



RBC Capital Markets 2015 Financial Institutions Conference

Mac McCullough

March 10, 2015

Forward Looking Statements

This document contains certain forward-looking statements, including certain plans, expectations, goals, projections, and statements, which are subject to numerous assumptions, risks, and uncertainties. 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.

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: (1) worsening of credit quality performance due to a number of factors such as the underlying value of collateral that could prove less valuable than otherwise assumed and assumed cash flows may be worse than expected; (2) 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; (3) movements in interest rates; (4) competitive pressures on product pricing and services; (5) success, impact, and timing of our business strategies, including market acceptance of any new products or services implementing our "Fair Play" banking philosophy; (6) changes in accounting policies and principles and the accuracy of our assumptions and estimates used to prepare our financial statements; (7) extended disruption of vital infrastructure; (8) the final outcome of significant litigation; (9) 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 (10) the outcome of judicial and regulatory decisions regarding practices in the residential mortgage industry, including among other things the processes followed for foreclosing residential mortgages. Additional factors that could cause results to differ materially from those described above can be found in Huntington's 2014 Annual Report on Form 10-K, and documents subsequently filed by Huntington with the Securities and Exchange Commission. All forward-looking statements included in this document are based on information available at the time of the release. Huntington assumes no obligation to update any forward-looking statement.

Participants & Discussion Topics

Presenter

Mac McCullough
– Chief Financial Officer

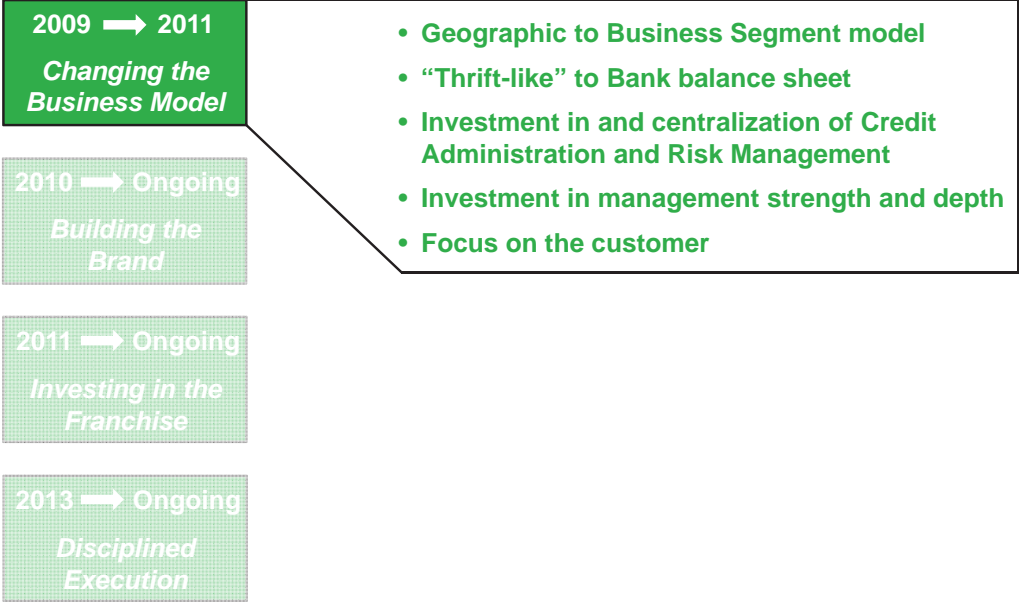
Also Present

Todd Beekman
– EVP – Assistant Treasurer

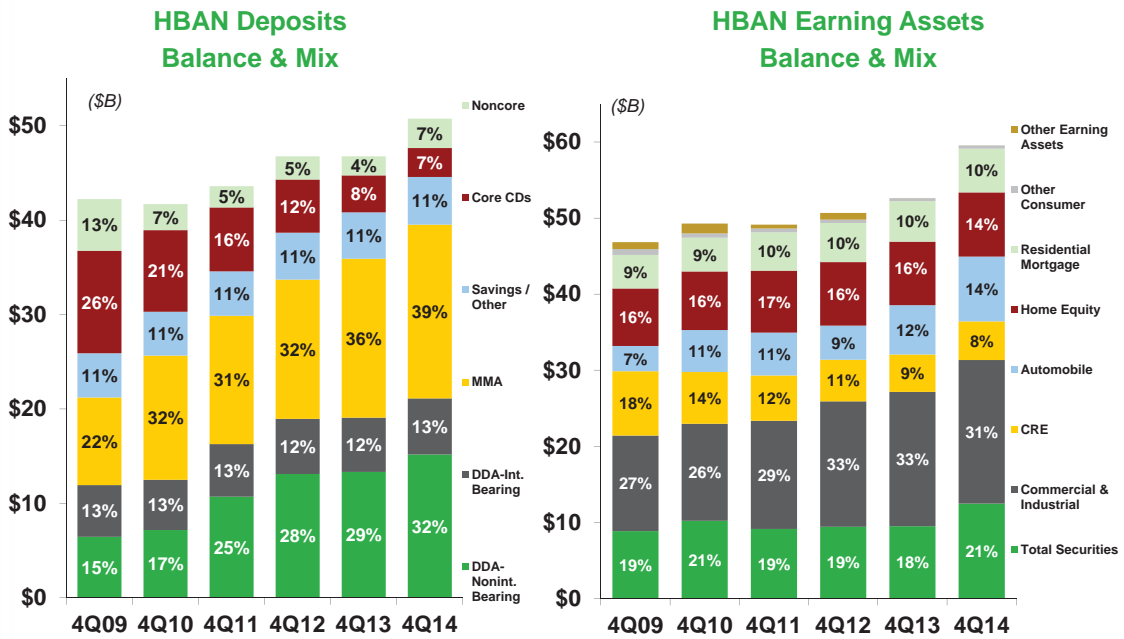
Discussion Topics

- **Huntington’s Evolution**
- **Long-term Financial Goals**
- **Important Messages**

Huntington’s Evolution



Balance Sheet – Improved Funding / Lower Risk

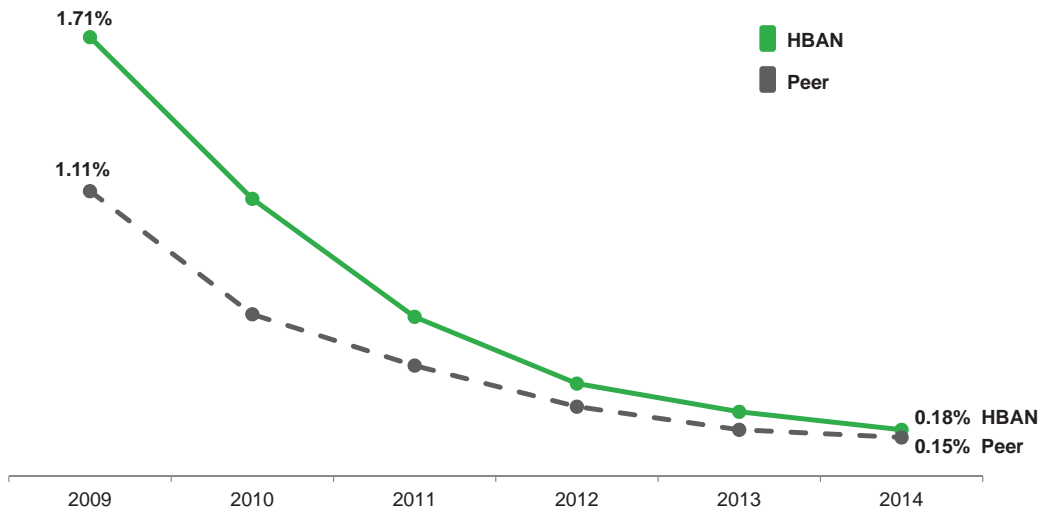


Source: SNL Financial, FDIC



Strategy Delivering Lower Cost of Total Deposits

2009 – 2014



Source: SNL; not adjusted for acquisitions.

Peers include ASB, BBT, CMA, FHN, FITB, FNFG, KEY, MTB, PNC, RF, STI, & ZION.



2015 DFAST Results – Regional Banks

Tier 1 Common Change Q3 2014 to Minimum Supervisory Severely Adverse

1.0%	USB
1.3%	HBAN ←
1.4%	KEY
1.4%	STI
1.5%	PNC
1.6%	CMA
1.6%	SHUSA
1.7%	FITB
2.2%	CFG
2.4%	BBT
2.5%	BMO
2.5%	MTB
3.5%	RF
4.7%	BBVA
4.7%	MUFG
5.1%	HSBC
6.8%	ZION

Projected Cumulative Loan Losses Q4 2014 to Q4 2016 Supervisory Severely Adverse

4.2%	HBAN ←
4.5%	CMA
4.5%	STI
4.6%	BBT
4.6%	BMO
4.7%	PNC
5.0%	KEY
5.0%	MUFG
5.1%	CFG
5.2%	MTB
5.6%	FITB
5.7%	BBVA
6.5%	USB
6.5%	ZION
6.9%	RF
8.6%	HSBC
9.6%	SHUSA

Source: Federal Reserve



6

Huntington's Evolution

2009 → 2011

*Changing the
Business Model*

2010 → Ongoing

*Building the
Brand*

- Created a Welcoming experience with high levels of customer service and advocacy
- Introduction of Fair Play with distinctive, customer-friendly products
- Commitment to invest in small businesses and our communities
- Increase in marketing

2011 → Ongoing

*Investing in the
Franchise*

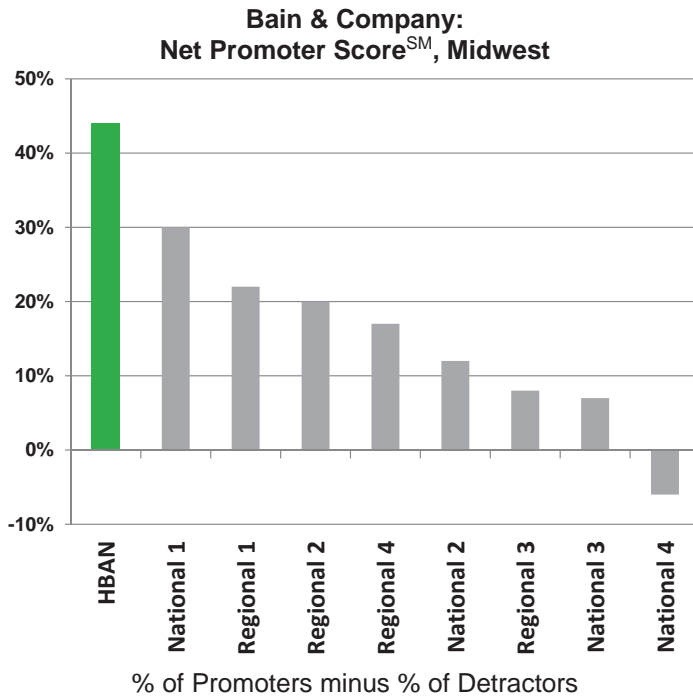
2013 → Ongoing

*Disciplined
Execution*



7

“Most Favored” Bank Brand in the Midwest



Recipient of 20+ National and Regional awards across Consumer and Commercial business lines for customer service, products, and community engagement



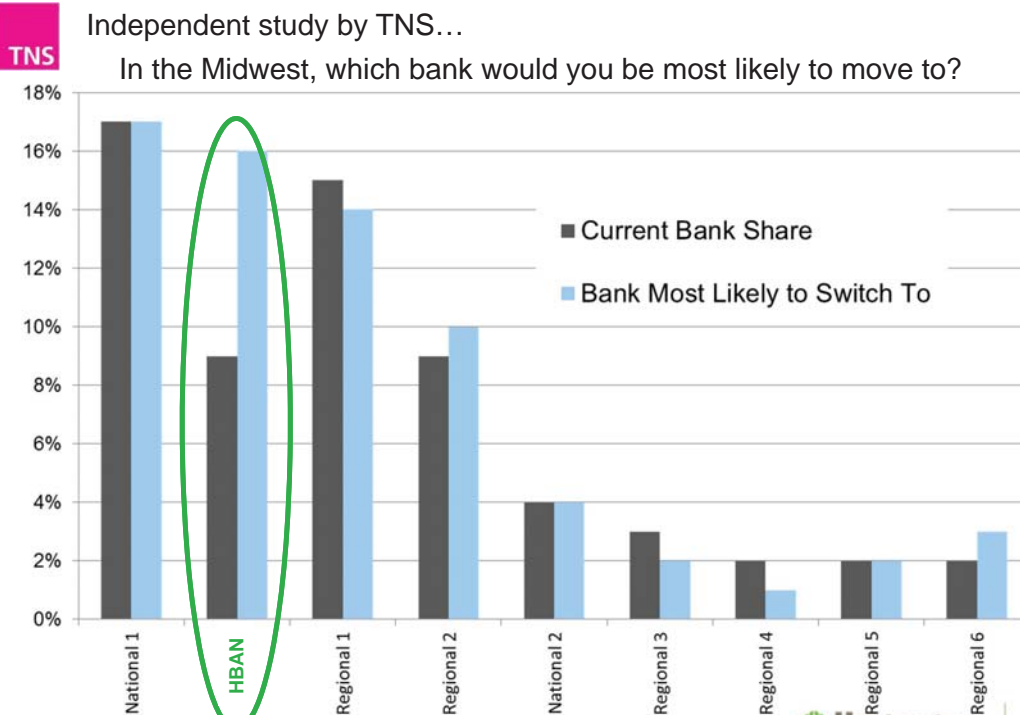
Bain / Research Now Retail Banking NPS survey, 2014

Net Promoter Score is a trademark of Bain & Company, Satmetrix Systems and Fred Reichheld



8

Growth Opportunity Continues as Switching Preference is Much Greater than Current Share

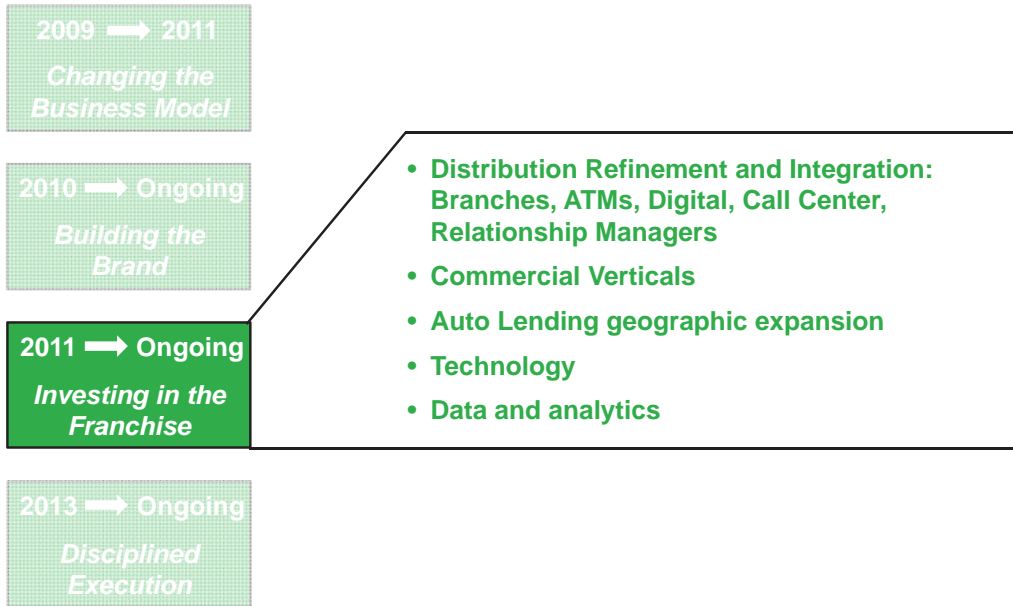


TNS' Retail Banking Monitor

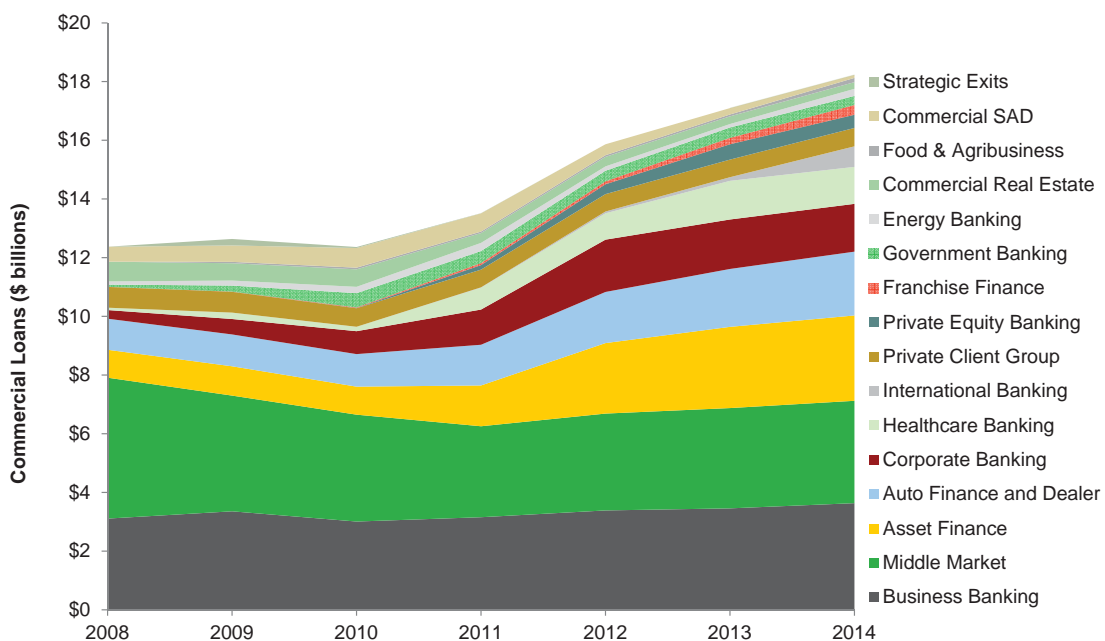


9

Huntington's Evolution



Commercial Verticals Provide Growth and Diversification



Attracting High Quality, Experienced Indirect Auto Teams Drives Opportunistic Expansion

Current new market selection:

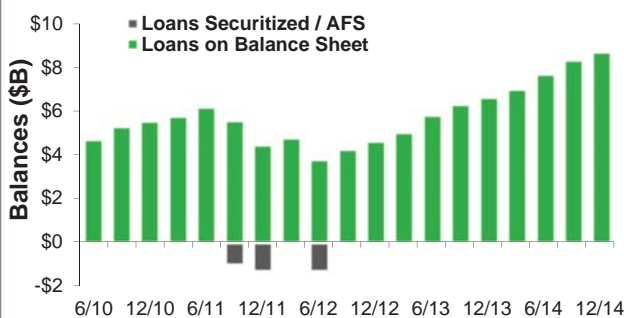
- Market turmoil must exist, will not compete solely on price
- Proven, highly qualified and experienced talent must be available
- Only one time zone removed from collections, back office, and management
- Require a full relationship with Dealers (currently 6+ cross-sell)



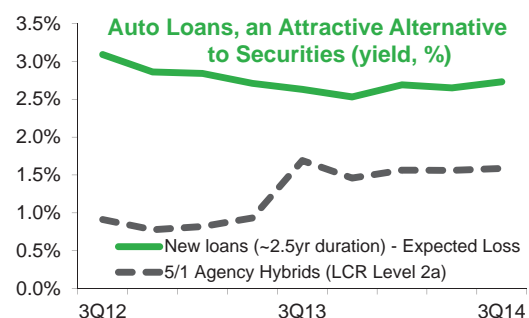
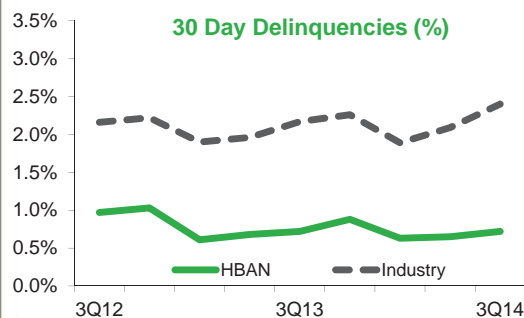
Recent market expansions:

2013	Iowa and Connecticut
2011	Minnesota, Wisconsin, and Tennessee
2010	Eastern Pennsylvania and New England

Indirect Auto: Maintaining Super Prime Quality and Delivering Attractive Growth



- Maintaining credit quality
 - Avg FICO up 10 pts since 4Q12
- Pricing stabilizing
 - Early 1Q15 & 3Q14 increases have held
- Managing concentration
 - Expecting 2 securitizations in '15
- Part of the Dealer relationship
 - Average Dealer has 6+ cross sell



Huntington's Evolution

2009 → 2011
Changing the Business Model

2010 → Ongoing
Building the Brand

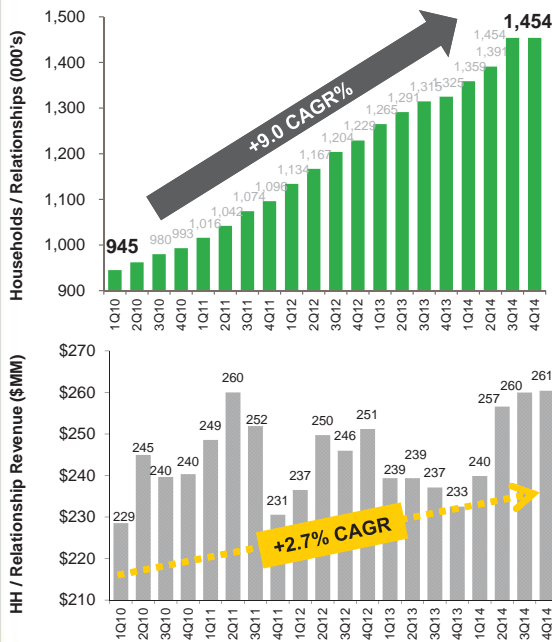
2011 → Ongoing
Investing in the Franchise

2013 → Ongoing
Disciplined Execution

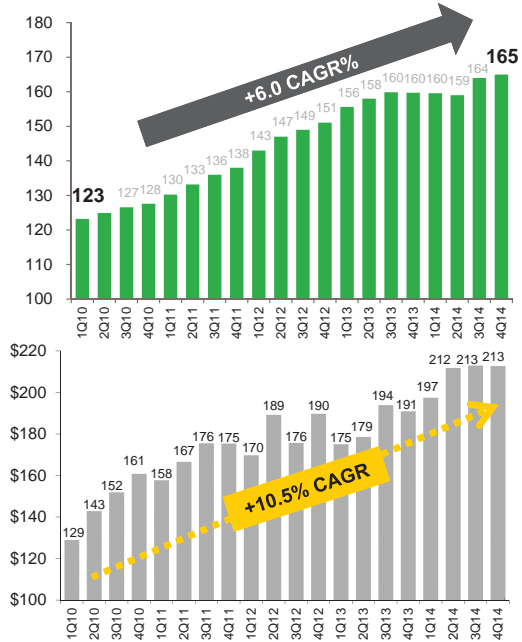
- Implementing Economic Capital
- Standardizing investment process
- Focusing on positive operating leverage
- Implementing centralized pricing / profitability analysis
- Implementing disciplined sales execution

Industry-leading Customer Acquisition

Consumer Households



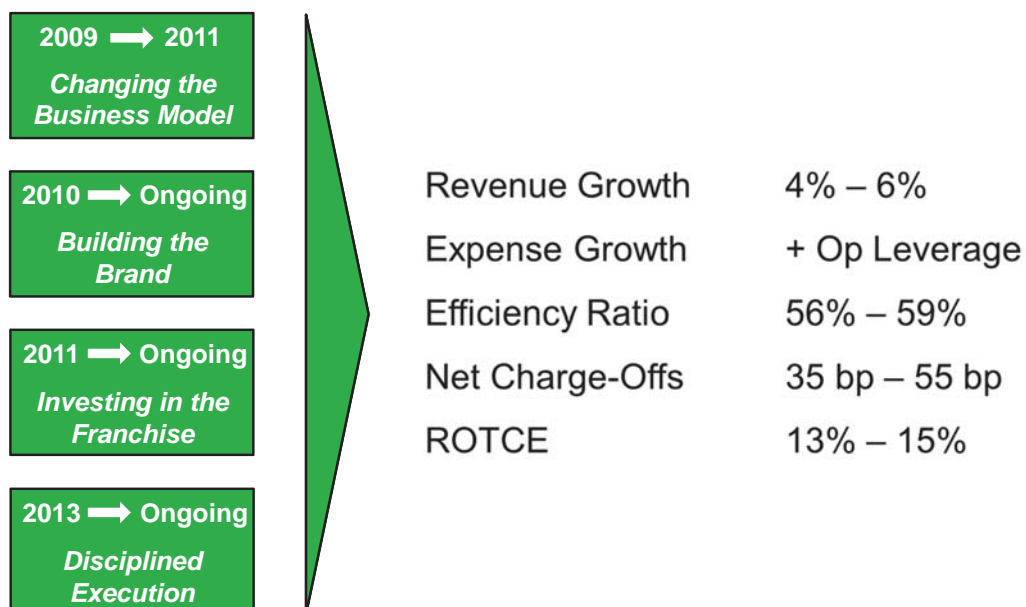
Business Relationships



Macquarie Equipment Finance

- Announced February 24, 2015
- Expected to close on March 31, 2015
- Largest standalone, vendor independent provider of specialized technology financing
- Assume approximately \$900 million of assets and \$630 million of debt, securitizations, and other liabilities
- Approximately \$500 million of annual originations
- Will be highest yielding asset class on balance sheet
- Credit losses approximately 50% of industry average through cycle
- Accretive to EPS in first year
- Business is over 2x HBAN's consolidated ROTCE, assuming HBAN TCE level applied to MEF
- Headquartered in Bloomfield Hills, Michigan

Long-term Financial Goals



Important Messages

- Fundamentally changed the business model of the company
 - “Tone at the top” that everyone owns risk
 - Migrated loan and deposit mix to improve funding, reduce risk
 - Meaningful investment in centralization, technology, people and process
- Remain focused on areas of expertise with sustainable competitive advantages
 - Consumer Banking
 - Small Business and Middle Market Commercial
 - Auto Finance
- Driving profitability and growth through disciplined execution and a differentiated customer experience across a strong franchise
- High level of employee and shareholder alignment
- Focus on delivery of improved, through-the-cycle shareholder returns with low relative volatility

Basis of Presentation

Use of non-GAAP financial measures

This document may contain GAAP financial measures and non-GAAP financial measures where management believes it to be helpful in understanding Huntington's results of operations or financial position. Where non-GAAP financial measures are used, the comparable GAAP financial measure, as well as the reconciliation to the comparable GAAP financial measure, can be found in this document or the 2014 fourth quarter earnings press release, which can be found on Huntington's website at www.huntington-ir.com.

Annualized data

Certain returns, yields, performance ratios, or quarterly growth rates are presented on an “annualized” basis. This is done for analytical and decision-making purposes to better discern underlying performance trends when compared to full year or year-over-year amounts. For example, loan and deposit growth rates, as well as net charge-off percentages, are most often expressed in terms of an annual rate like 8%. As such, a 2% growth rate for a quarter would represent an annualized 8% growth rate.

Fully-taxable equivalent interest income and net interest margin

Income from tax-exempt earning assets is increased by an amount equivalent to the taxes that would have been paid if this income had been taxable at statutory rates. This adjustment puts all earning assets, most notably tax-exempt municipal securities and certain lease assets, on a common basis that facilitates comparison of results to results of competitors.

Earnings per share equivalent data

Significant income or expense items may be expressed on a per common share basis. This is done for analytical and decision-making purposes to better discern underlying trends in total corporate earnings per share performance excluding the impact of such items. Investors may also find this information helpful in their evaluation of the company's financial performance against published earnings per share mean estimate amounts, which typically exclude the impact of Significant Items. Earnings per share equivalents are usually calculated by applying a 35% effective tax rate to a pre-tax amount to derive an after-tax amount, which is divided by the average shares outstanding during the respective reporting period. Occasionally, when the item involves special tax treatment, the after-tax amount is disclosed separately, with this then being the amount used to calculate the earnings per share equivalent.

Rounding

Please note that columns of data in the presentation may not add due to rounding.

Basis of Presentation

Significant Items

From time to time, revenue, expenses, or taxes are impacted by items judged by Management to be outside of ordinary banking activities and/or by items that, while they may be associated with ordinary banking activities, are so unusually large that their outsized impact is believed by Management at that time to be infrequent or short term in nature. We refer to such items as "Significant Items". Most often, these Significant Items result from factors originating outside the company – e.g., regulatory actions/assessments, windfall gains, changes in accounting principles, one-time tax assessments/refunds, litigation actions, etc. In other cases they may result from Management decisions associated with significant corporate actions out of the ordinary course of business – e.g., merger/restructuring charges, recapitalization actions, goodwill impairment, etc.

Even though certain revenue and expense items are naturally subject to more volatility than others due to changes in market and economic environment conditions, as a general rule volatility alone does not define a Significant Item. For example, changes in the provision for credit losses, gains/losses from investment activities, asset valuation write downs, etc., reflect ordinary banking activities and are, therefore, typically excluded from consideration as a Significant Item.

Management believes the disclosure of "Significant Items", when appropriate, aids analysts/investors in better understanding corporate performance and trends so that they can ascertain which of such items, if any, they may wish to include/exclude from their analysis of the company's performance - i.e., within the context of determining how that performance differed from their expectations, as well as how, if at all, to adjust their estimates of future performance accordingly. To this end, Management has adopted a practice of listing "Significant Items" in its external disclosure documents (e.g., earnings press releases, quarterly performance discussions, investor presentations, Forms 10-Q and 10 K).

"Significant Items" for any particular period are not intended to be a complete list of items that may materially impact current or future period performance. A number of items could materially impact these periods, including those described in Huntington's 2014 Annual Report on Form 10-K and other factors described from time to time in Huntington's other filings with the Securities and Exchange Commission.

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Huntington

Welcome.™