Investor Meetings: May – June 2018

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.

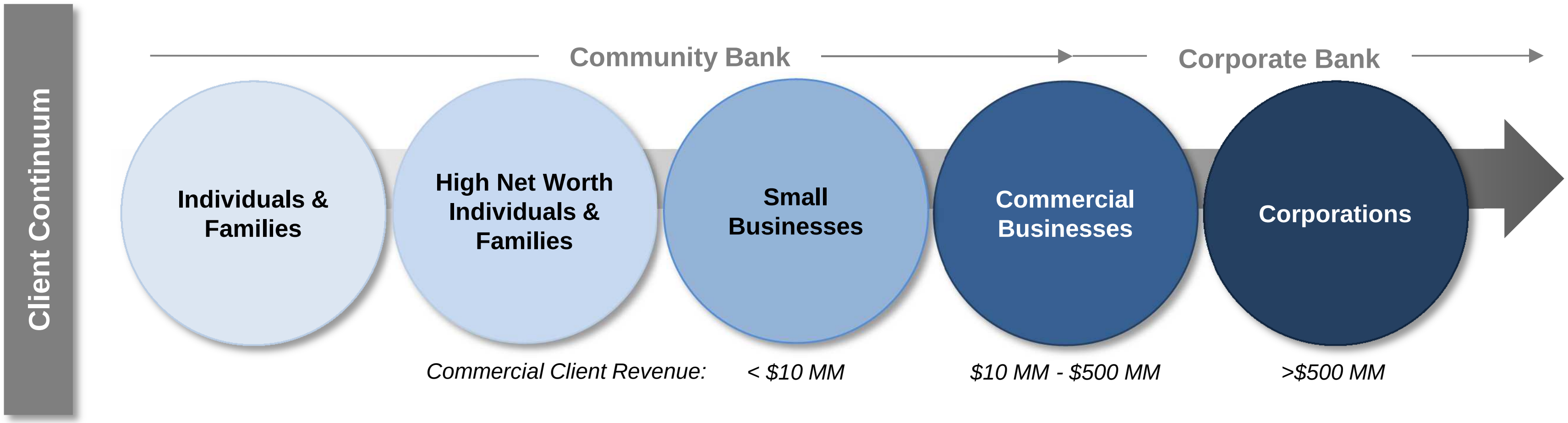
In addition to factors previously disclosed in KeyCorp's reports filed with the SEC and those identified elsewhere in this communication, the following factors, among others, could cause actual results to differ materially from forward-looking statements or historical performance: difficulties and delays in fully realizing cost savings and other benefits from the First Niagara merger; 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,” “pre-provision net revenue,” “cash efficiency ratio,” and certain financial measures excluding notable items, including 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 or Figure 2 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



Lending | *Deposits* | *Payments* | *Wealth & Investment Management* | *Capital Markets* | *Advice & Expertise*

~3 MM
consumer clients

61%
consumer deposits, % of total

$39 B
assets under management

13%
C&I loan growth 5-year CAGR

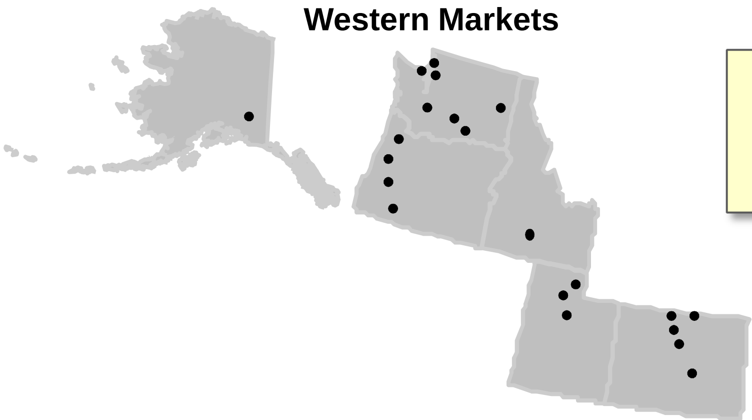
$619 MM
investment banking & debt placement fees (TTM)

Note: Figures as of 3/31/18 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)]

Eastern Markets

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* — *$87 B average loans*
- *Deposits & payments* — *$103 B average deposits*
- *Equipment finance* — *#5 bank-owned equipment finance co. by new business volume[(a)]*
- *Wealth management & private banking* — *$39 B in AUM*

Capital Markets Capabilities

- *Commercial mortgage banking* — *#3 commercial mortgage servicer (master/primary)[(b)]*
- *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* — *>310 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*

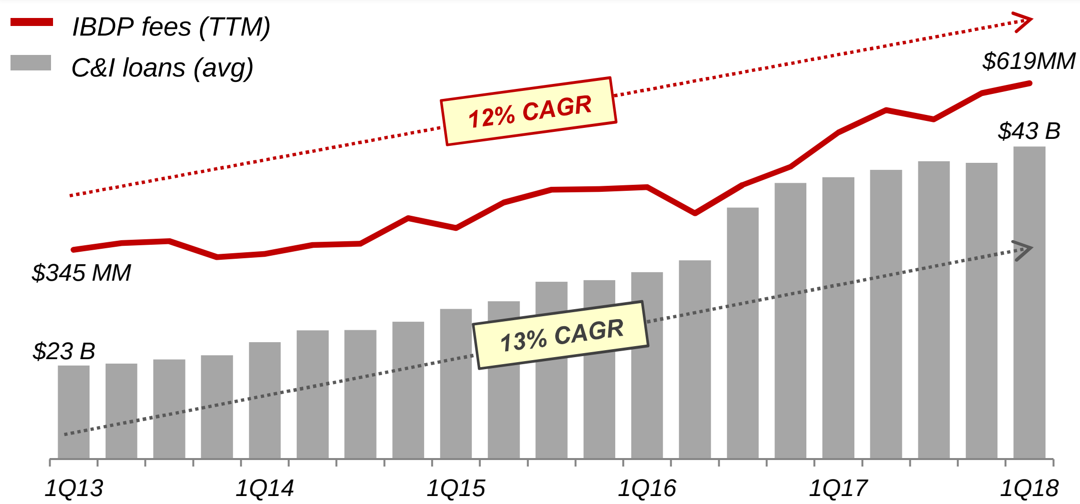
Targeted Industry Verticals

Consumer **Energy** **Healthcare**

Public Sector **Real Estate**

Industrial **Technology**

Growing Loans and Fee Income



Note: Data as of 1Q18 unless otherwise noted
(a) Source: Monitor Bank 50; ranking based on new business volume as of FY16
(b) Source: Mortgage Bankers Association year-end 2017 rankings

Levers to Improve Efficiency and Returns

Delivering positive operating leverage with opportunities across our businesses

Accelerating Revenue Momentum

- **Executing on First Niagara revenue synergies**
- **Continued momentum with core relationship strategy**
- **Enhancing products and capabilities**
  - Strategic partnerships
  - Payments solutions
  - Robust digital tools and capabilities
  - Targeted industry verticals: *acquisitions of Cain Brothers and Pacific Crest*
- **Investing in talent and a more productive workforce**
  - Growth in senior bankers and client-facing FTE
  - Targeted hiring in digital, analytics and risk

Retail Bank

+37% **branch advice & sales roles**

(2)% **branch transaction roles**

(2017 vs. 2016)

Corporate & Commercial Bank

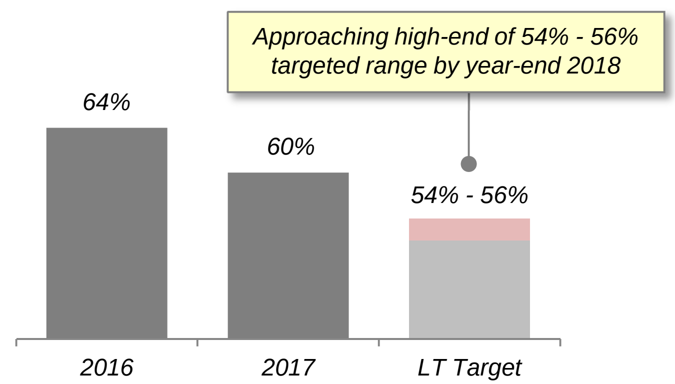
+6% **senior banker growth**

(2017 vs. 2016)

Continuing Expense Discipline

- **Full $450 MM (annual run rate) First Niagara cost savings to be reflected in 2Q18 results**
- **Reducing costs in the legacy Key franchise: ongoing focus on continuous improvement**
  - Branch consolidations (40 planned in 2018)
  - Back and middle office rationalization
  - Third party contracts
  - Business realignment and staffing model changes

Cash Efficiency Ratio[(a)]



(a) Non-GAAP measure and excludes notable items; see Key's Form 10-K dated December 31, 2017 and slides 25-26 for reconciliations

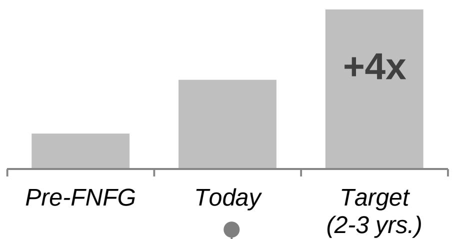
Attractive Growth Opportunities

Well-positioned to execute strategy and drive growth across the franchise

Residential Mortgage

Investing in People

Mortgage Loan Officers



MLOs: +20% vs. Dec '17

market share opportunity:

>$5B

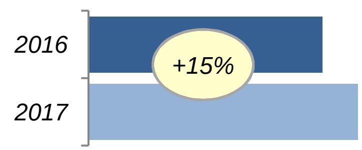
increase in annual originations

Commercial & Corporate Banking

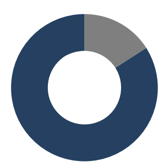
- ✓ Leveraging distinctive model for profitable growth
- ✓ Adding talent in core industries, products and geographies
- ✓ Executing on market-specific growth plans (Community Bank)
- ✓ Collaborating across businesses for the benefit of our clients

Revenue

Commercial & Corporate Banking



Opportunity



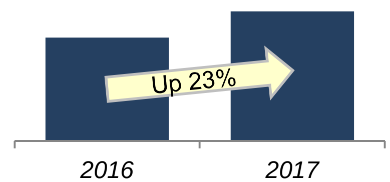
~15%

penetration of Middle Market companies within our markets

Payments

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

Cards & Payments Income



33%

growth in purchase card spend
2017 vs. 2016

40%

increase in merchant processing volume
2017 vs. 2016

34%

increase in digital sales[(a)]
2017 vs. 2016

(a) Digital sales represent new booked units in Key's digital sales application

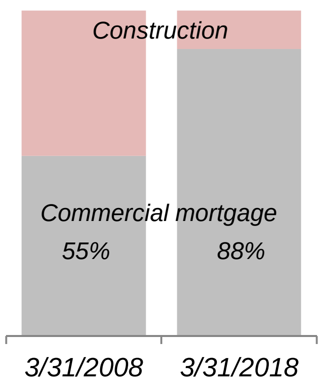
Risk Management

Maintaining a strong risk culture and moderate risk profile

Business Discipline

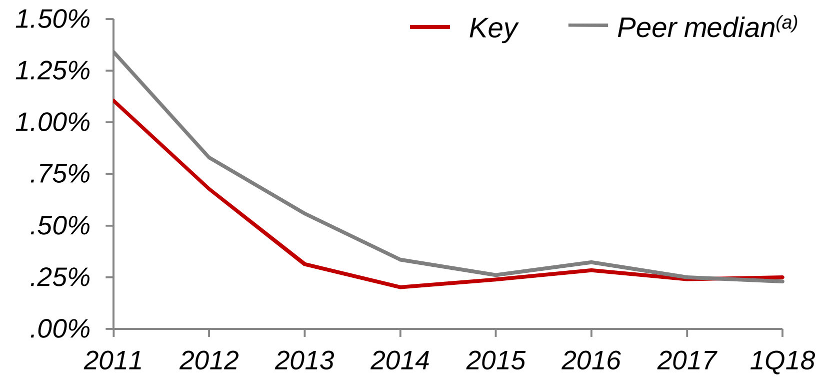
- Enterprise-wide approach to managing risks and concentrations
- Maintaining enhanced underwriting standards
- Focus on specific segments and sectors with expertise
- Selective, targeted approach to specific markets and asset classes

Commercial Real Estate Mix Shift

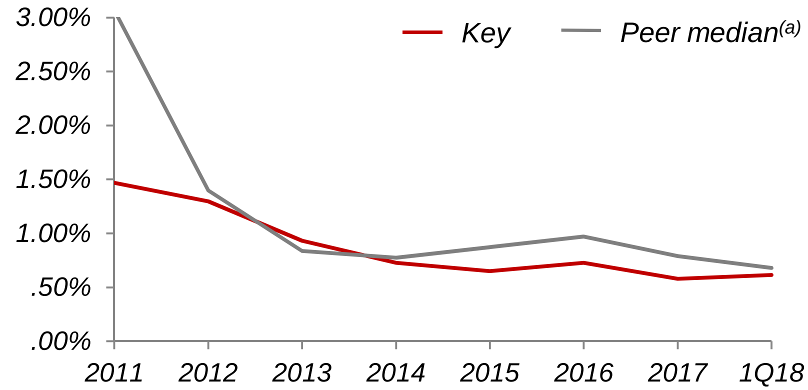


Strong Asset Quality[a]

Net Charge-offs to Average Loans



Nonperforming Loans to Total Loans



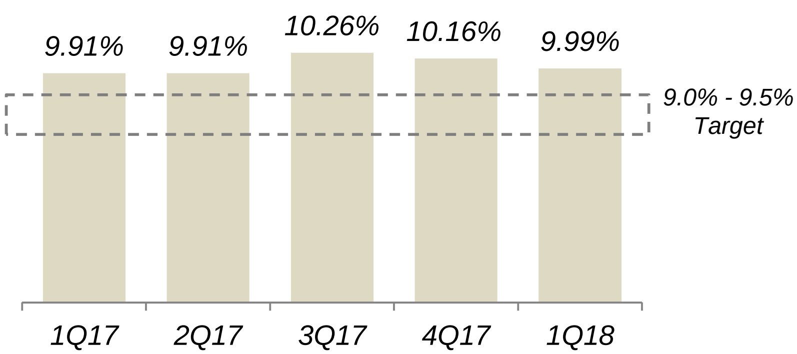
(a) Source: peer filings; peers include: BBT, CFG, CMA, FITB, HBAN, MTB, PNC, RF, STI, USB, and ZION

Capital Management

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

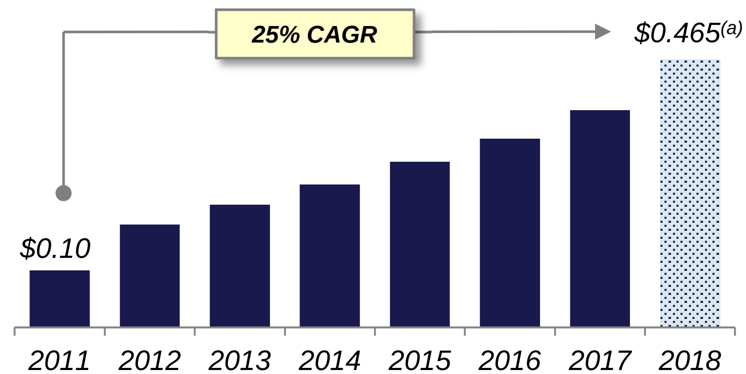
Strong Capital Position

Common Equity Tier 1

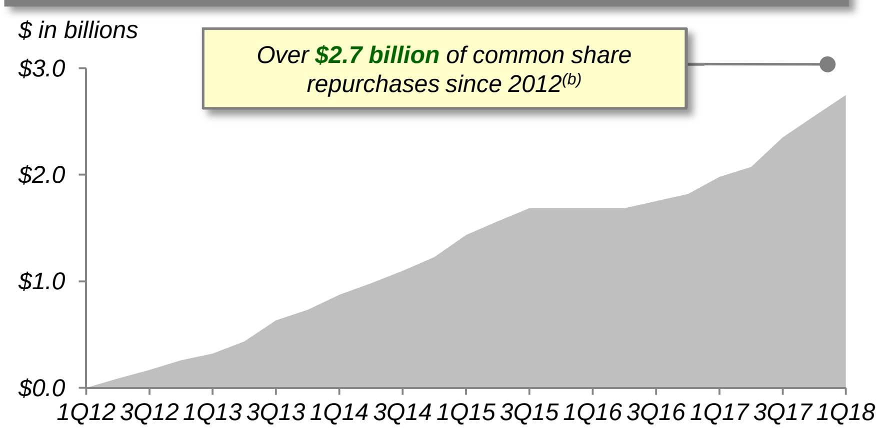


Focus on Dividends

Cash Dividends Per Common Share



Cumulative Common Share Repurchases(b)



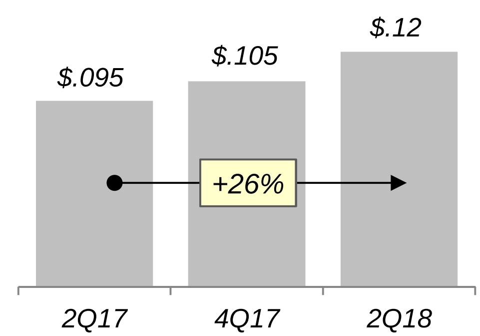
2017 Capital Plan

two

common share dividend increases *(4Q17, and 2Q18 which is subject to Board approval)*

$800 MM

common share repurchase authorization



(a) Includes planned increase to $0.12 per common share in 2Q18 (subject to Board approval)
(b) Common share repurchase amount includes repurchases to offset issuances of common shares under our employee compensation plans

Outlook and Expectations

	FY 2018
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 (TE)	• Net interest income expected to be in the range of \$3.95 B - \$4.05 B • Outlook includes rate increases in June and November 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 17% - 18%

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

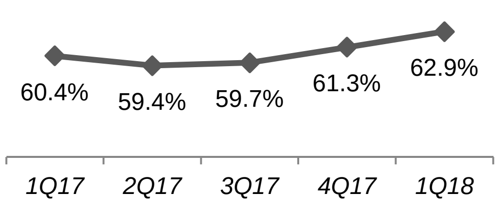
Financial Highlights

Continuing operations, unless otherwise noted

		1Q18	4Q17	1Q17	LQ ∆	Y/Y ∆
Profitability	EPS – assuming dilution	.38	.17	.27	124 %	41 %
	EPS – excl. notable items[(a), (b)]	.38	.36	.32	6	19
	Cash efficiency ratio[(a)]	62.9 %	66.7 %	65.8 %	(376) bps	(289) bps
	Cash efficiency –excl. notable items[(a), (b)]	62.9	61.3	60.4	157	249
	Return on average tangible common equity[(a)]	14.9	6.4	11.0	854	391
	ROTCE – excl. notable items[(a), (b)]	14.9	13.6	12.9	127	203
Capital[(c)]	Common Equity Tier 1	9.99 %	10.16 %	9.91 %	(17) bps	8 bps
	Tier 1 risk-based capital	10.82	11.01	10.74	(19)	8
	Tangible common equity to tangible assets[(a)]	8.22	8.23	8.51	(1)	(29)
Asset Quality	NCOs to average loans	.25 %	.24 %	.27 %	1 bps	(2) bps
	NPLs to EOP portfolio loans[(d)]	.61	.58	.67	3	(6)
	Allowance for loan and lease losses to EOP loans	1.00	1.01	1.01	(1)	(1)

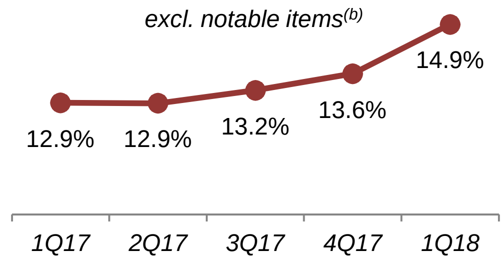
Cash Efficiency Ratio[(a)]

excl. notable items[(b)]

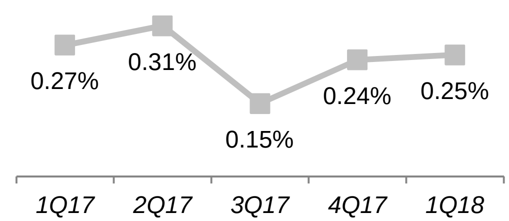


ROTCE[(a)]

excl. notable items[(b)]



NCOs to Avg. Loans



EOP = End of Period

(a) Non-GAAP measure: see Appendix for reconciliation

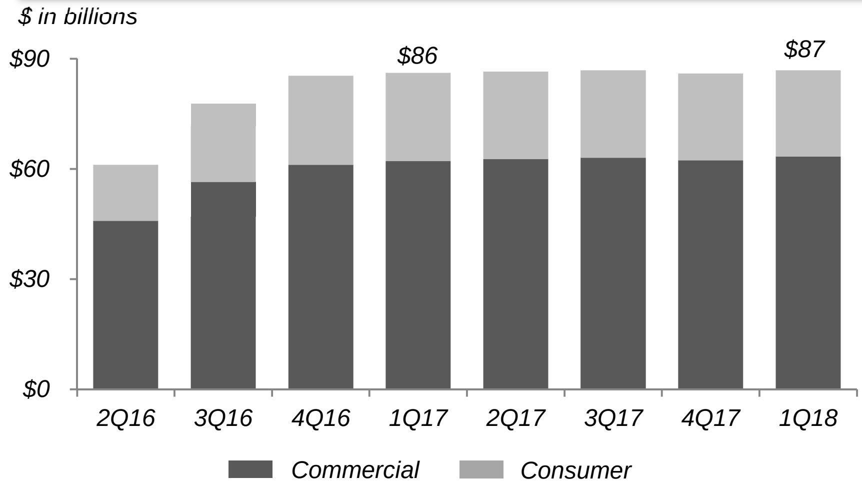
(b) Notable items include: merger-related charges (in all periods except 1Q18 - see Appendix for detail); impact of tax reform and related actions in 4Q17; merchant services gain adjustment in 3Q17; and merchant services gain, purchase accounting finalization and charitable contribution in 2Q17

(c) From consolidated operations

(d) Nonperforming loan balances exclude $690 million, $738 million, and $812 million, of purchased credit impaired loans at March 31, 2018, December 31, 2017, and March 31, 2017, respectively

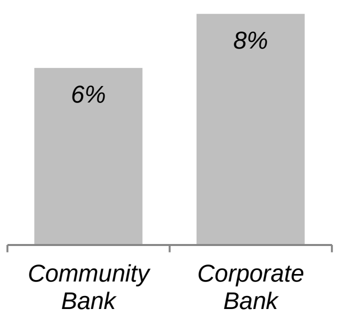
Loans

Total Average Loans

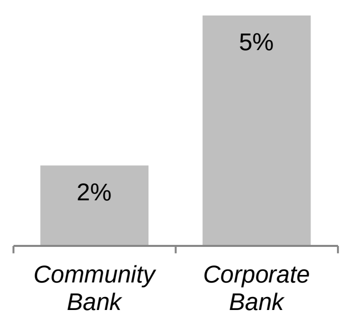


C&I Loans

vs. Prior Year



vs. Prior Quarter



Highlights

vs. Prior Year

- **Average loans up 1% from 1Q17**
  - **Broad-based C&I growth with middle-market clients**
  - **Expansion of auto lending into existing geographies and dealer relationships**

vs. Prior Quarter

- **Average loans up 1% from 4Q17**
  - **C&I growth across client segments, including both Community Bank and Corporate Bank**
  - **Home equity continues to decline, consistent with overall market trends**

Loan Portfolio Detail, at 3/31/18

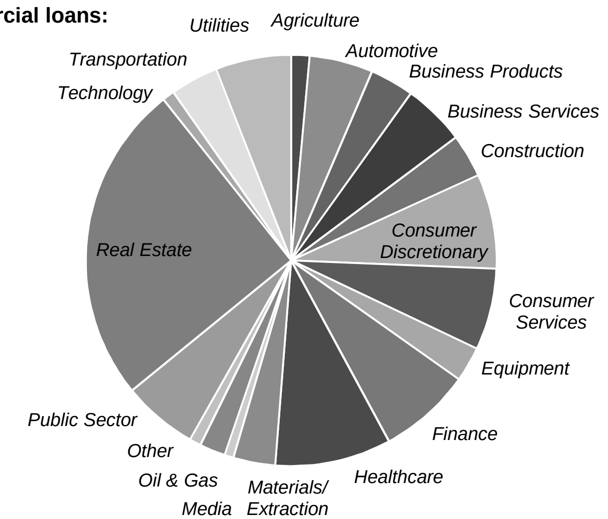
Total Loans

$ in billions		3/31/18	% of total loans
Commercial and industrial	$	44.3	50
Commercial real estate		15.9	18
Commercial lease financing		4.6	5
Total Commercial	**$**	**64.8**	**74**
Residential mortgage	$	5.5	6
Home equity		11.7	13
Consumer direct		1.8	2
Credit card		1.1	1
Consumer indirect		3.3	4
Total Consumer	**$**	**23.3**	**26**

Commercial Loans

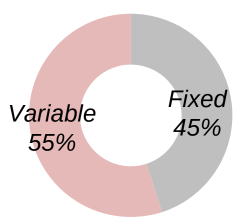
Diversified Portfolio by Industry

Total commercial loans:



Home Equity

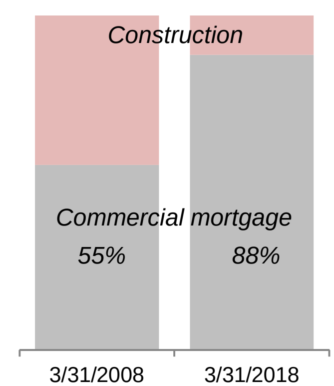
		Outstanding Balances			Average Loan Size	Average FICO	2008/ prior vintage
First lien	$	6,993	60 %	$	71,996	771	19 %
Second lien		4,727	40		46,409	768	34
Total home equity	**$**	**11,720**					



- Combined weighted-average LTV at origination: 70%
- $599 million in lines outstanding (7% of the home equity lines) come to end of draw period by 1Q20

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[(a)]



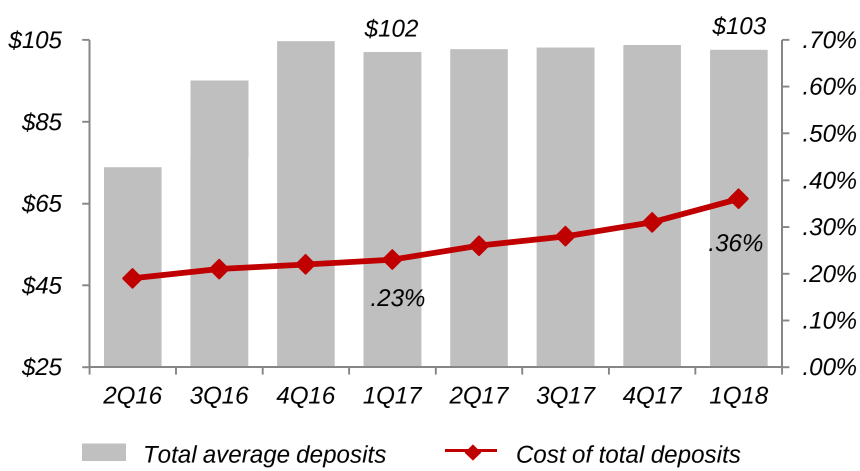
Tables may not foot due to rounding

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

Deposits

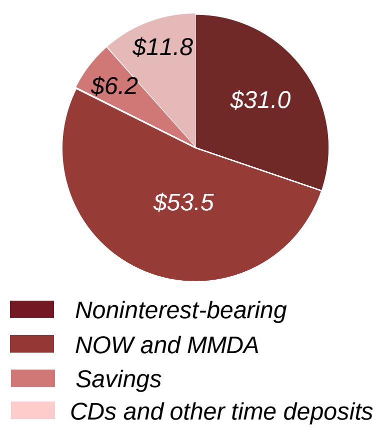
Average Deposits

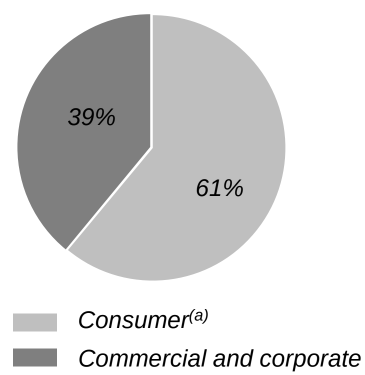
$ in billions



1Q18 Average Deposit Mix

$ in billions





Highlights

- **Deposit cost up 5 bps from 4Q17, reflecting:**
  - **Higher interest rates**
  - **Continued migration of portfolio into higher-yielding products**
- **Strong and stable deposit base**
  - **30% noninterest-bearing**
  - **>85% from markets where Key maintains top-5 deposit or branch share**

vs. Prior Year

- **Average deposit up .5% from 1Q17**
  - **Growth in CDs**
  - **Consumer noninterest-bearing balances up 10%**
- **Continued mix shift to higher-yielding deposit products**
- **Managed exit of certain higher cost corporate and public sector deposits**

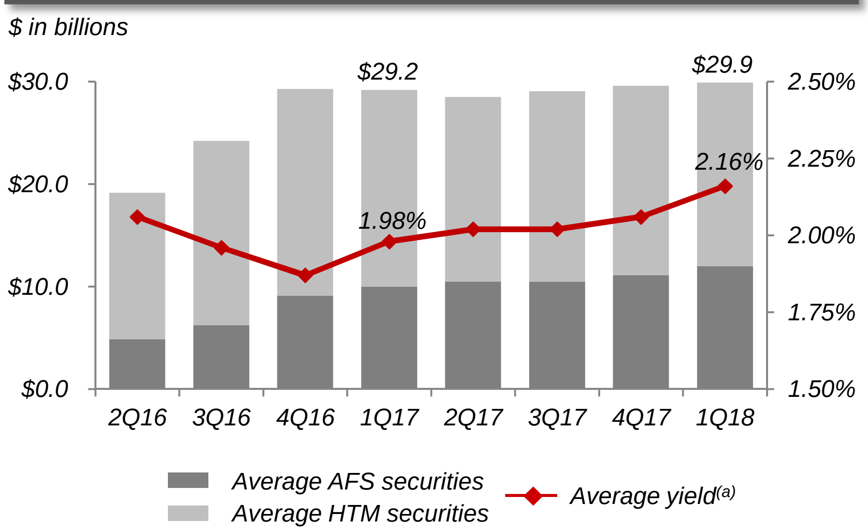
vs. Prior Quarter

- **Average deposit balances down 1% from 4Q17**
  - **Elevated 4Q17 balances due to seasonal and short-term escrow deposit inflows**
  - **Consumer noninterest-bearing balances up 6%**

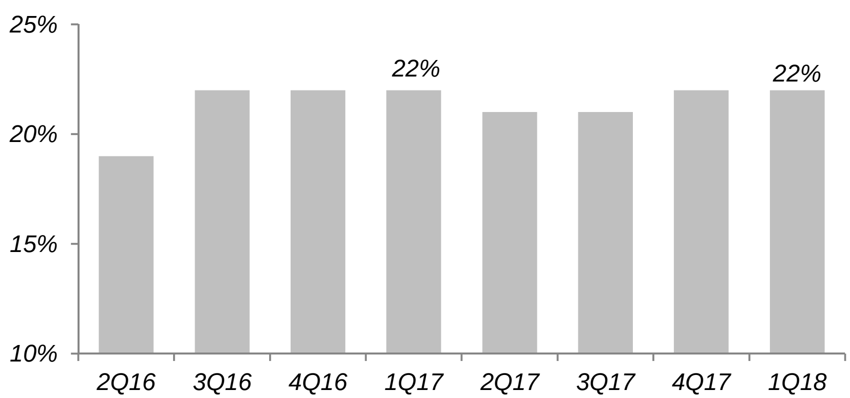
(a) Consumer includes retail banking, small business, and private banking

Investment Portfolio

Average Total Investment Securities



Securities to Total Assets[b]



Highlights

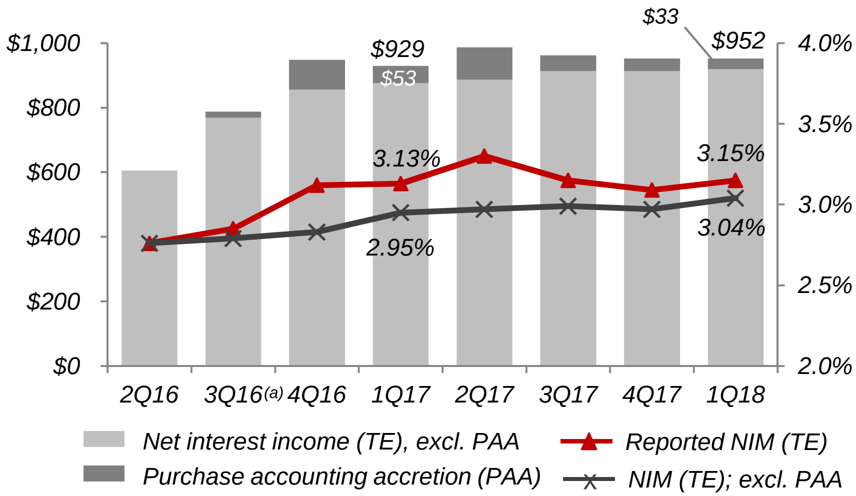
- **Portfolio composed primarily of GNMA and GSE-backed MBS and CMOs**
  - **Primarily fixed rate**
  - **GNMA 47% of 1Q18 average balances**
- **Portfolio used for funding and liquidity management:**
  - **Securities cash flows of $1.2 billion in 1Q18**
  - **$362 million growth in average balance**
  - **Reinvesting cash flows into High Quality Liquid Assets**
- **Replaced cash flows at higher yields during 1Q18**
  - **New investments yield 3.20% vs. 1Q18 cash flows at 2.13%**
- **Portfolio average life of 4.8 years and duration of 4.2 years at 3/31/18**

(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



	1Q17	2Q17	3Q17	4Q17	1Q18
NIM – reported	**3.13%**	**3.30%**	**3.15%**	**3.09%**	**3.15%**
PAA	.18	.19	.16	.12	.11
PAA refinement/ finalization	-	.14	-	-	-
NIM – excl. PAA	**2.95**	**2.97**	**2.99**	**2.97**	**3.04**
NII – reported ($MM)	**$ 929**	**$ 987**	**$ 962**	**$ 952**	**$ 952**
PAA	53	58	48	38	33[b]
PAA refinement/ finalization	-	42	-	-	-
NII – excl. PAA	**$876**	**$877**	**$914**	**$914**	**$919**

Highlights

- **Excluding PAA, 1Q18 net interest income was $919 MM and net interest margin was 3.04%**
  - **NII up 5% from prior year and up 1% from prior quarter**
- **TE adjustment decreased $6 MM from 4Q17, to $8 MM for 1Q18, as a result of tax law change**

vs. Prior Year

- **Net interest income up $43 MM from 1Q17, excl. PAA**
  - **Largely driven by higher interest rates and low deposit betas**

vs. Prior Quarter

- **Net interest income up $5 million from 4Q17, excl. PAA**
  - **Reflects benefit from higher interest rates and lower liquidity levels**
  - **Growth offset by lower day count, reduced TE adjustment and lower PAA**

NIM Change vs. Prior Quarter	***4Q17:***	***3.09%***
Higher interest rates		.07
Lower short-term earning assets		.03
PAA (1Q vs. 4Q)		(.01)
Other		(.03)
Total change		**.06**
	1Q18:	***3.15%***

TE = Taxable equivalent PAA = Purchase accounting accretion

(a) 3Q16 Net interest income included $6 million of merger-related charges; see Key's 3Q16 Earnings Release for detail on merger-related charges

(b) 1Q18 purchase accounting accretion of $33 MM is made up of $24 MM related to contractual maturities and $9 MM related to prepayments

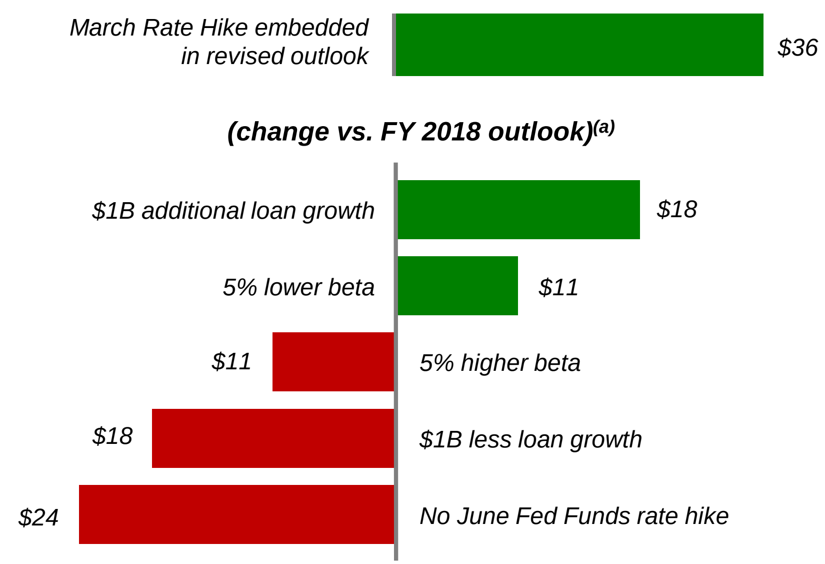
Interest Rate Risk Management

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 51 bps
  - $31 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**
  - $30 B securities portfolio is >99% government-guaranteed and generates ~$450 MM cash flows per month
  - Discretionary hedge activities (~$18 B) help moderate interest rate risk exposure while providing near-term earnings upside ($4.3 B swaps mature through 4Q18 at weighted-average receive rate of 1.06%)

Net Interest Income Sensitivities (FY18) ($MM)



- **Modestly asset sensitive positioning[b]**
  - 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 10 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 31 of Key's 2017 Form 10-K

Noninterest Income

Noninterest Income

$ in millions *Up / (Down)*	1Q18	vs. 1Q17	vs. 4Q17
Trust and investment services income	$ 133	$ (2)	$ 2
Investment banking and debt placement fees	143	16	(57)
Service charges on deposit accounts	89	2	-
Operating lease income and other leasing gains	32	9	5
Corporate services income	62	8	6
Cards and payments income	62	(3)	(15)
Corporate-owned life insurance	32	2	(5)
Consumer mortgage income	7	1	-
Mortgage servicing fees	20	2	3
Net gains (losses) from principal investing	-	(1)	(3)
Other income	21	(10)	9
Total noninterest income	**$ 601**	**$ 24**	**$ (55)**

Highlights

vs. Prior Year

- **Noninterest income up $24 MM from 1Q17**
- **Continued momentum in many fee-based businesses resulting from ongoing investments**
  - Record first quarter of investment banking and debt placement fees (+$16 MM)
  - Operating lease and other leasing gains income (+$9 MM)
  - Corporate services income (+$8 MM)

vs. Prior Quarter

- **Noninterest income down $55 MM from 4Q17**
- **Seasonal impacts in:**
  - Investment banking and debt placement fees
  - Cards and payments income
  - COLI income

Noninterest Expense

Noninterest Expense

$ in millions *Up / (Down)*	1Q18	vs. 1Q17	vs. 4Q17
Personnel	$ 594	$ 38	$ (14)
Net occupancy	78	(9)	(14)
Computer processing	52	(8)	(2)
Business services, professional fees	41	(5)	(11)
Equipment	26	(1)	(5)
Operating lease expense	27	8	(1)
Marketing	25	4	(10)
FDIC assessment	21	1	1
Intangible asset amortization	29	7	3
OREO expense, net	2	-	(1)
Other expense	111	(42)	(38)
Total noninterest expense	**$ 1,006**	**$ (7)**	**$ (92)**
Merger-related charges	-	(81)	(56)
Tax-related impact	-	-	(29)
Total noninterest expense, excluding notable items[(a),(b)]	**$ 1,006**	**$ 74**	**$ (7)**

Outlook

FY18 → $3.85 B - $3.95 B

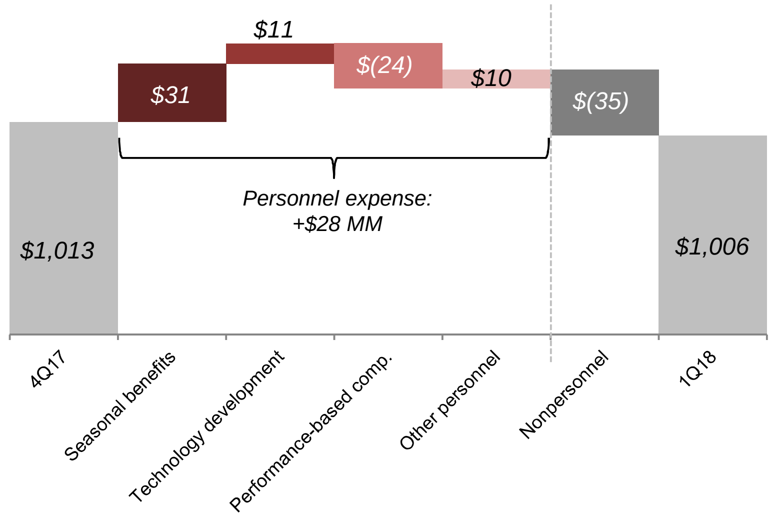
Quarterly run-rate expected to be lower than 1Q18

- **Ongoing cost savings initiatives, including:** branch consolidations, back and middle office rationalization, third party contracts, business realignment and staffing model changes
- **Realization of First Niagara cost savings:** run-rate achieved by end of 1Q18

Approaching high-end of 54% - 56% efficiency ratio target by year-end

Linked Quarter Change

$ in millions; excludes notable items[(a)]

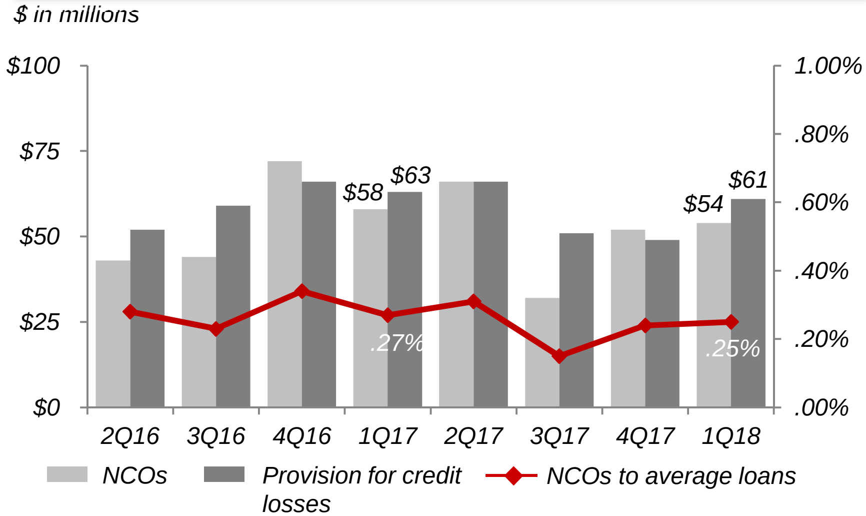


- **1Q18 personnel expense reflects:**
  - **Seasonal increase in benefits: employer taxes and healthcare-related expense**
  - **Accelerated technology spend: digital banking, mortgage, consumer lending systems**
  - **Lower performance-based compensation**
  - **Higher severance**
- **Seasonally lower marketing expense**
- **Cost savings reflected in occupancy and other expense**

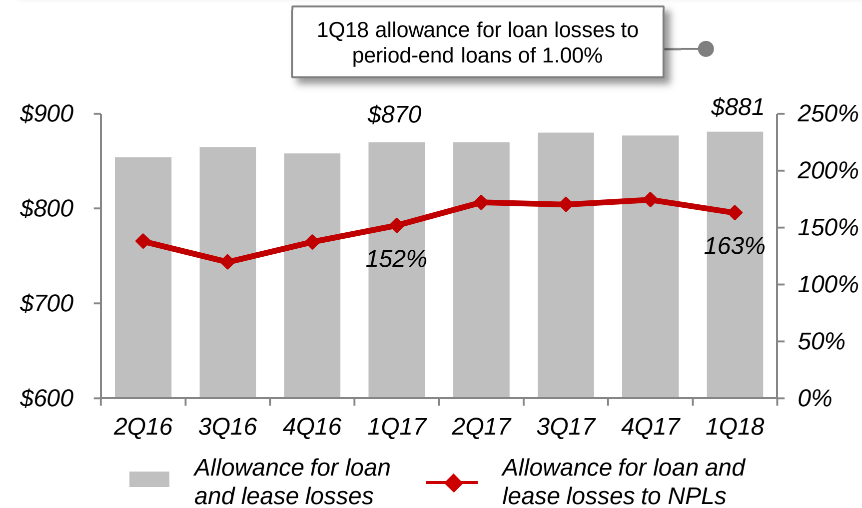
(a) No notable items in 1Q18; notable items of $81 MM in 1Q17 (merger-related charges) and $85 MM in 4Q17 (merger-related charges and impact of tax reform and related actions); see Appendix for detail on merger-related charges
(b) Non-GAAP measure

Credit Quality

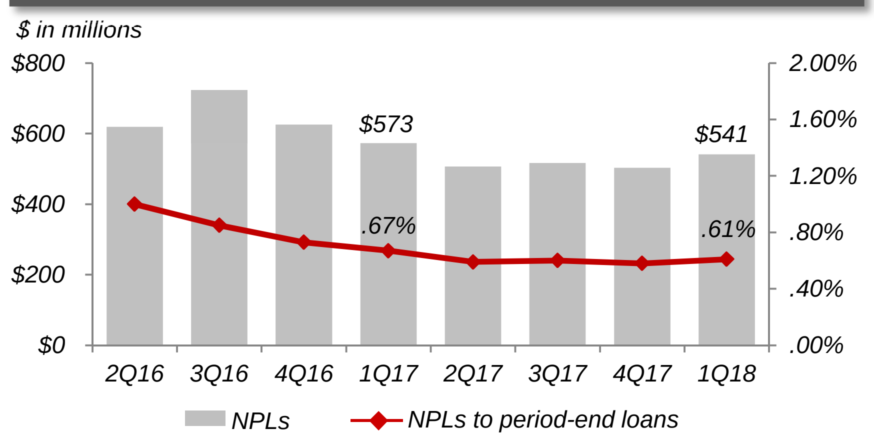
Net Charge-offs & Provision for Credit Losses



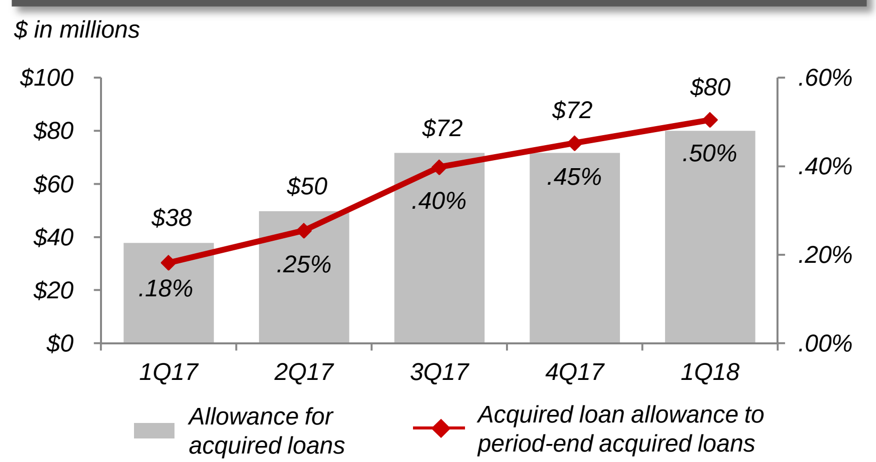
Allowance for Loan and Lease Losses



Nonperforming Loans[(a)]



Acquired Loans



NCO = Net charge-off

(a) Nonperforming loan balances exclude $690 million, $738 million, and $812 million of purchased credit impaired loans at March 31, 2018, December 31, 2017, and March 31, 2017, respectively

Credit Quality

Credit Quality by Portfolio

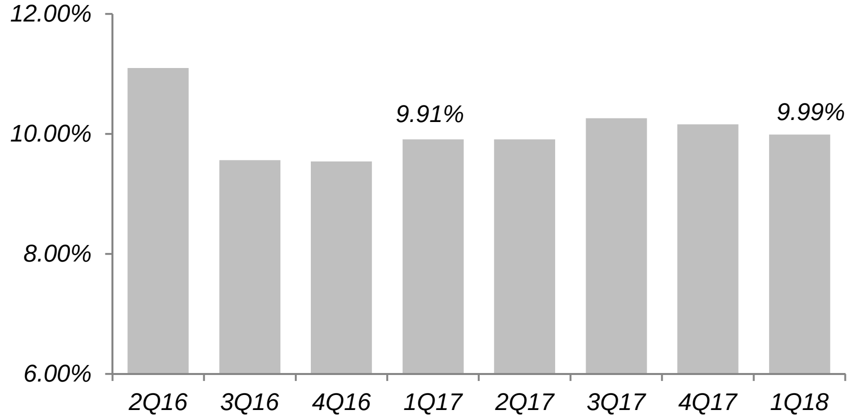
$ in millions	Period-end loans	Average loans	Net loan charge-offs	Net loan charge-offs[b] / average loans (%)	Nonperforming loans[c]	Ending allowance	Allowance / period-end loans (%)	Allowance / NPLs (%)
	3/31/18	1Q18	1Q18	1Q18	3/31/18	3/31/18	3/31/18	3/31/18
Commercial and industrial[a]	$ 44,313	$ 42,733	$ 31	0.29%	$ 189	$ 533	1.20%	282.01%
Commercial real estate:								
Commercial Mortgage	13,997	14,085	1	.03	33	136	.97	412.12
Construction	1,871	1,957	(1)	(.21)	2	33	1.76	N/M
Commercial lease financing[d]	4,598	4,663	-	-	5	40	.87	800.00
Real estate – residential mortgage	5,473	5,479	1	.07	59	9	.16	15.25
Home equity	11,720	11,877	1	.03	229	38	.32	16.59
Credit cards	1,068	1,080	11	4.13	2	45	4.21	N/M
Consumer direct loans	1,758	1,766	6	1.38	4	27	1.54	675.00
Consumer indirect loans	3,291	3,287	4	.49	18	20	.61	111.11
Continuing total	**$ 88,089**	**$ 86,927**	**$ 54**	.25%	**$ 541**	**$ 881**	**1.00%**	**162.85%**
Discontinued operations	1,256	1,278	2	.63	6	16	1.27	266.67
Consolidated total	**$ 89,345**	**$ 88,205**	**$ 56**	**.26%**	**$ 547**	**$ 897**	**1.00%**	**163.99%**

N/M = Not meaningful

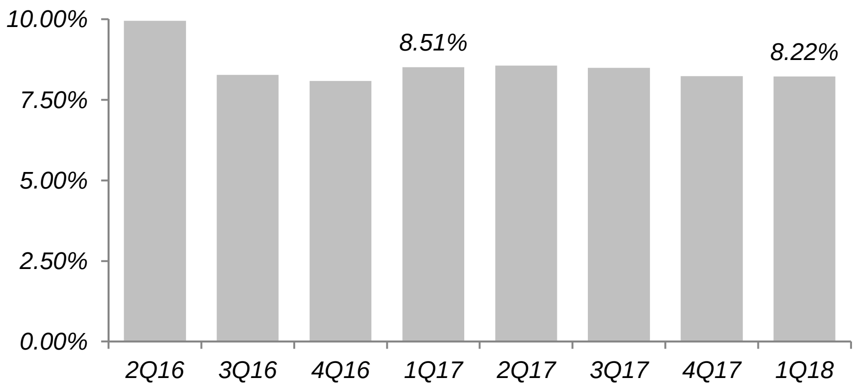
(a) 3/31/18 ending loan balance includes $121 million of commercial credit card balances; average loan balance includes $120 million of assets from commercial credit cards
(b) Net loan charge-off amounts are annualized in calculation
(c) 3/31/18 NPL amount excludes $690 million of purchased credit impaired loans
(d) Commercial lease financing includes receivables held as collateral for a secured borrowing of $16 million at March 31, 2018. Principal reductions are based on the cash payments received from these related receivables

Capital

Common Equity Tier 1



Tangible Common Equity to Tangible Assets[(a)]



Highlights

- **Strong capital position with Common Equity Tier 1 ratio of 9.99% at 3/31/18**
- **Repurchased $199 MM[(b)] in common shares during 1Q18**

(a) Non-GAAP measure: see slides 25-26 for reconciliation
(b) Common share repurchase amount includes repurchases to offset issuances of common shares under our employee compensation plans

2017 FNFG Merger-related Charges

$ in millions *Increase / (Decrease)*	**4Q17**	**3Q17**	**2Q17**	**1Q17**
Personnel expense	**$ 26**	**$ 25**	**$ 31**	**$ 30**
Net Occupancy	$ 12	$ (2)	$ (1)	$ 5
Business services and professional fees	3	2	6	5
Computer processing	1	4	2	5
Marketing	5	5	6	6
All other non-personnel	9	2	-	30
Total non-personnel expense	**$ 30**	**$ 11**	**$ 13**	**$ 51**
Total merger-related charges	**$ 56**	**$ 36**	**$ 44**	**$ 81**
EPS impact	**$ (.03)**	**$ (.02)**	**$ (.03)**	**$ (.05)**

GAAP to Non-GAAP Reconciliation

$ in millions	Three months ended 3/31/2018	12/31/2017	3/31/2017
Notable Items			
Merger-related charges	-	$ (56)	$ (81)
Impacts of tax reform and related actions	-	$ (30)	-
Total notable items	-	$ (86)	$ (81)
Income taxes	-	(26)	(30)
Revaluation of certain tax related assets	-	147	-
Total notable items after tax	-	$ (207)	$ (51)
Earnings per common share (EPS) excluding notable items			
EPS from continuing operations attributable to Key common shareholders – assuming dilution	$ .38	$ .17	$ .27
Add: EPS impact of notable items	-	.19	.05
EPS from continuing operations attributable to Key common shareholders excluding notable items (non-GAAP)	$ .38	$ .36	$ .32
Tangible common equity to tangible assets at period end			
Key shareholders' equity (GAAP)	$ 14,944	$ 15,023	$ 14,976
Less: Intangible assets [(a)]	2,902	2,928	2,751
Preferred Stock [(b)]	1,009	1,009	1,009
Tangible common equity (non-GAAP)	$ 11,033	$ 11,086	$ 11,216
Total assets (GAAP)	$ 137,049	$ 137,698	$ 134,476
Less: Intangible assets [(a)]	2,902	2,928	2,751
Tangible common equity to tangible assets ratio (non-GAAP)	$ 134,147	$ 134,770	$ 131,725
Tangible common equity to tangible assets ratio (non-GAAP)	8.22%	8.23%	8.51%

(a) For the three months ended March 31, 2018, December 31, 2017, and March 31, 2017, intangible assets exclude $23 million, $26 million, and $38 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					Twelve months ended	
	3/31/2018	12/31/17	9/30/17	6/30/17	3/31/17	12/31/2017	12/31/2016
Average tangible common equity							
Average Key shareholders' equity (GAAP)	$ 14,889	$ 15,268	$ 15,241	$ 15,200	$ 15,184	$ 15,224	$ 12,647
Less: Intangible assets (average) [(a)]	2,916	2,939	2,878	2,756	2,772	2,837	1,825
Preferred Stock (average)	1,025	1,025	1,025	1,025	1,480	1,137	627
Average tangible common equity (non-GAAP)	$ 10,948	$ 11,304	$ 11,338	$ 11,419	$ 10,932	$ 11,250	$ 10,195
Return on average tangible common equity from continuing operations							
Net income (loss) from continuing operations attributable to Key common shareholders (GAAP)	$ 402	$ 181	$ 349	$ 393	$ 296	$ 1,219	$ 753
Plus: Notable items, after tax	-	207	28	(27)	51	259	299
Net income (loss) from continuing operations attributable to Key common shareholders excl. notable items	$ 402	$ 388	$ 377	$ 366	$ 347	$ 1,478	$ 1,052
Average tangible common equity (non-GAAP)	10,948	11,304	11,338	11,419	10,932	11,250	10,195
Return on average tangible common equity from continuing operations (non- GAAP)	14.89%	6.35%	12.21%	13.80%	10.98%	10.84%	7.39%
Return on average tangible common equity from continuing operations excl. notable items (non- GAAP)	14.89%	13.62%	13.19%	12.86%	12.87%	13.14%	10.32%
Cash efficiency ratio							
Noninterest expense (GAAP)	$ 1,006	$ 1,098	$ 992	$ 995	$ 1,013	$ 4,098	$ 3,756
Less: Intangible asset amortization	29	26	25	22	22	95	55
Adjusted noninterest expense (non-GAAP)	$ 977	$ 1,072	$ 967	$ 973	$ 991	$ 4,003	$ 3,701
Less: Notable items	-	85	36	60	81	262	465
Adjusted noninterest expense excluding notable items (non-GAAP)	$ 977	$ 987	$ 931	$ 913	$ 910	$ 3,741	$ 3,236
Net interest income (GAAP)	$ 944	$ 938	$ 948	$ 973	$ 918	$ 3,777	$ 2,919
Plus: Taxable-equivalent adjustment	8	14	14	14	11	53	34
Noninterest income	601	656	592	653	577	2,478	2,071
Total taxable-equivalent revenue (non-GAAP)	$ 1,553	$ 1,608	$ 1,554	$ 1,640	$ 1,506	$ 6,308	$ 5,024
Plus: Notable items	-	1	5	(103)	-	(97)	9
Adjusted total taxable-equivalent revenue excl. notable items (non-GAAP)	$ 1,553	$ 1,609	$ 1,559	$ 1,537	$ 1,506	$ 6,211	$ 5,033
Cash efficiency ratio (non-GAAP)	62.9%	66.7%	62.2%	59.3%	65.8%	63.5%	73.7%
Cash efficiency ratio excluding notable items (non-GAAP)	62.9%	61.3%	59.7%	59.4%	60.4%	60.2%	64.3%

(a) For the three months ended March 31, 2018, December 31, 2017, September 30, 2017, June 30, 2017, and March 31, 2017, average intangible assets exclude $24 million, $28 million, $32 million, $36 million, and $40 million, respectively, of average purchased credit card receivables.