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 expenses. 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 or Figure 4 of our Form 10-K dated December 31, 2017.

GAAP: Generally Accepted Accounting Principles
Key: Business Overview

Aligned around client needs and building enduring relationships

Client Continuum

- Individuals & Families
- High Net Worth Individuals & Families
- Small Businesses
- Commercial Businesses
- Corporations

Commercial Client Revenue:
- < $10 MM
- $10 MM - $500 MM
- > $500 MM

~3 MM consumer clients
60% consumer deposits, % of total
$40 B assets under management
11% C&I loan growth 5-year CAGR
$603 MM investment banking & debt placement fees (TTM)

Note: Figures as of 12/31/17 unless otherwise noted
Strong Franchise with Distinctive Capabilities

Market Presence

Western Markets

Strong growth and presence in attractive markets

Strong market share
top 5 in >20 MSAs\(^{(a)}\)

Leading market presence across the I-90 corridor
from Toledo, OH to Albany, NY

First Niagara acquisition strengthened Key’s core retail deposit base and market presence
Created leading market share in Upstate NY and added complementary new markets (CT, MA & PA)

Broad Products and Capabilities → Creates a Competitive Advantage

- Broad suite of lending and capital markets capabilities
- Robust deposit, payments and treasury management solutions
- Strong fee-based businesses: growth and mix
- Proprietary financial wellness and planning tool
- Holistic wealth management and private banking
- Multichannel delivery with strong digital offering
- Increased opportunity with data and analytics

Denotes Metropolitan Statistical Area (MSA) within retail footprint with greater than $3B in market deposits; branches capped at $250MM to adjust for commercial and headquarters deposits

\(^{(a)}\) MSAs within retail footprint with greater than $3B in market deposits where Key has a Top 5 market share; source: FDIC Summary of Deposits Annual Survey, June 30, 2017; analysis caps all branches for KEY and peers at $250MM to adjust for commercial and headquarters deposits; rankings based on total MSA deposits (capped)
Commercial Capabilities and Expertise

Competitive advantage with targeted clients

### Traditional Bank Products
- **Loans**: $86 B average loans
- **Deposits & payments**: $104 B average deposits
- **Equipment finance**: #5 bank-owned equipment finance co. by new business volume
- **Wealth management & private banking**: $40 B in AUM

### Capital Markets Capabilities
- **Commercial mortgage banking**: #3 commercial mortgage servicer (master/primary)
- **Derivatives & foreign exchange**: Rates, commodity & currency solutions
- **Equity capital markets**: >75 transactions, raising $16 B in 2017
- **Equity research**: >700 companies under coverage
- **M&A, financial sponsors, leveraged finance**: >290 M&A deals completed since 2011
- **Investment grade & high-yield debt**: 180 transactions, raising $146 B in 2017
- **Loan syndications**: >225 transactions, raising $80 B in 2017
- **Public finance**: ~150 transactions, raising $18 B in 2017

### Targeted Industry Verticals
- **Consumer**
- **Energy**
- **Healthcare**
- **Public Sector**
- **Real Estate**
- **Industrial**
- **Technology**

### Growing Loans and Fee Income
- **IBDP fees (TTM)**
- **C&I loans (avg)**

Note: Data as of 4Q17 unless otherwise noted

(a) Source: Monitor Bank 50; ranking based on new business volume as of FY16

(b) Source: Mortgage Bankers Association year-end 2016 rankings
Levers to Improve Efficiency and Returns
Delivering positive operating leverage with opportunities across our businesses

Executing Strategic Priorities
Growing Relationships
Taking Share

Accelerating Revenue Momentum

- Continued momentum with core relationship strategy
- Enhancing products and capabilities
  - Strategic partnerships
  - Payments solutions
  - Robust digital tools and capabilities
  - Targeted industry verticals
- Investing in talent and a more productive workforce
  - Growth in senior bankers and client-facing FTE
- Executing on First Niagara revenue synergies

Continuing Expense Discipline

- Achieving First Niagara cost savings
  - $400 million achieved
  - Incremental $50 million (annual run rate) savings expected in early 2018
- Reducing costs in the legacy Key franchise
  - Transforming and simplifying the client experience
  - Multi-channel optimization
  - Continued reduction in occupancy costs (branch and corporate space)
  - Leveraging technology for operational efficiencies

Pre-provision Net Revenue\(^{(a)}\)

\[^{(a)}\] Non-GAAP measure and excludes notable items (merger-related charges in 2015-2017, one-time gain in merchant services, purchase accounting finalization, and charitable contribution in 2Q17, merchant services gain adjustment in 3Q17, impact of tax reform and related actions in 4Q17); see Key’s Form 10-K dated December 31, 2017 and Appendix for reconciliations and detail on notable items
**Focused Forward**
Investing in our franchise to enhance capabilities, improve the client experience and accelerate growth

<table>
<thead>
<tr>
<th>Hire</th>
<th>Acquire &amp; Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Retail Sales</strong></td>
<td><strong>Recent Acquisitions</strong></td>
</tr>
<tr>
<td>+63% branch advice &amp; sales roles (2017 vs. 2012)</td>
<td><strong>Cain Brothers</strong></td>
</tr>
<tr>
<td>(30)% branch transaction roles</td>
<td><strong>Merchant Services</strong></td>
</tr>
<tr>
<td><strong>Commercial &amp; Corporate Bankers</strong></td>
<td><strong>HelloWallet</strong></td>
</tr>
<tr>
<td>2013</td>
<td>2015</td>
</tr>
<tr>
<td>2013</td>
<td>2015</td>
</tr>
<tr>
<td>92% growth in digital and analytics team since 2015(^{(a)})</td>
<td><strong>Pacific Crest</strong></td>
</tr>
<tr>
<td><strong>46%</strong> commercial payments team growth since 2015(^{(b)})</td>
<td></td>
</tr>
<tr>
<td><strong>39%</strong> increase in quantitative risk team since 2015(^{(c)})</td>
<td></td>
</tr>
</tbody>
</table>

- **Enhanced Capabilities**
  - Residential mortgage origination system and integrated servicing platform *(Black Knight)*
  - End-to-end commercial credit platform *(nCino)*
  - End-to-end accounts receivable and accounts payable solutions *(billtrust; AvidXchange)*
  - Healthcare-focused payments solution *(Instamed)*

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(a) Includes consumer digital, digital technology and marketing, client insights, data management, decision sciences and HelloWallet; 12/31/17 vs. 12/31/15
(b) 12/31/17 vs. 12/31/15
(c) Includes risk modeling analytics, model risk and market risk; 12/31/17 vs. 12/31/15
Attractive Growth Opportunities
Well-positioned to execute strategy and drive growth across the franchise

Residential Mortgage
Investing in People
Mortgage Loan Officers

MLOs: +20% vs. June ‘17
Pre-FNFG Today Target (2-3 yrs.)

Commercial & Corporate Banking
Leveraging distinctive model for profitable growth
Adding talent in core industries, products and geographies
Executing on market-specific growth plans (Community Bank)
Collaborating across businesses for the benefit of our clients

Revenue
Commercial & Corporate Banking

Opportunity
~15% penetration of Middle Market companies within our markets

Payments
Delivering targeted offering for clients, focused on the full payments continuum

Cards & Payments Income

2016 2017

33%
growth in purchase card spend
2017 vs. 2016

40%
increase in merchant processing volume
2017 vs. 2016

34%
increase in digital sales
2017 vs. 2016

market share opportunity:
>$5B increase in annual originations

(a) Digital sales represent new booked units in Key’s digital sales application
Risk Management

Maintaining a strong risk culture and moderate risk profile

**Business Discipline**
- Enterprise-wide approach to managing risks and concentrations
- Maintaining enhanced underwriting standards
- Focus on specific segments and sectors with expertise
- Selective, targeted approach to specific markets and asset classes

**Strong Asset Quality\(^{(a)}\)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Key</th>
<th>Peer median(^{(a)})</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>0.00%</td>
<td>0.25%</td>
</tr>
<tr>
<td>2012</td>
<td>0.10%</td>
<td>0.25%</td>
</tr>
<tr>
<td>2013</td>
<td>0.05%</td>
<td>0.20%</td>
</tr>
<tr>
<td>2014</td>
<td>0.05%</td>
<td>0.15%</td>
</tr>
<tr>
<td>2015</td>
<td>0.03%</td>
<td>0.10%</td>
</tr>
<tr>
<td>2016</td>
<td>0.02%</td>
<td>0.08%</td>
</tr>
<tr>
<td>2017</td>
<td>0.02%</td>
<td>0.06%</td>
</tr>
</tbody>
</table>

\(^{(a)}\) Source: Peer filings; peers include: BBT, CFG, CMA, FITB, HBAN, MTB, PNC, RF, STI, USB, and ZION

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**Commercial Real Estate Mix Shift**

<table>
<thead>
<tr>
<th>Year</th>
<th>Construction</th>
<th>Commercial mortgage</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/31/2007</td>
<td>54%</td>
<td>88%</td>
</tr>
<tr>
<td>12/31/2017</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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**Net Charge-offs to Average Loans**

**Nonperforming Loans to Total Loans**
Capital Management
Disciplined in how we manage, invest, deploy and return our strong capital position

**Strong Capital Position**

**Common Equity Tier 1**

<table>
<thead>
<tr>
<th>Quarter</th>
<th>2016Q4</th>
<th>2017Q1</th>
<th>2017Q2</th>
<th>2017Q3</th>
<th>2017Q4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tier 1</td>
<td>9.54%</td>
<td>9.91%</td>
<td>9.91%</td>
<td>10.26%</td>
<td>10.16%</td>
</tr>
</tbody>
</table>

**Focus on Dividends**

**Cash Dividends Per Common Share**

- 2011: $0.10
- 2012: $0.12
- 2013: $0.12
- 2014: $0.12
- 2015: $0.12
- 2016: $0.12
- 2017: $0.38

**25% CAGR**

**Cumulative Common Share Repurchases (a)**

- $0.10
- $0.12
- $0.12
- $0.12
- $0.12
- $0.38

**2017 Capital Plan**

- **$800 MM** common share repurchase authorization

- **Over $2.5 billion** of common share repurchases in the last five years

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

Second increase during 2017
## Outlook and Expectations

### Average Balance Sheet
- Loans: average balances in the range of $88.5 B - $89.5 B
- Deposits: average balances in the range of $104.5 B - $105.5 B

### Net Interest Income
- Net interest income expected to be in the range of $3.9 B - $4.0 B
- Outlook includes one rate increase in June 2018

### Noninterest Income
- Expected to be in the range of $2.5 B - $2.6 B

### Noninterest Expense
- Expected to be in the range of $3.85 B - $3.95 B
  - Includes remaining First Niagara cost savings of $50 million in early 2018

### Credit Quality
- Net charge-offs to average loans below targeted range of 40 – 60 bps
- Provision expected to slightly exceed net charge-offs to provide for loan growth

### Taxes
- GAAP tax rate in the range of 18% - 19%

### Long-term Targets
- **Positive operating leverage**
- **Cash efficiency ratio:** 54%-56%
- **Moderate risk profile:** Net charge-offs to avg. loans targeted range of 40-60 bps
- **ROTCE:** 15-18%
Financial Review
## Financial Highlights

*Continuing operations, unless otherwise noted*

<table>
<thead>
<tr>
<th></th>
<th>4Q17</th>
<th>3Q17</th>
<th>4Q16</th>
<th>LQ ∆</th>
<th>Y/Y ∆</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Profitability</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>EPS – assuming dilution</td>
<td>.17</td>
<td>.32</td>
<td>.20</td>
<td>(47)</td>
<td>%</td>
</tr>
<tr>
<td>EPS – excl. notable items (a), (b)</td>
<td>.36</td>
<td>.35</td>
<td>.31</td>
<td>3</td>
<td>16</td>
</tr>
<tr>
<td>Cash efficiency ratio (a)</td>
<td>66.7 %</td>
<td>62.2 %</td>
<td>76.2 %</td>
<td>450 bps</td>
<td>(950) bps</td>
</tr>
<tr>
<td>Cash efficiency excl. notable items (a), (b)</td>
<td>61.3</td>
<td>59.7</td>
<td>63.3</td>
<td>160</td>
<td>(200)</td>
</tr>
<tr>
<td>Return on average tangible common equity (a)</td>
<td>6.4</td>
<td>12.2</td>
<td>7.9</td>
<td>(580)</td>
<td>(150)</td>
</tr>
<tr>
<td>ROTCE excl. notable items (a), (b)</td>
<td>13.6</td>
<td>13.2</td>
<td>12.5</td>
<td>40</td>
<td>110</td>
</tr>
<tr>
<td><strong>Capital (c)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Common Equity Tier 1</td>
<td>10.16 %</td>
<td>10.26 %</td>
<td>9.54 %</td>
<td>(10) bps</td>
<td>62 bps</td>
</tr>
<tr>
<td>Tier 1 risk-based capital</td>
<td>11.01</td>
<td>11.11</td>
<td>10.89</td>
<td>(10)</td>
<td>12</td>
</tr>
<tr>
<td>Tangible common equity to tangible assets (a)</td>
<td>8.23</td>
<td>8.49</td>
<td>8.09</td>
<td>(26)</td>
<td>14</td>
</tr>
<tr>
<td><strong>Asset Quality</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NCOs to average loans</td>
<td>.24 %</td>
<td>.15 %</td>
<td>.34 %</td>
<td>9 bps</td>
<td>(10) bps</td>
</tr>
<tr>
<td>NPLs to EOP portfolio loans (d)</td>
<td>.58</td>
<td>.60</td>
<td>.73</td>
<td>(2) bps</td>
<td>(15) bps</td>
</tr>
<tr>
<td>Allowance for loan and lease losses to EOP loans</td>
<td>1.01</td>
<td>1.02</td>
<td>1.00</td>
<td>(1)</td>
<td>1</td>
</tr>
</tbody>
</table>

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### Notes

(a) Non-GAAP measure: see slides 28-29 for reconciliation

(b) Notable items include merger-related charges (all periods); impact of tax reform and related actions in 4Q17; merchant services gain adj. in 3Q17; merchant services gain, purchase accounting finalization, and charitable contribution in 2Q17; see slide 26 for detail on merger-related charges

(c) From consolidated operations

(d) Nonperforming loan balances exclude $738 million, $783 million, and $865 million of purchased credit impaired loans at December 31, 2017, September 30, 2017, and December 31, 2016, respectively

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EOP = End of Period
**Loans**

**Highlights**

**vs. Prior Year**
- Average loans up 1% from 4Q16
  - Broad-based C&I growth
  - Strength in indirect auto lending
  - Partially offset by higher levels of paydowns, primarily in CRE, and continued decline in home equity

**vs. Prior Quarter**
- Average loans down 1% from 3Q17
  - CRE was negatively impacted by significantly higher debt placements and paydowns
  - Commercial balances declined $500 MM related to lower line utilization
  - Home equity continues to decline, consistent with overall market trends
Loan Portfolio Detail, at 12/31/17

Total Loans

<table>
<thead>
<tr>
<th>$ in billions</th>
<th>12/31/17</th>
<th>% of total loans</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial and industrial</td>
<td>$41.9</td>
<td>48</td>
</tr>
<tr>
<td>Commercial real estate</td>
<td>16.0</td>
<td>19</td>
</tr>
<tr>
<td>Commercial lease financing</td>
<td>4.8</td>
<td>6</td>
</tr>
<tr>
<td>Total Commercial</td>
<td>$62.7</td>
<td>73</td>
</tr>
<tr>
<td>Residential mortgage</td>
<td>$5.5</td>
<td>6</td>
</tr>
<tr>
<td>Home equity</td>
<td>12.0</td>
<td>14</td>
</tr>
<tr>
<td>Consumer direct</td>
<td>1.8</td>
<td>2</td>
</tr>
<tr>
<td>Credit card</td>
<td>1.1</td>
<td>1</td>
</tr>
<tr>
<td>Consumer indirect</td>
<td>3.3</td>
<td>4</td>
</tr>
<tr>
<td>Total Consumer</td>
<td>$23.7</td>
<td>27</td>
</tr>
</tbody>
</table>

Home Equity

- First lien
  - Outstanding Balances: $7,140
  - Average Loan Size: $72,266
  - Average FICO: 771
  - 2008/prior vintage: 20%
- Second lien
  - Outstanding Balances: $4,888
  - Average Loan Size: $46,627
  - Average FICO: 768
  - 2008/prior vintage: 35%

- Total home equity: $12,028
- Combined weighted-average LTV at origination: 70%
- $653 million in lines outstanding (5% of the total portfolio) come to end of draw period by 4Q19

Commercial Loans

- Diversified Portfolio by Industry

- Total commercial loans:
  - $653 million in lines outstanding (5% of the total portfolio) come to end of draw period by 4Q19

- 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

Tables may not foot due to rounding

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

**Average Deposits**

- Deposit cost up 3 bps from 3Q17
  - Cumulative beta of 21% since December 2015 (contractual commercial rates and relationship rates)
  - Continued migration of portfolio into time deposits

- Deposit mix: 31% noninterest-bearing (+$762 MM vs. 3Q17)

**Average deposit down 1% from 4Q16**

- Decline reflects lower escrow deposits and short-term commercial deposits partially offset by core retail and commercial deposit growth

**4Q17 Average Deposit Mix**

- Average deposit balances up 1% from 3Q17
  - Noninterest bearing deposits up 2%, reflecting seasonal deposit inflows
  - Growth in certificates of deposit from core retail clients

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(a) Consumer includes retail banking, small business, and private banking
Investment Portfolio

**Average Total Investment Securities**

- **$** in billions
- **$0.0** to **$30.0**
- **1Q16** to **4Q17**
- **Average AFS securities**
- **Average HTM securities**
- **Average yield**

**Securities to Total Assets**

- **25%**
- **22%**
- **10%**
- **1Q16** to **4Q17**

**Highlights**

- **Portfolio composed primarily of GNMA and GSE-backed MBS and CMOs**
  - Primarily fixed rate
  - GNMA 45% of 4Q17 average balances
- **Portfolio used for funding and liquidity management:**
  - Securities cash flows of $1.4 billion in 4Q17
  - $525 million growth in average balance
  - Reinvesting cash flows into High Quality Liquid Assets
- **Replaced cash flows at higher yields during 4Q17**
  - New investments yield 2.89% vs. 4Q17 cash flows at 2.11%
- **Portfolio average life of 4.5 years and duration of 4.0 years at 12/31/17**

(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)**

<table>
<thead>
<tr>
<th></th>
<th>4Q16</th>
<th>1Q17</th>
<th>2Q17</th>
<th>3Q17</th>
<th>4Q17</th>
</tr>
</thead>
<tbody>
<tr>
<td>NIM – reported</td>
<td>3.12%</td>
<td>3.13%</td>
<td>3.30%</td>
<td>3.15%</td>
<td>3.09%</td>
</tr>
<tr>
<td>PAA</td>
<td>.19</td>
<td>.18</td>
<td>.19</td>
<td>.16</td>
<td>.12</td>
</tr>
<tr>
<td>PAA refinement/ finalization</td>
<td>.11</td>
<td>-</td>
<td>.14</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>NIM – excl. PAA</td>
<td>2.82</td>
<td>2.95</td>
<td>2.97</td>
<td>2.99</td>
<td>2.97</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>4Q16</th>
<th>1Q17</th>
<th>2Q17</th>
<th>3Q17</th>
<th>4Q17</th>
</tr>
</thead>
<tbody>
<tr>
<td>NII – reported ($MM)</td>
<td>$ 948</td>
<td>$ 929</td>
<td>$ 987</td>
<td>$ 962</td>
<td>$ 952</td>
</tr>
<tr>
<td>PAA</td>
<td>58</td>
<td>53</td>
<td>58</td>
<td>48</td>
<td>38</td>
</tr>
<tr>
<td>PAA refinement/ finalization</td>
<td>34</td>
<td>-</td>
<td>42</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>NII – excl. PAA</td>
<td>$856</td>
<td>$876</td>
<td>$877</td>
<td>$914</td>
<td>$914</td>
</tr>
</tbody>
</table>

- **Excluding impact of PAA, 4Q17 net interest income was $914 MM and net interest margin was 2.97%**

  **vs. Prior Year**

- **Net interest income up $58 MM from 4Q16, excl. PAA**
  - Largely driven by higher interest rates and low deposit betas

  **vs. Prior Quarter**

- **Net interest income stable from 3Q17, excl. PAA**
  - Reflects decline in loan balances from higher paydowns; partially offset by higher interest rates

**NIM Change vs. Prior Quarter**

<table>
<thead>
<tr>
<th></th>
<th>3Q17:</th>
<th>4Q17:</th>
</tr>
</thead>
<tbody>
<tr>
<td>PAA (4Q vs. 3Q)</td>
<td>(.04)</td>
<td></td>
</tr>
<tr>
<td>Increased liquidity</td>
<td>(.03)</td>
<td></td>
</tr>
<tr>
<td>Interest rate benefit</td>
<td>.01</td>
<td></td>
</tr>
<tr>
<td>Total change</td>
<td></td>
<td>(.06)</td>
</tr>
</tbody>
</table>

- **FNFG loan mark at 12/31/17: $266MM ($208 MM purchased performing, $58 MM purchased credit impaired)**
- **Purchased credit impaired accretable yield at 12/31/17: $131 MM**

TE = Taxable equivalent    PAA = Purchase accounting accretion

(a) 3Q16 Net interest income included $6 million of merger-related charges; see slide 26 for detail on merger-related charges
(b) 4Q17 purchase accounting accretion of $38 MM is made up of $26 MM related to contractual maturities and $12 MM related to prepayments
Interest Rate Risk Management

The strength and diversity of our franchise positions Key to benefit from economic growth and a rising rate environment

Business and Balance Sheet Highlights

- **Strong, low-cost deposit base**
  - $72 B interest-bearing deposits at 45 bps
  - $32 B noninterest-bearing deposits
  - ~65% stable retail and low-cost escrow
  - > 85% from markets where Key maintains top-5 deposit or branch share
  - $88 MM deposits per branch, up 20% vs. pre-FNFG
  - Payments investments drive commercial deposit growth

- **Relationship-oriented lending franchise**
  - Distinctive commercial capabilities drive C&I loan growth and ~70% floating-rate loan mix
  - Recent investments in residential mortgage and auto lending enhance Key’s growth trajectory and balance our ALM position

- **Disciplined balance sheet management with recurring re-investment opportunities**
  - $30B securities portfolio is >99% government-guaranteed and generates ~$500 MM cash flows per month
  - Discretionary hedge activities (~$16B) help moderate interest rate risk exposure while providing near-term earnings upside ($5.4B swaps mature through 4Q18 at weighted-average receive rate of .98%)

Net Interest Income Sensitivities (FY18) ($MM)

(\textit{change vs. FY 2018 outlook})

- One additional Fed Funds rate hike (March) $36
- $1B additional loan growth $24
- 5% lower beta $12
- $12
- 5% higher beta
- $24
- $1B less loan growth
- $24
- No June Fed Funds rate hike

- **Modestly asset sensitive positioning**
  - NII impact of 3%-5% for a 200 bps increase over 12 months
    - Reflects a deposit repricing beta that ramps from ~25% to 50%
  - Assumes replacement of swaps and securities cash flows
  - Each 25 bps increase in the Fed Funds rate is equivalent to an additional $12 MM of net interest income per quarter

(a) Outlook and Expectations for FY 2018 is as described on page 11 of this presentation and assumes market forward interest rates as of December 2017 and deposit betas increasing modestly from recent levels.

(b) Simulation analysis for net interest income is described in Figure 32 of Key’s 2017 Form 10-K
## Noninterest Income

<table>
<thead>
<tr>
<th>Noninterest Income</th>
<th>4Q17</th>
<th>vs. 4Q16</th>
<th>vs. 3Q17</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ in millions</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Trust and investment services income</td>
<td>$131</td>
<td>$8</td>
<td>$ (4)</td>
</tr>
<tr>
<td>Investment banking and debt placement fees</td>
<td>200</td>
<td>43</td>
<td>59</td>
</tr>
<tr>
<td>Service charges on deposit accounts</td>
<td>89</td>
<td>5</td>
<td>(2)</td>
</tr>
<tr>
<td>Operating lease income and other leasing gains</td>
<td>27</td>
<td>6</td>
<td>11</td>
</tr>
<tr>
<td>Corporate services income</td>
<td>56</td>
<td>(5)</td>
<td>2</td>
</tr>
<tr>
<td>Cards and payments income</td>
<td>77</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td>Corporate-owned life insurance</td>
<td>37</td>
<td>(3)</td>
<td>6</td>
</tr>
<tr>
<td>Consumer mortgage income</td>
<td>7</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td>Mortgage servicing fees</td>
<td>17</td>
<td>(3)</td>
<td>(4)</td>
</tr>
<tr>
<td>Net gains (losses) from principal investing</td>
<td>3</td>
<td>(1)</td>
<td>-</td>
</tr>
<tr>
<td>Other income</td>
<td>12</td>
<td>(21)</td>
<td>(6)</td>
</tr>
<tr>
<td><strong>Total noninterest income</strong></td>
<td>$656</td>
<td>$38</td>
<td>$64</td>
</tr>
</tbody>
</table>

### Highlights

- **Noninterest income up $47 MM from 4Q16, excl. notable items (a),(b)**
  - Continued momentum in many fee-based businesses:
    - Record investment banking and debt placement fees (+$43 MM)
    - Trust and investment services income (+$8 MM)
    - Cards and payments income (+$8 MM)
- **Noninterest income up $59 MM from 3Q17, excl. notable items (a),(b)**
  - Record quarter for investment banking and debt placement fees (+$59 MM) related to broad-based growth, as well as the acquisition of Cain Brothers
  - Partially offset by a decline in other income related to the impairment of certain tax-advantaged assets ($7 MM)

---

(a) Notable items in 3Q17 include $(5) MM merchant services gain adjustment; notable items in 4Q16 include $9 MM of merger-related charges
(b) Non-GAAP measure
# Noninterest Expense

## Highlights

### Notable items:

<table>
<thead>
<tr>
<th>In millions</th>
<th>4Q17</th>
<th>4Q16</th>
<th>3Q17</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merger-related charges</td>
<td>$56</td>
<td>$207</td>
<td>$36</td>
</tr>
<tr>
<td>Impact of tax reform and related actions</td>
<td>29</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total noninterest expense, excluding notable items</strong></td>
<td>$85</td>
<td>$207</td>
<td>$36</td>
</tr>
</tbody>
</table>

### Noninterest expense stable, excl. notable items\(^{(a),(b)}\)

- Reflects recent acquisitions: Cain Brothers, HelloWallet, merchant services, and investments in residential mortgage platform
- Higher operating lease expense
- Offset by the realization of merger cost savings

### Noninterest expense up $57 MM, excl. notable items\(^{(a),(b)}\)

- Reflects Cain Brothers acquisition ($36 MM) early in fourth quarter
- Higher incentive compensation related to strong capital markets performance

---

\(^{(a)}\) Notable items of $85 MM in 4Q17 (merger-related charges and impact of tax reform and related actions), $207 MM in 4Q16 (merger-related charges), and $36 MM in 3Q17 (merger-related charges); see Appendix for detail on merger-related charges and estimated impact of tax reform and related actions

\(^{(b)}\) Non-GAAP measure
Credit Quality

Net Charge-offs & Provision for Credit Losses

Allowance for Loan and Lease Losses

Nonperforming Loans

Acquired Loans

NCO = Net charge-off

(a) Nonperforming loan balances exclude $738 million and $865 million of purchased credit impaired loans at December 31, 2017, and December 31, 2016, respectively
Credit Quality Trends

### Delinquencies to Period-end Total Loans

**Continuing operations**

<table>
<thead>
<tr>
<th>Metric</th>
<th>4Q17</th>
<th>3Q17</th>
<th>2Q17</th>
<th>1Q17</th>
<th>4Q16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delinquencies to EOP total loans: 30-89 days</td>
<td>.42%</td>
<td>.38%</td>
<td>.39%</td>
<td>.36%</td>
<td>.47%</td>
</tr>
<tr>
<td>Delinquencies to EOP total loans: 90+ days</td>
<td>.10%</td>
<td>.10%</td>
<td>.10%</td>
<td>.09%</td>
<td>.10%</td>
</tr>
<tr>
<td>NPLs to EOP portfolio loans(^{(c)})</td>
<td>.58%</td>
<td>.60%</td>
<td>.59%</td>
<td>.67%</td>
<td>.73%</td>
</tr>
<tr>
<td>NPAs to EOP portfolio loans + OREO + Other NPAs(^{(c)})</td>
<td>.62%</td>
<td>.64%</td>
<td>.64%</td>
<td>.72%</td>
<td>.79%</td>
</tr>
<tr>
<td>Allowance for loan losses to period-end loans</td>
<td>1.01</td>
<td>1.02</td>
<td>1.01</td>
<td>1.01</td>
<td>1.00</td>
</tr>
<tr>
<td>Allowance for loan losses to NPLs</td>
<td>174.4</td>
<td>170.2</td>
<td>171.6</td>
<td>151.8</td>
<td>137.3</td>
</tr>
</tbody>
</table>

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

\(^{(b)}\) From continuing operations

## Credit Quality

### Credit Quality by Portfolio

<table>
<thead>
<tr>
<th>$ in millions</th>
<th>Period-end loans</th>
<th>Average loans</th>
<th>Net loan charge-offs</th>
<th>Net loan charge-offs(b) / average loans (%)</th>
<th>Nonperforming loans(c)</th>
<th>Ending allowance</th>
<th>Allowance / period-end loans (%)</th>
<th>Allowance / NPLs (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12/31/17</td>
<td>4Q17</td>
<td>4Q17</td>
<td>4Q17</td>
<td>12/31/17</td>
<td>12/31/17</td>
<td>12/31/17</td>
<td>12/31/17</td>
</tr>
<tr>
<td>Commercial and industrial(a)</td>
<td>$41,859</td>
<td>$41,289</td>
<td>$24</td>
<td>.23%</td>
<td>$153</td>
<td>$529</td>
<td>1.26%</td>
<td>345.75%</td>
</tr>
<tr>
<td>Commercial real estate:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Commercial Mortgage</td>
<td>14,088</td>
<td>14,386</td>
<td>1</td>
<td>.03</td>
<td>30</td>
<td>133</td>
<td>.94</td>
<td>443.33</td>
</tr>
<tr>
<td>Construction</td>
<td>1,960</td>
<td>1,967</td>
<td>-</td>
<td>-</td>
<td>2</td>
<td>30</td>
<td>1.53</td>
<td>N/M</td>
</tr>
<tr>
<td>Commercial lease financing(d)</td>
<td>4,826</td>
<td>4,687</td>
<td>4</td>
<td>.34</td>
<td>6</td>
<td>43</td>
<td>.89</td>
<td>716.67</td>
</tr>
<tr>
<td>Real estate – residential mortgage</td>
<td>5,483</td>
<td>5,474</td>
<td>1</td>
<td>.07</td>
<td>58</td>
<td>7</td>
<td>.13</td>
<td>12.07</td>
</tr>
<tr>
<td>Home equity</td>
<td>12,028</td>
<td>12,128</td>
<td>4</td>
<td>.13</td>
<td>229</td>
<td>43</td>
<td>.36</td>
<td>18.78</td>
</tr>
<tr>
<td>Credit cards</td>
<td>1,106</td>
<td>1,061</td>
<td>9</td>
<td>3.37</td>
<td>2</td>
<td>44</td>
<td>3.98</td>
<td>N/M</td>
</tr>
<tr>
<td>Consumer direct loans</td>
<td>1,794</td>
<td>1,782</td>
<td>6</td>
<td>1.34</td>
<td>4</td>
<td>28</td>
<td>1.56</td>
<td>700.00</td>
</tr>
<tr>
<td>Consumer indirect loans</td>
<td>3,261</td>
<td>3,232</td>
<td>3</td>
<td>.37</td>
<td>19</td>
<td>20</td>
<td>.61</td>
<td>105.26</td>
</tr>
<tr>
<td>Continuing total(e)</td>
<td>$86,405</td>
<td>$86,006</td>
<td>$52</td>
<td>.24%</td>
<td>$503</td>
<td>$877</td>
<td>1.01%</td>
<td>174.35%</td>
</tr>
<tr>
<td>Discontinued operations</td>
<td>1,314</td>
<td>1,337</td>
<td>4</td>
<td>1.19</td>
<td>7</td>
<td>16</td>
<td>1.22</td>
<td>228.57</td>
</tr>
<tr>
<td>Consolidated total</td>
<td>$87,719</td>
<td>$87,343</td>
<td>$56</td>
<td>.25%</td>
<td>$510</td>
<td>$893</td>
<td>1.02%</td>
<td>175.10%</td>
</tr>
</tbody>
</table>

N/M = Not meaningful

---

(a) 12/31/17 ending loan balance includes $119 million of commercial credit card balances; average loan balance includes $119 million of assets from commercial credit cards.
(b) Net loan charge-off amounts are annualized in calculation.
(c) 12/31/17 NPL amount excludes $738 million of purchased credit impaired loans.
(d) Commercial lease financing includes receivables held as collateral for a secured borrowing of $24 million at December 31, 2017. Principal reductions are based on the cash payments received from these related receivables.
(e) 12/31/17 ending loan balance includes purchased loans of $15.4 billion, of which $738 million were purchased credit impaired.
**Capital**

**Common Equity Tier 1**

- Strong capital position with Common Equity Tier 1 ratio of 10.16% at 12/31/17
- Repurchased $199 MM\(^{(a)}\) in common shares during 4Q17
- Increased common share dividend to $.105 per common share in 4Q17; 11% increase from PQ and 24% increase for FY17
- The impact of tax reform reduced Key’s Common Equity Tier 1 ratio by 14 bps
  - This does not change any of Key’s previously announced planned capital actions

**Tangible Common Equity to Tangible Assets\(^{(b)}\)**

\(^{(a)}\) Common share repurchase amount includes repurchases to offset issuances of common shares under our employee compensation plans

\(^{(b)}\) Non-GAAP measure: see slides 28-29 for reconciliation
## FNFG Merger-related Charges

<table>
<thead>
<tr>
<th></th>
<th>4Q17</th>
<th>3Q17</th>
<th>2Q17</th>
<th>1Q17</th>
<th>4Q16</th>
<th>3Q16</th>
<th>2Q16</th>
<th>1Q16</th>
<th>4Q15</th>
</tr>
</thead>
<tbody>
<tr>
<td>$ in millions</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase / (Decrease)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Net interest income</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$ (6)</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Operating lease income and other leasing gains</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Other income</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$ 9</td>
<td>(10)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Noninterest income</strong></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>$ 9</td>
<td>$ (12)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Personnel expense</strong></td>
<td>$ 26</td>
<td>$ 25</td>
<td>$ 31</td>
<td>$ 30</td>
<td>$ 80</td>
<td>$ 97</td>
<td>$ 35</td>
<td>$ 16</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net Occupancy</strong></td>
<td>$ 12</td>
<td>$ (2)</td>
<td>$ (1)</td>
<td>$ 5</td>
<td>$ 29</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Business services and professional fees</strong></td>
<td>3</td>
<td>2</td>
<td>6</td>
<td>5</td>
<td>22</td>
<td>$ 32</td>
<td>$ 5</td>
<td>$ 7</td>
<td>$ 5</td>
</tr>
<tr>
<td><strong>Computer processing</strong></td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>5</td>
<td>38</td>
<td>15</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Marketing</strong></td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>13</td>
<td>9</td>
<td>3</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td><strong>All other non-personnel</strong></td>
<td>9</td>
<td>2</td>
<td>-</td>
<td>30</td>
<td>25</td>
<td>36</td>
<td>2</td>
<td>-</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total non-personnel expense</strong></td>
<td>$ 30</td>
<td>$ 11</td>
<td>$ 13</td>
<td>$ 51</td>
<td>$ 127</td>
<td>$ 92</td>
<td>$ 10</td>
<td>$ 8</td>
<td>$ 6</td>
</tr>
<tr>
<td><strong>Total merger-related charges</strong></td>
<td>$ 56</td>
<td>$ 36</td>
<td>$ 44</td>
<td>$ 81</td>
<td>$ 198</td>
<td>$ 207</td>
<td>$ 45</td>
<td>$ 24</td>
<td>$ 6</td>
</tr>
<tr>
<td><strong>EPS impact</strong></td>
<td>$ (.03)</td>
<td>$ (.02)</td>
<td>$ (.03)</td>
<td>$ (.05)</td>
<td>$ (.11)</td>
<td>$ (.14)</td>
<td>$ (.04)</td>
<td>$ (.02)</td>
<td>-</td>
</tr>
</tbody>
</table>
# Estimated Impact of Tax Reform and Related Actions

<table>
<thead>
<tr>
<th>$ in millions</th>
<th>Estimated Federal Tax Reform Impact</th>
<th>Tax Reform Related Actions</th>
<th>Total Estimated Tax Reform Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net interest income (TE)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Noninterest income</td>
<td>$(1)(^{(a)})</td>
<td>-</td>
<td>$(1)$</td>
</tr>
<tr>
<td>Noninterest expense</td>
<td>29</td>
<td></td>
<td>29</td>
</tr>
<tr>
<td>Personnel expense</td>
<td>-</td>
<td>$16(^{(c)})</td>
<td>16</td>
</tr>
<tr>
<td>Nonpersonnel expense</td>
<td>13(^{(a)})</td>
<td>-</td>
<td>13</td>
</tr>
<tr>
<td>Provision</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Pre-tax Income</td>
<td>(14)</td>
<td>(16)</td>
<td>(30)</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>$147(^{(b)})</td>
<td>$(6)$</td>
<td>$141$</td>
</tr>
<tr>
<td>Net Income</td>
<td>$(161)$</td>
<td>$(10)$</td>
<td>$(171)$</td>
</tr>
<tr>
<td>EPS Impact</td>
<td>$(.15)$</td>
<td>$(.01)$</td>
<td>$(.16)$</td>
</tr>
</tbody>
</table>

Key’s GAAP tax rate for 2018 is expected to be in the range of 18-19%.

---

(a) Estimated expense related to the impairment of certain tax-advantaged assets resulting from recent tax reform.  
(b) Estimated incremental income tax expense related to the revaluation of deferred tax assets and liabilities.  
(c) Discretionary employee retirement contribution made by Key.
## GAAP to Non-GAAP Reconciliation

### $ in millions

<table>
<thead>
<tr>
<th>Notable Items</th>
<th>Three months ended</th>
<th>December 31</th>
<th>December 31</th>
<th>December 31</th>
<th>December 31</th>
<th>December 31</th>
<th>December 31</th>
</tr>
</thead>
<tbody>
<tr>
<td>Merger-related charges</td>
<td>$ (56)</td>
<td>$ (36)</td>
<td>$ (198)</td>
<td>$ (217)</td>
<td>$ (474)</td>
<td>$ (56)</td>
<td>$ (36)</td>
</tr>
<tr>
<td>Impacts of tax reform and related actions</td>
<td>(30)</td>
<td>-</td>
<td>-</td>
<td>(30)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Merchant services gain</td>
<td>-</td>
<td>(5)</td>
<td>-</td>
<td>59</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Purchase accounting finalization, net</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>43</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Charitable contribution</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(20)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total notable items</strong></td>
<td>$ (86)</td>
<td>$ (41)</td>
<td>$ (198)</td>
<td>$ (165)</td>
<td>$ (474)</td>
<td>$ (86)</td>
<td>$ (41)</td>
</tr>
<tr>
<td>Income taxes</td>
<td>(26)</td>
<td>(13)</td>
<td>(74)</td>
<td>(53)</td>
<td>(175)</td>
<td>(26)</td>
<td>(13)</td>
</tr>
<tr>
<td>Revaluation of certain tax related assets</td>
<td>147</td>
<td>-</td>
<td>-</td>
<td>147</td>
<td>-</td>
<td>147</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total notable items after tax</strong></td>
<td>$ (207)</td>
<td>$ (28)</td>
<td>$ (124)</td>
<td>$ (259)</td>
<td>$ (299)</td>
<td>$ (207)</td>
<td>$ (28)</td>
</tr>
</tbody>
</table>

### Earnings per common share (EPS) excluding notable items

- EPS from continuing operations attributable to Key common shareholders
  - assuming dilution
  - Add: EPS impact of notable items
  - EPS from continuing operations attributable to Key common shareholders excluding notable items (non-GAAP)

### Tangible common equity to tangible assets at period end

- Key shareholders’ equity (GAAP)
  - Less: Intangible assets (a)
  - Preferred Stock (b)
- Tangible common equity (non-GAAP)
- Total assets (GAAP)
  - Less: Intangible assets (a)
- Tangible common equity to tangible assets ratio (non-GAAP)

### Notes

(a) For the three months ended December 31, 2017, September 30, 2017, and December 31, 2016, intangible assets exclude $26 million, $30 million, and $42 million, respectively, of period-end purchased credit card receivables.

(b) Net of capital surplus
GAAP to Non-GAAP Reconciliation (continued)

$ in millions

<table>
<thead>
<tr>
<th></th>
<th>Three months ended</th>
<th>Twelve months ended</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>12/31/17</td>
<td>9/30/17</td>
</tr>
<tr>
<td>Average tangible common equity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average Key shareholders' equity (GAAP)</td>
<td>$15,268</td>
<td>$15,241</td>
</tr>
<tr>
<td>Less: Intangible assets (average) (a)</td>
<td>2,939</td>
<td>2,878</td>
</tr>
<tr>
<td>Preferred Stock (average)</td>
<td>1,025</td>
<td>1,025</td>
</tr>
<tr>
<td>Average tangible common equity (non-GAAP)</td>
<td>$11,304</td>
<td>$11,338</td>
</tr>
</tbody>
</table>

Return on average tangible common equity from continuing operations
- Net income (loss) from continuing operations attributable to Key common shareholders (GAAP) | $181 | $349 | $393 | $296 | $213 | $1,219 | $753 |
- Plus: Notable items, after tax | 207 | 28 | (27) | 51 | 124 | 259 | 299 |
- Net income (loss) from continuing operations attributable to Key common shareholders excl. notable items | $388 | $377 | $366 | $347 | $337 | $1,478 | $1,052 |
- Average tangible common equity (non-GAAP) | $11,304 | $11,338 | $11,419 | $10,932 | $10,753 | $11,250 | $10,195 |
- Return on average tangible common equity from continuing operations (non-GAAP) | 6.35% | 12.21% | 13.80% | 10.98% | 7.88% | 10.84% | 7.39% |
- Return on average tangible common equity from continuing operations excl. notable items (non-GAAP) | 13.62% | 13.19% | 12.86% | 12.87% | 12.47% | 13.14% | 10.32% |

Cash efficiency ratio
- Noninterest expense (GAAP) | $1,098 | $992 | $995 | $1,013 | $1,220 | $4,098 | $3,756 |
- Less: Intangible asset amortization | 26 | 25 | 22 | 22 | 27 | 95 | 55 |
- Adjusted noninterest expense (non-GAAP) | $1,072 | $967 | $973 | $991 | $1,193 | $4,003 | $3,701 |
- Less: Notable items (b) | 85 | 36 | 60 | 81 | 207 | 262 | 465 |
- Adjusted noninterest expense excluding notable items (non-GAAP) | $987 | $931 | $913 | $910 | $986 | $3,741 | $3,236 |
- Net interest income (GAAP) | $938 | $948 | $973 | $918 | $938 | $3,777 | $2,919 |
- Plus: Taxable-equivalent adjustment | 14 | 14 | 14 | 11 | 10 | 53 | 34 |
- Noninterest income | 656 | 592 | 653 | 577 | 618 | 2,478 | 2,071 |
- Total taxable-equivalent revenue (non-GAAP) | $1,608 | $1,554 | $1,640 | $1,506 | $1,586 | $6,308 | $5,024 |
- Plus: Notable items (c) | 1 | 5 | (103) | 81 | 198 | 165 | 474 |
- Adjusted total taxable-equivalent revenue excl. notable items (non-GAAP) | $1,609 | $1,559 | $1,537 | $1,506 | $1,576 | $6,211 | $5,034 |
- Cash efficiency ratio (non-GAAP) | 66.7% | 62.2% | 59.3% | 65.8% | 67.2% | 63.5% | 73.7% |
- Cash efficiency ratio excluding notable items (non-GAAP) | 61.3% | 59.7% | 59.4% | 60.4% | 63.3% | 60.2% | 64.3% |

Pre-provision net revenue
- Net interest income (GAAP) | $938 | $948 | $973 | $918 | $938 | $3,777 | $2,919 |
- Plus: Taxable-equivalent adjustment | 14 | 14 | 14 | 11 | 10 | 53 | 34 |
- Noninterest income | 656 | 592 | 653 | 577 | 618 | 2,478 | 2,071 |
- Pre-provision net revenue from continuing operations (non-GAAP) | $1,609 | $1,559 | $1,537 | $1,506 | $1,576 | $6,211 | $5,034 |
- Less: Notable items | 1 | 5 | (103) | 81 | 198 | 165 | 474 |
- Pre-provision net revenue from continuing operations excluding notable items (non-GAAP) | $1,608 | $1,554 | $1,532 | $1,506 | $1,485 | $6,016 | $4,560 |

For the three months ended December 31, 2017, September 30, 2017, June 30, 2017, March 31, 2017, and December 31, 2016, average intangible assets exclude $28 million, $32 million, $36 million, $40 million, and $46 million, respectively, of average purchased credit card receivables. For the twelve months ended December 31, 2017, and December 31, 2016, average intangible assets exclude $34 million and $43 million, respectively, of average purchased credit card receivables.

Note: For the three months ended December 31, 2017, includes $56 million of merger-related charges and $29 million of impact of tax reform and related actions; see slide 27 for detail on estimated impact of tax reform and related actions.

(c) Notable items for the three months ended December 31, 2017, includes $1 million of impact of tax reform and related action; see slide 27 for detail on estimated impact of tax reform and related actions.