
UBS Financial Services Conference

May 11, 2011

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

This presentation contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, including statements about Key's financial condition, results of operations, earnings outlook, asset quality trends and profitability. Forward-looking statements are not historical facts but instead represent only management's current expectations and forecasts regarding future events, many of which, by their nature, are inherently uncertain and outside of Key's control. Key's actual results and financial condition may differ, possibly materially, from the anticipated results and financial condition indicated in these forward-looking statements. Factors that could cause Key's actual results to differ materially from those described in the forward-looking statements can be found in KeyCorp's Annual Report on Form 10-K for the year ended December 31, 2010 and Form 10-Q for the quarterly period ended March 31, 2011, which have been filed with the Securities and Exchange Commission and are available on Key's website (www.key.com/ir) and on the Securities and Exchange Commission's website (www.sec.gov). Forward-looking statements are not guarantees of future performance and should not be relied upon as representing management's views as of any subsequent date. Key does not undertake any obligation to update the forward-looking statements to reflect the impact of circumstances or events that may arise after the date of the forward-looking statements.



Presentation Highlights

Key Messages

Key has turned the corner and is well positioned

Distinctive business model levered to the improving economy

Key is winning with its clients

**Consistent execution of strategy will improve returns
and deliver shareholder value**

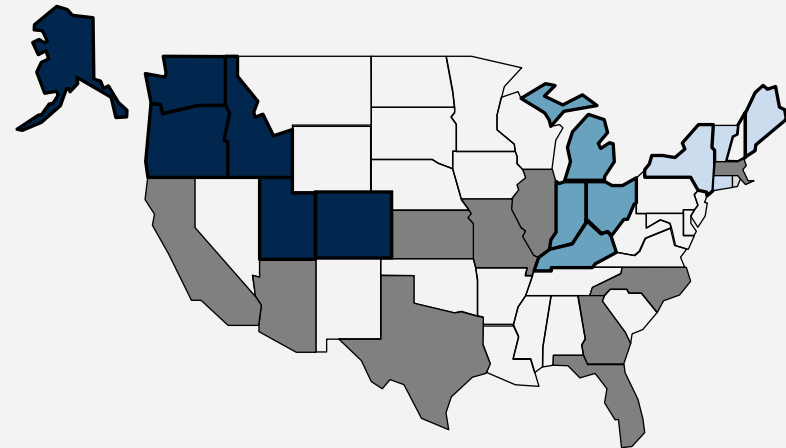


Key's Strong Franchise

Key Facts

- 14th largest U.S. bank-based financial services company by asset size
- Assets: \$90B
- Deposits: \$61B
- Market capitalization: \$8.5B
- Banking offices: 24 states
- Branches: 1,040
- ATMs: 1,547
- Employees: 15,301
- Building presence in higher growth markets in Rocky Mountain & Northwest region
- Strong market share in Great Lakes and Northeast regions

Footprint



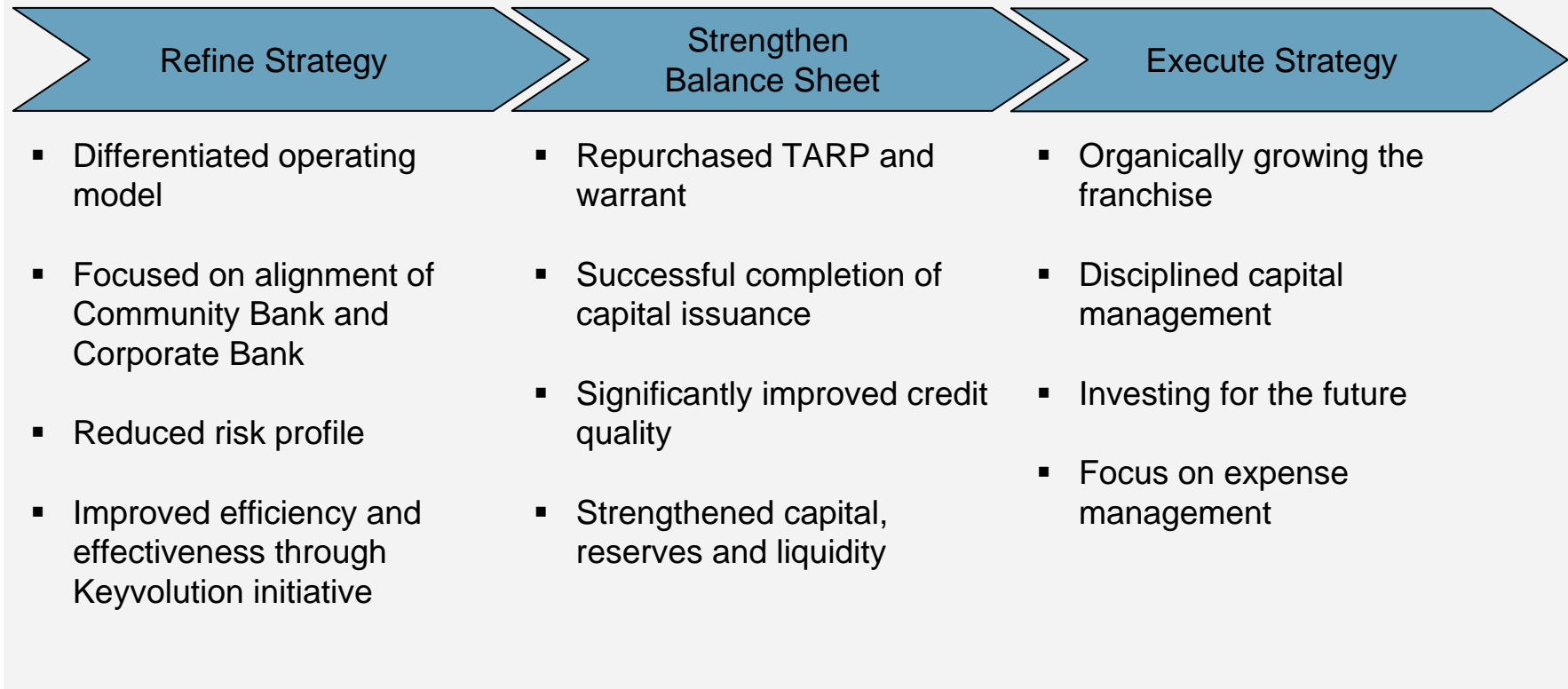
	Rocky Mountain & Northwest	Great Lakes	Northeast	Corporate Bank
Branches	390	348	302	Includes offices in these states and all Community Bank regions
ATMs	563	548	436	
Loans	\$10.0	\$6.5	\$5.5	
Deposits	\$15.6	\$15.6	\$14.3	

Note: All figures as of March 31, 2011



Key is Well Positioned

Key is a strong company that is well positioned to leverage its distinctive strengths



Key's Distinctive Business Model

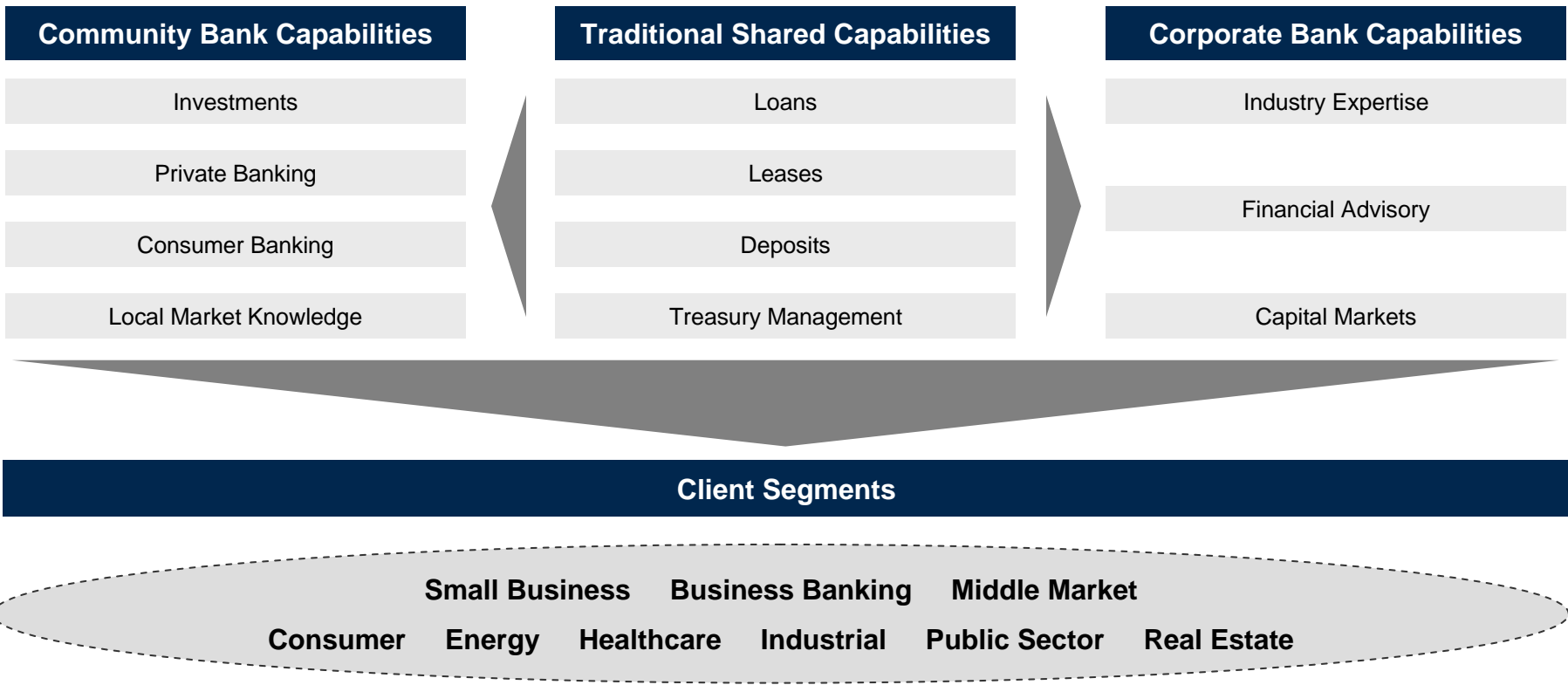
Strategic statement: Key builds enduring relationships through client-focused solutions and extraordinary service

- **Focused on building customer relationships and growing high quality, diverse revenue streams**
- **Alignment of Community and Corporate Bank**
- **Differentiating through service quality**
- **Investing in people, infrastructure and technology**
- **Maintaining a moderate risk profile**
- **Creating positive operating leverage**



Community Bank and Corporate Bank

Aligned to Deliver the Whole Bank



Middle Market Focus

Commercial and Corporate Bank

Unique middle market platform

Industry Expertise

- Corporate & investment bankers focus on consumer, energy, healthcare, industrial, public sector & real estate
- Highly-regarded equity research analysts provide coverage of 446 companies

Capital Markets

- Capabilities include loan syndications, debt and equity capital markets, M&A advisory and public finance
- National equity and fixed income sales and trading platform with 116 senior professionals

**Companies
\$10 million to
\$1 billion**

Commercial Banking

- Calling officers throughout footprint deliver traditional banking products and local market knowledge
- Strong treasury management offering aligned to clients

Investment Management

- Victory Capital Management manages \$35 billion of assets
- 67% of Victory's equity products have outperformed their benchmarks on a five-year basis as of 1Q11
- \$22 billion in Private Banking AUM in Key's footprint



Differentiating Through Service



Key outperforms all major competitors in the American Client Satisfaction Index (2010)



Overall Satisfaction with Treasury Management for Middle Market and Personal Banking for Small Business (2010)



Midwestern Region Winner of Retail Banking Customer Advocacy Monitor (2010)



5 Medals for: Online Banking and Online Account Opening (2010)



BusinessWeek's Top-25 Client Service Champ (2009)



Investing for Growth

People, Infrastructure and Technology

- Opened 85 new branches and completed renovations on 245 branches since 2007
- Key's goal is to build 40 new branches a year, including relocations and consolidations
- Targeting higher growth markets where Key has the opportunity to build branch density
- Enhancing online and mobile capabilities
- Hired over 100 senior professionals to our Corporate Bank platform since January 2010
- Investing in new client-facing positions in Community Bank



Winning with Clients

Community Bank

Regional Banking

- Acquiring new clients: (since Jan. 2010)
 - Consumer: 310,000 new DDA accounts
 - Middle Market/Business Banking: 1,500 new clients
 - Private Banking: 500 new clients
- Key Investment Services revenue increased 13% in 2010, up 69% from 2007 levels
- SBA originations up 11%; national 7(a) unit ranking: #12 (#15 in 2009)
- Private Banking (investment management) new business volume up 50%

Commercial Banking

- Continuing to acquire new middle market clients; underlying strength in Great Lakes region
- Commercial Banking: 4% annualized loan growth in 1Q11
- Commercial pipeline continues to strengthen
- Average deposits up \$682 million compared to prior year quarter



Winning with Clients

Corporate Bank

Real Estate Capital and Corporate Banking Services	<ul style="list-style-type: none"> ▪ Focus on growing noninterest income through collaboration with KeyBanc Capital Markets <ul style="list-style-type: none"> – In 1Q11, ranked #1 in REIT IPOs (by # of deals) – In 1Q11, ranked #1 in total REIT equity issuance (by # of deals) ▪ Acquired \$3.7 billion in commercial loan servicing volume during 2010
Institutional and Capital Markets	<ul style="list-style-type: none"> ▪ Capital markets businesses executed 82 transactions raising \$46 billion for clients in 1Q11 ▪ Record quarter for equity capital markets franchise with 20 transactions, including five bookrun deals ▪ Initiated equity research coverage on 89 new companies in 2010 ▪ 108 new KeyBanc Capital markets issuer clients since January 2010 ▪ #1 among domestic regional banks in equity capital markets revenue since January 2010
Equipment Finance	<ul style="list-style-type: none"> ▪ 4th largest bank owned equipment finance company ▪ Key Equipment Finance 1Q11 originations of \$433 million, up 35% YoY ▪ Partnership between Key Equipment Finance and Community Bank generated \$590 million in lease volume during the twelve months ended 1Q11, up 98% YoY



What You Can Expect From Key

Strategic statement: Key builds enduring relationships through client-focused solutions and extraordinary service

**Execution of
Business
Plan**

**Organic
Growth
of the
Franchise**

**Disciplined
Capital
Management**

**Maximize
Shareholder
Value**

Consistent execution of strategy will improve returns and deliver shareholder value



Key's Targets for Success (a)

KEY Business Model	KEY Metrics	KEY 1Q11	Targets	Action Plans
Core funded	Loan to deposit ratio ^(b) ^(c)	91%	90-100%	<ul style="list-style-type: none"> Improve risk profile of loan portfolio and grow relationships Improve deposit mix and grow deposit base
Returning to a moderate risk profile	NCOs to average loans	1.59%	40-50 bps	<ul style="list-style-type: none"> Focus on relationship clients Exit noncore portfolios Limit concentrations Focus on risk-adjusted returns
Growing high quality, diverse revenue streams	Net interest margin	3.25%	>3.50%	<ul style="list-style-type: none"> Improve funding mix Focus on risk-adjusted returns Grow client relationships Leverage Key's total client solutions and cross-selling capabilities
	Noninterest income to total revenue	43%	>40%	
Creating positive operating leverage	Keyvolution cost savings	\$317 million implemented	\$300-\$375 million	<ul style="list-style-type: none"> Improve efficiency and effectiveness Leverage technology Change cost base to more variable from fixed
Executing our strategies	Return on average assets	1.32%	1.00-1.25%	<ul style="list-style-type: none"> Execute our client insight-driven relationship model Lower credit costs Improved funding mix with lower cost core deposits Keyvolution savings

(a) Continuing operations, unless otherwise noted.

(b) Ending balances; loans & loans held for sale (excluding education loans in the securitization trusts) to deposits (excluding deposits in foreign office).

(c) Consolidated operations.



Financial Review



Financial Summary – First Quarter 2011

	Metrics	1Q11	4Q10	1Q10
Financial Performance ^(a)	Income (loss) from continuing operations attributable to Key common shareholders	\$.21	\$.33	\$ (.11)
	Net interest margin (TE)	3.25%	3.31%	3.19%
	Return on average total assets	1.32	1.53	(.26)
Capital ^(b)	Tier 1 common equity	10.74%	9.34%	7.51%
	Tier 1 risk-based capital	13.48	15.16	12.92
	Tangible common equity to tangible assets	9.16	8.19	7.37
	Book value per common share	\$9.58	\$9.52	\$9.01
Asset Quality ^(a)	Net loan charge-offs to average loans	1.59%	2.00%	3.67%
	NPLs to EOP portfolio loans	1.82	2.13	3.69
	NPAs to EOP portfolio loans + OREO + Other NPAs	2.23	2.66	4.31
	Allowance for loan losses to period-end loans	2.83	3.20	4.34
	Allowance for loan losses to NPLs	155.03	150.19	117.43

TE = Taxable equivalent, EOP = End of Period

(a) From continuing operations.

(b) From consolidated operations.



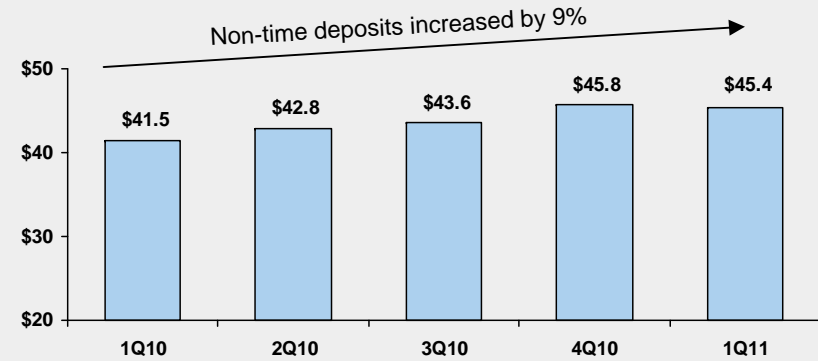
Core Funded and Focused on Relationship Businesses

Highlights

- Key's loan to deposit ratio at March 31, 2011 was 91% (a)
- Commercial Banking: 4% annualized loan growth in 1Q11 versus 4Q10
- Improving deposit mix
 - High cost CDs maturing
 - Growth in non-time deposits

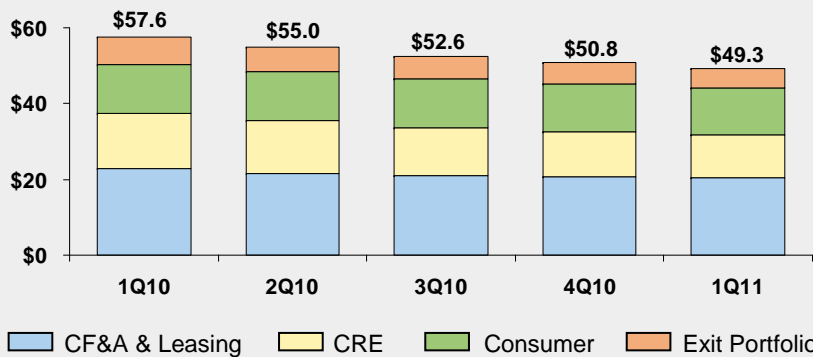
Non-time Deposits (b)

\$ in billions



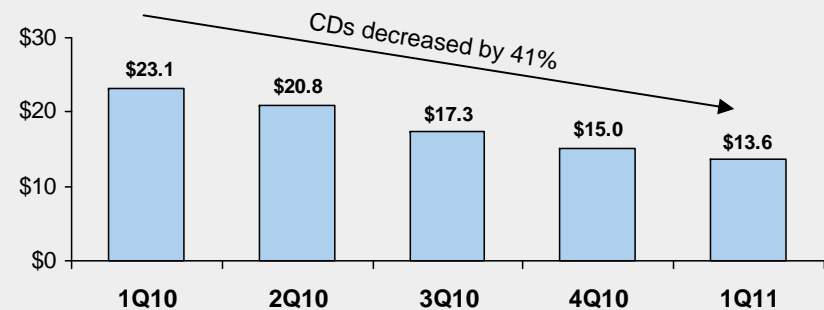
Average Loans

\$ in billions



Average CD Balances

\$ in billions

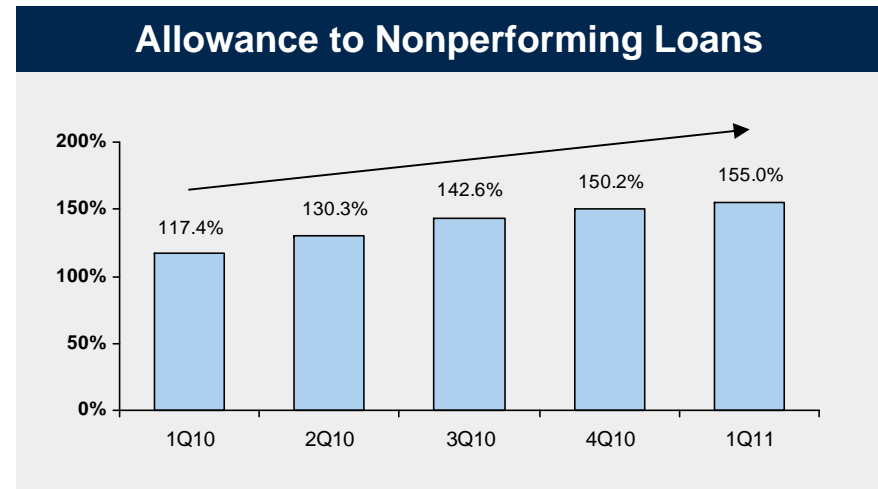
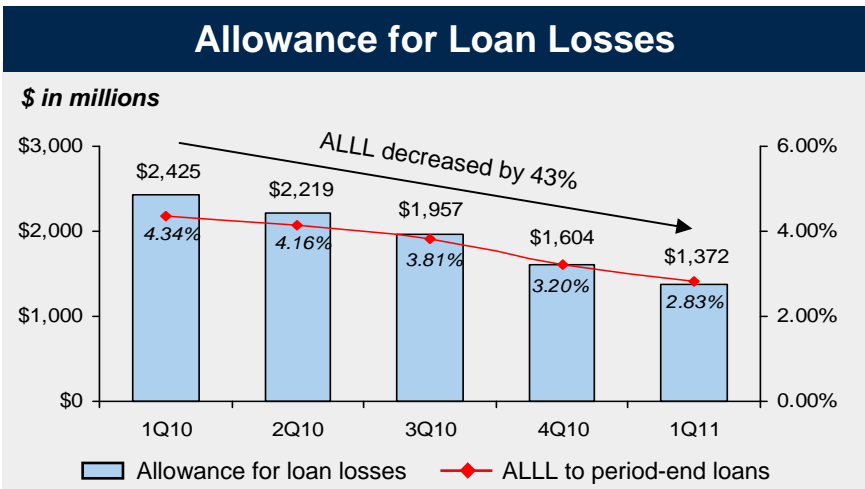
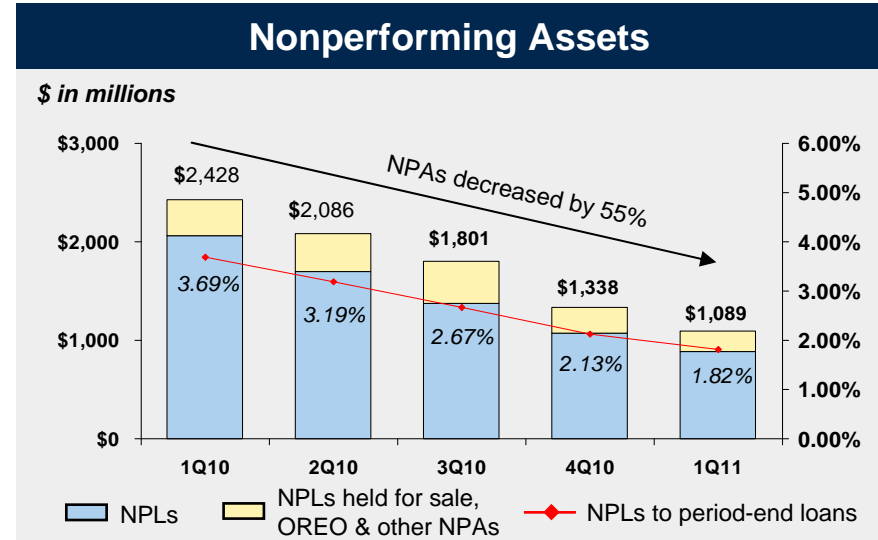
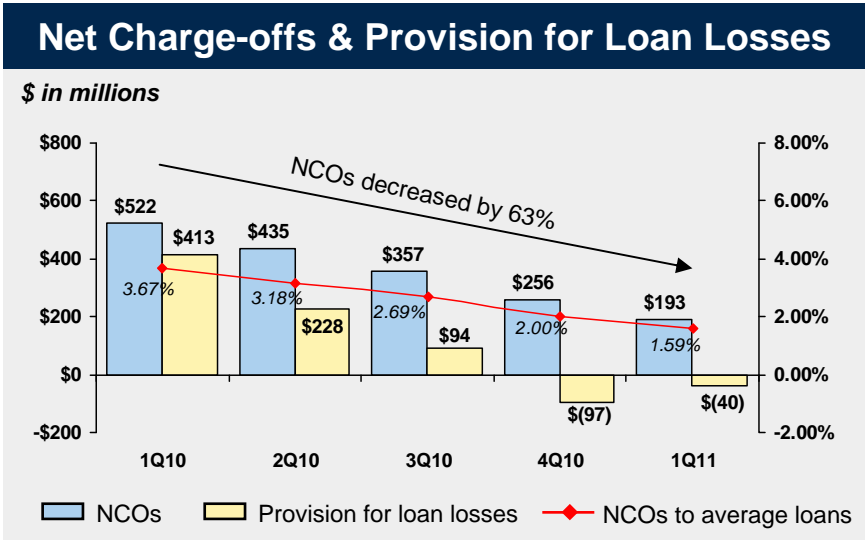


(a) Ending balances; loans & loans held for sale (excluding education loans in the securitization trusts) to deposits (excluding deposits in foreign office)

(b) Average balances, excludes time deposits and deposits in foreign office



Significant Improvement in Asset Quality



Key expects NCOs and NPAs to continue to decline in 2011



Total Revenue

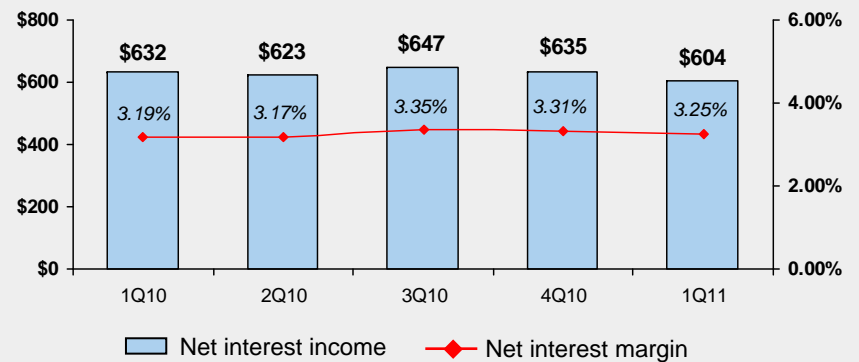
Highlights

- Improved funding mix has reduced cost of deposits and benefits net interest margin
- Positioned to benefit from rising rates
- Targeting specific high-opportunity client segments in our Community Bank and Corporate Bank
- Improving alignment of products and services across organization

Net Interest Margin (TE) Trend

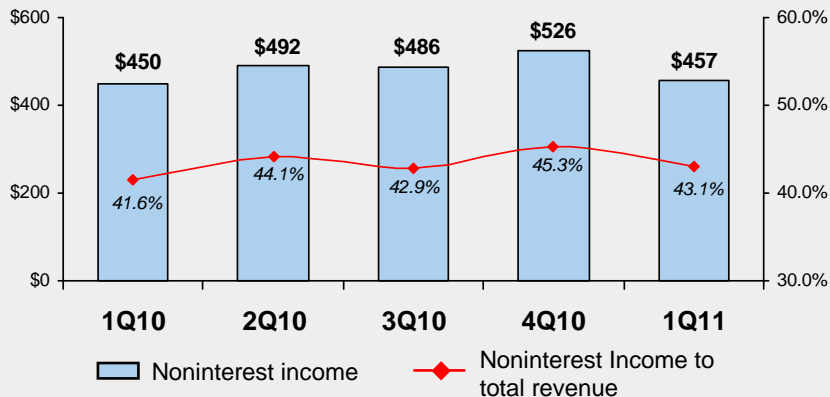
\$ in millions

Continuing Operations

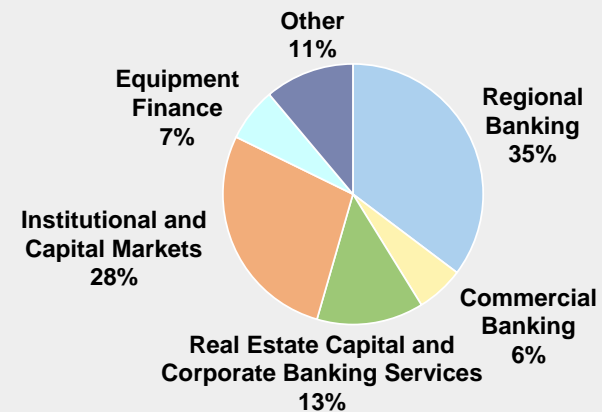


Noninterest Income and % of Total Revenue

\$ in millions



Diverse Noninterest Income – 1Q11



TE = Taxable equivalent

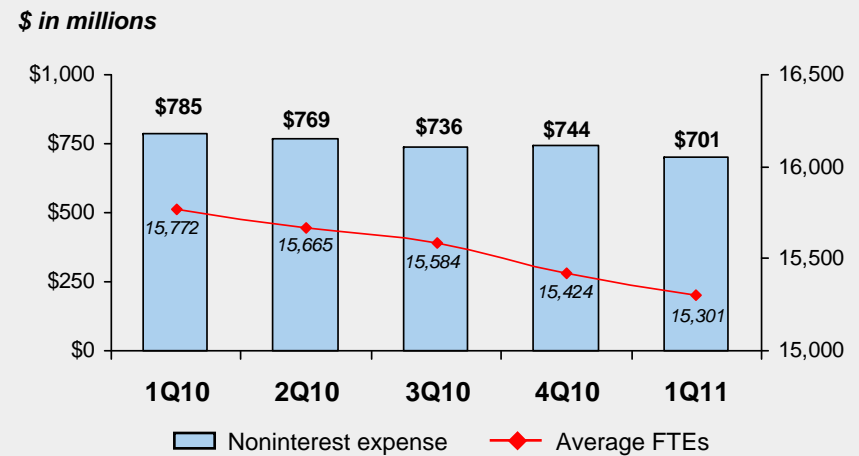


Focused Expense Management

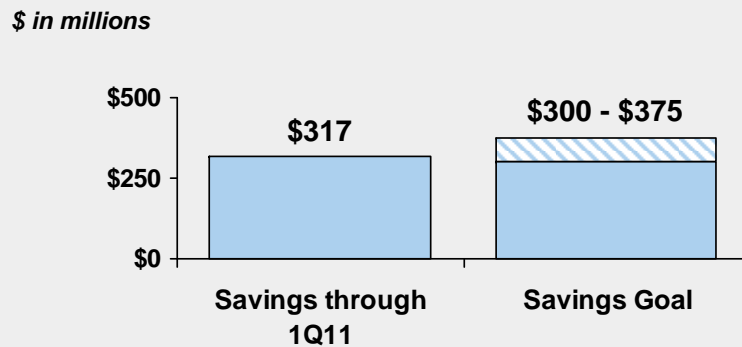
Highlights

- Keyvolution annual run rate savings achieved from 4Q08 through 1Q11 were \$317 million
 - Personnel costs were reduced by \$205 million related to headcount reductions
 - Non-personnel expense declined by \$112 million – occupancy, communications & travel
- FDIC assessment expense estimated to decline by \$30 - \$60 million in 2011

Noninterest Expense and Average FTEs



Keyvolution Cost Savings (a)



Lowering Noninterest Expense Base

\$ in millions

	Full-year noninterest expense ^(b)	Qtr. Average noninterest expense
2009	\$3,246	\$812
2010	3,082	771
2011	2,800 - 2,900	700 - 725

Focused on creating positive operating leverage

(a) Before one-time costs and investments

(b) Noninterest expense excludes provision (credit) for losses on lending-related commitments and intangible asset impairment



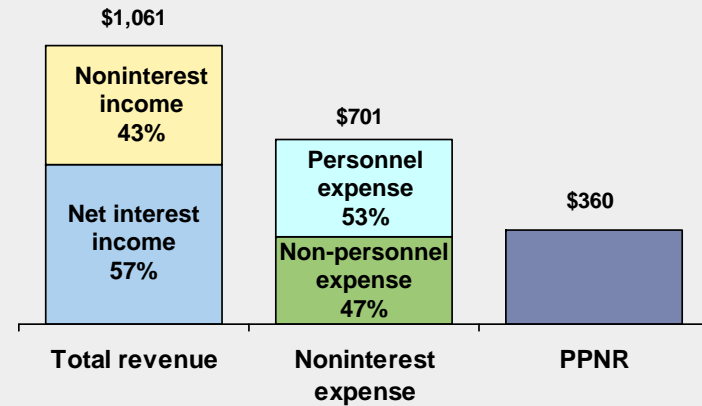
Pre-Provision Net Revenue (a) and ROAA (b)

Highlights

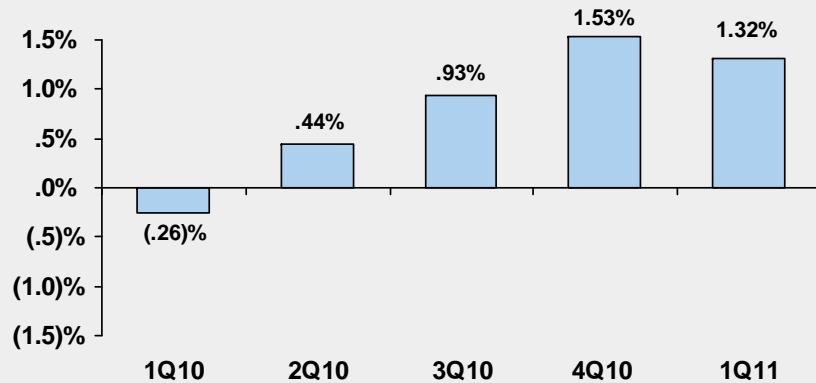
- ROA target: 1.00% to 1.25%
- Expenses well controlled
- Provision for loan losses expected to normalize over time
- Focused on generating positive operating leverage

1Q11 Pre-Provision Net Revenue

\$ in millions

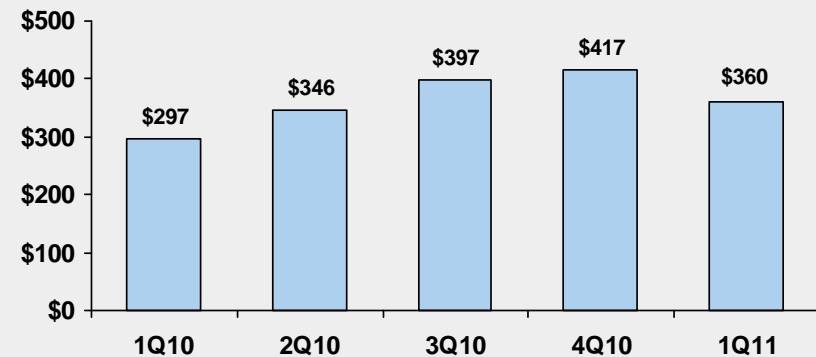


Return on Average Assets



Pre-Provision Net Revenue Trend

\$ in millions



(a) Net interest income plus taxable-equivalent adjustment and noninterest income less noninterest expense.

(b) From continuing operations.

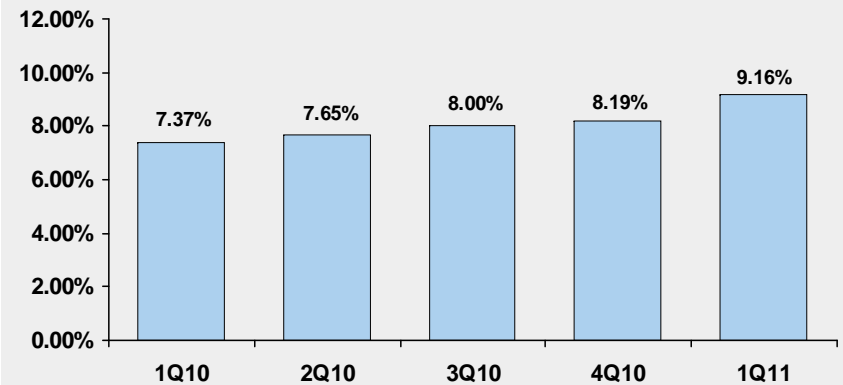


Strong Capital Ratios

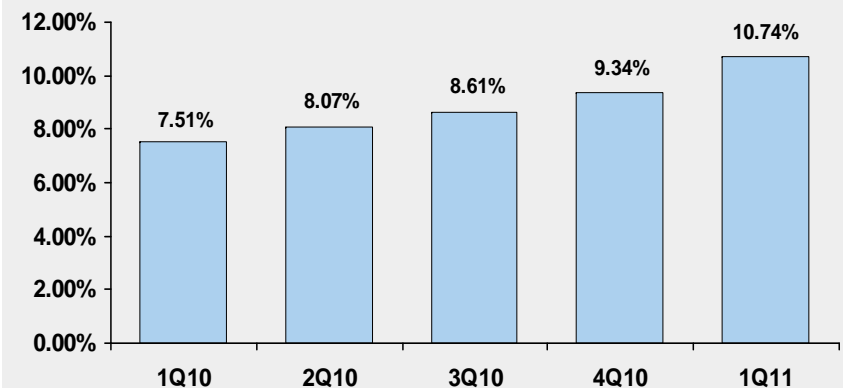
Highlights

- Peer leading capital position supports growth
- Positioned for successful transition to Basel III
- Continued capital generation through execution of strategy
- Continued focus on disciplined capital management

Tangible Common Equity to Tangible Assets



Tier 1 Common Equity



Appendix



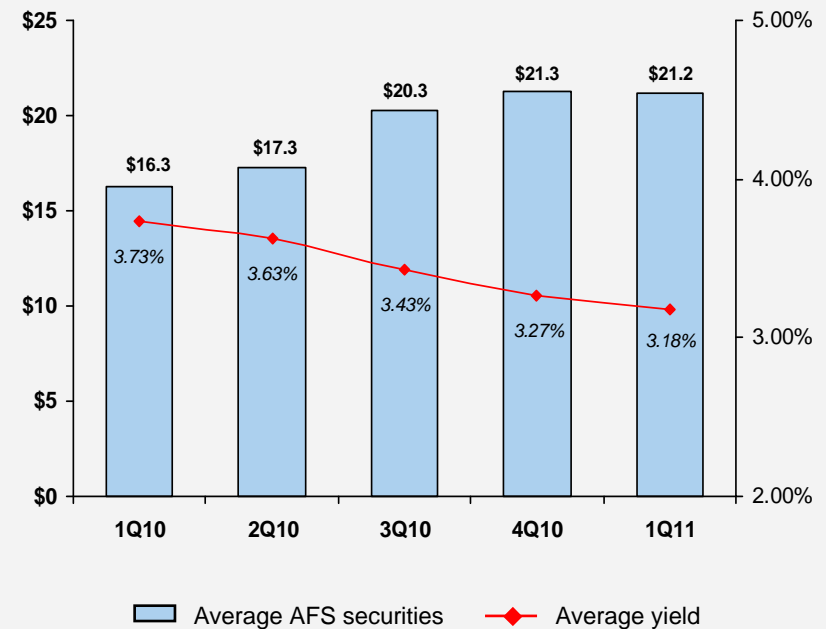
High Quality Investment Portfolio

Highlights

- Portfolio composed of Agency or GSE backed: GNMA, Fannie & Freddie
 - No private label MBS or financial paper
- Average portfolio maturity at March 31, 2011: 3.2 years
- Unrealized net gain of \$366 million on available-for-sale securities portfolio at 3/31/11
- March CMO sale of \$1.5 billion in connection with loss of CRE escrow deposits (brings quarter-end total down to \$19.4 billion)

Available for Sale Securities

\$ in billions



Credit Quality

Credit Quality by Portfolio

\$ in millions

	Period-end loans	Average loans	Net loan charge-offs		Net loan charge-offs ^(a) / average loans		Nonperforming loans		Ending allowance ^(b)	Allowance / period-end loans	Allowance / NPLs
	3/31/11	1Q11	1Q11	4Q10	1Q11	4Q10	3/31/11	12/31/10	3/31/11	3/31/11	3/31/11
Commercial, financial and agricultural	\$16,440	\$16,311	\$32	\$80	.80 %	1.92 %	\$221	\$242	\$419	2.55 %	189.59 %
Commercial real estate:											
Commercial mortgage	8,806	9,238	43	52	1.89	2.17	245	255	386	4.38	157.55
Construction	1,845	2,031	30	28	5.99	4.39	146	241	117	6.34	80.14
Commercial lease financing	6,207	6,335	11	12	.70	.73	42	64	132	2.13	314.29
Real estate - residential mortgage	1,803	1,810	9	11	2.02	2.38	84	98	40	2.22	47.62
Home equity:											
Community Bank	9,421	9,453	24	26	1.03	1.08	99	102	111	1.18	112.12
Exit	627	647	14	13	8.78	7.52	13	18	45	7.18	346.15
Consumer — Community Bank	1,141	1,157	10	14	3.51	4.75	3	4	50	4.38	N/M
Consumer other:											
Marine	2,112	2,174	19	17	3.54	2.94	31	42	68	3.22	219.35
Other	150	156	1	3	2.60	7.13	1	2	4	2.67	400.00
Continuing total	\$48,552	\$49,312	\$193	\$256	1.59 %	2.00 %	\$885	\$1,068	\$1,372	2.83 %	155.03 %
Discontinued operations - education lending business	6,304	6,377	35	32	4.33	3.78	22	40	111	3.43	N/M
Consolidated total	\$54,856	\$55,689	\$228	\$288	1.76 %	2.11 %	\$907	\$1,108	\$1,483	2.86 %	163.51 %

N/M = Not Meaningful

- (a) Net charge-off amounts are annualized in calculation. NCO ratios for discontinued operations and consolidated Key exclude education loans in the securitization trusts since valued at fair-market value.
- (b) 3-31-11 allowance by portfolio is estimated. Allowance/period loans ratios for discontinued operations and consolidated Key exclude education loans in the securitization trusts since valued at fair-market value.



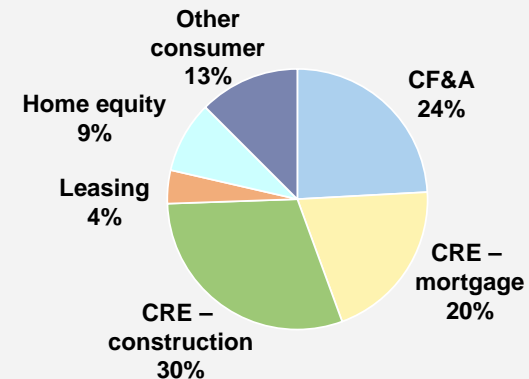
Substantial Reduction in Net Charge-offs

Net Charge-offs by Loan Type

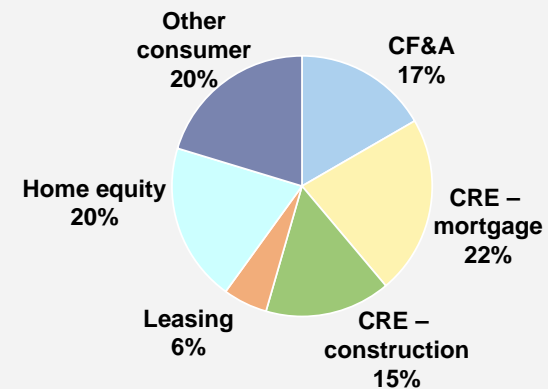
\$ in millions

				\$ Change	
	<u>1Q11</u>	<u>4Q10</u>	<u>1Q10</u>	<u>4Q10</u>	<u>1Q10</u>
CF&A	\$32	\$80	\$126	\$(48)	\$(94)
CRE - mortgage	43	52	106	(9)	(63)
CRE - construction	30	28	157	2	(127)
Leasing	11	12	21	(1)	(10)
Total commercial	116	172	410	(56)	(294)
Home equity	38	39	47	(1)	(9)
Other consumer	39	45	65	(6)	(26)
Total consumer	77	84	112	(7)	(35)
Total	<u>\$193</u>	<u>\$256</u>	<u>\$522</u>	<u>\$(63)</u>	<u>\$(329)</u>
NCOs to avg. loans	1.59%	2.00%	3.67%		
Exit portfolio ^(a)	\$41	\$81	\$153	\$(40)	\$(112)
Exit portfolio NCOs as a % of total NCOs	21.2%	31.6%	29.3%		

Net Charge-offs 1Q10 = \$522 million



Net Charge-offs 1Q11 = \$193 million



(a) Exit portfolio NCOs are included in the individual loan types listed above



Commercial Real Estate Loans – 3/31/11

Commercial Real Estate by Property Type and Geography

\$ in millions

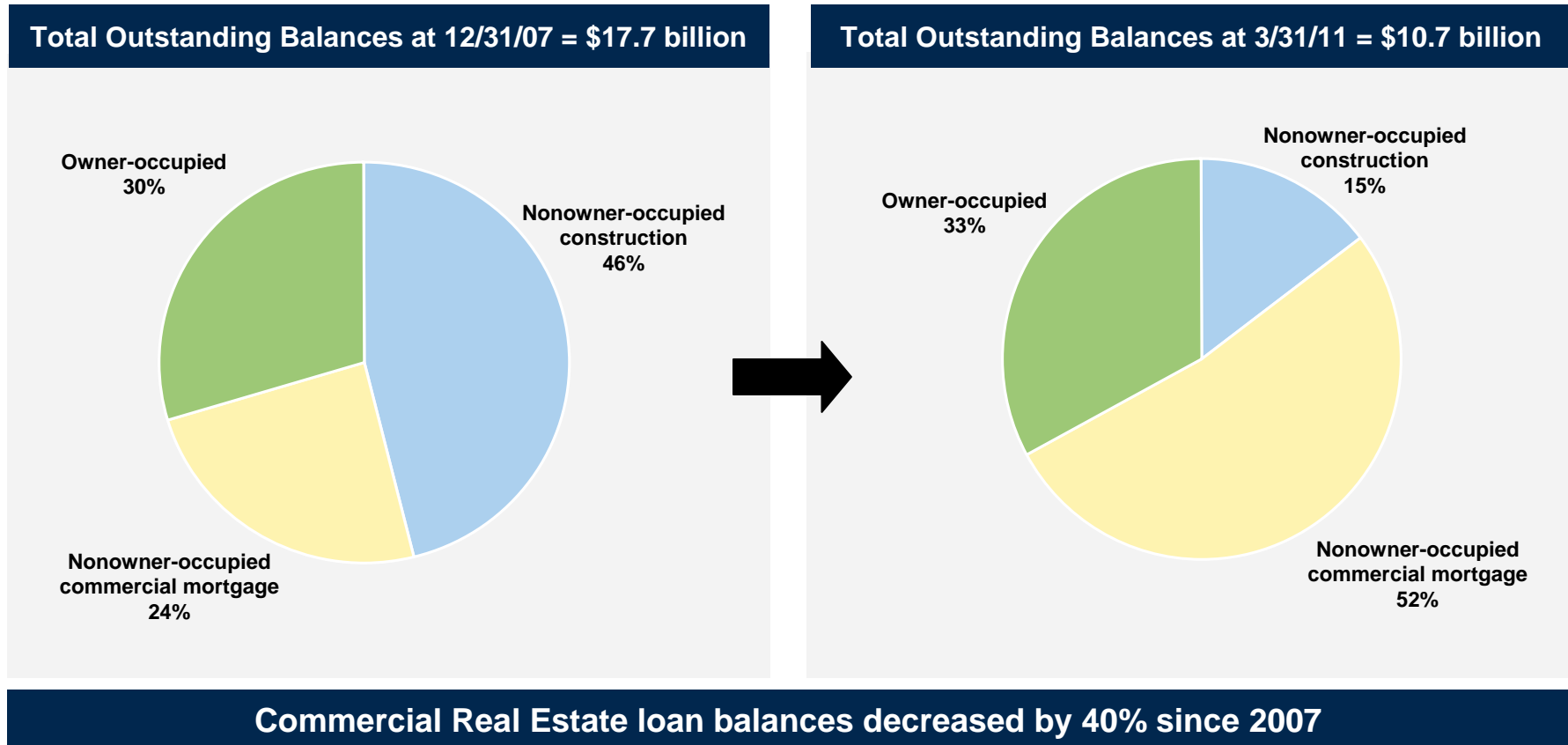
	Geographic Region						Total	% of Total CRE	Commercial	
	West	Southwest	Central	Midwest	Southeast	Northeast			Mortgage	Construction
Nonowner-occupied:										
Retail properties	\$360	\$193	\$238	\$362	\$536	\$218	\$1,907	17.9 %	\$1,557	\$350
Multifamily properties	178	179	365	196	391	209	1,518	14.2	1,054	464
Health facilities	300	-	145	219	217	175	1,056	9.9	993	63
Office buildings	142	74	132	134	72	311	865	8.1	714	151
Warehouses	208	-	49	79	74	88	498	4.7	480	18
Residential properties	96	26	76	75	77	75	425	4.0	112	313
Hotels/motels	75	-	43	5	147	37	307	2.9	247	60
Land and development ^(a)	21	17	41	9	50	71	209	2.0	67	142
Manufacturing facilities	2	-	5	8	-	11	26	.2	24	2
Other	83	2	13	51	82	98	329	3.1	311	18
Total nonowner-occupied	\$1,465	\$491	1,107	1,138	1,646	1,293	7,140	67.0	5,559	1,581
Owner-occupied	1,408	60	334	762	150	797	3,511	33.0	3,247	264
Total	\$2,873	\$551	\$1,441	\$1,900	\$1,796	\$2,090	\$10,651	100.0 %	\$8,806	\$1,845
Nonowner-occupied: March 31, 2011										
Nonperforming loans	\$68	\$27	\$49	\$40	\$64	\$54	\$302	N/M	\$166	\$136
90+ days past due	6	-	10	2	-	29	47	N/M	24	23
30-89 days past due	30	-	28	9	18	11	96	N/M	53	43
Nonowner-occupied: December 31, 2010										
Nonperforming loans	\$99	\$47	\$58	\$44	\$115	\$45	\$408	N/M	\$182	\$226
90+ days past due	3	21	11	20	16	3	74	N/M	37	37
30-89 days past due	11	23	10	4	-	14	62	N/M	32	30

(a) Nonresidential land and development loans.

N/M = Not Meaningful



Commercial Real Estate Transformation



Home Equity Loans – 3/31/11

Community Bank – Home Equity

\$ in millions, except average loan size	Loan Balances	Average Loan Size (\$)	Average FICO	Average LTV ^(a)	% of Loans LTV>90%	Vintage (% of Loans)				
						2010 and 2011	2009	2008	2007	2006 and prior
Home equity loans and lines										
First lien	\$ 4,969	\$ 57,717	750	66 %	.5 %	14 %	11 %	12 %	8 %	55 %
Second lien	4,452	44,240	748	75	3.6	10	9	19	17	45
Total home equity loans and lines	\$ 9,421	\$ 50,452	749	70	1.9	12	10	15	13	50
Nonaccrual loans										
First lien	\$ 53	\$ 70,888	709	73 %	.4 %	1 %	3 %	4 %	13 %	79 %
Second lien	46	54,738	707	79	5.0	-	2	15	23	60
Total home equity nonaccrual loans	\$ 99	\$ 62,381	708	75	2.4	-	3	9	18	70
First quarter net charge-offs	\$ 24					-	1 %	16 %	31 %	52 %
Net loan charge-offs to average loans	1.03 %									

Exit Portfolio – Home Equity

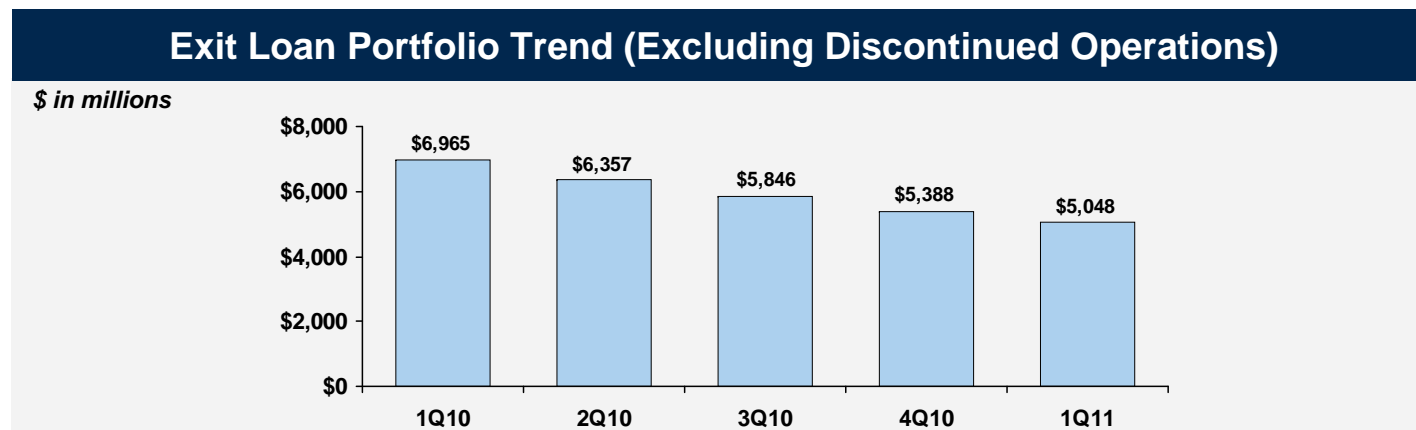
\$ in millions, except average loan size	Loan Balances	Average Loan Size (\$)	Average FICO	Average LTV ^(a)	% of Loans LTV>90%	Vintage (% of Loans)				
						2010 and 2011	2009	2008	2007	2006 and prior
Home equity loans										
First lien	\$ 27	\$ 22,946	748	32 %	.5 %	-	-	1 %	24 %	75 %
Second lien	600	25,657	731	82	32.8	-	-	2	40	58
Total home equity loans	\$ 627	\$ 25,527	731	80	31.4	-	-	1	40	59
Nonaccrual loans										
First lien	\$ 1	\$ 19,002	692	39 %	-	-	-	-	7 %	93 %
Second lien	12	28,648	702	84	35.6 %	-	-	2 %	39	59
Total home equity nonaccrual loans	\$ 13	\$ 28,039	701	83	34.1	-	-	2	37	61
First quarter net charge-offs	\$ 14					-	-	-	49 %	51 %
Net loan charge-offs to average loans	8.78 %									

(a) Average LTVs are at origination. Current average LTVs for Community Bank total home equity loans and lines is approximately 79%, which compares to 76% at the end of the fourth quarter of 2010.



Exit Loan Portfolio

Exit Loan Portfolio							
<i>\$ in millions</i>							
	Balance Outstanding		Change 3-31-11 vs. 12-31-10	Net Loan Charge-offs		Balance on Nonperforming Status	
	3-31-11	12-31-10		1Q11	4Q10	3-31-11	12-31-10
Residential properties – homebuilder	\$87	\$113	\$(26)	\$2	\$16	\$44	\$66
Marine and RV floor plan	150	166	(16)	3	12	35	37
Commercial lease financing ^(a)	1,922	2,047	(125)	2	20	21	46
Total commercial loans	2,159	2,326	(167)	7	48	100	149
Home equity – Other	627	666	(39)	14	13	13	18
Marine	2,112	2,234	(122)	19	17	31	42
RV and other consumer	150	162	(12)	1	3	1	1
Total consumer loans	2,889	3,062	(173)	34	33	45	61
Total exit loans in loan portfolio	\$5,048	\$5,388	\$(340)	\$41	\$81	\$145	\$210
Discontinued operations - education lending business (not included in exit loans above) ^(b)	\$6,318	\$6,466	\$(148)	\$35	\$32	\$22	\$39



(a) Includes the business aviation, commercial vehicle, office products, construction and industrial leases, Canadian lease financing portfolios; and all remaining balances related to lease in, lease out; sale in, sale out; service contract leases; and qualified technological equipment leases.

(b) Includes loans in Key's consolidated education loan securitization trusts.

