

Welcome

Huntington Bancshares Incorporated
Deutsche Bank Global Financial Services Conference

May 30, 2018



Disclaimer

CAUTION REGARDING FORWARD-LOOKING STATEMENTS

This communication contains certain forward-looking statements, including, but not limited to, certain plans, expectations, goals, projections, and statements, which are not historical facts and are subject to numerous assumptions, risks, and uncertainties. Statements that do not describe historical or current facts, including statements about beliefs and expectations, are forward-looking statements. Forward-looking statements may be identified by words such as expect, anticipate, believe, intend, estimate, plan, target, goal, or similar expressions, or future or conditional verbs such as will, may, might, should, would, could, or similar variations. The forward-looking statements are intended to be subject to the safe harbor provided by Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and the Private Securities Litigation Reform Act of 1995.

While there is no assurance that any list of risks and uncertainties or risk factors is complete, below are certain factors which could cause actual results to differ materially from those contained or implied in the forward-looking statements: changes in general economic, political, or industry conditions; uncertainty in U.S. fiscal and monetary policy, including the interest rate policies of the Federal Reserve Board; volatility and disruptions in global capital and credit markets; movements in interest rates; competitive pressures on product pricing and services; success, impact, and timing of our business strategies, including market acceptance of any new products or services implementing our “Fair Play” banking philosophy; the nature, extent, timing, and results of governmental actions, examinations, reviews, reforms, regulations, and interpretations, including those related to the Dodd-Frank Wall Street Reform and Consumer Protection Act and the Basel III regulatory capital reforms, as well as those involving the OCC, Federal Reserve, FDIC, and CFPB; and other factors that may affect our future results. Additional factors that could cause results to differ materially from those described above can be found in our Annual Report on Form 10-K for the year ended December 31, 2017, which is on file with the Securities and Exchange Commission (the “SEC”) and available in the “Investor Relations” section of our website, <http://www.huntington.com>, under the heading “Publications and Filings” and in other documents we file with the SEC.

All forward-looking statements speak only as of the date they are made and are based on information available at that time. We do not assume any obligation to update forward-looking statements to reflect circumstances or events that occur after the date the forward-looking statements were made or to reflect the occurrence of unanticipated events except as required by federal securities laws. As forward-looking statements involve significant risks and uncertainties, caution should be exercised against placing undue reliance on such statements.

Huntington Bancshares Overview

Huntington is a \$104 billion asset regional bank holding company headquartered in Columbus, Ohio. Founded in 1866, The Huntington National Bank and its affiliates provide consumer, small business, commercial, treasury management, capital markets, wealth management, and insurance services.

Ohio

Branches: 464
Deposits: \$49.7 Billion
Loans⁽¹⁾: \$40.4 Billion

Pennsylvania

Branches: 50
Deposits: \$3.6 Billion
Loans⁽¹⁾: \$6.5 Billion

Illinois

Branches: 37
Deposits: \$2.1 Billion
Loans⁽¹⁾: \$5.3 Billion

Wisconsin

Branches: 31
Deposits: \$0.8 Billion
Loans⁽¹⁾: \$1.4 Billion

Michigan

Branches: 306
Deposits: \$14.8 Billion
Loans⁽¹⁾: \$16.4 Billion

Indiana

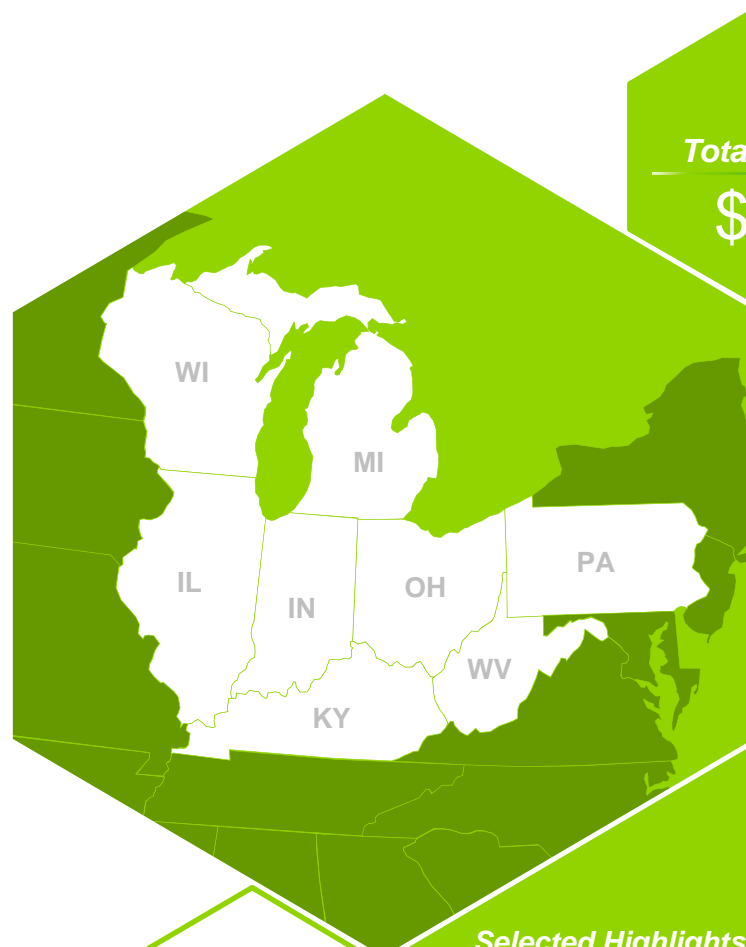
Branches: 42
Deposits: \$3.6 Billion
Loans⁽¹⁾: \$5.6 Billion

West Virginia

Branches: 25
Deposits: \$1.8 Billion
Loans⁽¹⁾: \$2.2 Billion

Kentucky

Branches: 10
Deposits: \$0.5 Billion
Loans⁽¹⁾: \$2.5 Billion



1Q18
Total Loans
\$71B

Extended Footprint Products

Asset Finance
Auto
Corporate
Franchise
Food & Agriculture
Healthcare
Marine & RV
National Settlements
Sponsor Finance
Huntington Technology
Finance

2017
Total Revenue
\$4.4B

1Q18
Total Deposits
\$79B

Selected Highlights

- Huntington's top 10 deposit MSAs represent ~78% of total deposits
- Ranked #1 in deposit market share in 14% of total footprint MSAs and top 3 in 41%

- Combined GDP of 8 state core footprint represents 4th largest economy in the world ⁽²⁾
- Ranked #1 SBA 7(a) lender in footprint and #1 in nation ⁽³⁾
- Ranked #4 mortgage lender in footprint ⁽⁴⁾

Note: As of Dec. 31, 2017; Source: FDIC Market share as of Jun. 30, 2017

(1) Funded and unfunded loan commitments; (2) 2016 IMF and US Bureau of Economic Analysis;

(3) Rankings through SBA 2018 second fiscal quarter; (4) Icon Advisory Group, YTD 9/17

Driving Toward a Best-in-Class Return Profile

Actions taken since 2009 accelerated performance

Focused the Business Model

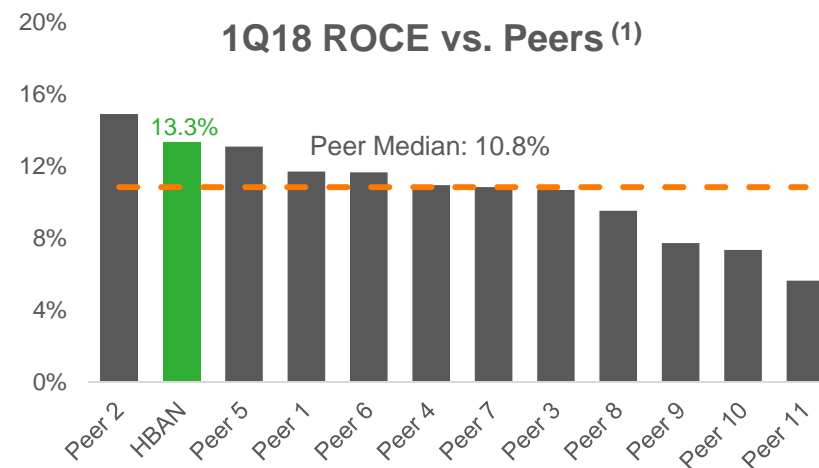
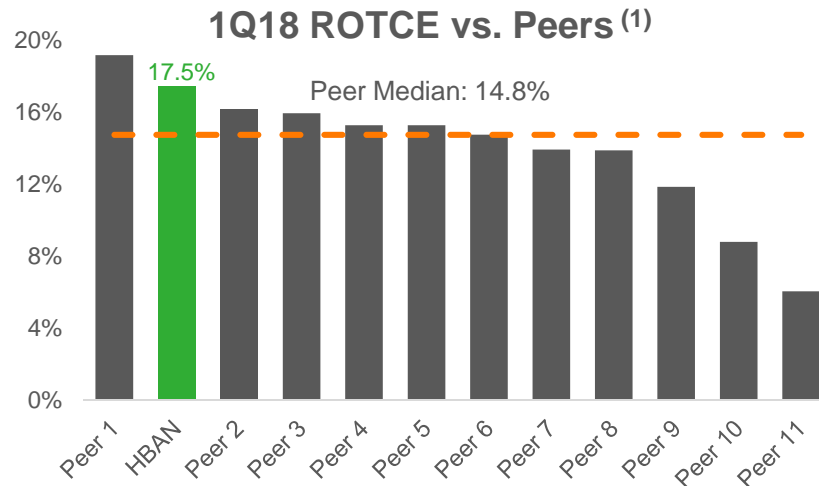
Built the Brand

Invested in the Franchise

Disciplined Execution

Aggregate Moderate-to-Low Risk Appetite

Strong Management / Shareowner Alignment

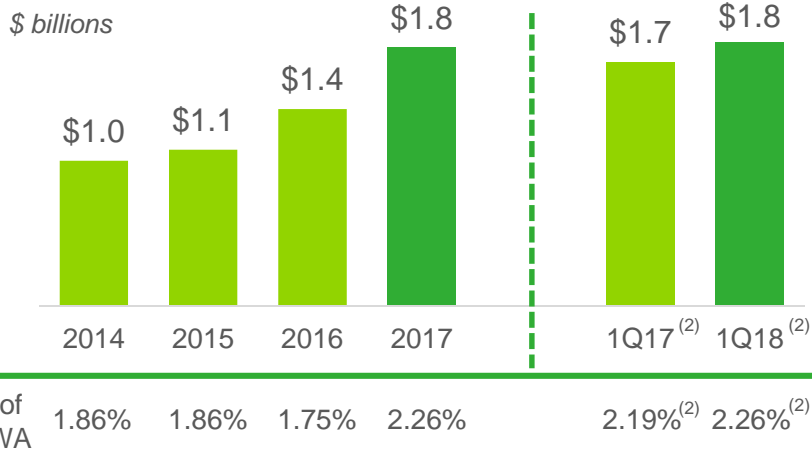


(1) Peer data on a core basis, Source: SNL Financial

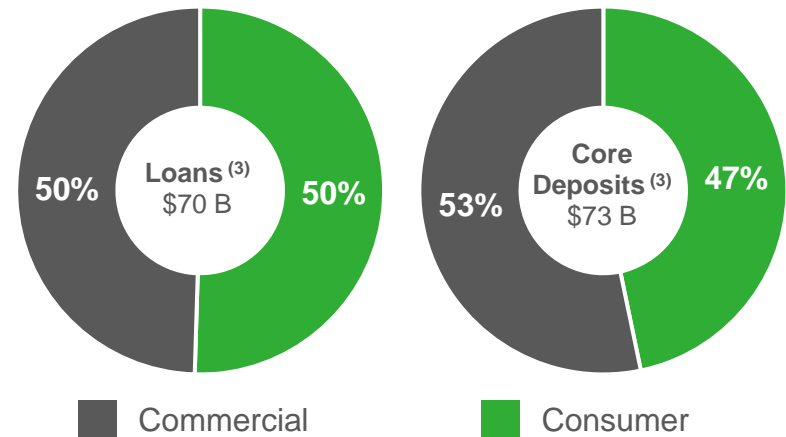
Peers include BBT, CFG, CIT, CMA, FITB, KEY, MTB, PNC, RF, STI, ZION

Positioned for Strong Relative Performance Through-the-Cycle

Strengthened Pretax Pre-Provision Net Revenue ⁽¹⁾

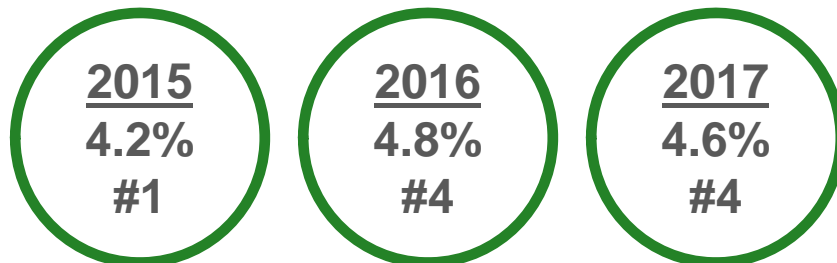


Well-Diversified Balance Sheet



Disciplined Management of Credit Risk

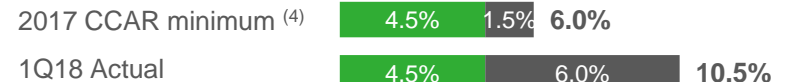
Cumulative Losses as a % of Average Total Loans in
Dodd-Frank Act Stress Test (DFAST)
Supervisory Severely Adverse Scenario



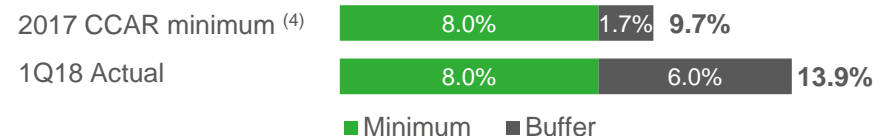
Note: Ranking among 19 traditional commercial banks

Strong Capital Base and Capital Management

Common Equity Tier 1 (CET1) Ratio



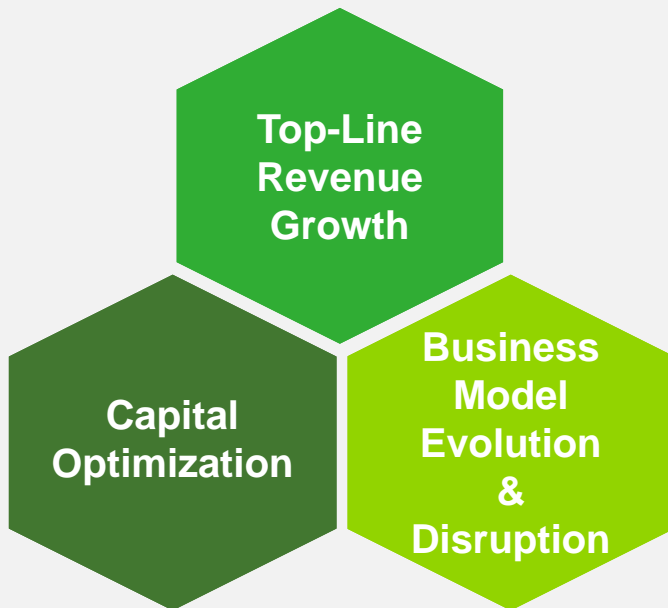
Total Risk-Based Capital Ratio



Strategic Planning Process

Initiated the strategic planning process in 1Q18 which will yield new long-term goals for the company

Initial areas of focus for the 2018 Strategic Planning Process:



2014 Strategic Plan Outcomes:

- ✓ Improved scale
- ✓ Accelerated achievement of long-term financial goals
- ✓ Best in class return profile

2009 Strategic Plan Outcomes:

- ✓ Disciplined risk management
- ✓ Fair Play consumer strategy
- ✓ Huntington brand evolution

2018 Expectations

		<u>2018 Outlook</u>
Balance Sheet	Average Loan Growth - Assumes \$500 MM Auto securitization	4% - 6%
	Average Deposit Growth	3% - 5%
Income Statement	Revenue - Assumes no additional rate hikes in 2018	4% - 6%
	Net Interest Margin (GAAP) - Core NIM up modestly - New money yields above portfolio yields across all loan categories	Flat
	Noninterest Expense	(2%) - (4%)
	Efficiency Ratio	55% - 57%
	Effective Tax Rate	15.5% - 16.5%
Credit	Net Charge-offs - Remain below long-term expectations of 35 bp – 55 bp	< 35 bp

Note: All metrics presented on a GAAP basis assuming an unchanged rate environment

Important Messages

- ◆ **Strategic focus on Customer Experience**, extending our industry-leading position through targeted investments in business lines and technology, Optimal Customer Relationship (OCR), and “Do the Right Thing” culture
- ◆ **Building long-term shareholder value**, through adherence to aggregate moderate-to-low risk appetite, reduction in earnings volatility through the cycle, disciplined capital allocation, and continuous improvement
- ◆ **Focus on top quartile financial performance relative to peers**, with industry-leading return on tangible common equity, efficiency ratio, and annual goal to achieve positive operating leverage
- ◆ **High level of colleague and shareholder alignment**, with Board, management, and colleague ownership representing the seventh largest shareholder with ~27 million common shares

Reconciliation

Pretax Pre-Provision Net Revenue (PPNR)

(\$ in millions)		1Q18	1Q17		2017	2016	2015	2014
Net interest income – FTE		\$777	\$743		\$3,052	\$2,412	\$1,983	\$1,865
Noninterest income		314	312		1,307	1,151	1,039	961
Total revenue		1,091	1,055		4,359	3,563	3,022	2,826
Less: Significant Items		0	2		2	1	3	1
Less: gain on securities		0	0		(4)	0	1	18
Total revenue – adjusted	A	1,091	1,053		4,361	3,562	3,018	2,807
Noninterest expense		633	707		2,714	2,408	1,976	1,882
Add: provision for unfunded loans		(2)	(6)		(11)	21	11	(2)
Less: Significant Items		0	73		154	239	58	65
Noninterest expense – adjusted	B	631	628		2,549	2,191	1,929	1,815
Pretax pre-provision net revenue (PPNR)	A - B	\$460	\$425		\$1,812	\$1,372	\$1,089	\$1,011
Risk-weighted assets (RWA)		\$81,365	\$77,559		\$80,340	\$78,263	\$58,420	\$54,479
PPNR as % of RWA		2.26%	2.19%		2.26%	1.75%	1.86%	1.86%