

# focused forward

**Annual Meeting of Shareholders  
May 16, 2013**



# Forward-looking Statements

This presentation contains and we may, from time to time, make 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, capital levels 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. Forward-looking statements usually can be identified by the use of words such as "goal," "objective," "plan," "expect," "anticipate," "intend," "project," "believe," "estimate" or other words of similar meaning.

Our forward-looking statements are subject to certain risks and uncertainties that may cause our actual results to differ from these statements or historical performance. We provide greater detail regarding some of the factors in our 2012 Form 10-K, including in Item 1A. Risk Factors and in Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operation under the heading "Risk Management," as well as in our subsequent SEC filings, all of which are accessible on our website at [www.key.com/ir](http://www.key.com/ir) and on the SEC's website at [www.sec.gov](http://www.sec.gov).

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. Actual results or future events could differ, possibly materially, from those anticipated in forward-looking statements, as well as from historical performance. Web addresses referenced in this slide are inactive textual references only. Information on these websites is not part of this document.



# 2012: A Year of Accomplishment

- **Strong revenue growth:** up 10% from prior year
- **Robust loan growth:** C&I loans up 21%
- **Positive fee income results:** record year for Commercial Real Estate Mortgage Banking
- **Strengthened credit quality:** NCOs to average loans at lowest level since 2007
- **Strong capital position:** maintained peer-leading capital
- **Returned capital to shareholders:** 50% of net income distributed through dividends and share repurchases



# Who We Are...



- Over 1,000 branches & 1,400 ATMs
- Online and mobile presence
- 2 million clients
- 8 targeted industry segments
- 15,000 engaged & committed employees
- Diverse & experienced Board of Directors

**...All Focused Forward**



# Balanced, Diverse Franchise

## Western Markets

- Growing, attractive population demographics
- Penetrating markets with attractive opportunities
- Expanding presence in high growth markets

## Eastern Markets

- Older population; established wealth
- More mature capabilities
- Best density; established presence

shared systems

common platforms

diverse opportunities

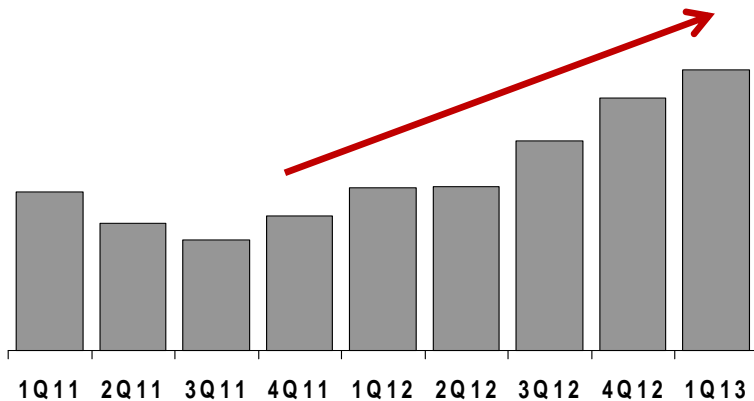


# Competitive Advantage

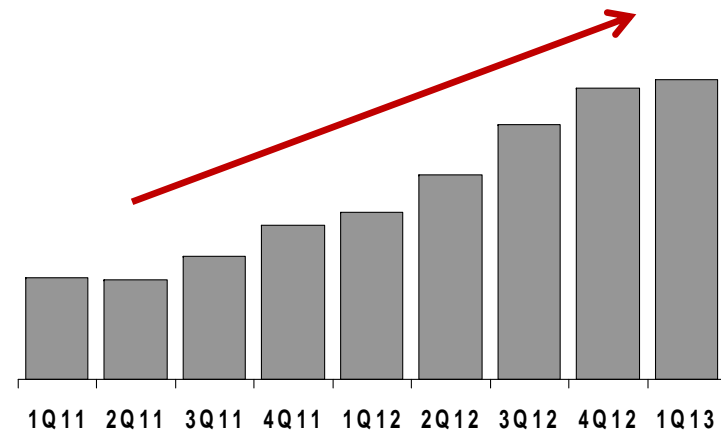


# Acquiring and Expanding Relationships

**Six** consecutive quarters of **average loan growth**



**Seven** consecutive quarters of **core deposit growth**

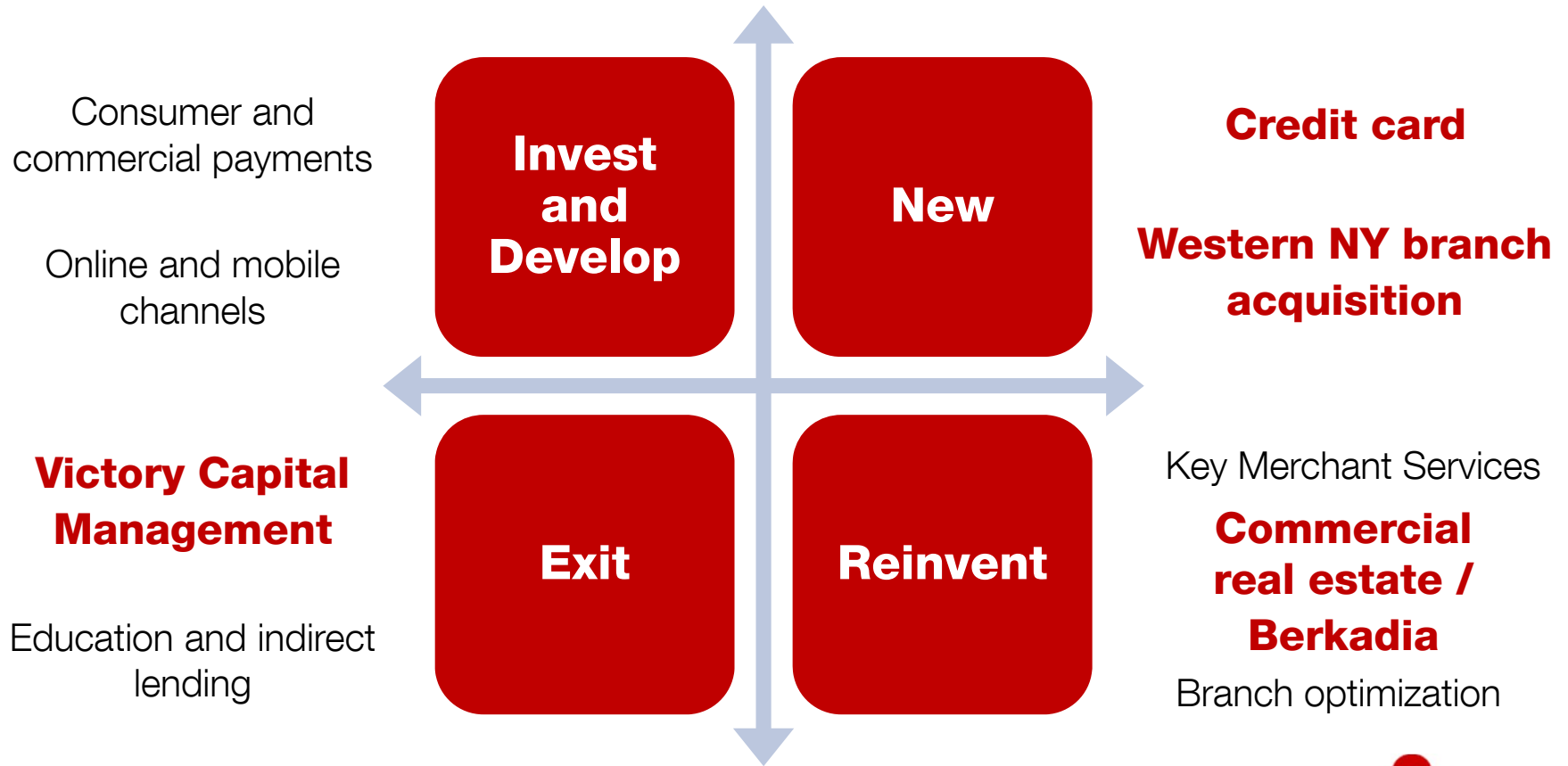


Key grows by building enduring relationships through client-focused solutions and extraordinary service



# Actively Managing Businesses

**Key evaluates all of its businesses to maximize long-term value, aligning core businesses with core competencies**





# Improving Efficiency

**Committed to reaching our near  
term efficiency ratio target of**

**60% to 65%**

**by 1Q14**

... and identifying ways to further improve the efficiency ratio  
beyond 1Q14

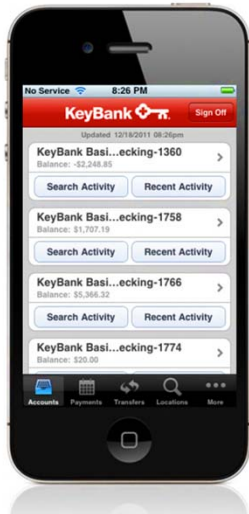
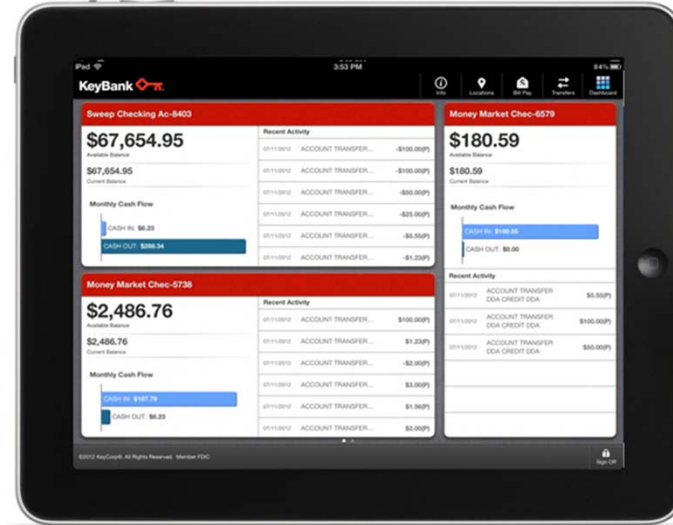


# Winning with Service

**Words most often used by our clients** to describe their **relationship** with Key and our people...



# Redefining Convenience



# Helping Clients and Communities Thrive

- **5,200 Key Foundation grants and contributions exceeding \$18 million**
- **More than 1/2 of our employees volunteer in 1,000+ community projects nationwide**
- **\$1.6 million in energy cost savings – energy consumption down 8% from prior year**
- **Platinum-level LEED certification earned for Tiedeman campus**
- **6 LEED certified facilities built in 2012**
- **Diverse supplier spend nearly 2x the national average**



# Helping Clients and Communities Thrive

**\$2.1 billion**

Loans and investments in **low- to moderate-income communities**

**8 straight**

**"Outstanding"** ratings earned for exceeding the terms of the Community Reinvestment Act

**1<sup>st</sup> and only**

U.S. bank among the 25 largest to be rated **"Outstanding"** by the OCC for **eight consecutive review periods**

Being a responsible bank matters to the communities that we serve



# Committed to Our Shareholders

Disciplined capital management focused on value creation  
and capital priorities



## 2012

- **Returned 50% of net income to shareholders in 2012**
  - Increased quarterly dividend
  - \$256 million in share repurchases

## 2013

- **Increased quarterly dividend 10%**
- **Initiated new share repurchase program of up to \$426 million**
- **Total payout ratio among the highest in the industry**

**Total Shareholder Return**  
**KEY up 45% from 2012 Annual Meeting**

# Committed to Our Shareholders



Strong, diverse and independent **Board of Directors** focused on **maximizing shareholder value**



focused **forward**

