Barclays Global Financial Services Conference

Mac McCullough

September 17, 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.

Discussion Topics & Participants

Discussion Topics

- Huntington's Evolution
- Managing to an Aggregate Moderate-to-Low Risk Appetite
- Long-Term Financial Goals
- Important Messages

Presenters

Mac McCullough, Chief Financial Officer

Dan Neumeyer, Chief Credit Officer

Additional Colleagues

Derek Meyer, Financial Planning & Analysis Director

Mark Muth, Director of Investor Relations

Rick Taylor, Investor Relations - Senior Financial Analyst

Huntington's Evolution

2009 ⟶ 2011
Changing the Business Model

- Geographic to business segment model
- "Thrift-like" to bank balance sheet
- Established aggregate moderate-to-low risk appetite
- Investment in and centralization of Credit Administration and Risk Management
- Investment in management strength and depth
- Focus on the customer

2010 ⟶ Ongoing
Building the Brand

2011 ⟶ Ongoing
Investing in the Franchise

2013 ⟶ Ongoing
Disciplined Execution

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 spend

2011 ⟶ Ongoing
Investing in the Franchise

2013 ⟶ Ongoing
Disciplined Execution

Huntington's Evolution

2009 ⟶ 2011
Changing the Business Model

2010 ⟶ Ongoing
Building the Brand

2011 ⟶ Ongoing
Investing in the Franchise

- Distribution refinement and integration: Branches, ATMs, Digital, Call Center, Relationship Managers
- Commercial Verticals
- Auto Lending geographic expansion
- Technology investments
- Data and analytics

2013 ⟶ Ongoing
Disciplined Execution

Huntington's Evolution

2009 ⟶ 2011
Changing the Business Model

2010 ⟶ Ongoing
Building the Brand

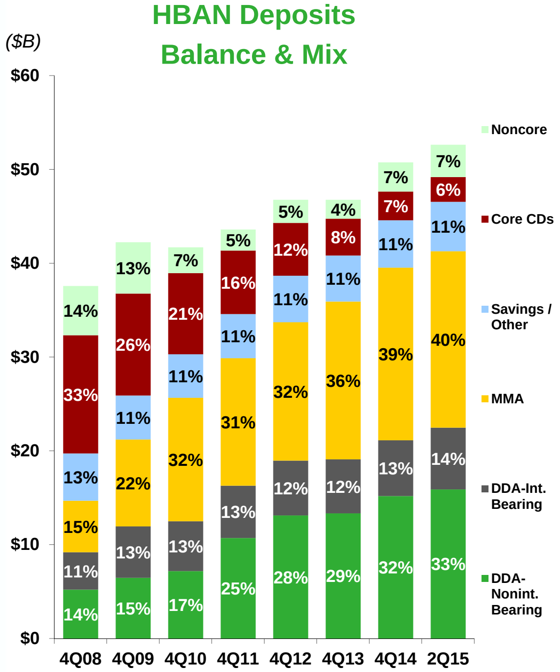
2011 ⟶ Ongoing
Investing in the Franchise

2013 ⟶ Ongoing
Disciplined Execution

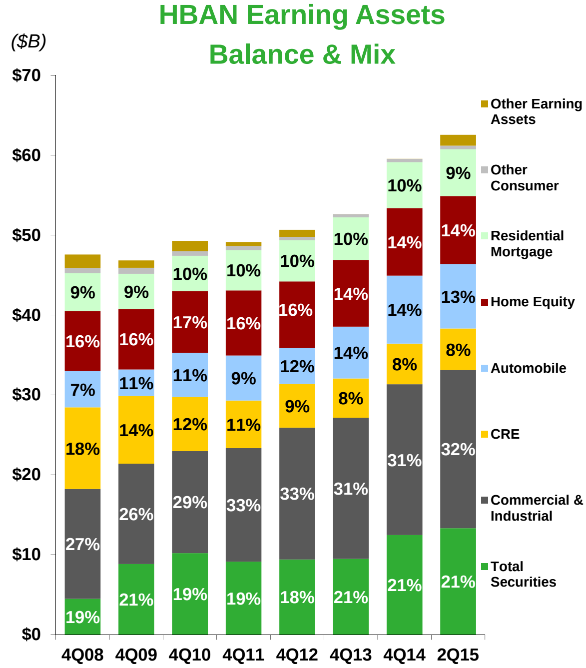
- Positive operating leverage
- Low relative volatility through the cycle
- Disciplined sales execution (OCR)
- Implemented Economic Capital
- Standardized investment process
- Centralized pricing / profitability analysis

Growing and Transforming the Franchise

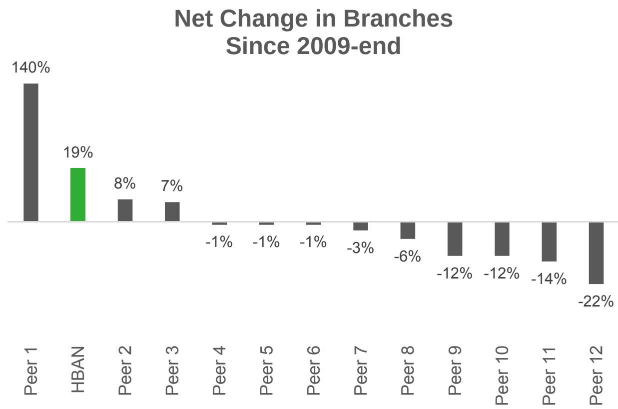
HBAN Deposits Balance & Mix



HBAN Earning Assets Balance & Mix



Optimizing Physical Distribution



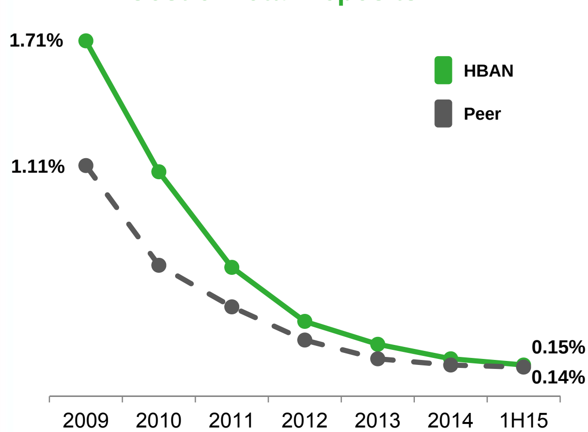
- Build-out of in-store strategy to be substantially complete by 1Q16
  - 92 Giant Eagle in-store offices open; 1 to open in 4Q15 (77 breakeven or better in July)
  - 65 Meijer in-store offices open by 3Q15-end; 20 to open in 4Q15 (26 breakeven or better in July)
  - In-store branches receive highest customer service scores across branch network
- Optimizing the traditional branch network where opportunities present
  - Consolidated 24% of 2009 year-end branches (including acquisitions)

Sources: SNL Financial, FDIC; Peers include ASB, BBT, CMA, FHN, FITB, FNFG, KEY, MTB, PNC, RF, STI, & ZION.

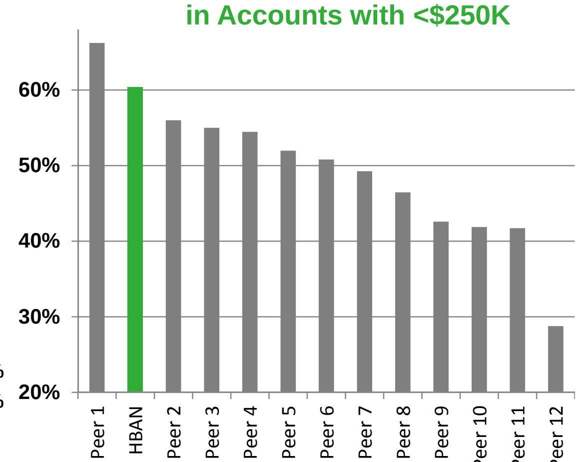
Improved Deposit Mix… Low Cost and Granular

- DDA-noninterest bearing mix improved, but remains significant opportunity
- Given market position and product offering, deposit cost, in a higher interest rate environment, should be below peers
- Estimated “Deposit Beta” of ~50%, based on 10 year history… adjusted for current mix

Strategy Delivering Lower Cost of Total Deposits

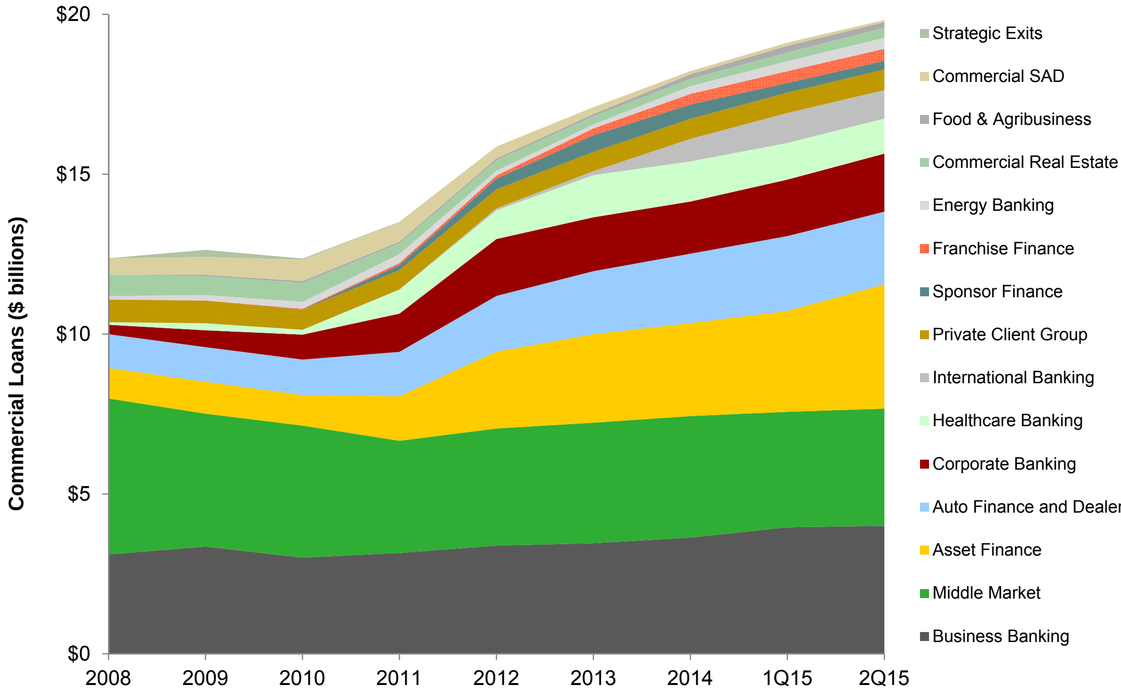


% of 2Q15 Bank Deposits in Accounts with <$250K



Sources: SNL Financial, FDIC; Peers include ASB, BBT, CMA, FHN, FITB, FNFG, KEY, MTB, PNC, RF, STI, & ZION.

Investing in Commercial Verticals for Growth & Diversification



Investing in the Brand: Distinguished Products, Superior Customer Service, and Convenience

Sep 2010

24-Hour Grace

Apr 2011

Mar 2014

MOBILE DEPOSITS

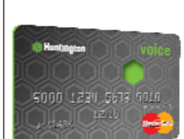
Jul 2014

All-Day Deposit

Sep 2010

Fair Play Banking

Sep 2013



Jul 2014

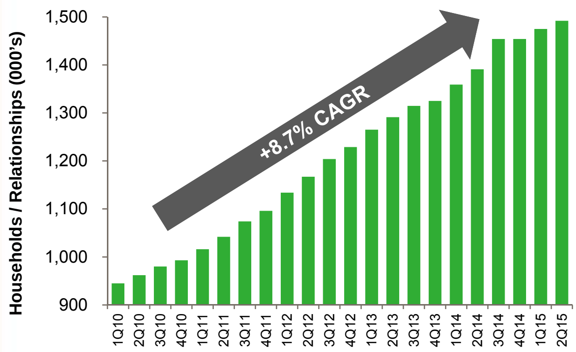
Digital Image- Enabled ATMs

Oct 2014

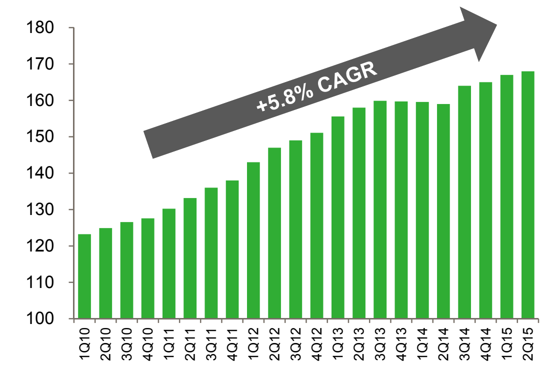
Consumer Checking suite

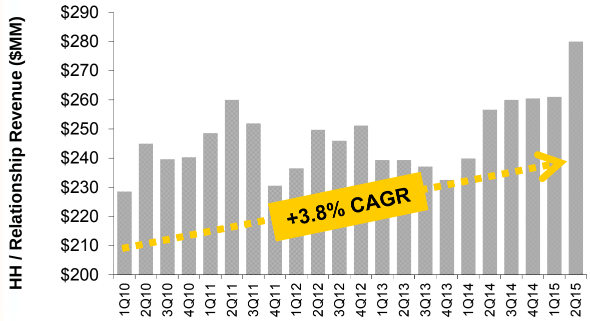
Industry-Leading Customer Acquisition

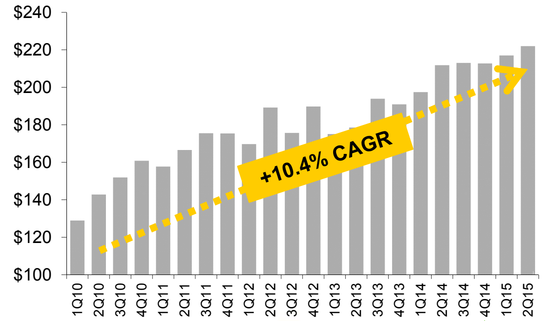
Consumer Households



Business Relationships

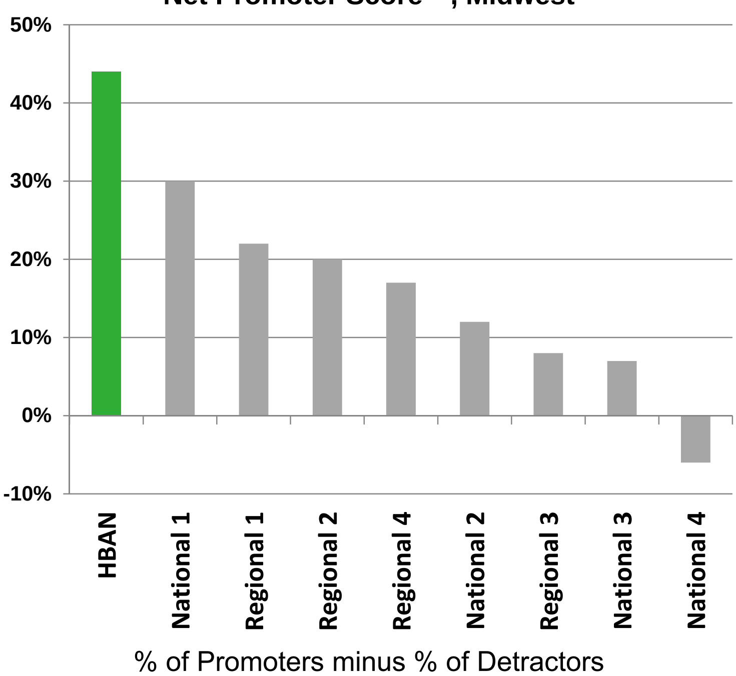






"Most Favored" Bank Brand in the Midwest

Bain & Company:
Net Promoter Score[SM], Midwest



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

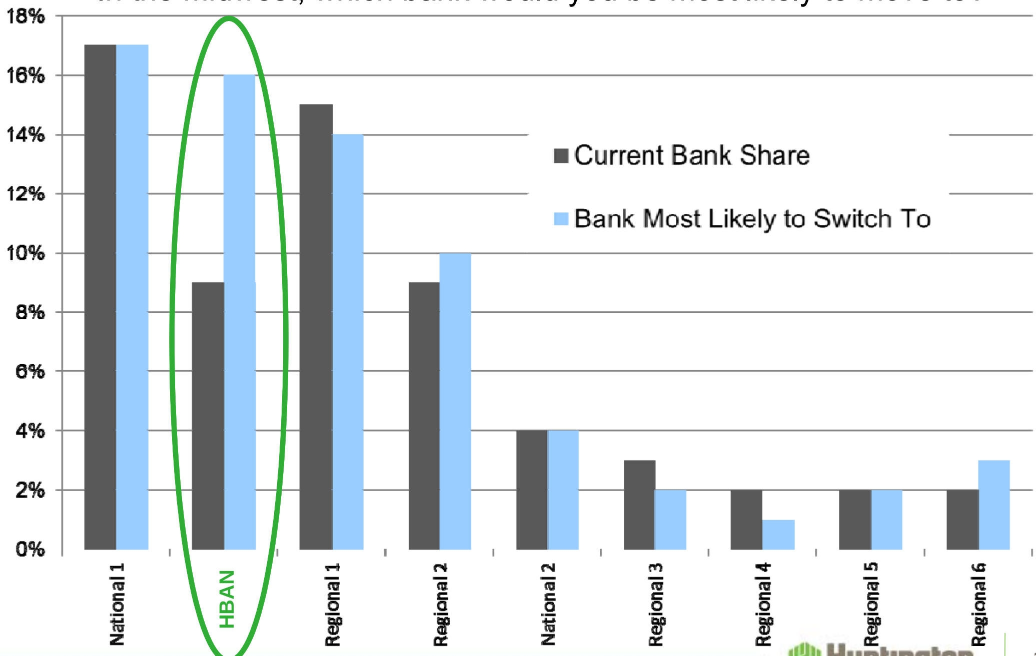
Source: Bain / Research Now Retail Banking NPS survey, 2014

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

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

Independent study by TNS…

In the Midwest, which bank would you be most likely to move to?



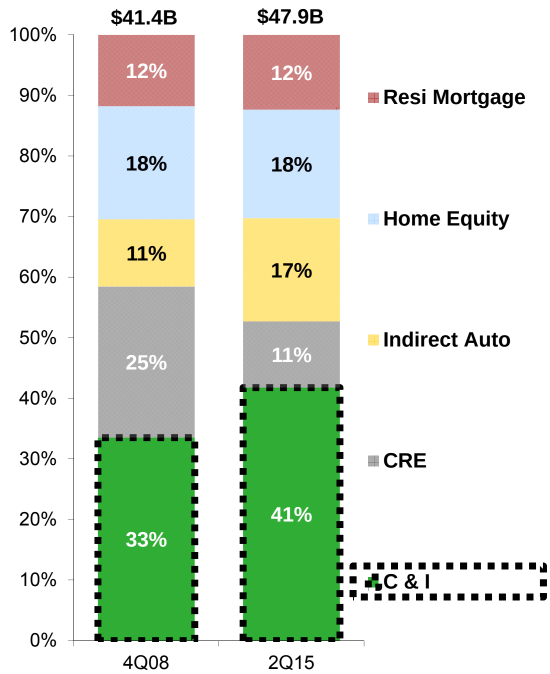
Source: TNS' Retail Banking Monitor

Managing the Business to Reduce Volatility via Aggregate Moderate-to-Low Risk Appetite

- **Alignment of credit strategy is driven by strong front end guidance and a well established preview process for commercial and business banking loans**
- **Risk appetite is driven down to the business unit level and tracked weekly/monthly**
- **Strong bench of senior credit personnel, based regionally and for specialty industries, all with business line experience.**
- **Management of credit risk has evolved to deliberate and actionable**
  - #1 priority is establishing and building a strong credit culture via consistency of actions, training, and frequent communication.
  - Huntington Credit College and continuing education offerings demonstrate the commitment to our company wide approach to everyone owning risk
- **34 concentration limits in place across multiple asset classes, guiding all origination strategies**
  - Indirect Auto loan portfolio limit of 175% of capital(1)
  - Commercial Real Estate limit of 120% of capital(1)
  - Home Equity limits for both first liens and second liens
  - Twelve concentration limits for Commercial industry groups or loan types

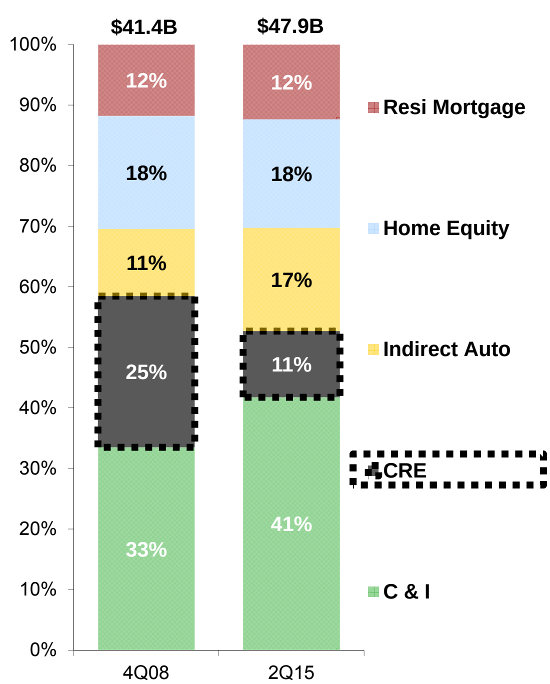
(1) Capital defined as Tier 1 Capital plus Allowance for Credit Losses

C&I: Improved Credit Risk Exposure through Diversification and Process Improvement



- $19.8 B across multiple segments
  - $12.5 B Commercial (>$20MM in revenue)
  - $4.0 B Retail & Business Banking (<$20MM)
  - $2.6 B AFCRE
  - $0.6 B RBPCG
- Credit quality remains strong (1H15):
  - 0.16% NCOs
  - 0.75% NALs
- Recent growth primarily driven by verticals and auto dealer finance… each with highly specialized Relationships Managers and Portfolio Managers
- Manufacturing represents largest sector, 17% of total C&I portfolio, and is very diversified
- Modest energy and energy-related exposure:
  - Energy specialty vertical (primarily E&P) = ~$300 mm outstanding;
  - Coal and other mining = ~$300 mm outstanding
  - Core Middle Market = ~$600 mm outstanding, including gas stations, utilities, etc.
  - Immaterial exposure to oil field services
- International exposure mostly investment grade foreign bank assets with short term maturities

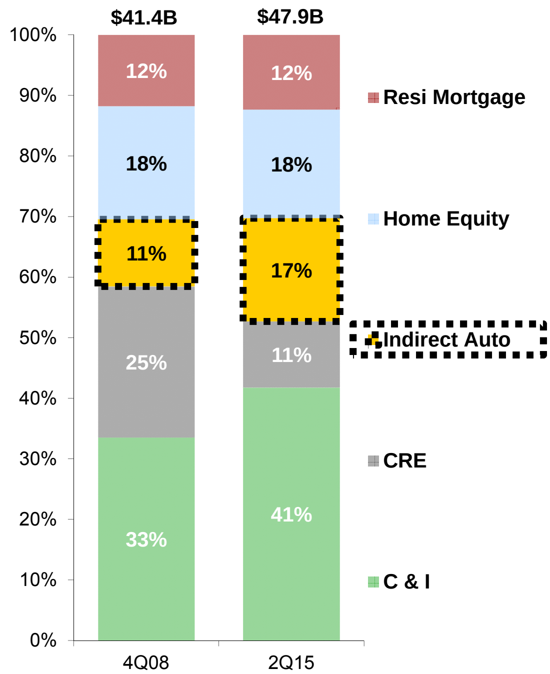
CRE: Intentional and Systematic Reduction of Exposure With an Intense Focus on Quality



- $5.2 B, of which $1.0 B is construction
  - >90% of the loans have personal guarantees
  - >75% are within our geographic footprint
  - $0.4B of "Special Assets" with a 22% average credit mark
- Defined strategy and "core" relationships in 2009; currently, portfolio focuses on less than 300 core relationships
- Credit quality remains strong (1H15)
  - 0.06% NCOs
  - 0.84% NALs
- Concentration limit of 120% of capital(1)
- High level of liquidity at permanent capital providers and conduits remains impediment to portfolio growth

(1) Capital defined as Tier 1 Capital plus Allowance for Credit Losses

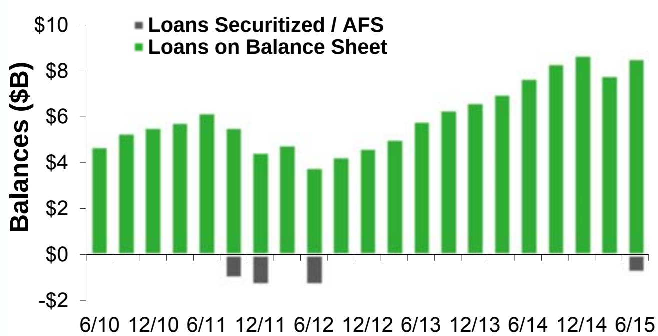
Indirect Auto: 60-Year Core Competency Providing Strong Risk / Reward Opportunity



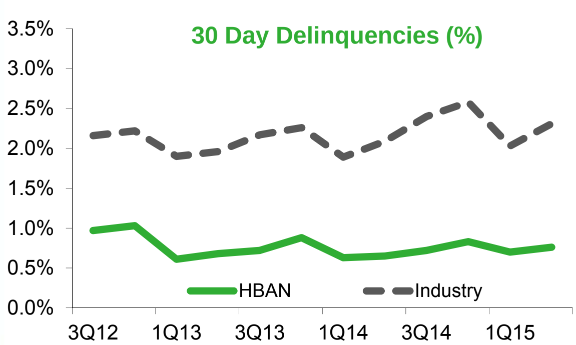
- $8.1 B portfolio
- Increased concentration limit to 175% of capital [(1)] from 150% during 2Q15
- Consistent underwriting with focus on Super Prime customers
  - Average FICO ~760 (origination averages ranged 759 – 767 over past eight quarters)
  - Low LTVs, averaging <90% (originations ranged 89 - 90% over past eight quarters)
  - Relatively balanced Used vs New mix (originations ranged 45 – 50% new over past eight quarters)
  - Average term stable at 68 months (up 1 month vs. 2013, remains below 2007 peak)
- Credit quality remains strong (1H15)
  - NCOs 0.18%
  - Expected cumulative loss stable, ~90 bps
  - 30+ day PDs 0.76%
- Remained focused on delivering superior service to a select group of ~3,500 dealers located across 17 states

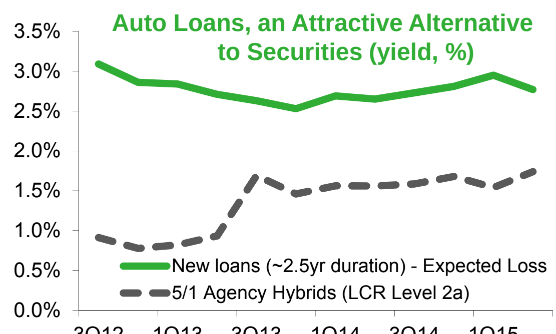
(1) Capital defined as Tier 1 Capital plus Allowance for Credit Losses

Indirect Auto: Maintaining Super Prime Quality and Delivering Attractive Growth



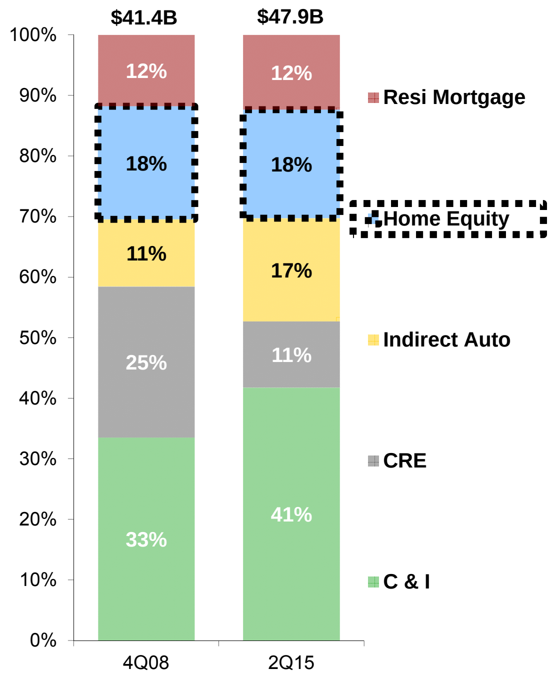
- Maintaining credit quality
  - Avg FICO up ~8 pt since 4Q12
- Pricing stabilizing
  - Early 1Q15 & 3Q14 increases have held
- Managing concentration
  - Increased concentration limit in 2Q15
- Part of the dealer relationship
  - Average dealer has 6+ cross sell





Sources: Bloomberg and Experian

Home Equity: Branch Originated to Relationship Customers

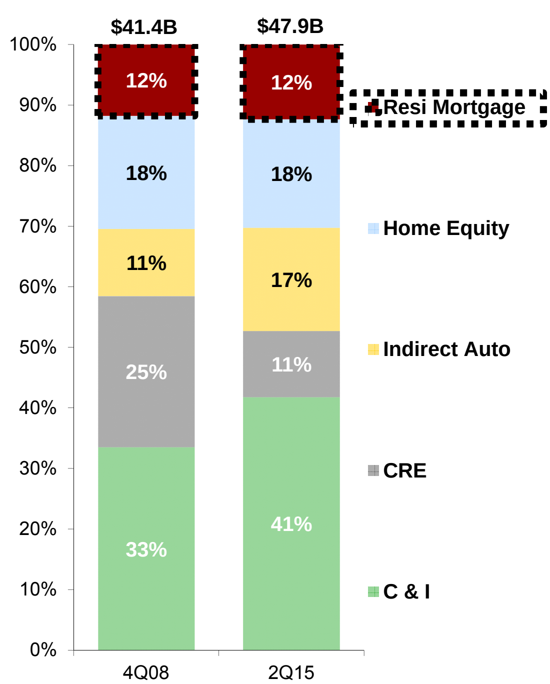


- $8.5 B portfolio
  - $6.0 B HELOC
  - $2.5 B HE Loans
- As with other consumer portfolios, the focus is on a high quality borrower.

	% of Port.	Avg LTV	Avg FICO
1st Lien	61%	72%	760
2nd Lien	39%	81%	755

- Exited Brokered HE in 2006
- Credit quality remains solid (1H15)
  - NCOs 0.22%
  - NALs 0.88%
- Modest remaining maturity risk within HELOC portfolio from 10-yr bullet product (discontinued in 2007):
  - 2H15: $101 MM
  - 2016: $123 MM
  - 2017: $105 MM
  - 2018: $19 MM

Residential Mortgage: a Relationship Product



- $6.0 B portfolio
- Focus on high quality borrowers with established relationships
  - Average LTV 75%
  - Average FICO 751
- Most widely used within Private Client Group
- Majority of the portfolio is ARMs
- >80% originated in 2008 or later
- Never originated sub-prime, payment option ARMs, or negative amortization loans
- Credit quality remains solid (1H15)
  - NCOs 0.17%
  - NALs 1.52%

2015 DFAST Results – Regional Banks

Tier 1 Common Change Q3 2014 to Minimum Supervisory Severely Adverse

1.0%	Bank 1
1.3%	HBAN
1.4%	Bank 2
1.4%	Bank 3
1.5%	Bank 4
1.6%	Bank 5
1.6%	Bank 6
1.7%	Bank 7
2.2%	Bank 8
2.4%	Bank 9
2.5%	Bank 10
2.5%	Bank 11
3.5%	Bank 12
4.7%	Bank 13
4.7%	Bank 14
5.1%	Bank 15
6.8%	Bank 16

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

4.2%	HBAN
4.5%	Bank 1
4.5%	Bank 2
4.6%	Bank 3
4.6%	Bank 4
4.7%	Bank 5
5.0%	Bank 6
5.0%	Bank 7
5.1%	Bank 8
5.2%	Bank 9
5.6%	Bank 10
5.7%	Bank 11
6.5%	Bank 12
6.5%	Bank 13
6.9%	Bank 14
8.6%	Bank 15
9.6%	Bank 16

Source: Federal Reserve

Long-Term Financial Goals

2009 → 2011
Changing the Business Model

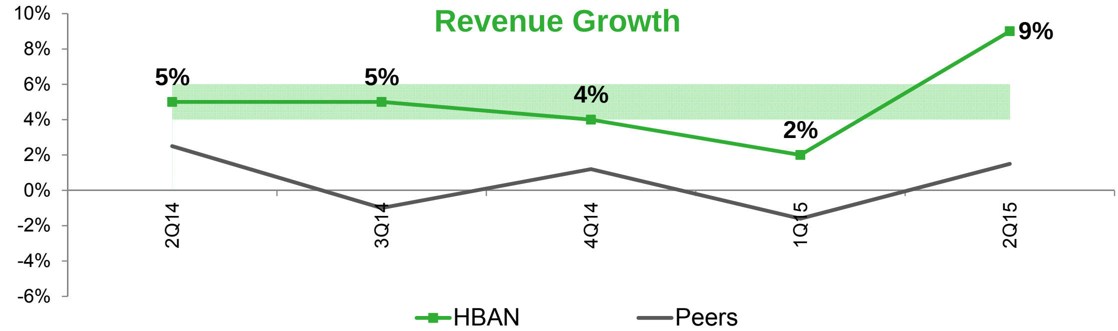
2010 → Ongoing
Building the Brand

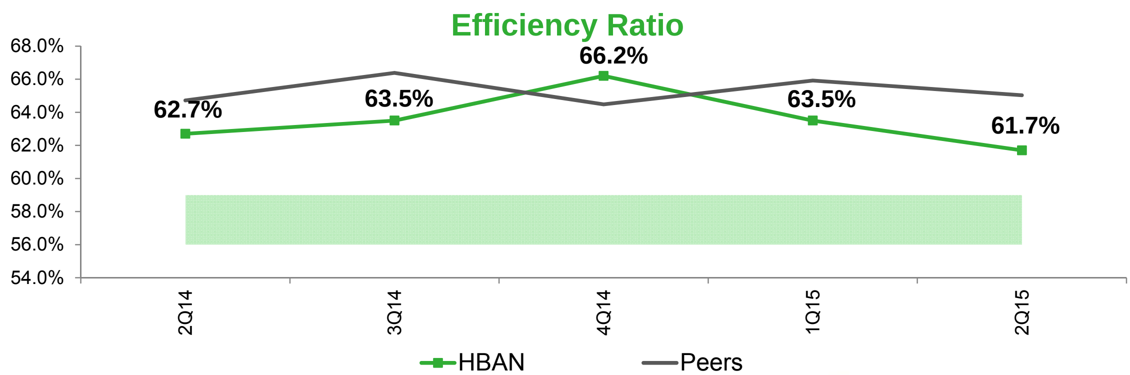
2011 → Ongoing
Investing in the Franchise

2013 → Ongoing
Disciplined Execution

Revenue Growth	4% – 6%
Expense Growth	+ Op Leverage
Efficiency Ratio	56% – 59%
Net Charge-Offs	35 bp – 55 bp
ROTCE	13% – 15%

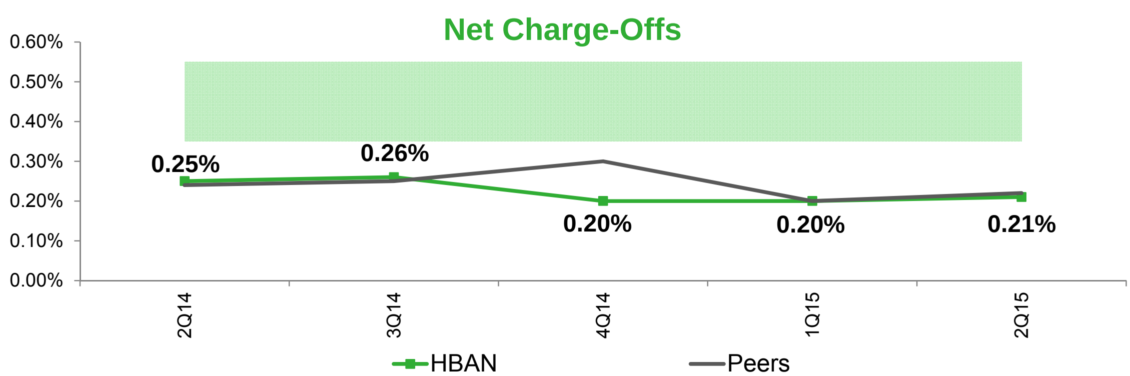
Long-Term Goal Performance

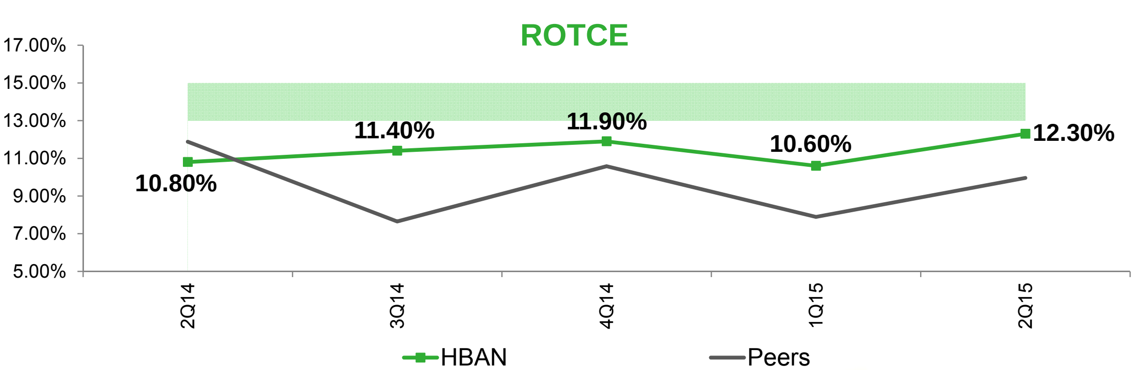




Source: SNL Financial; Peer average includes ASBC, BBT, CMA, FHN, FITB, FNFG, KEY, MTB, PNC, RF, STI, & ZION.

Long-Term Goal Performance





Source: SNL Financial; Peer average includes ASBC, BBT, CMA, FHN, FITB, FNFG, KEY, MTB, PNC, RF, STI, & ZION.

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 2015 second 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.

Investor / Analyst Contact:

Mark A. Muth
Director of Investor Relations
(614) 480-4720
Mark.Muth@Huntington.com

Huntington Welcome.™