of Key is a potential advantage relative to larger banks
  - Designated as a large, non-complex bank holding company; qualitative assessment portion of CCAR removed
- Industry could benefit from potential changes to lower tax rates





# Corporate Governance and Responsibility

## Strong Corporate Governance

*Committed to high standards of corporate governance, ethical behavior, and business conduct, with shareholder interests at the center of all we do*

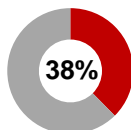
### Independent, Diverse and Highly-Qualified Board of Directors

- Robust Independent Lead Director role
- Independent Board committee chairs
- Diverse representation
- Broad industry expertise and experience
- Active oversight of risk management and involvement in holding management accountable (current year and long-term performance)

44% women and minority representation

**5 years**

average Board tenure



new Board members since 2014

### Balanced, Performance-based Compensation Philosophy

- Pay-for-performance approach
- Balances short-term and long-term performance
- Focuses on prudent risk-taking and the risk-reward balance

### Active Shareholder Engagement Program



## Strong Corporate Citizen

### Responsible Banking

- ✓ Invest in underserved & low-to-moderate income communities
- ✓ Fair, responsible & equitable products
- ✓ Promote financial wellness and education

### Responsible Citizenship

- ✓ Encourage and support philanthropy and volunteerism
- ✓ Cultivate diversity and inclusion

### Responsible Operations

- ✓ Engage, support, and encourage sustainability and efficiency efforts

### National Community Benefits Plan

Lending and investing \$16.5 billion nationwide over five years, beginning in 2017

### Strong Disclosures and Transparency



2016 score: A-



2016 G-4 core

KeyCorp Corporate Responsibility Report

[key.com/CRreport](http://key.com/CRreport)



8 Consecutive "Outstanding" CRA ratings



3x: One of America's Most Community-minded Companies



8x: Top 50 Company for Diversity & Inclusion

# Financial Highlights

Results in 3Q16 and after reflect the impact of the FNFG acquisition, which became effective on 8/1/2016

Continuing operations,  
unless otherwise noted

	Metrics	1Q17	4Q16	3Q16	2Q16	1Q16
<b>Financial Performance</b>	EPS – assuming dilution	\$ .27	\$ .20	\$ .16	\$ .23	\$ .22
	EPS –excl. merger-related charges <sup>(c), (d)</sup>	.32	.31	.30	.27	.24
	Cash efficiency ratio <sup>(c)</sup>	65.8 %	76.2 %	80.0 %	69.0 %	66.6 %
	Cash efficiency –excl. merger-related charges <sup>(c), (d)</sup>	60.4	63.3	64.9	64.8	64.3
	Return on average total assets	.99	.69	.55	.82	.80
	ROAA –excl. merger-related charges <sup>(c), (d)</sup>	1.15	1.06	.98	.94	.86
	Return on tangible common equity	10.98	7.88	6.16	7.94	7.64
	ROTCE –excl. merger-related charges <sup>(c), (d)</sup>	12.87	12.47	11.10	9.09	8.27
<b>Balance Sheet Growth<sup>(a)</sup></b>	Total loans and leases	43 %	43 %	31 %	5 %	5 %
	C&I loans	27	28	23	12	12
	Deposits (excl. foreign deposits)	43	46	36	5	4
<b>Capital<sup>(b)</sup></b>	Common Equity Tier 1 <sup>(c)</sup>	9.91 %	9.54 %	9.56 %	11.10 %	11.07 %
	Tier 1 risk-based capital	10.74	10.89	10.53	11.41	11.38
	Tangible common equity to tangible assets <sup>(c)</sup>	8.51	8.09	8.27	9.95	9.97
<b>Asset Quality</b>	NCOs to average loans	.27 %	.34 %	.23 %	.28 %	.31 %
	NPLs to EOP portfolio loans <sup>(e)</sup>	.67	.73	.85	1.00	1.12
	Allowance for loan and lease losses to EOP loans	1.01	1.00	1.01	1.38	1.37

TE = Taxable equivalent; EOP = End of Period

(a) Year-over-year average balance growth

(b) From consolidated operations

(c) Non-GAAP measure: see slides 32-33 for reconciliation

(d) Merger-related charges detail available on slide 31

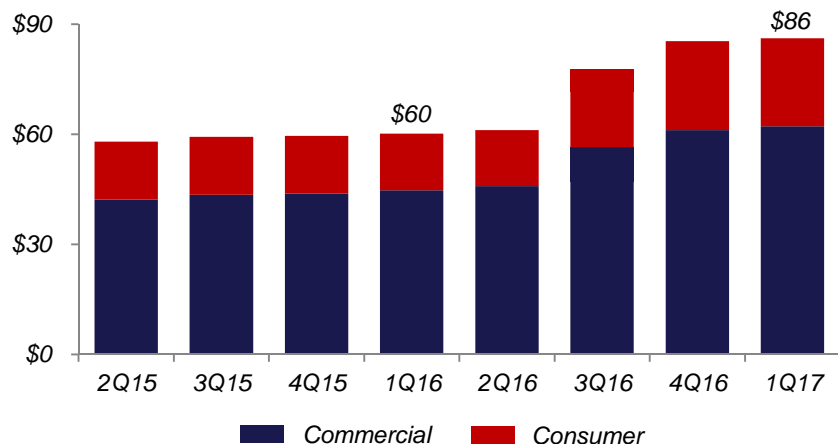
(e) Nonperforming loan balances exclude \$812 million, \$865 million, \$959 million, \$11 million, and \$11 million of purchased credit impaired loans at March 31, 2017, December 31, 2016, September 30, 2016, June 30, 2016, and March 31, 2016, respectively



# Loans

## Total Average Loans

\$ in billions



## Highlights

### vs. Prior Year

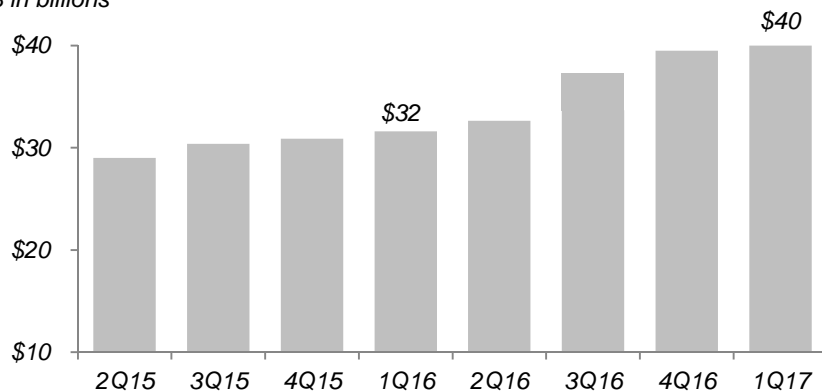
- Average loans up 43% from 1Q16
  - Growth primarily reflects impact of FNFG
  - C&I continues to be a driver

### vs. Prior Quarter

- Average loans up 1% from 4Q16
  - Commercial loan growth (+2%) more than offset lower consumer loan balances
  - Commercial loan growth reflects ongoing business activity and lower payoffs in Real Estate Capital
  - Consumer loans primarily reflects continued decline in the home equity portfolio, in-line with overall market trends

## Average Commercial & Industrial Loans

\$ in billions



# Loan Portfolio Detail, at 3/31/17

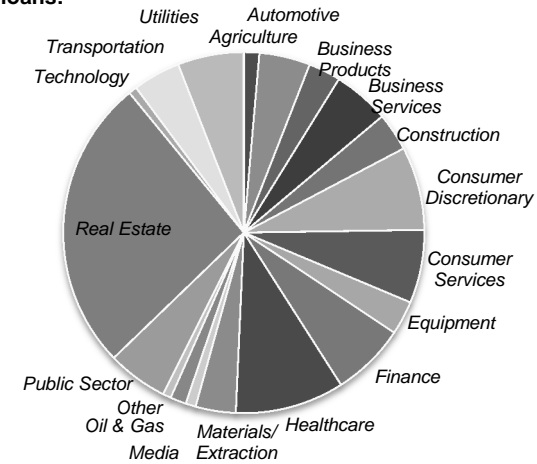
## Total Loans

<i>\$ in billions</i>	3/31/17	% of total loans
Commercial and industrial	\$ 40.1	47
Commercial real estate	17.5	20
Commercial lease financing	4.7	5
<b>Total Commercial</b>	<b>\$ 62.3</b>	<b>72</b>
Residential mortgage	\$ 5.5	6
Home equity	12.5	15
Consumer direct	1.7	2
Credit card	1.0	1
Consumer indirect	3.0	3
<b>Total Consumer</b>	<b>\$ 23.8</b>	<b>28</b>

## Commercial Loans

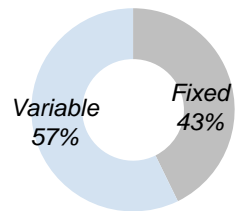
### Diversified Portfolio by Industry

Total commercial loans:



## Home Equity

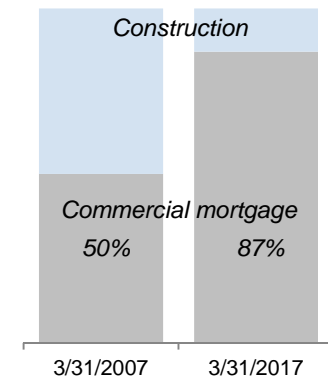
	Outstanding Balances	Average Loan Size	Average FICO	2008/ prior vintage
First lien	\$ 7,425 59%	\$ 65,694	774	23%
Second lien	5,116 41	41,997	770	41
<b>Total home equity</b>	<b>\$ 12,541</b>			



- Combined weighted-average LTV at origination: 71%
- \$1.0 billion in lines outstanding (8% of the total portfolio) come to end of draw period by 4Q19

## Commercial Real Estate

- Focused on relationships with CRE owners
- Aligned with targeted industry verticals
- Primarily commercial mortgage; selective approach to construction
- Criticized non-accruals: 0.2% of period-end balances
- Net recoveries of \$1 MM for 1Q17

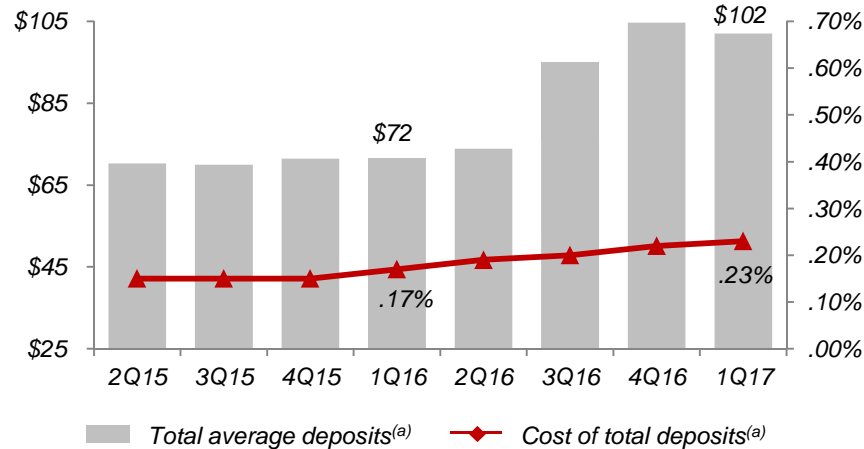


Note: Tables may not foot due to rounding

# Deposits

## Average Deposits<sup>(a)</sup>

\$ in billions



## Highlights

- Relatively stable deposit costs in 1Q17 and beta below 10%<sup>(c)</sup>

vs. Prior Year

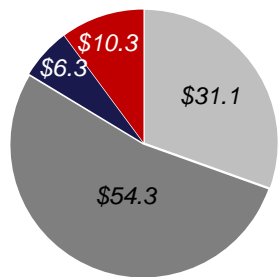
- Average deposit growth of 43% from 1Q16
  - Growth primarily reflects impact of FNFG
  - Continued momentum with core retail deposits

vs. Prior Quarter

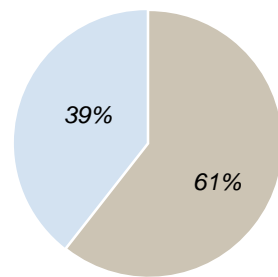
- Average deposit balances down 2% from 4Q16
  - Largely driven by escrow deposits and a targeted reduction in certain short-term commercial deposits
- Period-end deposits stable
  - Reflects core retail deposit growth offset by lower escrow deposits

## 1Q17 Average Deposit Mix

\$ in billions



- Noninterest-bearing
- NOW and MMDA
- CDs and other time deposits
- Savings



- Consumer<sup>(b)</sup>
- Commercial and corporate



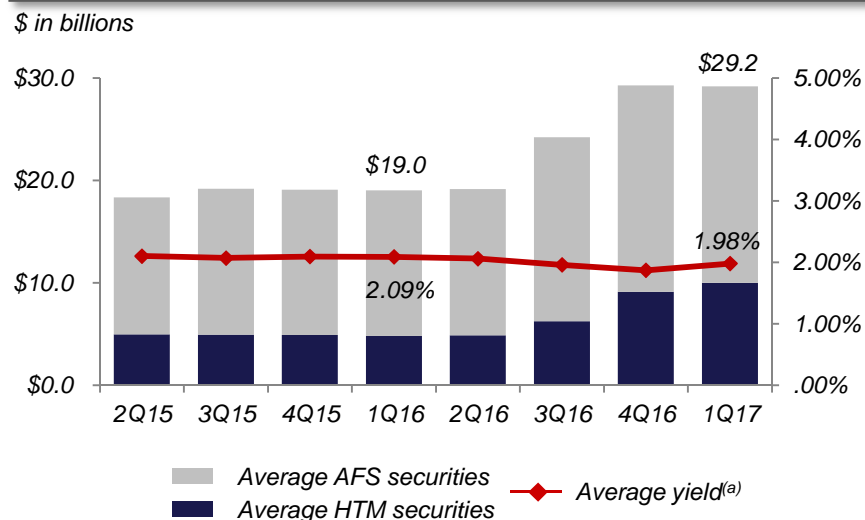
(a) Excludes deposits in foreign office

(b) Consumer includes retail banking, small business, and private banking

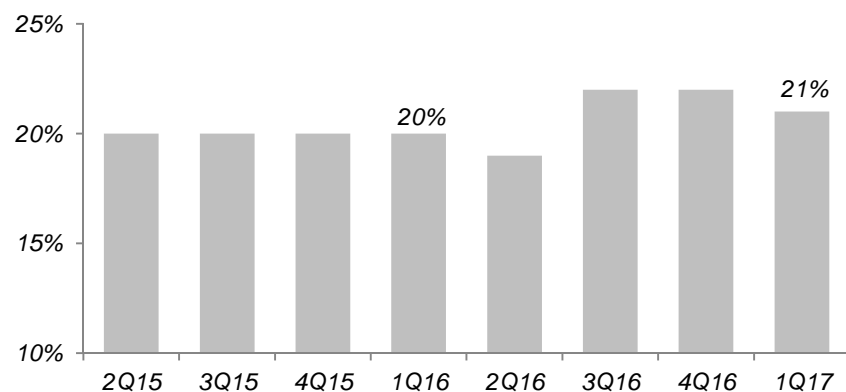
(c) Beta based upon change in Key's interest-bearing deposit cost relative to the fed funds target rate, 1Q17 vs. 4Q16

# Investment Portfolio

## Average Total Investment Securities



## Securities to Total Assets(b)



## Highlights

- Portfolio composed primarily of GNMA and GSE-backed MBS and CMOs; primarily fixed rate
- Continue to position portfolio for regulatory liquidity requirements:
  - Reinvesting cash flows into High Quality Liquid Assets, including GNMA securities (47% of 1Q17 average balances)
- Securities cash flows of \$1.5 billion in 1Q17 and \$2.0 billion in 4Q16
- Portfolio used for funding and liquidity management
  - Reinvested ~40% of 1Q17 cash flows
  - Sold \$900 MM of floating rate CMOs during 1Q17
- Average portfolio life at 3/31/17 of 4.3 years (4.3 years at 12/31/16)

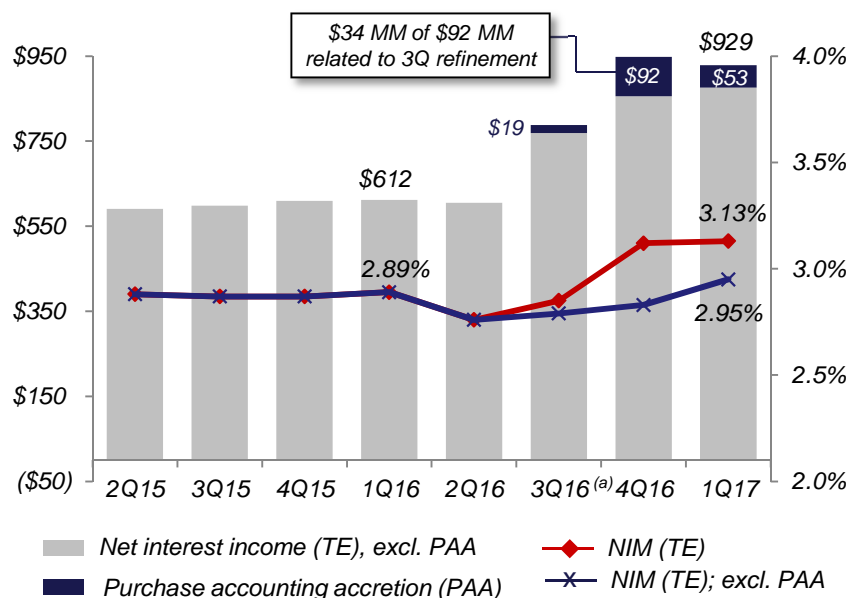


(a) Yield is calculated on the basis of amortized cost  
 (b) Includes end-of-period held-to-maturity and available-for-sale securities

# Net Interest Income and Margin

## Net Interest Income & Net Interest Margin Trend (TE)

\$ in millions; continuing operations



	1Q16	2Q16	3Q16	4Q16	1Q17
<b>NIM – reported</b>	<b>2.89%</b>	<b>2.76%</b>	<b>2.85%</b>	<b>3.12%</b>	<b>3.13%</b>
PAA	-	-	.06	.19	.18
3Q PAA refinement	-	-	-	.11	-
<b>NIM – excl. PAA</b>	<b>2.89</b>	<b>2.76</b>	<b>2.79</b>	<b>2.82</b>	<b>2.95</b>

## Highlights

- 1Q17 net interest income includes \$53 MM, or 18 bps, from PAA
- Excluding impact of PAA, 1Q17 net interest income was \$876 MM and net interest margin was 2.95%

vs. Prior Year

- Net interest income up \$264 MM from 1Q16, excl. PAA
  - Largely driven by the impact of FNFG, and higher earnings asset yields and balances

vs. Prior Quarter

- Net interest income up \$20 MM from 4Q16, excl. PAA
  - Reflects higher earning asset yields, partially offset by day count

NIM Change vs. Prior Quarter	4Q16:	3.12%
Higher earning asset yields		.10
Lower levels of liquidity		.03
4Q PAA refinement of 3Q results		(.11)
1Q PAA vs. 4Q PAA		(.01)
<b>Total change</b>		<b>.01</b>

1Q17: 3.13%



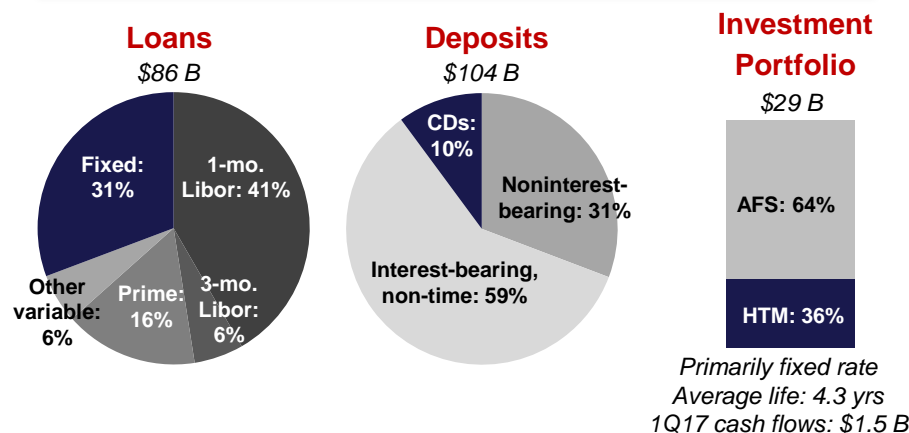
TE = Taxable equivalent

PAA = Purchase accounting accretion

(a) 3Q16 Net interest income included \$6 million of merger-related charges; merger-related charges detail provided on slide 31

# Interest Rate Risk Management

## Naturally Asset Sensitive Balance Sheet with Relatively Short Duration<sup>(a)</sup>



## Actively Managing Rate Risk

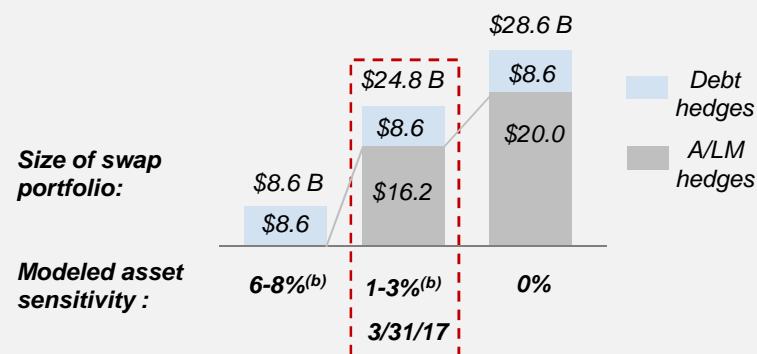
- Key manages interest rate risk through security purchases, debt issuance, and the use of swaps
- Swaps modify the rate characteristics of assets and liabilities
  - \$16.2 B of swaps for A/L management with 1.9 year WAM
  - \$8.6 B of debt hedges
- Modestly asset sensitive<sup>(b)</sup>
  - Nil impact of 1% -3% for a 200 bps increase over 12 months
    - Reflects a beta of 0% - 55% for deposit repricing for the first 25 bps change in rates and ~55% for the next 175 bps
    - Assumes replacement of swaps and securities cash flows

Flexibility to adjust rate sensitivity for changes in balance sheet growth/mix as well as interest rate outlook

## Utilize Swaps to Achieve and Adjust Modest Asset Sensitivity

- Short weighted average maturity of A/LM swaps
  - Provides flexibility to reprice and adjust overall sensitivity
  - Fairly even pace of maturities (\$3.5 B remaining in 2017)
- Replacement swaps reflect forward curve at time of origination

Swaps (\$ in B)	3/31/17 Notional Amt.	Wtd. Avg. Maturity (Yrs.)	Receive Rate	Pay Rate
A/L Management (receive fixed / pay variable)	\$ 16.2	1.9	1.1%	.8%
Debt	8.6	3.0	1.6	.9
	<b>\$ 24.8</b>	<b>2.3</b>	<b>1.3%</b>	<b>.9%</b>



(a) Loan, deposit and investment portfolio balances reflect 3/31/17 period-end balances

(b) Simulation analysis for net interest income is described in Figure 29 on page 117 of Key's 1Q17 Form 10-Q



# Noninterest Income

## Noninterest Income

<i>\$ in millions</i>	<i>Up / (Down)</i>	<b>1Q17</b>	<b>vs. 1Q16</b>	<b>vs. 4Q16</b>
Trust and investment services income	\$	135	\$ 26	\$ 12
Investment banking and debt placement fees		127	56	(30)
Service charges on deposit accounts		87	22	3
Operating lease income and other leasing gains		23	6	2
Corporate services income		54	4	(7)
Cards and payments income		65	19	(4)
Corporate-owned life insurance		30	2	(10)
Consumer mortgage income		6	4	-
Mortgage servicing fees		18	6	(2)
Net gains (losses) from principal investing		1	1	(3)
Other income		31	-	(2)
<b>Total noninterest income</b>	<b>\$</b>	<b>577</b>	<b>\$ 146</b>	<b>\$ (41)</b>
Merger-related charges <sup>(a)</sup>		-	-	(9)
<b>Total noninterest income, excluding merger-related charges<sup>(b)</sup></b>	<b>\$</b>	<b>577</b>	<b>\$ 146</b>	<b>\$ (32)</b>

## Highlights

- **Solid first quarter results, with strength in trust and investments services, and investment banking and debt placement (IBDP)**

**vs. Prior Year**

- **Noninterest income up \$146 MM from 1Q16**
  - **Strength in IBDP from improved capital markets conditions and activity**
  - **Growth in trust & investment services, service charges on deposit accounts, and cards & payments income**

**vs. Prior Quarter**

- **Noninterest income down \$32 MM from 4Q16, excl. 4Q16 benefit from merger-related charges**
  - **Lower IBDP (down \$30 MM)**
  - **Seasonally lower COLI (down \$10 MM)**
  - **Growth in trust and investment services (up \$12 MM)**



(a) Merger-related charges detail provided on slide 31  
 (b) Non-GAAP measure: see slides 32-33 for reconciliation

# Noninterest Expense

## Noninterest Expense

<i>\$ in millions</i>	<i>Up / (Down)</i>	1Q17	vs. 1Q16	vs. 4Q16
Personnel		\$ 556	\$ 152	\$ 92
Net occupancy		87	26	(25)
Computer processing		60	17	(37)
Business services, professional fees		46	5	(32)
Equipment		27	6	(3)
Operating lease expense		19	6	2
Marketing		21	9	(14)
FDIC assessment		20	11	(3)
Intangible asset amortization		22	14	(5)
OREO expense, net		2	1	(1)
Other expense		153	63	3
<b>Total noninterest expense</b>		<b>\$ 1,013</b>	<b>\$ 310</b>	<b>\$ (207)</b>
Merger-related charges <sup>(a)</sup>		81	57	(126)
<b>Total noninterest expense, excluding merger-related charges<sup>(b)</sup> and First Niagara</b>		<b>\$ 932</b>	<b>\$ 253</b>	<b>\$ (81)</b>

Charges (\$ MM)	1Q17	PY: 1Q16	PQ: 4Q16
Merger-related	81	24	207
Pension settlement	-	-	18

- (a) Merger-related charges detail provided on slide 31  
 (b) Non-GAAP measure: see slides 32-33 for reconciliation

## Highlights

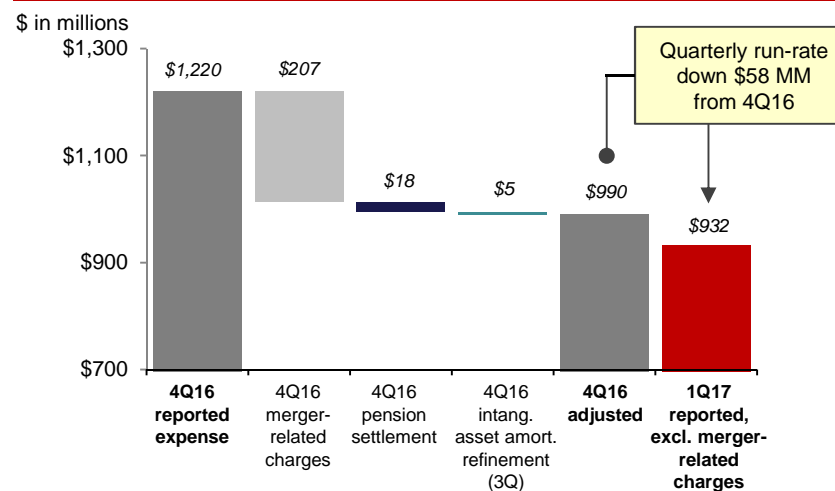
- 1Q17 noninterest expense of \$1,013 MM included \$81 MM of merger-related charges (compared to \$24 MM of merger-related charges in 1Q16 and \$207 MM in 4Q16)
- Expense levels reflect achievement of 85% of initial targeted cost savings; remainder to be realized by 2Q17
  - Increased target to \$450 MM (early 2018)

### vs. Prior Year

- Noninterest expense up \$253 MM, excl. merger charges<sup>(b)</sup>
  - Primarily reflects impact of FNFG
  - Higher incentive compensation (stronger capital markets performance)

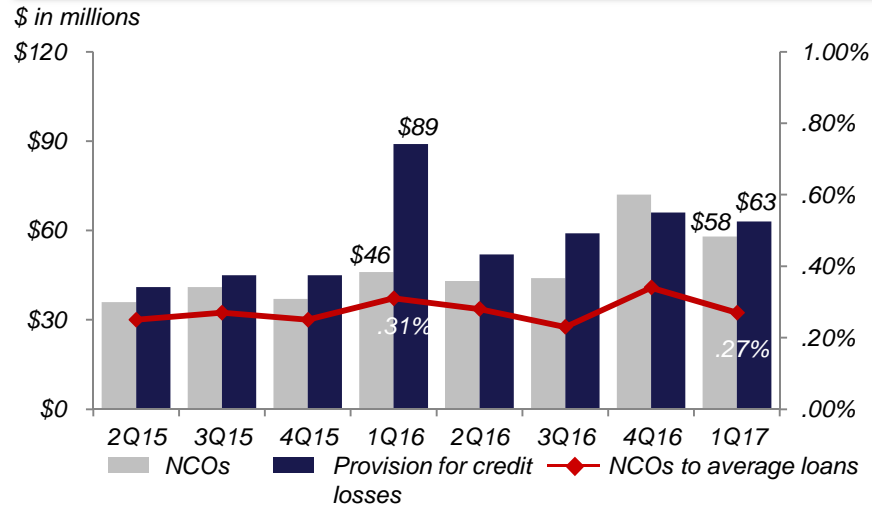
### vs. Prior Quarter

- Noninterest expense down \$81 MM, excl. merger charges<sup>(b)</sup>
  - Reflects merger cost savings (85% of annualized target)
  - Absence of 4Q16 pension settlement charge (\$18 MM)
  - Lower incentive and stock-based compensation, offset by seasonally higher benefits



# Credit Quality

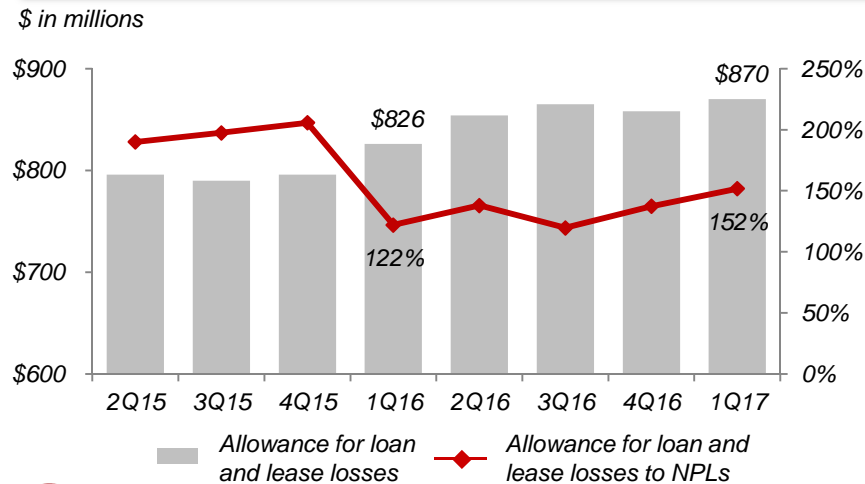
## Net Charge-offs & Provision for Credit Losses



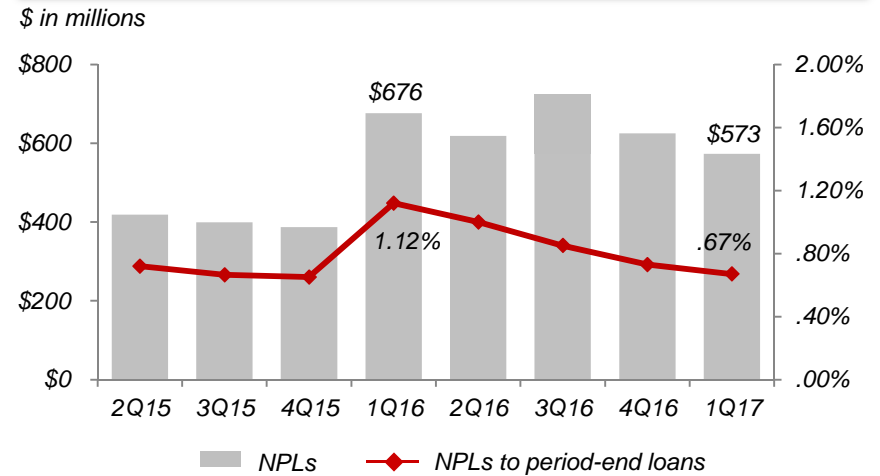
## Highlights

- Portfolios continue to perform well
- Net loan charge-offs of \$58 MM
  - 27 basis points of average loans, below targeted range
- Nonperforming loans down 8% from 4Q16 and represent 67 bps of period-end loans

## Allowance for Loan and Lease Losses



## Nonperforming Loans<sup>(a)</sup>

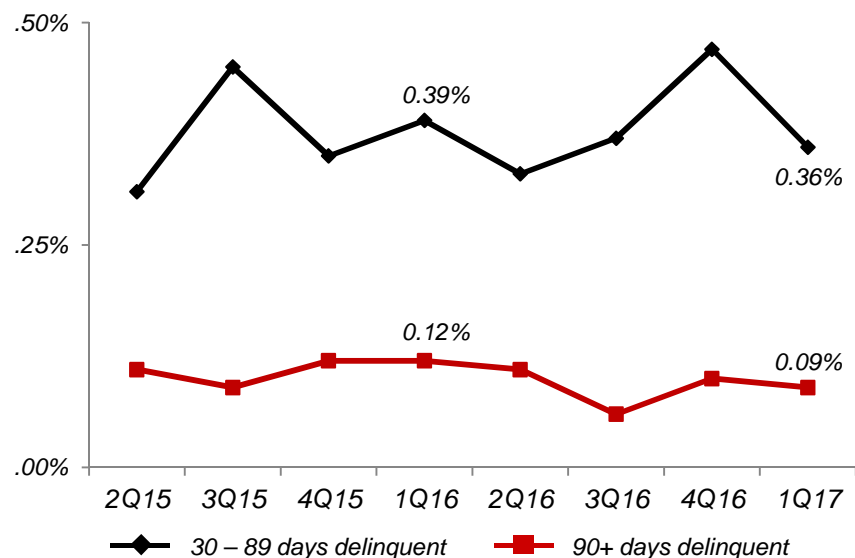


(a) Nonperforming loan balances exclude \$812 million, \$865 million and \$11 million of purchased credit impaired loans at March 31, 2017, December 31, 2016, and March 31, 2016, respectively

# Credit Quality Trends

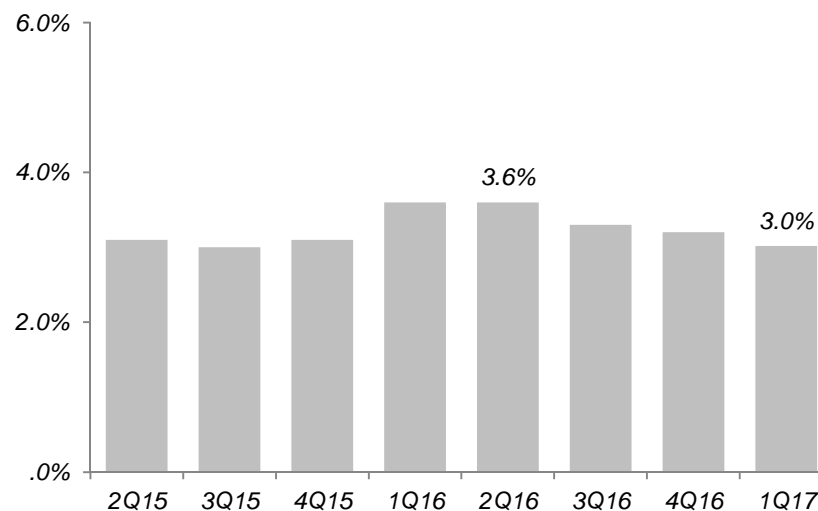
## Delinquencies to Period-end Total Loans

Continuing operations



## Criticized Outstandings<sup>(a)</sup> to Period-end Total Loans

Continuing operations



Metric <sup>(b)</sup>	1Q17	4Q16	3Q16	2Q16	1Q16
Delinquencies to EOP total loans: 30-89 days	.36 %	.47 %	.37 %	.33 %	.39 %
Delinquencies to EOP total loans: 90+ days	.09	.10	.06	.11	.12
NPLs to EOP portfolio loans <sup>(c)</sup>	.67	.73	.85	1.00	1.12
NPAs to EOP portfolio loans + OREO + Other NPAs <sup>(c)</sup>	.72	.79	.89	1.03	1.14
Allowance for loan losses to period-end loans	1.01	1.00	1.01	1.38	1.37
Allowance for loan losses to NPLs	151.8	137.3	119.6	138.0	122.2

(a) Loan and lease outstandings; excludes purchase credit impaired loans from the First Niagara acquisition

(b) From continuing operations

(c) Nonperforming loan balances exclude \$812 million, \$865 million, \$959 million, \$11 million, and \$11 million of purchased credit impaired loans at March 31, 2017, December 31, 2016, September 30, 2016, June 30, 2016, and March 31, 2016, respectively



# Credit Quality

## Credit Quality by Portfolio

\$ in millions	Period-end loans	Average loans	Net loan charge-offs	Net loan charge-offs <sup>(b)</sup> / average loans (%)	Nonperforming loans <sup>(c)</sup>	Ending allowance	Allowance / period-end loans (%)	Allowance / NPLs (%)
	3/31/17	1Q17	1Q17	1Q17	3/31/17	3/31/17	3/31/17	3/31/17
Commercial and industrial <sup>(a)</sup>	\$ 40,112	\$ 40,002	\$ 27	.27%	\$ 258	\$ 512	1.28%	198.45%
Commercial real estate:								
Commercial Mortgage	15,260	15,187	-	-	32	146	.96	456.25
Construction	2,270	2,353	(1)	(.17)	2	29	1.28	N/M
Commercial lease financing	4,665	4,635	5	.44	5	40	.86	800.00
Real estate – residential mortgage	5,507	5,520	(4)	(.29)	54	18	.33	33.33
Home equity	12,541	12,611	5	.16	207	53	.42	25.60
Credit cards	1,037	1,067	10	3.80	3	38	3.66	N/M
Consumer direct loans	1,735	1,762	9	2.07	3	24	1.33	800.00
Consumer indirect loans	2,998	2,996	7	.95	9	10	0.33	111.11
<b>Continuing total<sup>(d)</sup></b>	<b>\$ 86,125</b>	<b>\$ 86,133</b>	<b>\$ 58</b>	<b>.27%</b>	<b>\$ 573</b>	<b>\$ 870</b>	<b>1.01%</b>	<b>151.83%</b>
Discontinued operations	1,500	1,524	4	1.06	4	23	1.53	575.00
<b>Consolidated total</b>	<b>\$ 87,625</b>	<b>\$ 87,657</b>	<b>\$ 62</b>	<b>.29%</b>	<b>\$ 577</b>	<b>\$ 893</b>	<b>1.02%</b>	<b>154.77%</b>

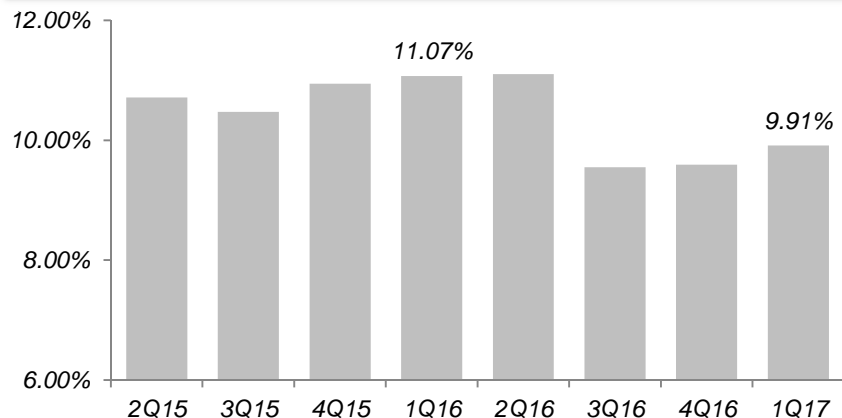
N/M = Not meaningful

- (a) 3-31-17 ending loan balance includes \$114 million of commercial credit card balances; 3-31-17 average loan balance includes \$114 million of assets from commercial credit cards
- (b) Net loan charge-off amounts are annualized in calculation
- (c) 3-31-17 NPL amount excludes \$812 million of purchased credit impaired loans
- (d) 3-31-17 ending loan balance includes purchased loans of \$19.0 billion, of which \$812 million were purchased credit impaired

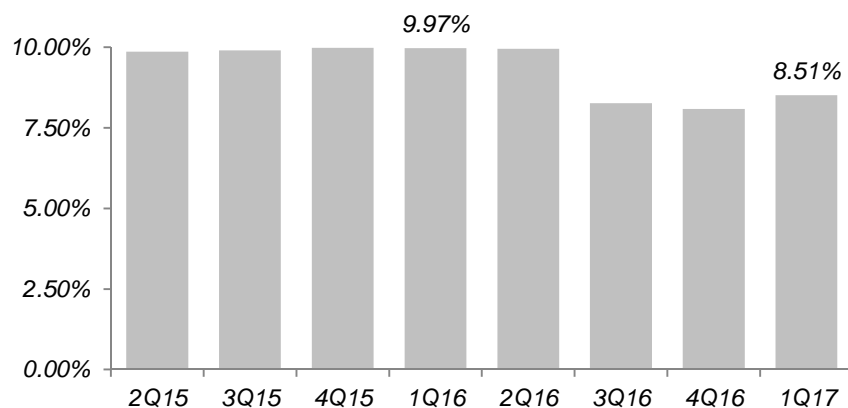


# Capital

Common Equity Tier 1<sup>(a)</sup>



Tangible Common Equity to Tangible Assets<sup>(a)</sup>



Highlights

- **Strong capital position with Common Equity Tier 1 ratio of 9.91% at 3/31/17**
- **Repurchased \$160 MM<sup>(b)</sup> in common shares during 1Q17**
- **Redeemed Preferred Stock Series C (\$350 MM) in February**
- **Converted all shares of 7.75% Preferred Stock Series A (\$290 MM) to common shares, adding 20.6 MM common shares outstanding in March**



(a) Non-GAAP measure: see slides 32-33 for reconciliation

(b) Common share repurchase amount includes repurchases to offset issuances of common shares under our employee compensation plans

# FNFG Merger-related Charges

<i>\$ in millions</i> <i>Increase / (Decrease)</i>	1Q17	4Q16	3Q16	2Q16	1Q16	4Q15
<b>Net interest income</b>	-	-	\$ (6)	-	-	-
Operating lease income and other leasing gains	-	-	\$ (2)	-	-	-
Other income	-	\$ 9	(10)	-	-	-
<b>Noninterest income</b>	-	\$ 9	\$ (12)	-	-	-
<b>Personnel expense</b>	\$ 30	\$ 80	\$ 97	\$ 35	\$ 16	-
Net Occupancy	\$ 5	\$ 29	-	-	-	-
Business services and professional fees	5	22	\$ 32	\$ 5	\$ 7	\$ 5
Computer processing	5	38	15	-	-	-
Marketing	6	13	9	3	1	-
All other nonpersonnel	30	25	36	2	-	1
<b>Total nonpersonnel expense</b>	\$ 51	\$ 127	\$ 92	\$ 10	\$ 8	\$ 6
<b>Total merger-related charges</b>	\$ 81	\$ 198	\$ 207	\$ 45	\$ 24	\$ 6
<b>EPS impact</b>	\$ (.05)	\$ (.11)	\$ (.14)	\$ (.04)	\$ (.02)	-



# GAAP to Non-GAAP Reconciliation

\$ in millions

	Three months ended				
	3-31-17	12-31-16	9-30-16	6-30-16	3-31-16
<b>Tangible common equity to tangible assets at period end</b>					
Key shareholders' equity (GAAP)	\$ 14,976	\$ 15,240	\$ 14,996	\$ 11,313	\$ 11,066
Less: Intangible assets <sup>(a)</sup>	2,751	2,788	2,855	1,074	1,077
Preferred Stock <sup>(b)</sup>	1,009	1,640	1,150	281	281
Tangible common equity (non-GAAP)	<u>\$ 11,216</u>	<u>\$ 10,812</u>	<u>\$ 10,991</u>	<u>\$ 9,958</u>	<u>\$ 9,708</u>
Total assets (GAAP)	\$ 134,476	\$ 136,453	\$ 135,805	\$ 101,150	\$ 98,402
Less: Intangible assets <sup>(a)</sup>	2,751	2,788	2,855	1,074	1,077
Tangible common equity to tangible assets ratio (non-GAAP)	<u>\$ 131,725</u>	<u>\$ 133,665</u>	<u>\$ 132,950</u>	<u>\$ 100,076</u>	<u>\$ 97,325</u>
Tangible common equity to tangible assets ratio (non-GAAP)	8.51%	8.09%	8.27%	9.95%	9.97%
<b>Common Equity Tier 1 at period end</b>					
Key shareholders' equity (GAAP)	\$ 14,976	\$ 15,240	\$ 14,996	\$ 11,313	\$ 11,066
Less: Preferred Stock <sup>(b)</sup>	1,009	1,640	1,150	281	281
Common Equity Tier 1 capital before adjustments and deductions	13,967	13,600	13,846	11,032	10,785
Less: Goodwill, net of deferred taxes	2,379	2,405	2,450	1,031	1,033
Intangible assets, net of deferred taxes	194	155	216	30	35
Deferred tax assets	11	4	6	1	1
Net unrealized gains (losses) on available-for-sale securities, net of deferred taxes	(179)	(185)	101	129	70
Accumulated gains (losses) on cash flow hedges, net of deferred taxes	(76)	(52)	39	77	46
Amounts in accumulated other comprehensive income (loss) attributed to pension and postretirement benefit costs, net of deferred taxes	(335)	(339)	(359)	(362)	(365)
Total Common Equity Tier 1 capital	<u>\$ 11,973</u>	<u>\$ 11,612</u>	<u>\$ 11,393</u>	<u>\$ 10,126</u>	<u>\$ 9,965</u>
Net risk-weighted assets (regulatory)	\$ 120,852	\$ 121,671	\$ 119,120	\$ 91,195	\$ 90,014
Common Equity Tier 1 ratio (non-GAAP)	9.91%	9.54%	9.56%	11.10%	11.07%
<b>Noninterest expense excluding merger-related charges</b>					
Noninterest expense (GAAP)	\$ 1,013	\$ 1,220	\$ 1,082	\$ 751	\$ 703
Less: Merger-related charges	81	207	189	45	24
Noninterest expense excluding merger-related charges (non-GAAP)	<u>\$ 932</u>	<u>\$ 1,013</u>	<u>\$ 893</u>	<u>\$ 706</u>	<u>\$ 679</u>
<b>Earnings per common share (EPS) excluding merger-related charges</b>					
EPS from continuing operations attributable to Key common shareholders					
— assuming dilution	\$ .27	\$ .20	\$ .16	\$ .23	\$ .22
Add: EPS impact of merger-related charges	.05	.11	.14	.04	.02
EPS from continuing operations attributable to Key common shareholders excluding merger-related charges (non-GAAP)	<u>\$ .32</u>	<u>\$ .31</u>	<u>\$ .30</u>	<u>\$ .27</u>	<u>\$ .24</u>
<b>Pre-provision net revenue excluding merger-related charges</b>					
Net interest income (GAAP)	\$ 918	\$ 938	\$ 780	\$ 597	\$ 604
Plus: Taxable-equivalent adjustment	11	10	8	8	8
Noninterest income excluding merger-related charges (non-GAAP)	577	618	549	473	431
Less: Noninterest expense excluding merger-related charges (non-GAAP)	1,013	1,220	1,082	751	703
Pre-provision net revenue from continuing operations	\$ 493	\$ 346	\$ 255	\$ 327	\$ 340
Plus: Merger-related charges	81	198	207	45	24
Pre-provision net revenue from continuing operations excluding merger-related charges (non-GAAP)	<u>\$ 574</u>	<u>\$ 444</u>	<u>\$ 364</u>	<u>\$ 372</u>	<u>\$ 364</u>



- (a) Three months ended 3/31/17, 12/31/16, 9/30/16, 6/30/16, and 3/31/16, exclude \$38 million, \$42 million, \$51 million, \$36 million, and \$40 million, respectively, of period-end purchased credit card receivables
- (b) Net of capital surplus



# GAAP to Non-GAAP Reconciliation (continued)

\$ in millions	Three months ended				
	3-31-17	12-31-16	9-30-16	6-30-16	3-31-16
<b>Average tangible common equity</b>					
Average Key shareholders' equity (GAAP)	\$ 15,184	\$ 14,901	\$ 13,552	\$ 11,147	\$ 10,953
Less: Intangible assets (average) <sup>(a)</sup>	2,772	2,874	2,255	1,076	1,079
Preferred Stock (average)	1,480	1,274	648	290	290
Average tangible common equity (non-GAAP)	<u>\$ 10,932</u>	<u>\$ 10,753</u>	<u>\$ 10,649</u>	<u>\$ 9,781</u>	<u>\$ 9,584</u>
<b>Return on average tangible common equity from continuing operations</b>					
Net income (loss) from continuing operations attributable to Key common shareholders (GAAP)	\$ 296	\$ 213	\$ 165	\$ 193	\$ 182
Average tangible common equity (non-GAAP)	10,932	10,753	10,649	9,781	9,584
Return on average tangible common equity from continuing operations (non-GAAP)	10.98%	7.88%	6.16%	7.94%	7.64%
<b>Return on average tangible common equity from continuing operations, excl. merger-related charges</b>					
Net income (loss) from continuing operations attributable to Key common shareholders (GAAP)	\$ 296	\$ 213	\$ 165	\$ 193	\$ 182
Merger-related charges, after tax	51	124	132	28	15
Net income (loss) from continuing operations attributable to Key common shareholders excl. merger-related charges	<u>\$ 347</u>	<u>\$ 337</u>	<u>\$ 297</u>	<u>\$ 221</u>	<u>\$ 197</u>
Average tangible common equity (non-GAAP)	10,932	10,753	10,649	9,781	9,584
Return on average tangible common equity from continuing operations excl. merger-related charges (non-GAAP)	12.87%	12.47%	11.22%	9.09%	8.27%
<b>Return on average total assets, excluding merger-related charges</b>					
Net income (loss) from continuing operations attributable to Key (GAAP)	\$ 324	\$ 233	\$ 171	\$ 199	\$ 187
Add: Merger-related charges after tax	51	124	132	28	15
Net income (loss) from continuing operations attributable to Key excluding merger-related charges after tax (non-GAAP)	<u>\$ 375</u>	<u>\$ 357</u>	<u>\$ 303</u>	<u>\$ 227</u>	<u>\$ 202</u>
Average total assets from continuing operations	\$ 132,741	\$ 134,428	\$ 123,469	\$ 97,413	\$ 94,477
Return on average assets excluding merger-related charges (non-GAAP)	1.15%	1.06%	.98%	.94%	.86%
<b>Cash efficiency ratio</b>					
Noninterest expense (GAAP)	\$ 1,013	\$ 1,220	\$ 1,082	\$ 751	\$ 703
Less: Intangible asset amortization	22	27	13	7	8
Adjusted noninterest expense (non-GAAP)	<u>\$ 991</u>	<u>\$ 1,193</u>	<u>\$ 1,069</u>	<u>\$ 744</u>	<u>\$ 695</u>
Less: Merger-related charges	81	207	189	45	24
Adjusted noninterest expense excluding merger-related charges (non-GAAP)	<u>\$ 910</u>	<u>\$ 986</u>	<u>\$ 880</u>	<u>\$ 699</u>	<u>\$ 671</u>
Net interest income (GAAP)	\$ 918	\$ 938	\$ 780	\$ 597	\$ 604
Plus: Taxable-equivalent adjustment	11	10	8	8	8
Noninterest income	577	618	549	473	431
Total taxable-equivalent revenue (non-GAAP)	<u>\$ 1,506</u>	<u>\$ 1,566</u>	<u>\$ 1,337</u>	<u>\$ 1,078</u>	<u>\$ 1,043</u>
Plus: Merger-related charges	—	(9)	18	—	—
Adjusted total taxable-equivalent revenue excl. merger-related charges (non-GAAP)	<u>\$ 1,506</u>	<u>\$ 1,557</u>	<u>\$ 1,355</u>	<u>\$ 1,078</u>	<u>\$ 1,043</u>
Cash efficiency ratio (non-GAAP)	65.8%	76.2%	80.0%	69.0%	66.6%
Cash efficiency ratio excluding merger-related charges (non-GAAP)	60.4%	63.3%	64.9%	64.8%	64.3%

