

# Technology Strategy

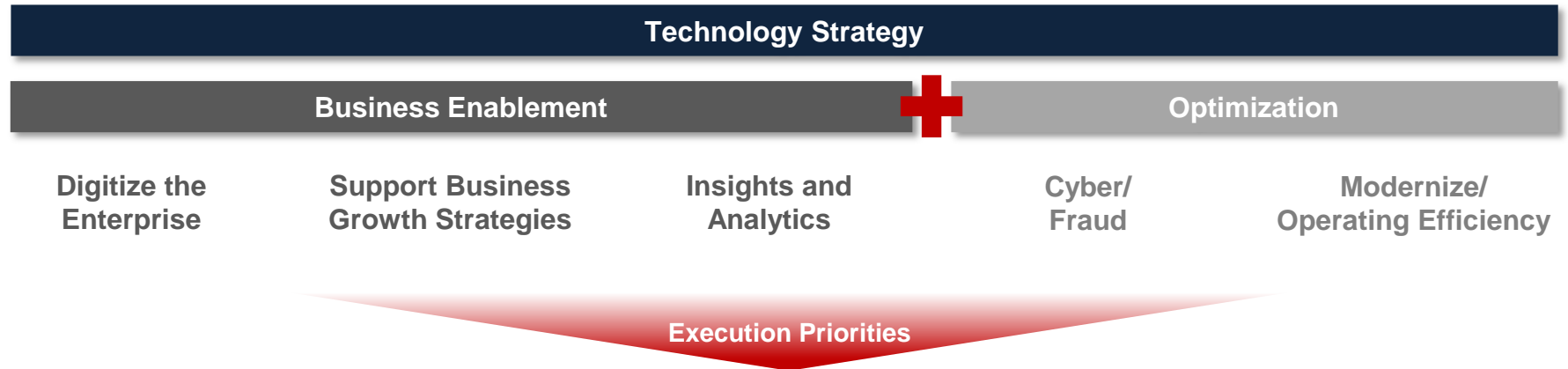
## Enabling Growth & Innovation

**Amy Brady**  
Chief Information Officer

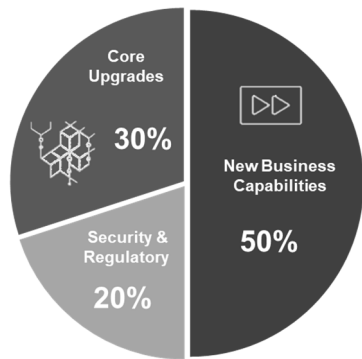


# Our Technology Strategy

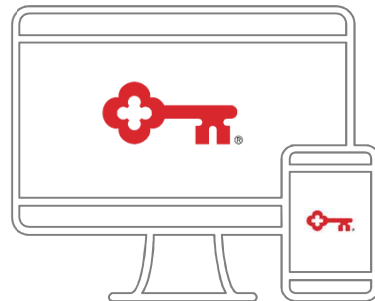
Advancing our technology remains foundational to Key's strategy of building enduring client relationships through Ease, Value, and Expertise



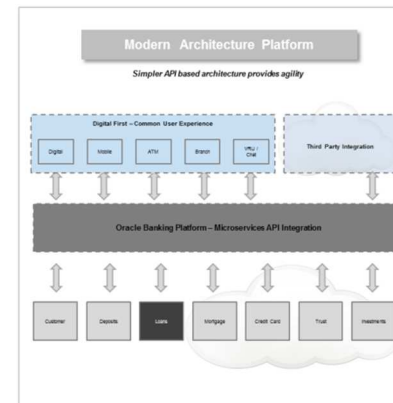
**Balanced Investment Spend Portfolio**



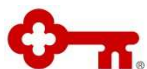
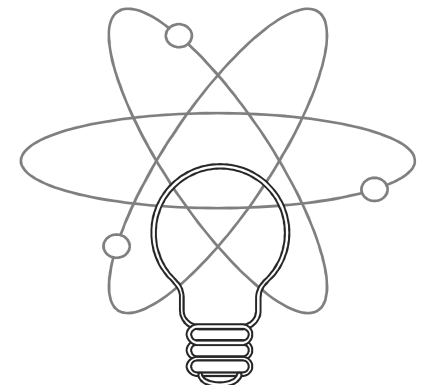
**Digital First**



**Modern Systems & Architecture**



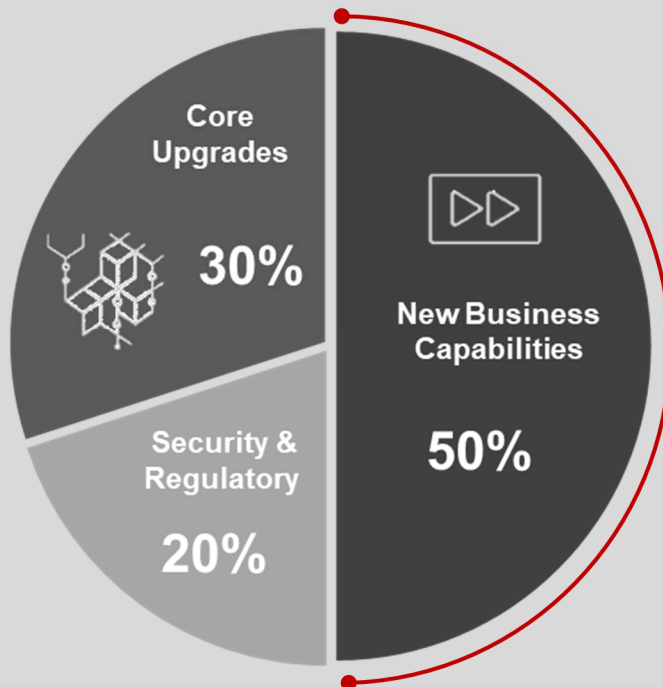
**Innovative Culture**



# Targeted Investment Approach

Balanced portfolio strategy to support operations, improve efficiency, and enable growth

Technology Portfolio Annual Spend Distribution



## Representative Investments Targeted to Support Emerging Growth Opportunities

### Consumer

- Key Digital
- HelloWallet integration
- Financial Wellness

### Business Banking

- KeyBank Business Online
- BOLSTR integration
- Small Business Wellness

### Commercial Payments and Deposits

- Industry-leading self-service platform
- Snapshot, Billtrust equity investments



# Digitizing the Enterprise

We have substantially advanced our digital capabilities

Our Journey

Client-empowering DIGITAL Experiences

End-to-end DIGITAL Process Redesign

Analytics-driven Products and Decisions

Operational Efficiency and Effectiveness

Always On, Secure, On the Go, 24x7

Our Accomplishments

Payments:  
KeyNavigator



Retail:  
Key Digital



Private Bank:  
Key Wealth  
Direction



Mortgage  
Origination



Commercial  
Credit  
Origination



## Focus Areas

Origination, Decisioning, Fulfillment + Servicing

Financial Wellness + Consumer Analytics

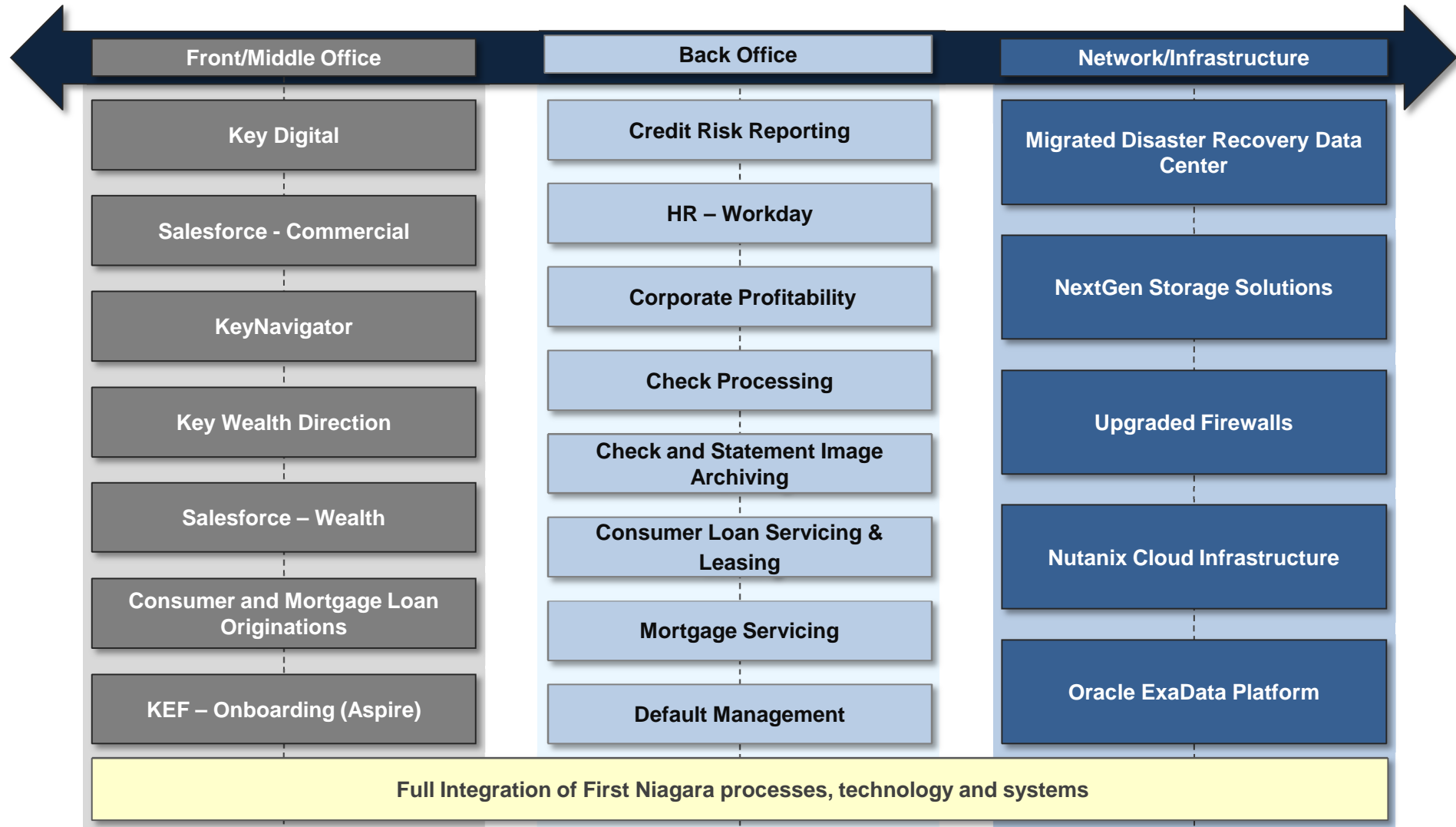
NextGen Access + Authentication

Virtual Assistants + Chat Bots



# Modernizing Our Systems

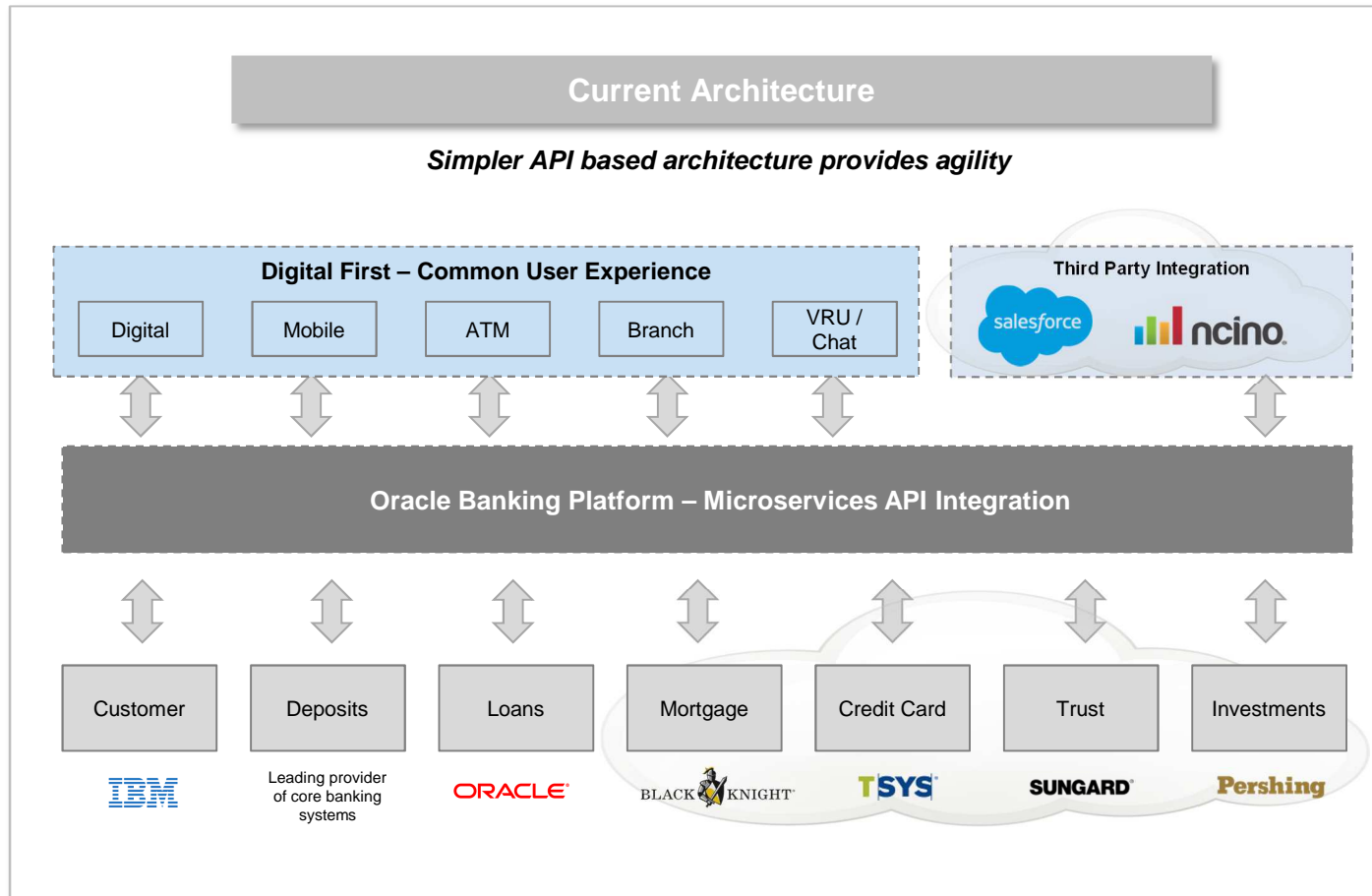
Investing in client experience and core systems modernization to drive end-to-end simplicity and agility



# Architecture Agility and Core Modernization

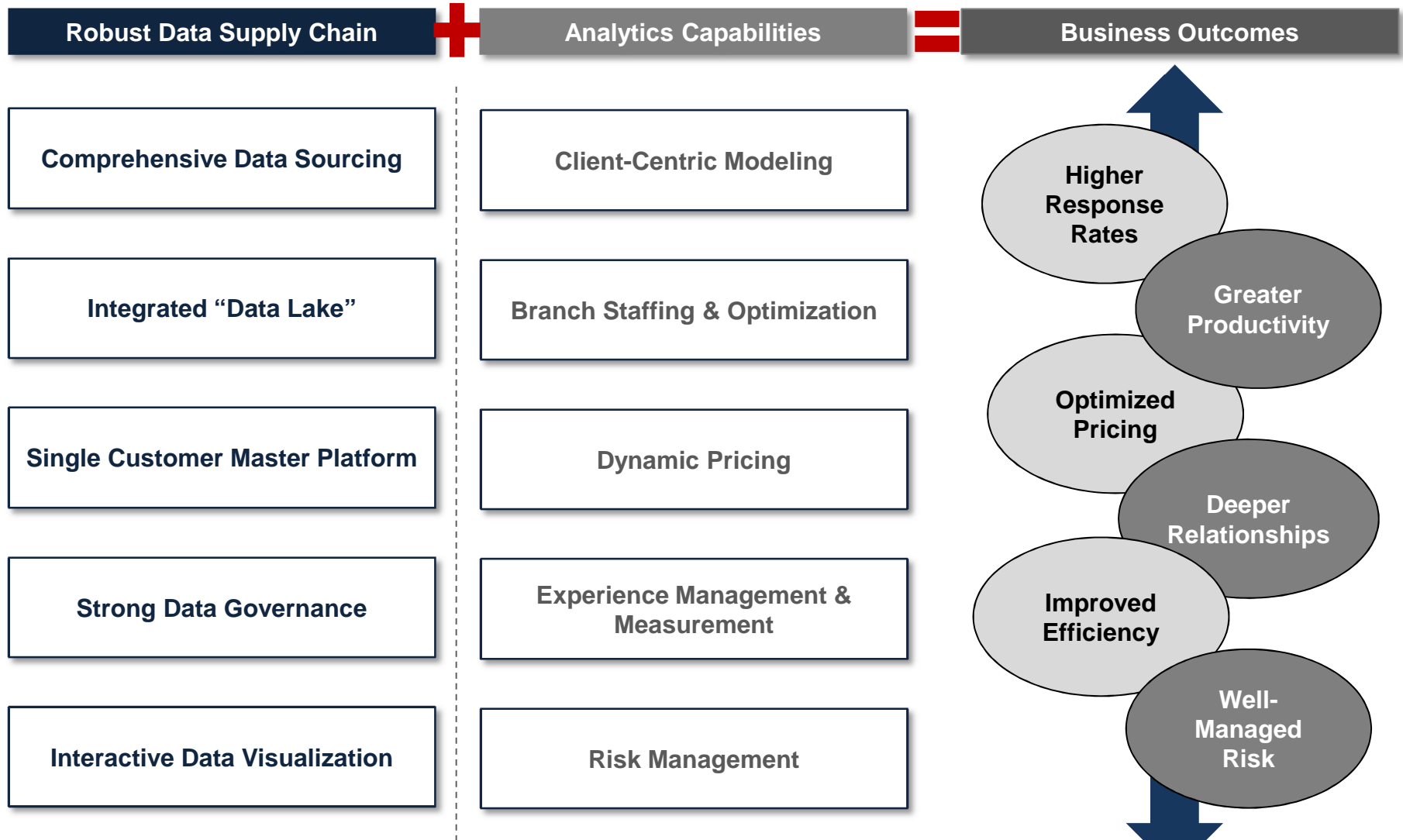
Key has transitioned from our historic siloed integration framework to a microservices-based API framework

- Oracle Banking Platform (1<sup>st</sup> bank in US), Backbase omni-channel platform (1<sup>st</sup> bank in US)
- Enables continuous deployment, agile initiative management and DevOps



# Data and Analytics

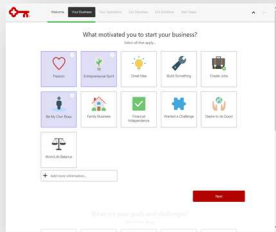
Our modernization investments facilitate better data and analytics



# Innovation

Building differentiated capabilities through an innovative, FutureReady workforce and a disciplined buy, build or partner strategy

## In-House Development



### Small Business Wellness Review Tool

Personalized, digital and holistic financial wellness experience



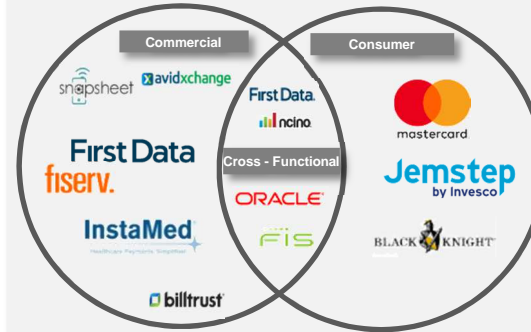
### KeyNavigator

Client-centered design → custom + simple + data driven

## Strategic Partnerships and APIs

### Partnerships

### API Connections



Permissioned vendor relationships with data connectivity via API:

**50+**  
Connected APIs

*Ability to partner with large tech companies for leading-edge innovation*



- Focused on safety and security → using 3D Secure Code, Decision Intelligence and 2-way Fraud Alerts
- One of the first US banks to add contactless cards



- Google is building a Cloud Services Platform to manage on-premises Kubernetes
- Relationship leveraging Key's partnership approach → opportunity aimed at enabling faster and more resilient delivery of technology





# Enabling Growth & Innovation



**Proven ability to build differentiated capabilities to support targeted growth strategies**

---



**Balanced portfolio strategy**

---



**Significant investment in modernization → driving efficiency and enabling growth**

---



**Intense focus on maintaining a secure and safe environment**

---



**Well-positioned to support continued growth and drive efficiency**