Welcome

Huntington Bancshares Incorporated

Raymond James Institutional Investor Conference

March 6, 2017

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; the possibility that the anticipated benefits of the merger with FirstMerit Corporation are not realized when expected or at all, including as a result of the impact of, or problems arising from, the integration of the two companies or as a result of the strength of the economy and competitive factors in the areas where we do business; diversion of management’s attention from ongoing business operations and opportunities; potential adverse reactions or changes to business or employee relationships, including those resulting from the completion of the merger with FirstMerit Corporation; our ability to complete the integration of FirstMerit Corporation successfully; 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, 2016 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.

FirstMerit Acquisition Update

FirstMerit Acquisition: Classic In-market Deal

Expense Savings Drive Compelling Economics, while Revenue Enhancement Opportunities Provide Long-Term Upside

Strong Cultural and Strategic Fit

- Complementary businesses with similar sales and credit cultures
- Pro forma #2 deposit market share in OH, significantly enhanced presence in MI
- Entrance into attractive Chicago & WI markets – running markets with commercial focus

Compelling Economics

- Provides opportunity to accelerate achievement of long-term financial goals
  - ✓ **300+ bp expected improvement in ROTCE**
  - ✓ **400+ bp expected improvement in Efficiency Ratio**
- On track to achieve 40% cost savings within one year of closing; half of planned cost savings implemented during 2016
- Revenue enhancements provide additional long-term earnings upside opportunity

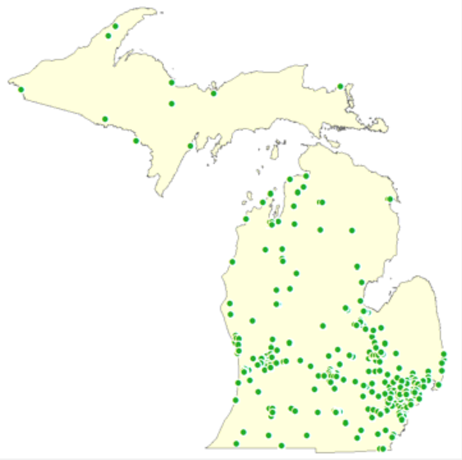
Copyright Nasdaq 2016

Significant Branch Overlap Drives Consolidation

#1 Branch Share in Ohio and in Michigan provides immediate and future consolidation opportunities

Ohio:

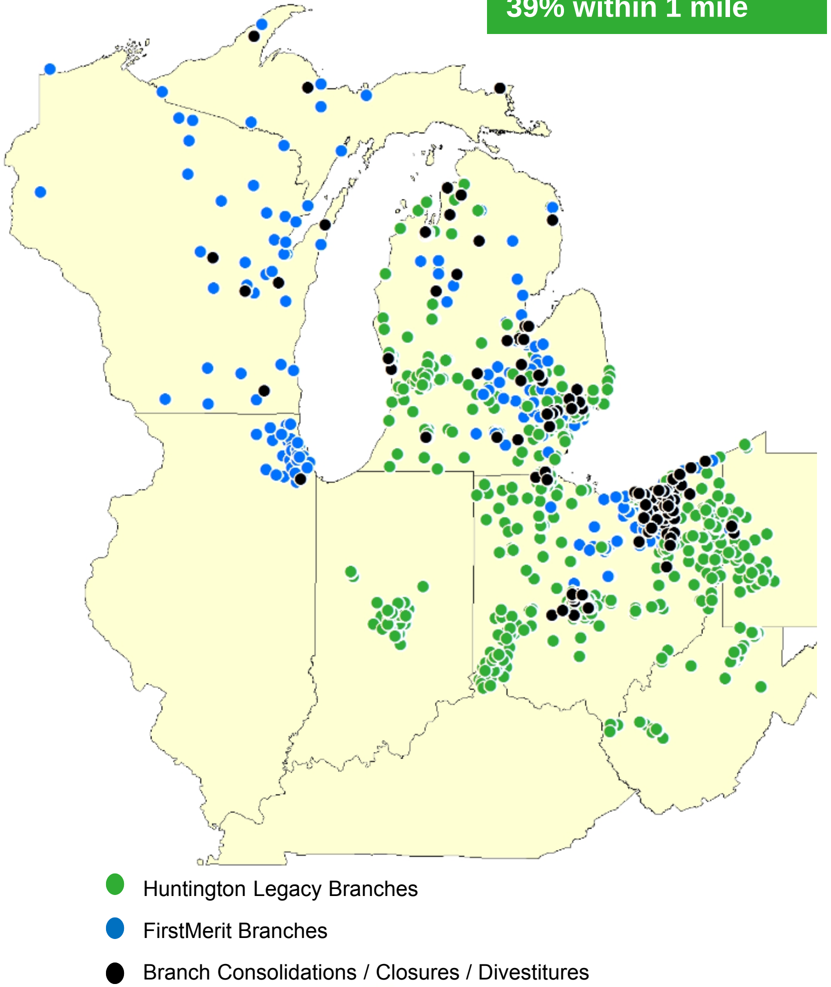
- #1 (15%) branch market share
- #2 (15%) deposit market share
- 64% of total HBAN deposits



Michigan:

- # 1 (14%) branch market share
- #6 (8%) deposit market share
- 20% of total HBAN deposits

65% within 2.5 miles
39% within 1 mile



Sources: FDIC, SNL Financial

High Concentration of Top Market Share MSAs[1]

Compact & Stable Footprint Yields Operational Efficiency

Company [2]	Total U.S. Deposits ($BN)	Total Company MSAs	% of Company MSAs: Ranked No. 1 in MSA	% of Company MSAs: Top 3 Ranking in MSA	% of Company MSAs: Compete with HBAN	2016 Efficiency Ratio
Wells Fargo & Co.	$ 1,306	445	23.1%	65.8%	5.4%	60.0%
Bank of America Corp.	1,261	224	12.1	57.6	3.6	65.2
Pro Forma HBAN + FMER	**76**	**91**	**14.3**	**41.8**	**NA**	**NA**
BB&T Corp.	160	187	18.2	40.6	5.9	58.4
BMO Financial Corp.	477	43	11.6	37.2	44.2	64.2
Capital One Financial Corp.	237	38	15.8	36.8	0.0	51.8
JPMorgan Chase & Co.	1,375	245	6.9	36.7	20.4	58.1
Huntington Bancshares Inc. [3]	55	70	12.9	35.7	NA	63.3
M&T Bank Corp.	95	66	13.6	34.8	6.1	56.0
Toronto-Dominion Bank	775	74	10.8	33.8	2.7	61.8
SunTrust Banks Inc.	160	97	10.3	33.0	4.1	62.7
Regions Financial Corp.	99	178	9.6	30.9	2.2	62.9
U.S. Bancorp	335	314	4.5	30.9	11.1	54.5
PNC Financial Services Group Inc.	257	194	5.2	30.4	32.0	61.6
Fifth Third Bancorp	104	103	6.8	28.2	47.6	61.3
KeyCorp	104	124	6.5	23.4	23.4	65.2
FirstMerit Corp. [3]	21	52	3.9	23.1	57.7	62.7
BBVA	401	83	1.2	22.9	0.0	56.8
Banco Santander SA	691	27	3.7	14.8	0.0	53.5
Citigroup Inc.	929	28	7.1	14.3	3.6	59.9
Citizens Financial Group	110	68	4.4	13.2	25.0	64.5
Mitsubishi UFJ Financial Group Inc.	177	30	0.0	3.3	0.0	59.0

Source: SNL Financial. FDIC branch information as of June 30, 2016 and is pro forma for all announced acquisitions.
(1) Top 20 Banks by Assets, excluding credit card and trust banks.
(2) Rank based on percent of company MSAs where the bank holds top 3 market share.
(3) HBAN & FMER historical data as of June 30, 2016 and reflects footprint at the time of the FDIC survey.

Implementation of Cost Savings on Pace

$ in millions

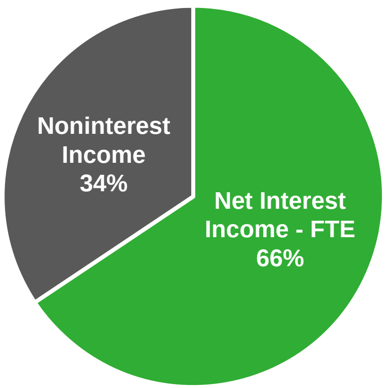
	4Q15 Actual			Assumed CAGR	4Q17 Target		
	HBAN	FMER	Pro Forma Combined		HBAN	FMER	Pro Forma Combined
Reported Non-Interest Expense	$ 499	$ 156	$ 654	3.0%	$ 529	$ 165	$ 694
Less: Intangible Amortization	4	3	6		4	3	7
Less: Significant Items	10	(0)	10		11	(0)	11
Adjusted Non-Interest Expense	$ 484	$ 153	$ 638		$ 514	$ 163	$ 677
Quarterly cost savings			$ 64				$ 68
Adjusted Non-Interest Expense Target							**$ 609**
Annualized cost savings			$ 255				$ 271

Cost Savings as % of:	FMER	Pro Forma Combined
4Q15 Actual	42%	10%
4Q17 Target	42%	10%

- Significant progress toward achieving ~$255 million annualized cost savings target:
  - Approximately 50% implemented during 2016
  - The majority of remaining cost savings to be implemented in 1Q17 coincident with or immediately following branch conversion/consolidation
- Expect to implement all cost savings within one year of acquisition closing
- Excludes incremental personnel expense associated with revenue enhancement opportunities and changes to FDIC insurance premiums

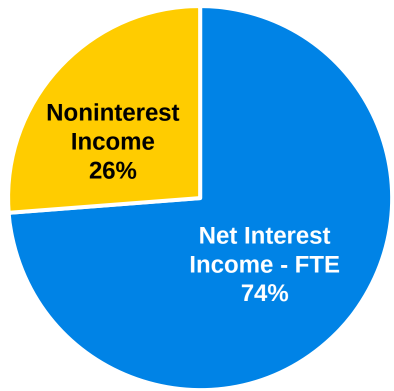
Opportunity to Expand Fee Income at FirstMerit

Revenue Synergies Not Modeled into Deal Economics

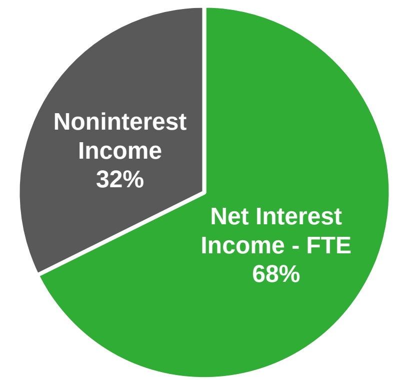


2015 Total Revenues: $3.0 Billion

+



2015 Total Revenues: $1.0 Billion



Pro Forma 2015 Total Revenues: $4.0 Billion

Restoring the Noninterest Income contribution to 34% of Total Revenues represents an approximately $100 million revenue opportunity.

Revenue Enhancements Opportunities

Provide Additional Near-Term and Long-Term Upside

OCR Improvement

- Cross-sell opportunities identified across business and consumer client base:
  — Capital Markets
  — Treasury Management
  — Private Banking
  — Credit Card

SBA Lending Expansion

- Bring HBAN SBA lending expertise to Chicago and WI markets
- Began recruiting prior to closing; 30 total incremental FTEs
- Revenue opportunity of $20+ million in 2017

Home Lending Expansion

- Annual loan production opportunity of up ~$900 million within two years
- Began recruiting prior to closing; 100 total incremental FTEs
- Revenue opportunity of $17 million in 2017 and $25 million in 2018

RV and Marine Finance Expansion

- Annual loan production opportunity of ~$200 million within two years
- Expansion from current 17 state footprint to 26 states; 18 incremental FTEs
- Revenue opportunity of $15 million in 2017 and $30 million in 2018

(1) Source: businesses with less than 500 employees, 2013 County Business Patterns, U.S. Census Bureau

Conversion Statistics

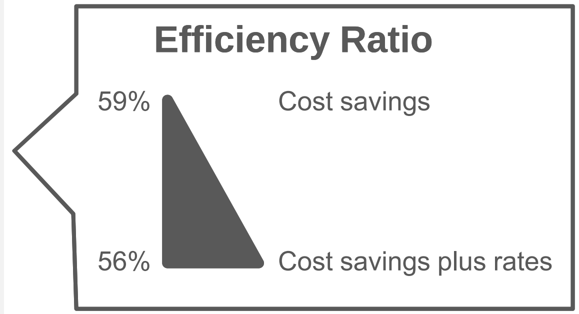
Important Metrics from Conversion Weekend

FirstMerit Technology Conversion Over President's Day Weekend

- Over 200 technology colleagues involved
- Over 350 applications converted
- Over 750 TB of data converted
- 24 segment / business unit task plans for conversion weekend
- 17,284 tasks for conversion weekend
- 234 milestones for conversion weekend
- 1.2 million welcome kits mailed to customers

Acquisition Accelerates Achievement of our Long-Term Financial Goals

	L-T Goal	4Q16 (GAAP)	4Q16 Adjusted [1] (Non-GAAP)	2018 Target
Revenue (FTE) Growth	**4%-6%**	+39%	+39%	✓
Expense Growth	**+Op Lev**	+37%	+29%	✓
Efficiency Ratio	**56%-59%**	62%	57%	✓
NCO	**35-55 bp**	26 bp	26 bp	✓
ROTCE	**13%-15%**	13%	15%	✓



(1) See reconciliation on slide 26

Auto Finance Update

History & Deep Dealer Relationships Drive Value

Huntington is a business partner and solutions provider

Commercial Relationships

- Local market execution
- Innovative solutions, Avg. cross-sell >6
- High credit quality, no delinquencies
- Zero Auto Floor Plan net charge-offs in over ten years

Dealer Relationships

Indirect Auto

- Consistently in the market for 60+ years
- Super-prime, average FICO ~760
- Custom Score with predictive modeling
- Dominant Midwest market position
- Highly leverageable infrastructure

Auto Sales Team

Treasury Management

Insurance

Loans

Deposits

Capital Markets

Floorplan

Trust

Employee Banking

Operating

401K

INTL / FX

CRE

Private Banking

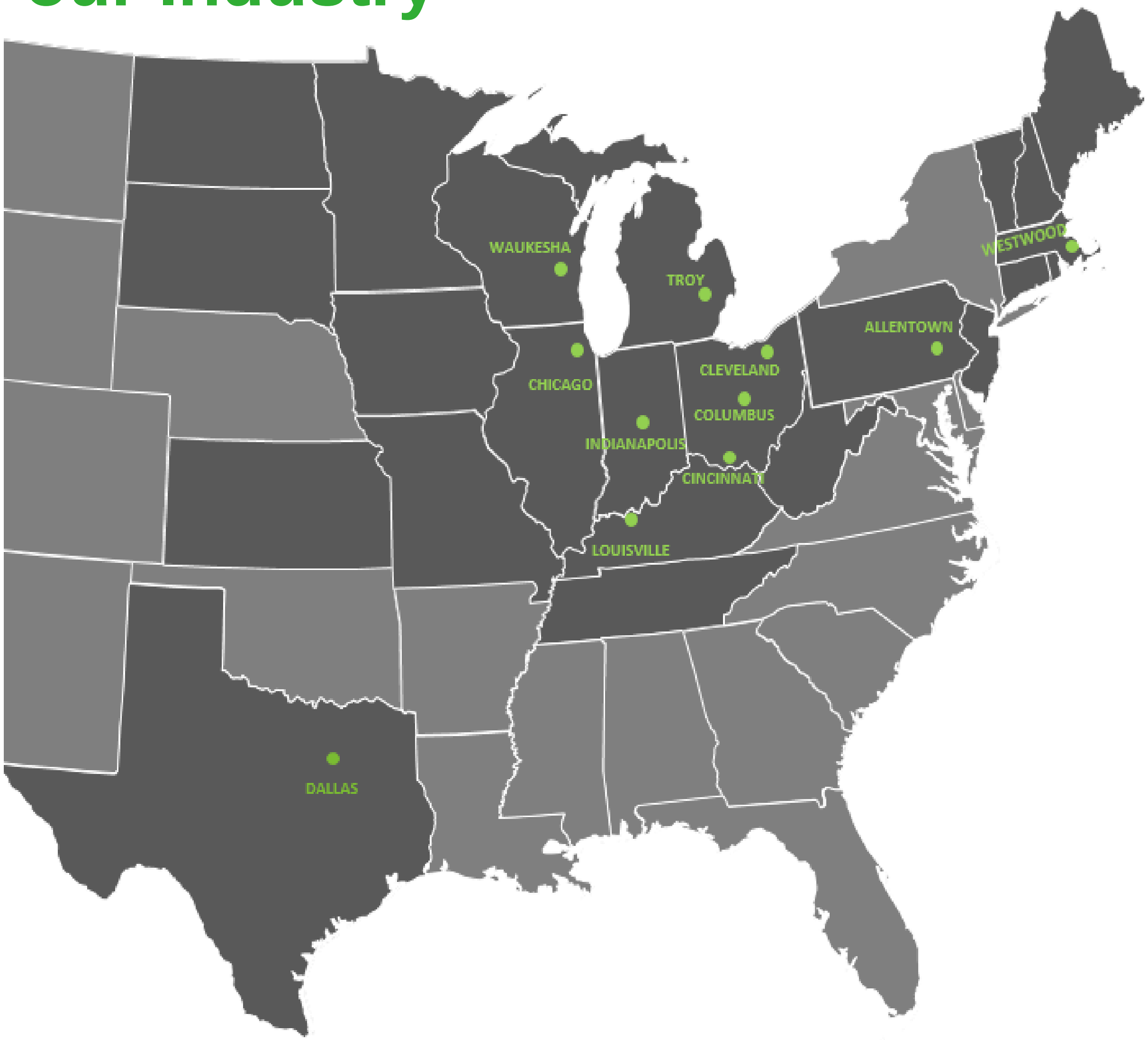
Investments

Value Proposition Drives Premium Pricing

Huntington's unique value proposition for dealers

- **Local sales and underwriting**: 11 regional sales offices with local sales and local underwriting regularly calling on dealers a strategy unique in the market.
- **Speed of answer**: Decision engine evaluates ~70% of applications in 5 sec or less. Over 1,000 point pricing matrix based on FICO, custom score, and loan-specific characteristics.
- **Grid pricing**: Deliver a matrix of loan options with every approval decision, not just the specific terms requested. Simplifies and expedites the sales process for the dealer and the consumer.
- **Same-day funding**: 60%+ of contracts are funded same day.
- **Industry-leading customer service**: Positive customer service experience for borrowers removes potential point of conflict for dealers as consumers also associate loan with dealer, not just bank.
- **Consistency in the market**: Well-established 60+ year commitment to auto finance business. Expanded during the financial crisis, while some banks pulled back credit and others exited the business. Well-defined, consistent credit focus.

Significant Presence in our Markets and in our Industry



11 strategically located Regional Offices servicing our dealer partners in 23 states:

Ohio	Michigan
Pennsylvania	Indiana
West Virginia	Kentucky
New Hampshire	Maine
Vermont	Massachusetts
Rhode Island	Connecticut
New Jersey	Wisconsin
Iowa	Minnesota
Tennessee	Illinois
North Dakota	South Dakota
Texas	Missouri
Kansas	

Huntington is the 15th **largest auto loan lender and 8th largest auto loan bank lender** in the U.S.

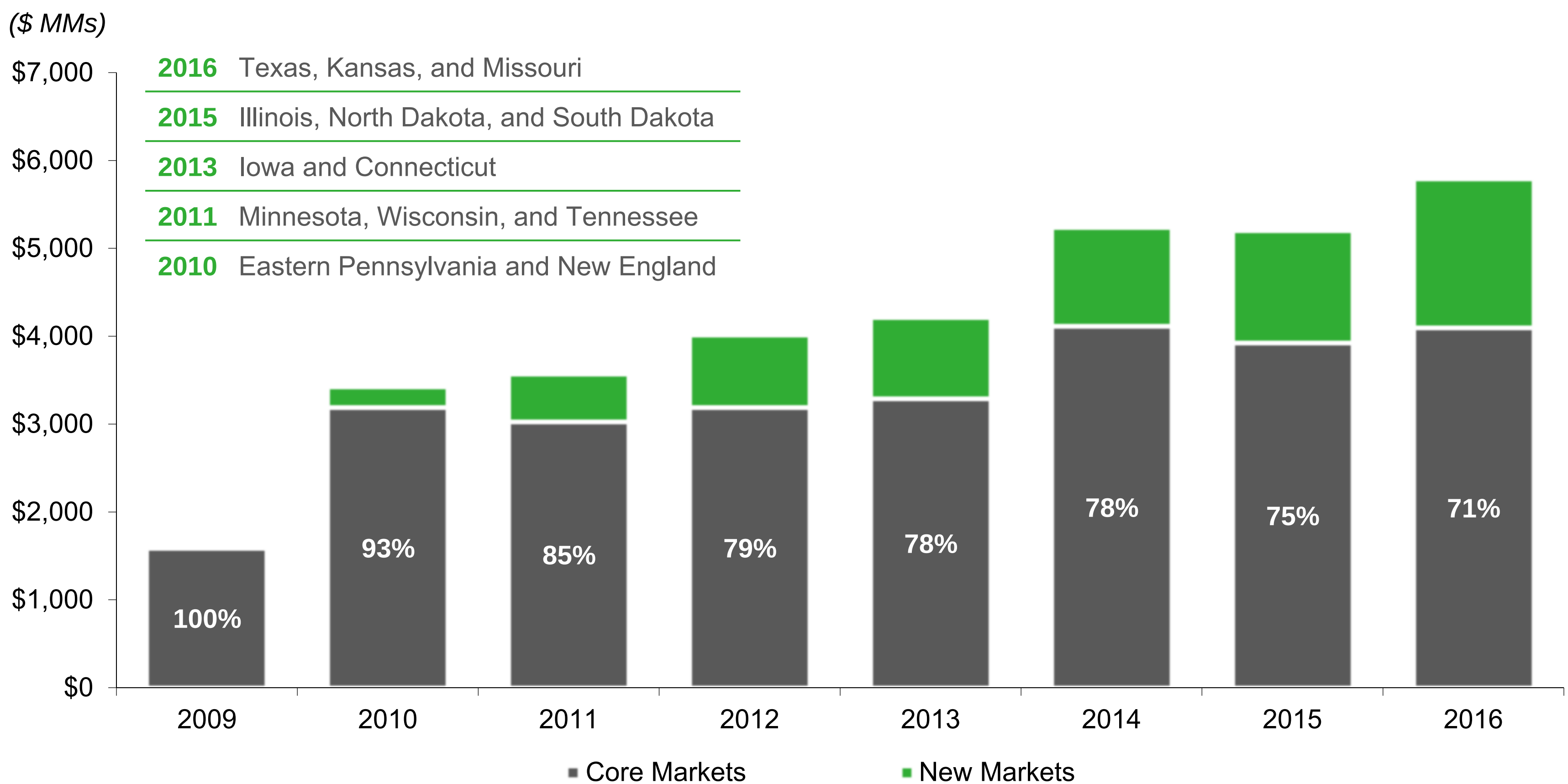
Huntington is the **#1 auto loan lender** in the combined states of Ohio, Indiana, and Kentucky

Huntington is the **6th largest auto loan bank lender** in the U.S. in the states we serve including Texas, Kansas, and Missouri that were just added in Q3 2016.

Continued investment in locally based dedicated Retail Relationship Managers and Underwriters to better serve and understand our dealer clients

Only one time zone removed from collections, back office, and management

Expansion Markets Fuel Growth in Originations



- Current new market selection process
  - Market turmoil must exist, will not compete solely on price
  - Ability to quickly build a strong local team - proven, highly qualified and experienced talent must be available
  - Dealer selection, require a full relationship where service matters
  - Ability to maintain credit quality without moving down spectrum

Note: New Markets include Eastern PA, New England, Wisconsin, Minnesota, Iowa, South Dakota, North Dakota, and Illinois

Auto Loans - Origination Trends

Loan originations from 2010 through 2016 demonstrate strong characteristics and continued improvements from pre-2010

($MM)	2016	2015	2014	2013	2012	2011	2010	2009	2008	2007	2006
Originations	$5,816	$5,207	$5,242	$4,220	$4,021	$3,575	$3,428	$1,586	$2,213	$1,911	$1,720
% New Vehicles	49%	48%	49%	46%	45%	52%	48%	37%	44%	47%	40%
Avg. LTV	89%	90%	89%	89%	88%	88%	88%	92%	95%	97%	96%
Avg. FICO	765	764	764	760	758	760	768	763	752	743	742
Weighted Avg. Original Term (months)	68	68	67	67	66	65	65	64	69	70	70
Annualized risk expected loss	0.25%	0.27%	0.26%	0.28%	0.27%	0.22% (1)	0.37%	0.40%	0.60%	0.83%	0.89% (2)
Charge-off % (annualized)	0.30%	0.23%	0.23%	0.19%	0.21%	0.26%	0.54%	1.51%	1.12% (3)	0.65%	0.40%
Manheim Market Report average (MMR)	125.1	124.7	123.2	121.4	123.6	124.9	120.5	112.1	106.7	113.9	113.4
Unemployment rate (1)	4.9%	5.3%	6.2%	7.4%	8.1%	8.9%	9.6%	9.3%	5.8%	4.6%	4.6%

Notes:

1: Credit scoring model updated in 2011

2: Previous credit model used in these periods; underwrote to a macro higher risk-expected loss in 2006 to 2008 periods

3: Higher losses in these periods partially driven by lower MMR

(1) Source: BLS.gov; average of monthly seasonally-adjusted unemployment rate for period

Indirect Auto Charge-off Performance

Reconciliation – non GAAP

	4Q16			Full Year 2016		
($MM)	**Originated**	**Acquired**	**Total**	**Originated**	**Acquired**	**Total**
Average Auto Loans	$9,416	$1,450	$10,866	$9,973	$567	$10,540
Loans Securitized	1,464	--	1,464	372	--	372
Adjusted Avg Auto Loans	10,880	1,450	12,330	10,345	567	10,912
Reported Net Charge-offs (NCOs)	$9.4	$3.8	$13.1	$27.1	$4.9	$32.0
FMER-related Net Recoveries in Noninterest Income	--	(0.8)	(0.8)	--	(1.8)	(1.8)
Adjusted Net Charge-offs	9.4	2.9	12.3	27.1	3.2	30.2
Reported NCOs as % of Reported Avg Loans	0.40%	1.03%	0.48%	0.27%	0.87%	0.30%
Adjusted NCOs as % of Reported Avg Loans	0.40%	0.80%	0.45%	0.27%	0.56%	0.29%
Adjusted NCOs as % of Adjusted Avg Loans	0.34%	0.80%	0.40%	0.26%	0.56%	0.28%

- The fourth quarter and full year auto loan performance trends were significantly impacted by the Auto loan securitization and the accounting for recoveries on loans acquired for FirstMerit. However, the HBAN originated portfolio is performing consistent with 2015 levels
- In September 2016, HBAN moved $1.5 billion of performing loans into HFS for purposes of initiating a securitization. This reduced the portfolio balance without any corresponding reduction in losses, resulting in an increased loss ratio. The full year results had a 4 bps impact to the originated component of the portfolio
- Accounting requires that all recoveries associated with loans charged off prior to the date of acquisition be booked as NII. This inflates the level of net charge-offs as the normal recovery stream is not included

Important Messages

Important Messages

- **Substantially complete with FirstMerit integration; confidence in delivery of cost savings and revenue enhancements**
- **Focused on three areas with sustainable competitive advantages**
  - Consumer
  - Small to Medium Enterprises (including CRE)
  - Auto
- **Consistent core strategy since 2009**
  - Delivered on growth strategies with sustained investment
  - Enhancing execution to drive further performance improvement
  - Meaningful investment in people, technology, and brand
  - Disciplined risk management – Aggregate moderate-to-low risk profile
- **Driving core deposit and loan growth through disciplined execution and a differentiated customer experience**
- **Focus on delivery of consistent through-the-cycle shareholder returns**
- **High level of colleague and shareholder alignment**

Appendix

2017 Expectations

- **Full year revenue growth of 20%+**
  - Core NIM expansion from 4Q16
  - Budget assumes one FOMC interest rate hike at mid-year
- **Targeting full-year positive operating leverage**
- **Implementation of all planned FirstMerit cost savings by 3Q17**
- **Average balance sheet growth of 20%+**
  - Period-end loan growth of 4-6%
- **Net charge-offs below our long-term expectations of 35–55 bp**
  - Provision expense normalizing to reflect runoff in the acquired loan portfolio and replacement loan growth

Delivering on Commitments to Our 4 Constituents

To Our Shareholders

- Highest Total Shareholder Return (TSR) since strategic plan implementation among regional bank peer group
- Robust 1 Yr (+23%), 3 Yr (+47%), and 5 Yr (+165%) TSR
- Disciplined investment process to deliver stable returns

To Our Customers

- Distinctive, easy to understand products
- Award-winning customer service
- More convenience
- Investments across all business segments

To Our Colleagues

- Launched new training programs across all levels of the organization
- Annual VOICE colleague engagement survey with responsive action plans
- Commitment to Diversity and Inclusion; created 10 Business Resource Groups

To Our Communities

- Leadership through high levels of volunteerism and community involvement
- Financial Support – local decisions
- Financial education to community members of all ages

Huntington's Peer Group

$ in millions	Total Assets	Total Deposits	Total Loans	Market Capitalization	Price / Consensus 2017E	Price / Consensus 2018E	Price / Tangible Book	Dividend Yield
PNC Financial Services Group, Inc.	$366,380	$257,164	$210,833	$61,998	16.1x	14.4x	1.9x	1.7%
BB&T Corporation	219,276	160,234	143,322	39,373	16.4x	14.1x	2.4x	2.5%
SunTrust Banks, Inc.	204,875	160,398	143,298	29,496	15.7x	13.9x	1.8x	1.7%
Citizens Financial Group, Inc.	149,520	109,804	107,669	19,613	16.8x	14.4x	1.5x	1.5%
Fifth Third Bancorp	142,177	103,821	92,098	20,875	15.6x	13.8x	1.7x	2.0%
KeyCorp	136,453	104,087	86,038	20,583	14.7x	12.7x	1.9x	1.8%
Regions Financial Corporation	125,968	99,035	80,095	18,656	15.8x	13.7x	1.7x	1.7%
M&T Bank Corporation	123,449	95,494	89,864	26,245	19.3x	17.2x	2.5x	1.8%
Comerica Incorporated	72,978	58,985	49,088	12,879	18.6x	15.6x	1.8x	1.3%
CIT Group	64,191	32,304	29,536	8,726	14.7x	11.1x	1.0x	1.4%
Zions Bancorporation	63,239	53,236	42,649	9,212	18.4x	15.6x	1.6x	0.7%
Median	**$136,453**	**$103,821**	**$89,068**	**$20,583**	**16.1x**	**14.1x**	**1.8x**	**1.7%**
Huntington Bancshares Incorporated	**$99,729**	**$75,608**	**$66,962**	**$15,634**	**15.3x**	**13.1x**	**2.2x**	**2.2%**

Source: SNL Data as of 3/3/17

DFAST Peer Comparison

Projected cumulative losses

	2015
Huntington Bancshares Incorporated	**4.2%**
Bank 1	4.5%
Bank 2	4.5%
Bank 3	4.6%
Bank 4	4.6%
Bank 5	4.7%
Bank 6	5.0%
Bank 7	5.0%
Bank 8	5.1%
Bank 9	5.2%
Bank 10	5.6%
Bank 11	5.7%
Bank 12	6.5%
Bank 13	6.5%
Bank 14	6.9%
Bank 15	8.6%
Bank 16	9.6%
Bank 17	N/A
Bank 18	N/A

	2016
Bank 1	4.2%
Bank 2	4.4%
Bank 3	4.5%
Bank 4	4.8%
Huntington Bancshares Incorporated	**4.8%**
Bank 5	5.1%
Bank 6	5.3%
Bank 7	5.3%
Bank 8	5.4%
Bank 9	5.8%
Bank 10	5.8%
Bank 11	5.8%
Bank 12	5.9%
Bank 13	6.1%
Bank 14	6.3%
Bank 15	6.5%
Bank 16	6.7%
Bank 17	7.0%
Bank 18	8.2%

Reconciliation

Noninterest Expense Growth, Efficiency Ratio, and ROTCE

($ in millions)		GAAP	Adjustment (1)	Adjusted
4Q16 Noninterest expense		$681	$53 (2)	$628
4Q15 Noninterest expense		$499	$10 (2)	$488
4Q16 Noninterest expense growth		**37%**		**29%**
4Q16:				
Noninterest expense		$681	$53 (2)	$628
Amortization of intangibles		$14	--	$14
Noninterest expense less amortization of intangibles	A	$667		$614
Total revenue (FTE)		$1,082	($1) (2)	$1,083
Securities gains		($2)	--	($2)
Total revenue (FTE) less securities gains	B	$1,084		$1,085
Efficiency ratio	A / B	**62%**		**57%**
Net income applicable to common shares		$220	$36 (3)	$256
Less: Amortization of intangibles (net of deferred tax)		$9 (3)	--	$9 (3)
Net income applicable to common shares less amortization of intangibles	C	$229		$265
Average tangible common equity	D	$7,080	--	$7,080
Return on average tangible common equity (ROTCE):	C / D * 4	**12.9%**		**14.9%**

(1) Significant items related to FirstMerit acquisition related expenses and litigation reserve release;

(2) Pre-tax (3) After-tax