



2014 Fourth Quarter Earnings Review

January 22, 2015

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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, the 2014 fourth quarter earnings press release, or the Form 8-K related to this document, all of 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.



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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 2013 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.

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 2013 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.

Presenters

Steve Steinour

- Chairman, President, and Chief Executive Officer

Mac McCullough

- Senior Executive Vice President – Chief Financial Officer

Other Participants

Dan Neumeyer

- Senior Executive Vice President – Chief Credit Officer

Todd Beekman

- Executive Vice President – Managing Director of Strategy and Investor Relations

2014 Highlights

Compared with 2013 Full Year:

- **Net income of \$632 MM, or \$0.72 per common share**
 - Impacted by \$76 MM of noninterest expense related Significant Items⁽¹⁾
- **1.01% return on average assets, 11.8% return on average tangible common equity**
- **\$3.6 B, or 9%, increase in average loans and leases**
- **Achieved positive operating leverage for the second consecutive year**
- **\$0.36, or 6%, increase in tangible book value per share to \$6.62**
- **35.7 MM common shares repurchased at an average price of \$9.37 per share**

2014 Fourth Quarter Compared with 2013 Fourth Quarter:

- **\$25 MM, or 4%, increase in fully-taxable equivalent revenue to \$714 MM**
 - \$42 MM, or 10%, increase in fully-taxable equivalent net interest income
 - 13% average earning assets growth
 - 3.18% fully-taxable equivalent net interest margin (NIM), down 10 bp
 - \$17 MM, or 7%, decrease in noninterest income
 - \$10 MM, or 42%, decrease in mortgage banking income
- **\$37 MM, or 8%, increase in noninterest expense**
 - Net \$13 MM impact related to Significant Items⁽¹⁾

2014 Highlights (cont.)

2014 Fourth Quarter Compared with 2013 Fourth Quarter:

- **Continued customer growth and OCR⁽¹⁾ success**
 - Consumer checking account households
 - 10% growth since 4Q13, 49.4% with 6+ products or services penetration⁽²⁾
 - Commercial relationships
 - 3% growth since 4Q13, 41.9% with 4+ products or services penetration⁽²⁾
- **Credit quality**
 - \$23 MM, or 51%, decrease in net charge-offs (NCOs), 20 bp of loans & leases
 - \$22 MM, or 90%, decrease provision for credit losses
 - \$22 MM, or 7%, decrease in nonaccrual loans (NALs), 63 bp of loans & leases
- **Capital**
 - 8.17% Tangible common equity ratio, down 65 bp
 - 10.23% Tier 1 common risk-based capital ratio, down 67 bp

2014 Fourth Quarter Compared with 2014 Third Quarter:

- **\$7 MM, or 1%, decrease in fully-taxable equivalent revenue**
- **\$1.3 B, or 2%, increase in average earning assets and 2 bp NIM decrease**
- **\$3 MM, or 1%, increase in noninterest expense, including \$3 MM net decrease related to Significant Items**
- **\$22 MM decrease in provision for credit losses**

(1) Optimal Customer Relationship

(2) The definitions and measurements used in our OCR process are periodically reviewed

Other Highlights

- **Completed consolidation of 26 branches**
- **Enhanced checking account product suite with the introduction of Huntington 5 Checking™ and Huntington 25 Checking™**
- **Agreed to become an Apple Pay™ partner**
- **Ranked highest in overall customer satisfaction in the Midwest region by J.D. Power**
- **Released new through the cycle long-term financial goals:**
 - **Revenue Growth: 4% – 6%**
 - **Expense Growth: + Op Leverage**
 - **Efficiency Ratio: 56% – 59%**
 - **Net Charge-Offs: 35 bp – 55 bp**
 - **Return on Tangible Common Equity: 13% – 15%**

Quarterly Performance Highlights

	4Q14	3Q14	2Q14	1Q14	4Q13
EPS	\$0.19	\$0.18	\$0.19	\$0.17	\$0.18
Cash dividends declared per common share	\$0.06	\$0.05	\$0.05	\$0.05	\$0.05
Book value per common share at end of period	\$7.32	\$7.24	\$7.17	\$6.99	\$6.86
Tangible book value per common share at end of period	\$6.62	\$6.53	\$6.48	\$6.31	\$6.26
Net interest margin	3.18%	3.20%	3.28%	3.27%	3.28%
Efficiency ratio ⁽¹⁾	66.2%	65.3%	62.7%	66.4%	63.4%
Return on average assets	1.00%	0.97%	1.07%	1.01%	1.09%
Return on average tangible common equity	11.9%	11.4%	12.4%	11.3%	12.1%
Loan and lease growth ⁽²⁾	9%	10%	15%	3%	11%
Core deposit growth ⁽²⁾	13%	5%	4%	4%	9%
Net charge-off ratio ⁽³⁾	0.20%	0.26%	0.25%	0.40%	0.43%
90-day delinquency ratio xld. US govt. guaranteed loans ⁽⁴⁾	0.16%	0.19%	0.19%	0.22%	0.18%
Nonaccrual loans / total loans and leases ⁽⁴⁾	0.63%	0.70%	0.71%	0.74%	0.75%
Nonperforming assets ratio ^(4,5)	0.71%	0.78%	0.79%	0.82%	0.82%
Nonaccrual loans coverage ratio ^(4,6)	202%	194%	195%	193%	201%
Tangible common equity ratio ⁽⁴⁾	8.17%	8.35%	8.38%	8.63%	8.82%
Tier 1 common risk-based capital ratio ⁽⁴⁾	10.23%	10.31%	10.26%	10.60%	10.90%
Tier 1 risk-based capital ratio ⁽⁴⁾	11.50%	11.61%	11.56%	11.95%	12.28%
Total risk-based capital ratio ⁽⁴⁾	13.56%	13.72%	13.67%	14.13%	14.57%

- (1) Noninterest expense less amortization of intangibles / FTE net interest income + noninterest income excluding securities (losses) gains
(2) Linked-quarter annualized average balance growth rate
(3) Annualized
(4) End of period
(5) Nonperforming assets / (total loans and leases + impaired loans held for sale + net other real estate owned)
(6) Allowance for loan and lease losses / nonaccrual loans



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4Q14 YoY Summary Income Statement & Notables

(in millions)	2014	2013	YOY Change	2014		2013	Change	
	Full Year	Full Year		Fourth Quarter	Third Quarter	Fourth Quarter	LQ	YOY
Net interest income - FTE	\$ 1,864.7	\$ 1,731.9	8 %	\$ 480.8	\$ 473.8	\$ 438.8	1 %	10 %
Total noninterest income	979.2	1,012.2	(3)	233.3	247.3	249.9	(6)	(7)
Total Revenue - FTE	2,843.9	2,744.1	4	714.1	721.2	688.7	(1)	4
Total noninterest expense	1,882.3	1,758.0	7	483.3	480.3	446.0	1	8
Provision for credit losses	81.0	90.0	(10)	2.5	24.5	24.3	(90)	(90)
Pre-tax income - FTE	880.5	896.1	(2)	228.3	216.4	218.4	5	5
Net Income	\$ 632.4	\$ 641.3	(1) %	\$ 163.6	\$ 155.0	\$ 158.2	6 %	3 %

Noninterest Income

- \$10 MM decrease in mortgage banking income
- \$7 MM decrease in other income
- \$3 MM decrease in service charges
- \$4 MM increase in electronic banking

Noninterest Expense

- \$14 MM increase in personnel costs
- \$12 MM increase in other expense
- \$4 MM increase in professional services
- \$3 MM increase in equipment expense

Adjusted Noninterest Expense⁽¹⁾

- \$24 MM, or 5%, increase compared to 4Q13
- \$5 MM, or 1%, increase compared to 3Q14

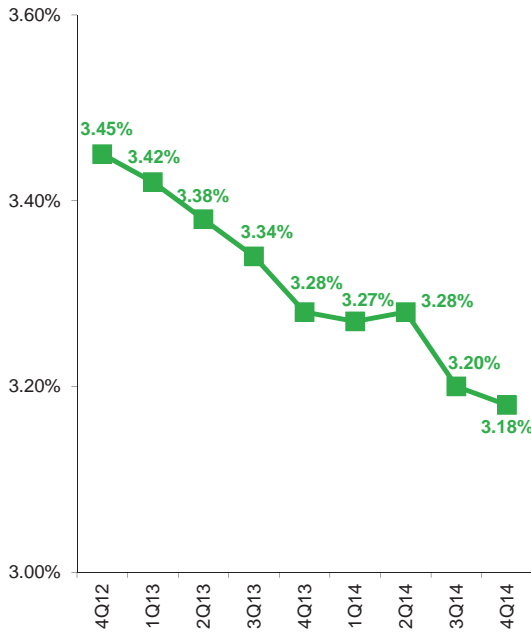
(1) Details on slides 22 & 23



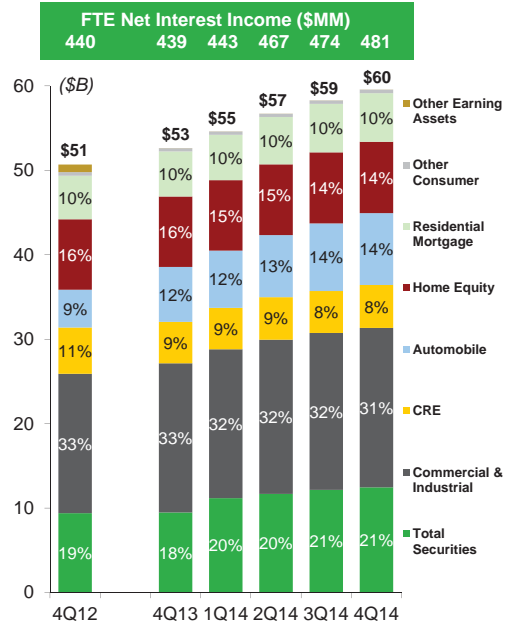
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Earning Asset Mix and Margin⁽¹⁾

Net Interest Margin (FTE)



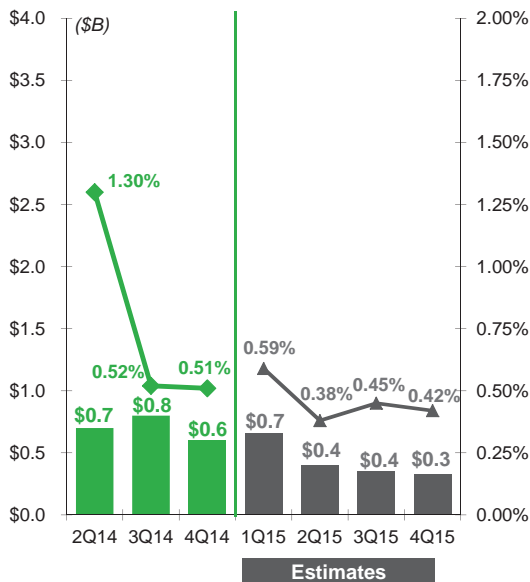
Average Earning Asset Mix



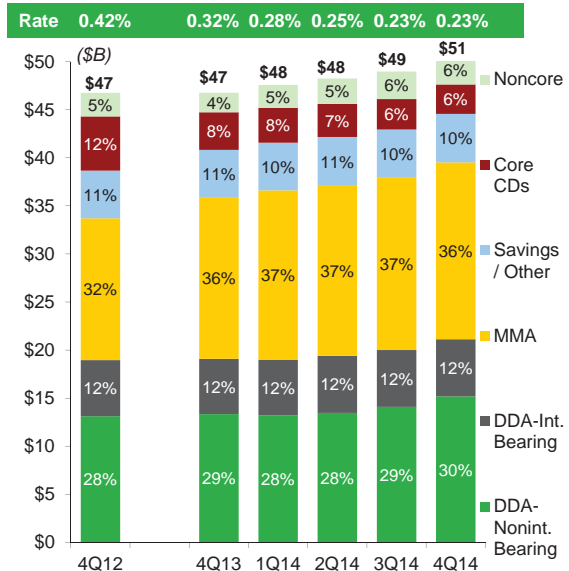
(1) Fully-taxable equivalent basis

Deposits

Core CD Maturities & Avg. Maturity Rate



Avg. Total Deposits – Rate / Mix



Capital⁽¹⁾

	4Q14	3Q14	2Q14	1Q14	4Q13
Tang. common equity / tang. assets	8.17%	8.35%	8.38%	8.63%	8.82%
Tier 1 common	10.23	10.31	10.26	10.60	10.90
Tier 1 leverage	9.74	9.83	10.01	10.32	10.67
Tier 1 risk-based capital	11.50	11.61	11.56	11.95	12.28
Total risk-based capital	13.56	13.72	13.67	14.13	14.57
Total risk-weighted assets (\$B)	\$54.5	\$53.2	\$53.0	\$51.1	\$49.7
Double leverage ⁽²⁾	104%	103%	105%	104%	101%

(1) End of period (2) (Parent company investments in subsidiaries + goodwill) / equity



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Credit Quality Trends Overview

	4Q14	3Q14	2Q14	1Q14	4Q13	4Q12
Net charge-off ratio	0.20%	0.26%	0.25%	0.40%	0.43%	0.69%
90+ days PD and accruing	0.27	0.30	0.30	0.35	0.38	0.27
NAL ratio ⁽¹⁾	0.63	0.70	0.71	0.74	0.75	1.00
NPA ratio ⁽²⁾	0.71	0.78	0.79	0.82	0.82	1.09
Criticized asset ratio ⁽³⁾	3.73	3.43	3.58	3.78	3.91	4.79
ALLL ratio	1.27	1.35	1.38	1.42	1.50	1.89
ALLL / NAL coverage	202	194	195	193	201	189
ALLL / NPA coverage	179	173	175	174	184	173
ACL ratio	1.40	1.47	1.50	1.56	1.65	1.99
ACL / Criticized assets ⁽³⁾	37.48	42.77	41.88	41.17	42.13	41.45
ACL / NAL coverage	222	211	213	211	221	199
ACL / NPA coverage	197	188	191	191	202	182

(1) NALs divided by total loans and leases

(2) NPAs divided by the sum of loans and leases, impaired loans held for sale, net other real estate and other NPAs

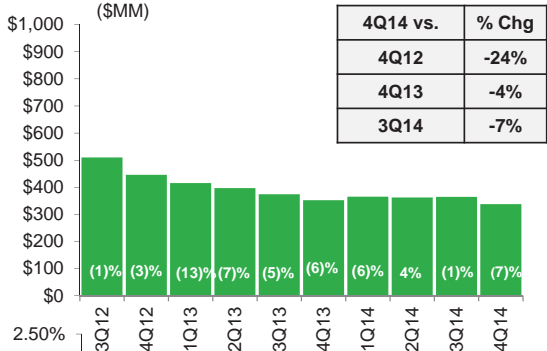
(3) Criticized assets = commercial criticized loans + consumer loans >60 DPD + OREO; Total criticized assets divided by the sum of loans and leases, impaired loans held for sale, net other real estate and other NPAs



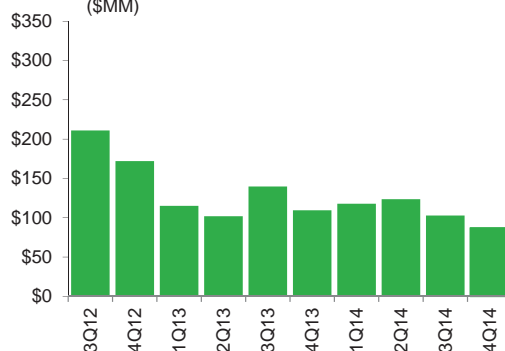
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Nonperforming Asset Trends

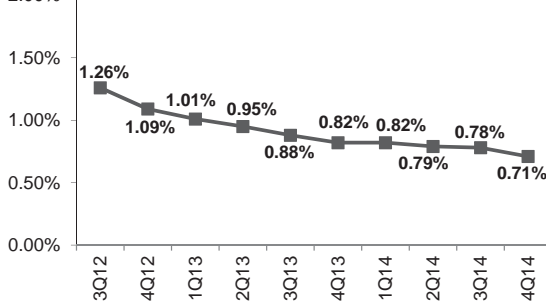
NPAs – EOP



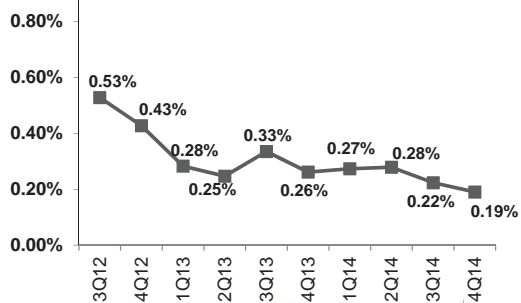
NPA Inflows



NPA Ratio – EOP

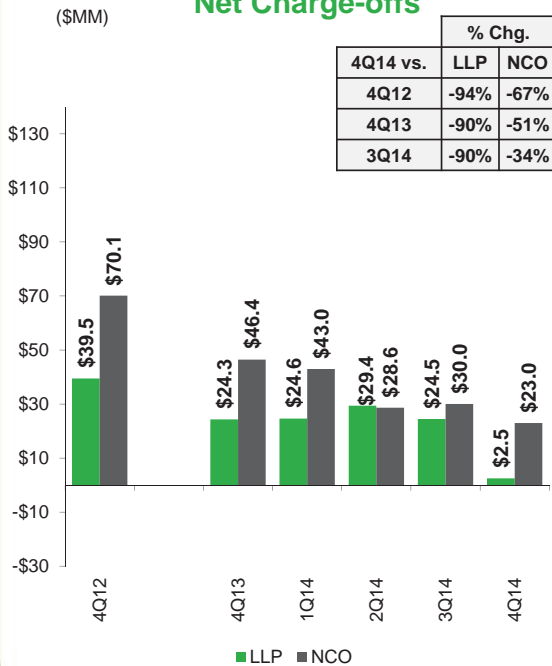


NPA Inflows % of BOP Loans

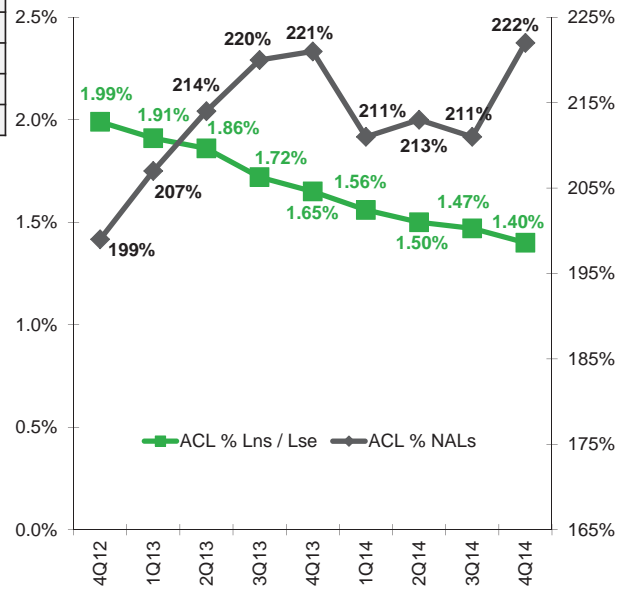


Provision, NCO, and ACL

Loan Loss Provision vs. Net Charge-offs

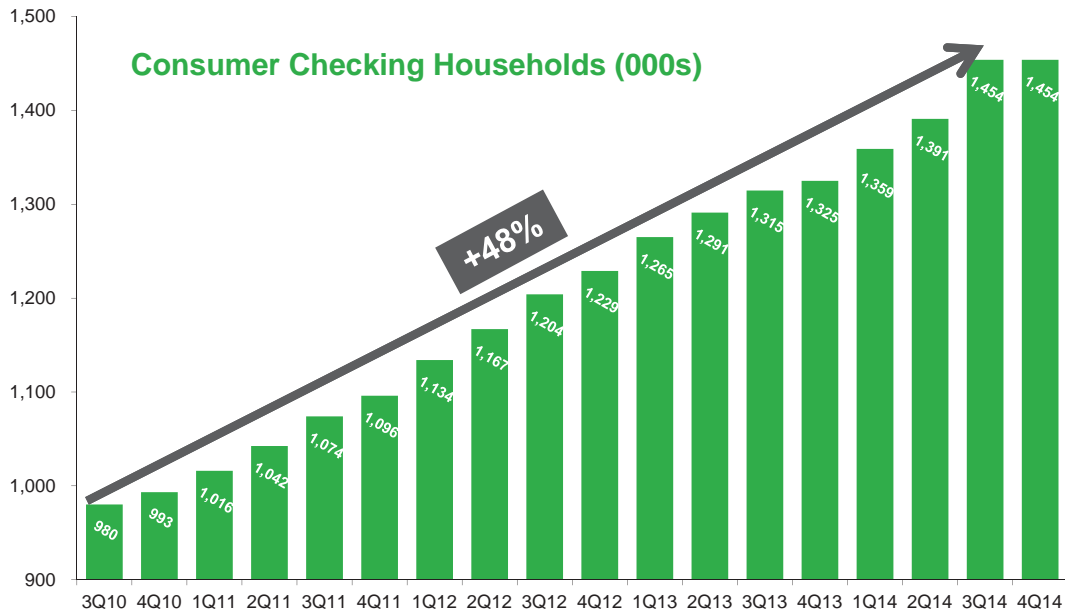


Allowance for Credit Losses vs. NALs



Consumer Checking Account Household Growth

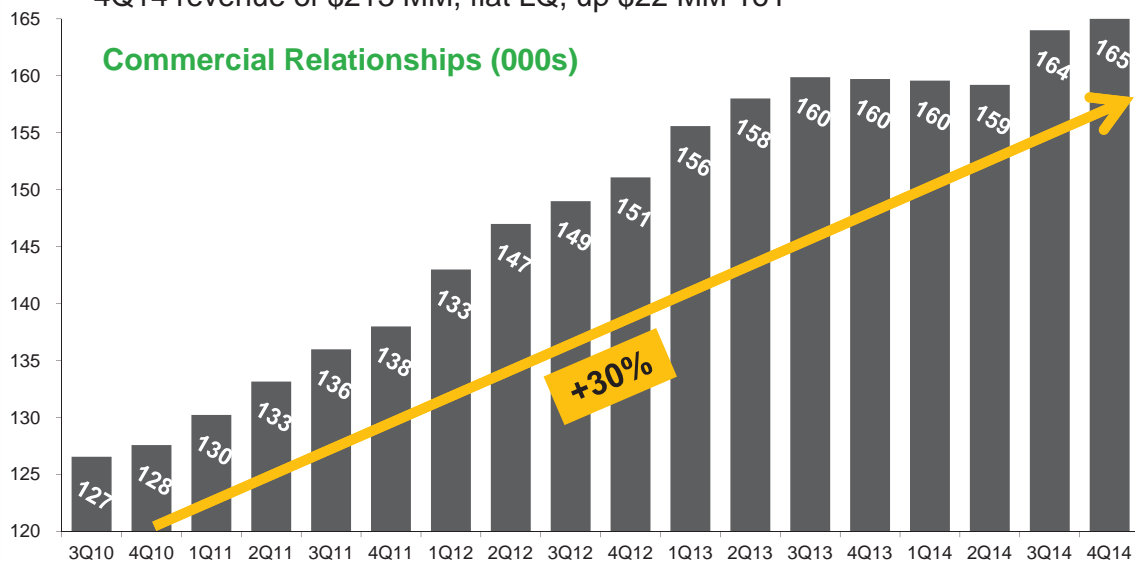
- 4Q14: 0.2% annualized linked quarter growth, 9.8% YoY growth
- 49.4% with 6+ products or services penetration⁽¹⁾, up from 47.7% a year ago
- 4Q14 revenue of \$261 MM, up \$1 MM LQ, up \$28 MM YoY



(1) The definitions and measurements used in our OCR process are periodically reviewed

Commercial Relationship⁽¹⁾ Growth

- 4Q14: 1.6% annualized linked quarter growth, 3.1% YoY growth⁽²⁾
- 41.9% with 4+ products or services penetration⁽³⁾, up from 37.5% a year ago.
- 4Q14 revenue of \$213 MM, flat LQ, up \$22 MM YoY



(1) Checking account required (2) 1Q14 implementation of fee changes on Business Banking checking products accelerated the closing of certain lower balance business checking accounts (3) The definitions and measurements used in our OCR process are periodically reviewed

Positive Operating Leverage YTD

(\$MM)	2014	2013	Y/Y Change	
	Actual	Actual	\$	%
Net interest income	\$ 1,837.1	\$ 1,704.6		
FTE adjustment	27.6	27.3		
FTE Net interest income	\$ 1,864.7	\$ 1,731.9	132.8	7.7 %
Noninterest income	\$ 979.2	\$ 1,012.2		
Net gain MSR hedging	(3.6)	10.6		
Merger-related gain	0.8	-		
Adjusted noninterest income	\$ 982.0	\$ 1,001.6	(19.6)	(2.0) %
Adjusted total revenue	\$ 2,846.7	\$ 2,733.5	113.2	4.1 %
Noninterest expense	\$ 1,882.3	\$ 1,758.0		
Merger and acquisition expenses	16.6	-		
Addition to litigation reserves	20.9	-		
Goodwill impairment	3.0	-		
Franchise repositioning expenses	28.0	\$ 23.5		
Pension gain	-	\$ (33.9)		
Adjusted noninterest expense	\$ 1,813.8	\$ 1,768.4	45.4	2.6 %

Important Messages

- 2015 Expectations
 - Excluding Significant Items and net MSR activity, we expect to deliver positive operating leverage in 2015 with revenue growth exceeding noninterest expense growth of 2-4%
 - Overall, asset quality metrics are expected to remain near current levels, although moderate quarterly volatility also is expected
- Focus on delivery of consistent, through the cycle, shareholder returns
- Driving growth in 2015 through execution and a differentiated customer experience
 - Past investments continue to deliver growth
 - Enhancing sales management to improve productivity
 - Data analytics to increase revenue generating product penetration
- High level of employee and shareholder alignment



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Reconciliation

Noninterest Expense from Continuing Operations (GAAP)

(in millions)	2014		2013		YOY Change	2014			2013		Change %	
	Full Year	Full Year	Full Year	Full Year		Fourth Quarter	Third Quarter	Fourth Quarter	Fourth Quarter	Third Quarter	Fourth Quarter	LQ
Noninterest Expense												
Personnel costs	\$ 1,048.8	\$ 1,001.6	5 %	\$ 263.3	\$ 275.4	\$ 249.6	(4) %	6 %				
Outside data processing and other services	212.6	199.5	7	53.7	53.1	51.1	1	5				
Net occupancy	128.1	125.3	2	31.6	34.4	32.0	(8)	(1)				
Equipment	119.7	106.8	12	32.0	30.2	28.8	6	11				
Professional services	59.6	40.6	47	15.7	13.8	11.6	14	35				
Marketing	50.6	51.2	(1)	12.5	12.6	13.7	(1)	(9)				
Deposit and other insurance expense	49.0	50.2	(2)	13.1	11.6	10.1	13	30				
Amortization of intangibles	39.3	41.4	(5)	10.7	9.8	10.3	9	3				
Other expense	174.8	141.4	24	50.9	39.5	39.0	29	31				
Total noninterest expense	\$ 1,882.3	\$ 1,758.0	7 %	\$ 483.3	\$ 480.3	\$ 446.0	1 %	8 %				

Impacts of Significant Items

(in millions)	2014		2013		YOY Change	2014			2013		Change	
	Full Year	Full Year	Full Year	Full Year		Fourth Quarter	Third Quarter	Fourth Quarter	Fourth Quarter	Third Quarter	Fourth Quarter	LQ
Noninterest Expense												
Personnel costs	\$ 19.8	\$ (27.2)	\$ 47.1	\$ 2.2	\$ 15.3	\$ 0.1	\$ (13.2)	\$ 2.1				
Outside data processing and other services	5.5	1.4	4.2	0.3	0.3	0.9	0.0	(0.6)				
Net occupancy	11.2	12.1	(1.0)	4.1	5.2	4.2	(1.1)	(0.0)				
Equipment	2.2	2.4	(0.1)	2.0	0.1	0.8	1.9	1.2				
Professional services	2.2	-	2.2	-	0.0	-	0.0	-				
Marketing	1.4	-	1.4	0.0	0.8	-	(0.8)	-				
Other expense	23.1	1.0	22.2	11.6	1.1	1.0	10.6	10.7				
Total noninterest expense	\$ 65.5	\$ (10.5)	\$ 75.9	\$ 20.3	\$ 22.8	\$ 6.9	\$ (2.5)	\$ 13.4				

Adjusted Noninterest Expense (Non-GAAP)

(in millions)	2014		2013		YOY Change	2014			2013		Change %	
	Full Year	Full Year	Full Year	Full Year		Fourth Quarter	Third Quarter	Fourth Quarter	Fourth Quarter	Third Quarter	Fourth Quarter	LQ
Noninterest Expense												
Personnel costs	\$ 1,028.9	\$ 1,028.9	0 %	\$ 261.1	\$ 260.1	\$ 249.5	0 %	5 %				
Outside data processing and other services	207.1	198.2	4	53.4	52.8	50.2	1	6				
Net occupancy	116.9	113.2	3	27.4	29.2	27.8	(6)	(1)				
Equipment	117.4	104.4	12	30.0	30.1	27.9	(0)	7				
Professional services	57.3	40.6	41	15.7	13.8	11.6	14	35				
Marketing	49.2	51.2	(4)	12.5	11.8	13.7	6	(9)				
Deposit and other insurance expense	49.0	50.2	(2)	13.1	11.6	10.1	13	30				
Amortization of intangibles	39.3	41.4	(5)	10.7	9.8	10.3	9	3				
Other expense	151.7	140.4	8	39.2	38.4	38.0	2	3				
Total noninterest expense	\$ 1,816.9	\$ 1,768.5	3 %	\$ 463.0	\$ 457.5	\$ 439.1	1 %	5 %				



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Reconciliation

Significant Items Impacting Financial Performance Comparisons⁽¹⁾

(in millions, except per share amounts)

	4Q14		3Q14		2Q14		1Q14	
	After-tax	EPS	After-tax	EPS	After-tax	EPS	After-tax	EPS
Net income - reported earnings	\$ 163.6		\$ 155.0		\$ 164.6		\$ 149.1	
Net income applicable to common shares	\$ 155.7	\$ 0.19	\$ 147.1	\$ 0.18	\$ 156.7	\$ 0.19	\$ 141.2	\$ 0.17
Significant items - favorable (unfavorable) impact:								
Merger and acquisition related expenses	\$ -	\$ -	\$ (3.0)	\$ (0.00)	\$ -	\$ -	\$ (11.8)	\$ (0.01)
Addition to litigation reserves	(12.0)	(0.01)	-	-	-	-	(9.0)	(0.01)
Franchise repositioning related expense	(9.0)	(0.01)	(19.0)	(0.02)	-	-	-	-

(in millions, except per share amounts)

	4Q13		3Q13		2Q13		1Q13	
	After-tax	EPS	After-tax	EPS	After-tax	EPS	After-tax	EPS
Net income - reported earnings	\$ 158.2		\$ 178.8		\$ 151.0		\$ 153.3	
Net income applicable to common shares	\$ 150.2	\$ 0.18	\$ 170.9	\$ 0.20	\$ 143.0	\$ 0.17	\$ 145.3	\$ 0.17
Significant items - favorable (unfavorable) impact:								
Pension curtailment gain	\$ -	\$ -	\$ 34.0	0.03	\$ -	\$ -	\$ -	\$ -
Franchise repositioning related expense	(6.9)	(0.01)	(16.6)	(0.01)	-	-	-	-

(1) After-tax (35%)

(2) Pre-tax

Appendix

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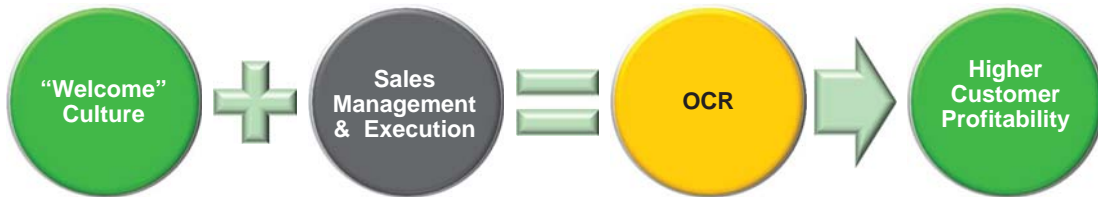
OCR Performance Review	26	Total Consumer Loans and Leases	52
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OCR Performance Review

OCR Drives Higher Customer Profitability

The Optimal Customer Relationship (OCR) Model



- Clearly outlined activities by segment
- Defined accountability for relationships, by segment
- Aligned goals and incentives at all levels and in all business segments
- One relationship management system – MAX
- Weekly executive results tracking, accountability, and action meetings

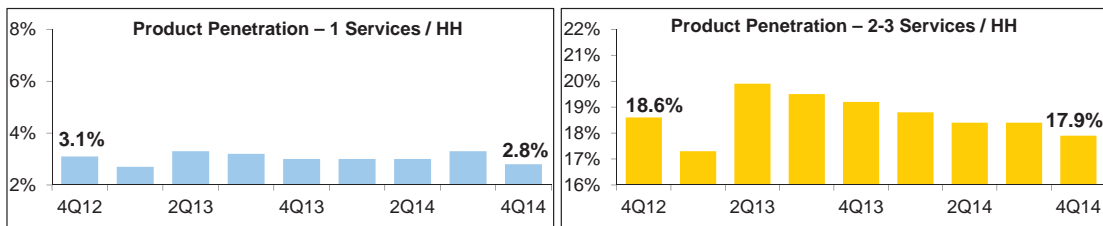
Competitive Advantage
One Bank / One Team for the Customer



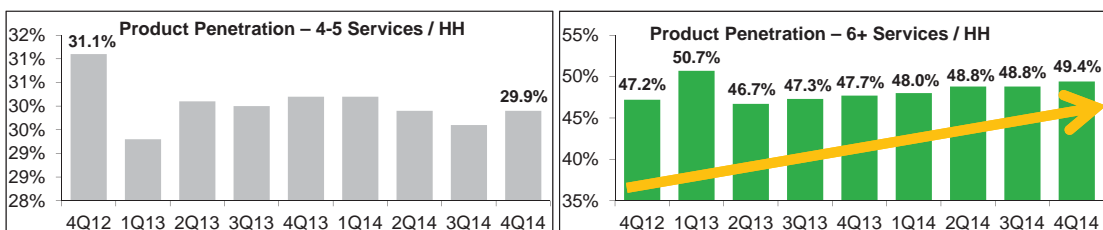
Consumer Relationship Product Penetration

- Over 20 potential products or services counted: checking, savings, online bill pay, credit card, mortgage, brokerage account, insurance, etc.⁽¹⁾

Product Penetration – 1-3 Services / HH



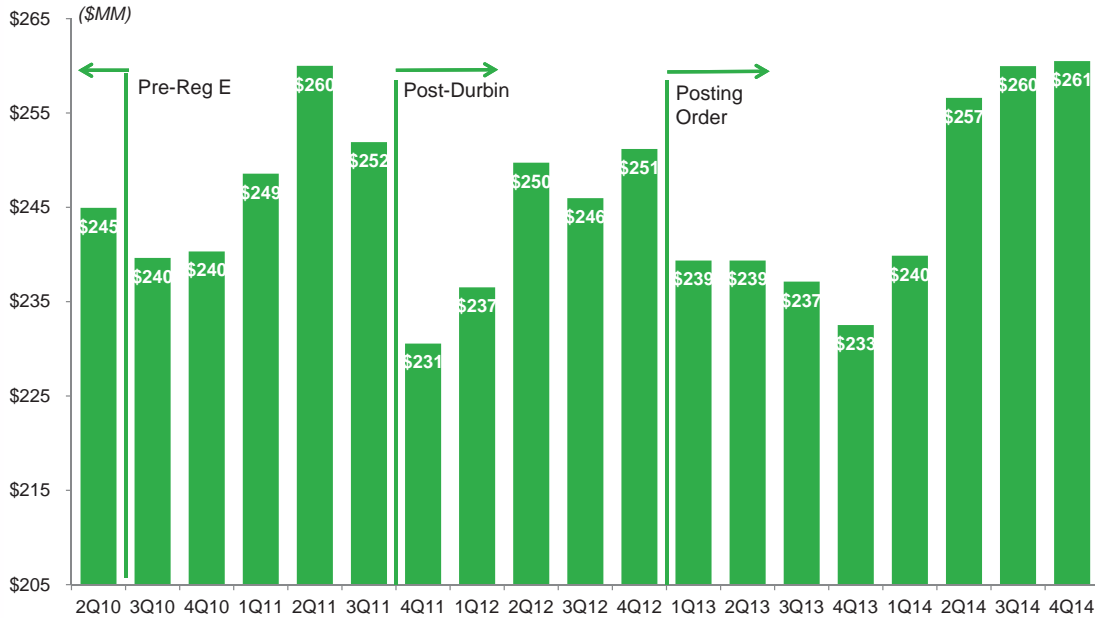
Product Penetration – 4+ Services / HH



(1) The definitions and measurements used in our OCR process are periodically reviewed

Consumer Checking Household Revenue

- 4Q14, adjusted for debit card interchange fee impact, exceeds pre-“Fair Play” and Reg E level
- Includes net interest income and noninterest income

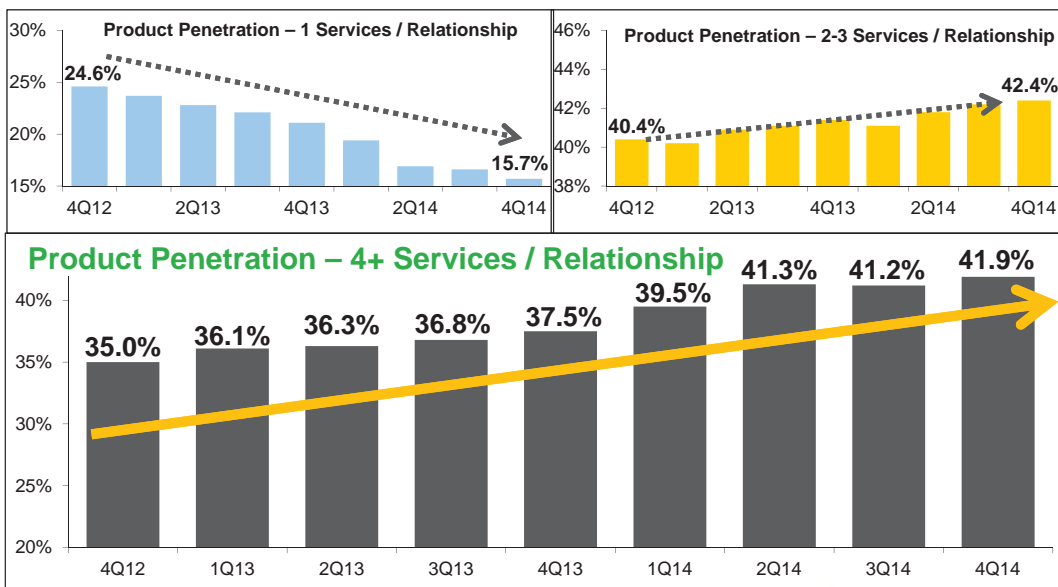


1Q13 revenue was impacted by a change to posting order of consumer transactions



Commercial Relationship⁽¹⁾⁽²⁾ Product Penetration

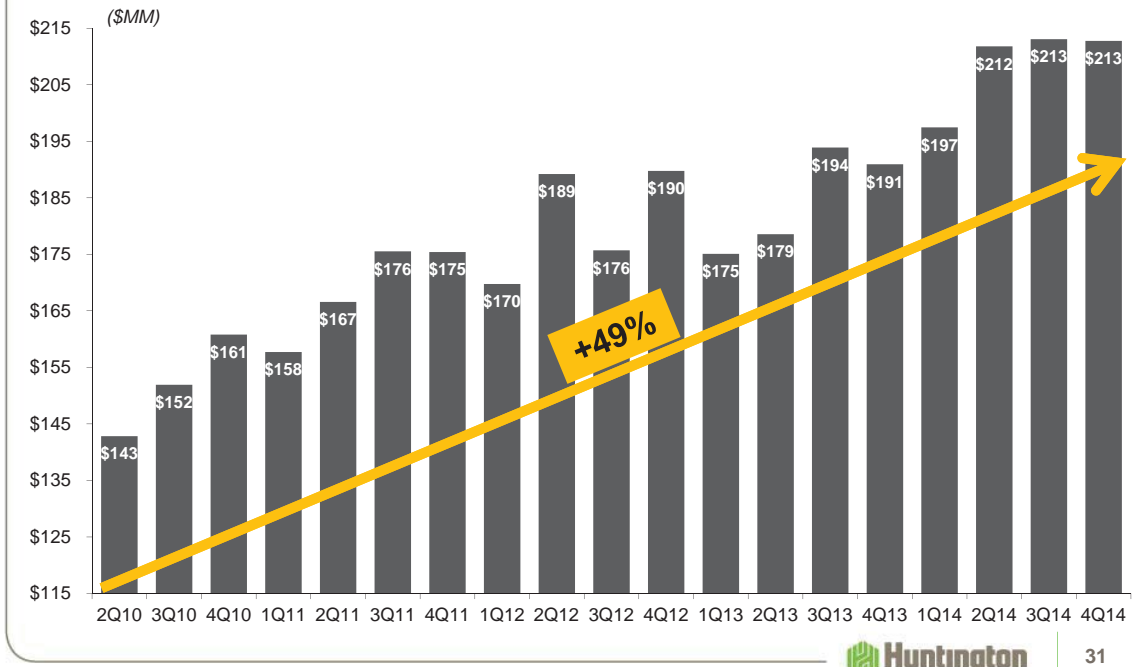
- Deepening relationships and accelerating product or service cross-sell



(1) Checking account (2) The definitions and measurements used in our OCR process are periodically reviewed

Commercial Relationship⁽¹⁾ Revenue

- Migration from credit-dependent to relationship-based / cross-sell culture



Income Statement

Mortgage Banking Income Summary

(\$MM)	4Q14	3Q14	2Q14	1Q14	4Q13
Origination and secondary marketing	\$12.9	\$15.5	\$14.3	\$14.5	\$14.2
Servicing fees	8.0	10.8	10.9	10.9	10.8
Amortization of capitalized servicing	(6.0)	(6.1)	(6.0)	(6.0)	(6.1)
Other mortgage banking income	2.9	4.1	4.2	3.5	3.4
Sub-total	17.8	24.3	23.4	23.0	22.3
MSR recovery (impairment)	(7.1)	1.0	(3.0)	(1.6)	3.5
Net trading gains (losses)	3.3	(0.2)	2.3	1.7	(1.5)
Total	\$14.0	\$25.1	\$22.7	\$23.1	\$24.3
Investor servicing portfolio ⁽¹⁾ (\$B)	\$15.6	\$15.6	\$15.6	\$15.6	\$15.2
Weighted average coupon	4.38%	4.39%	4.41%	4.43%	4.46%
Originations (\$B)	\$0.9	\$1.0	\$1.0	\$0.7	\$0.8
Mortgage servicing rights ⁽¹⁾	\$155.6	\$161.9	\$159.9	\$163.3	\$162.3
MSR % of investor servicing portfolio ⁽¹⁾	1.00%	1.04%	1.03%	1.05%	1.07%

(1) End-of-period



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Balance Sheet

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Assets

(\$ in millions)	2014		2013		Change (%)	
	Dec. 31,	Sep. 30,	Dec. 31,	LQ	YOY	
Assets						
Cash and due from banks	\$ 1,221	\$ 880	\$ 1,001	39 %	22 %	
Interest bearing deposits in banks	65	73	57	(11)	13	
Trading account securities	42	66	36	(37)	19	
Loans held for sale	416	411	326	1	28	
Available-for-sale securities	9,385	8,722	7,309	8	28	
Held-to-maturity securities	3,380	3,496	3,837	(3)	(12)	
Loans and leases:						
Commercial and industrial loans and leases	19,033	18,791	17,594	1	8	
Commercial real estate loans	5,197	4,990	4,850	4	7	
Total commercial	24,231	23,781	22,444	2	8	
Automobile	8,690	8,322	6,639	4	31	
Home equity loans	8,491	8,436	8,336	1	2	
Residential mortgage loans	5,831	5,788	5,321	1	10	
Other consumer loans	414	397	380	4	9	
Total consumer	23,425	22,942	20,676	2	13	
Loans and leases	47,656	46,723	43,121	2	11	
Allowance for loan and lease losses	(605)	(631)	(648)	(4)	(7)	
Net loans and leases	47,051	46,092	42,473	2	11	
Bank owned life insurance	1,718	1,704	1,647	1	4	
Premises and equipment	616	613	635	1	(3)	
Goodwill	523	523	444	-	18	
Other intangible assets	75	85	93	(12)	(20)	
Accrued income and other assets	1,807	1,665	1,610	9	12	
Total assets	\$ 66,298	\$ 64,331	\$ 59,467	3 %	11 %	



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Liabilities & Shareholders' Equity

(\$ in millions)	2014		2013		Change (%)	
	Dec. 31,	Sep. 30,	Dec. 31,	LQ	YOY	
Liabilities						
Demand deposits - non-interest bearing	\$ 15,393	\$ 14,754	\$ 13,650	4 %	13 %	
Demand deposits - interest bearing	6,248	6,052	5,880	3	6	
Money market deposits	18,986	18,174	17,213	4	10	
Savings and other domestic deposits	5,048	5,038	4,871	---	4	
Core certificates of deposit	2,936	3,150	3,723	(7)	(21)	
Total core deposits	48,612	47,168	45,337	3	7	
Other domestic deposits of \$250,000 or more	198	202	274	(2)	(28)	
Brokered deposits and negotiable CDs	2,522	2,357	1,580	7	60	
Deposits in foreign offices	401	402	316	---	27	
Total deposits	51,732	50,130	47,507	3	9	
Short-term borrowings	2,397	3,181	2,352	(25)	2	
Federal Home Loan Bank advances	758	8	8	9,245	9,041	
Other long-term debt	2,599	2,590	1,349	---	93	
Subordinated notes	979	976	1,101	---	(11)	
Accrued expenses and other liabilities	1,505	1,161	1,060	30	42	
Total liabilities	59,970	58,046	53,377	3	12	
Shareholders' equity						
Preferred stock	386	386	386	-	-	
Common stock	8	8	8	---	(2)	
Capital surplus	7,222	7,244	7,399	---	(2)	
Less treasury shares, at cost	(13)	(13)	(10)	3	39	
Accumulated other comprehensive loss	(222)	(182)	(214)	22	4	
Retained earnings	(1,052)	(1,159)	(1,479)	(9)	(29)	
Total shareholders' equity	6,328	6,284	6,090	1	4	
Total liabilities and shareholders' equity	\$ 66,298	\$ 64,331	\$ 59,467	3 %	11 %	



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Deposits

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Total Core Deposit Trends

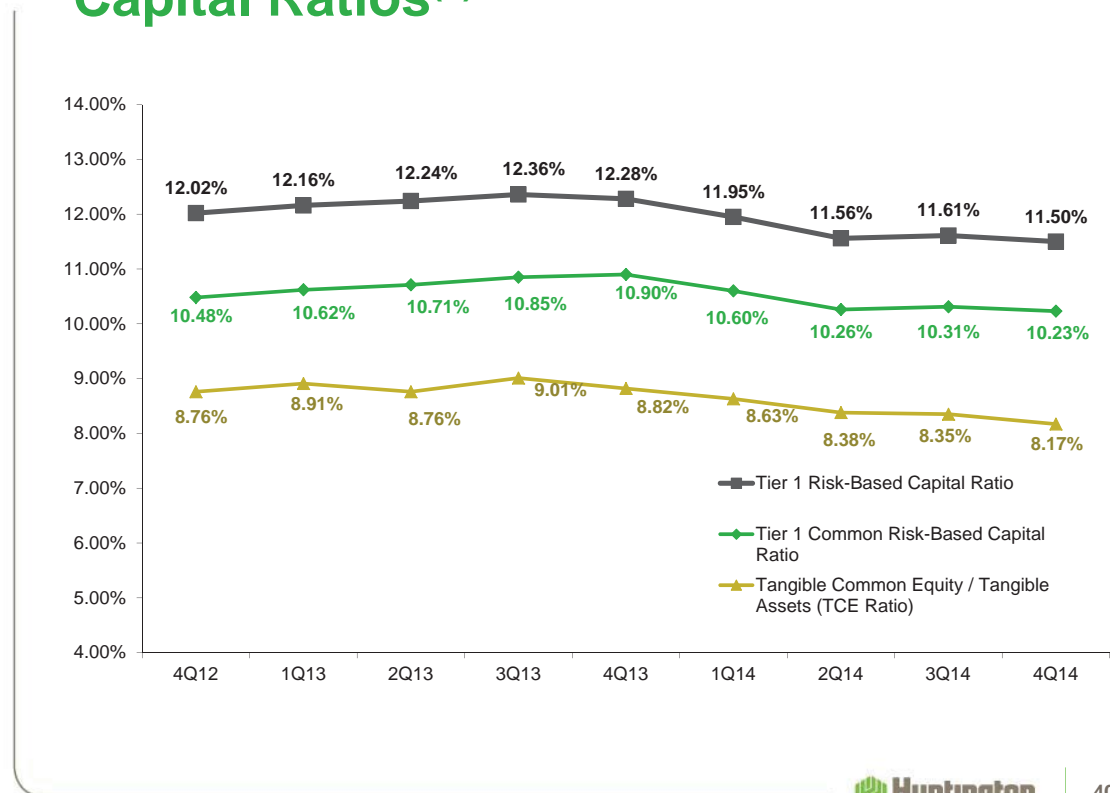
Average (\$B)	4Q14	Annualized Growth ⁽¹⁾		
		4Q14 v 3Q14	3Q14 v 2Q14	4Q14 v 4Q13
Commercial				
Demand deposits - non-interest bearing	\$ 12.6	35 %	22 %	13 %
Demand deposits - interest bearing	1.0	(32)	30	3
Other core deposits ⁽²⁾	8.5	14	20	15
Total	22.1	23	22	13
Consumer				
Demand deposits - non-interest bearing	2.6	14	1	20
Demand deposits - interest bearing	4.9	10	(9)	3
Other core deposits ⁽²⁾	18.0	2	(10)	(2)
Total	25.5	5	(9)	1
Total				
Demand deposits - non-interest bearing	15.2	31	19	14
Demand deposits - interest bearing	5.9	2	(2)	3
Other core deposits ⁽²⁾	26.5	6	(1)	3
Total	\$ 47.6	13 %	4 %	6 %

(1) Linked-quarter percent change annualized

(2) Money market deposits, savings / other deposits, and core certificates of deposit

Capital

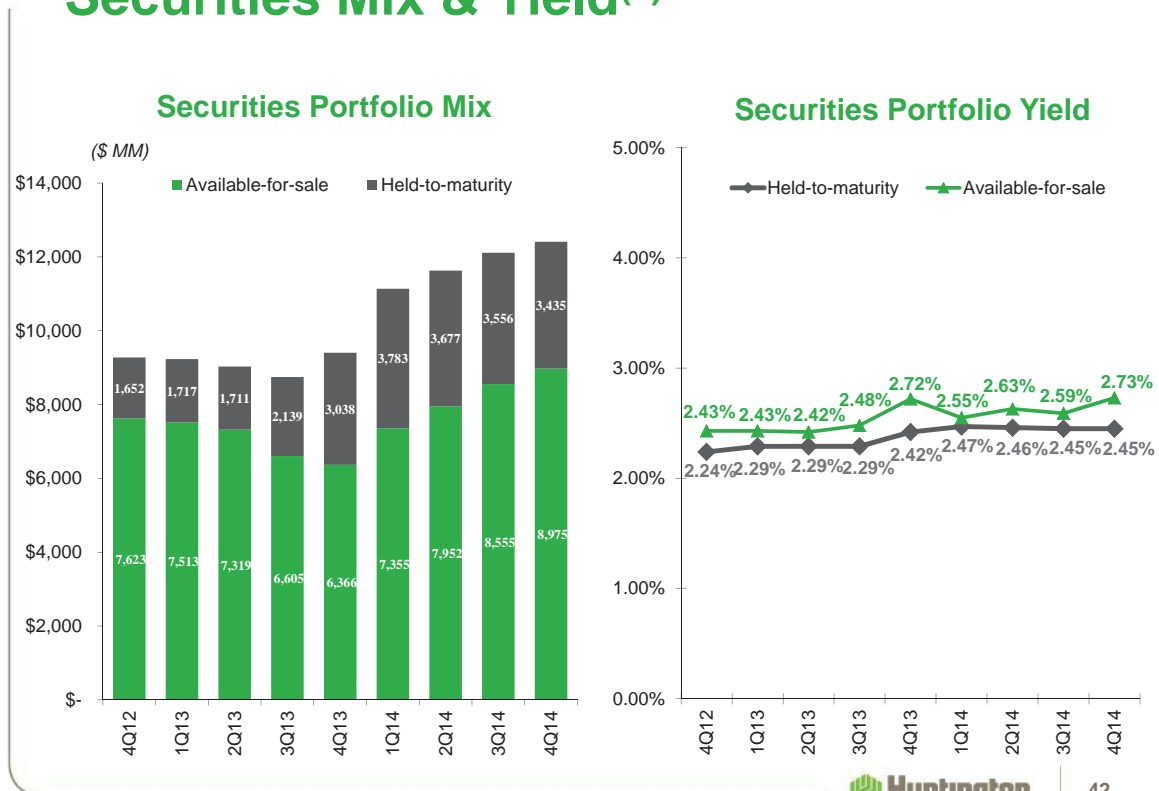
Capital Ratios⁽¹⁾



(1) End-of-period

Investment Securities

Securities Mix & Yield⁽¹⁾



(1) Average balances

Securities Overview – 12/31/14

- Portfolio weighted average life of 4.6 years, average duration of 3.9 years

Available-for-sale, and other securities (\$MM)		Credit Rating of Fair Value Amount ⁽¹⁾					
	Fair Value	AAA	AA +/-	A +/-	BBB +/-	<BBB-	Not Rated
US Treasury	\$ 5	\$ ---	\$ 5	\$ ---	\$ ---	\$ ---	\$ ---
Agency (Debt, P/T, & CMO's)	5,674	---	5,674	---	---	---	---
Asset Backed							
All-A mortgage-backed securities	---	---	---	---	---	---	---
Auto/Fleet Lease backed securities	30	30	---	---	---	---	---
Pooled-trust-preferred securities ⁽²⁾	83	---	---	---	---	83	---
Floorplan/Rental Fleet backed securities	268	268	---	---	---	---	---
Credit Card backed securities	64	64	---	---	---	---	---
All other asset backed securities	511	355	---	156	---	---	---
Private label CMO securities	42	11	---	---	10	20	---
Municipal securities ⁽³⁾⁽⁴⁾	1,840	214	237	---	---	---	1,389
FHLB/FRB Stock	332	---	---	---	---	---	332
Other	507	0	5	47	428	10	16
Total	\$ 9,356	\$ 943	\$ 5,921	\$ 204	\$ 438	\$ 113	\$ 1,737
Variable rate demand notes ⁽³⁾	\$ 29	---	---	---	---	---	---
Total available-for-sale, and other	\$ 9,385	---	---	---	---	---	---

Held-to-maturity securities		Credit Rating of Amortized Cost Amount ⁽¹⁾					
	Amortized Cost	AAA	AA +/-	A +/-	BBB +/-	<BBB-	Not Rated
Agency (Debt, P/T, & CMO's)	3,372	---	3,372	---	---	---	---
Municipal securities	8	---	8	---	---	---	---
Total held-to-maturity	\$ 3,380	\$ ---	\$ 3,380	\$ ---	\$ ---	\$ ---	\$ ---

⁽¹⁾ Credit ratings reflect the low est current rating assigned by a nationally recognized credit rating agency.

⁽²⁾ Primarily trust preferred for banks/insurance companies

⁽³⁾ Variable rate demand notes included in municipal securities in external reporting.

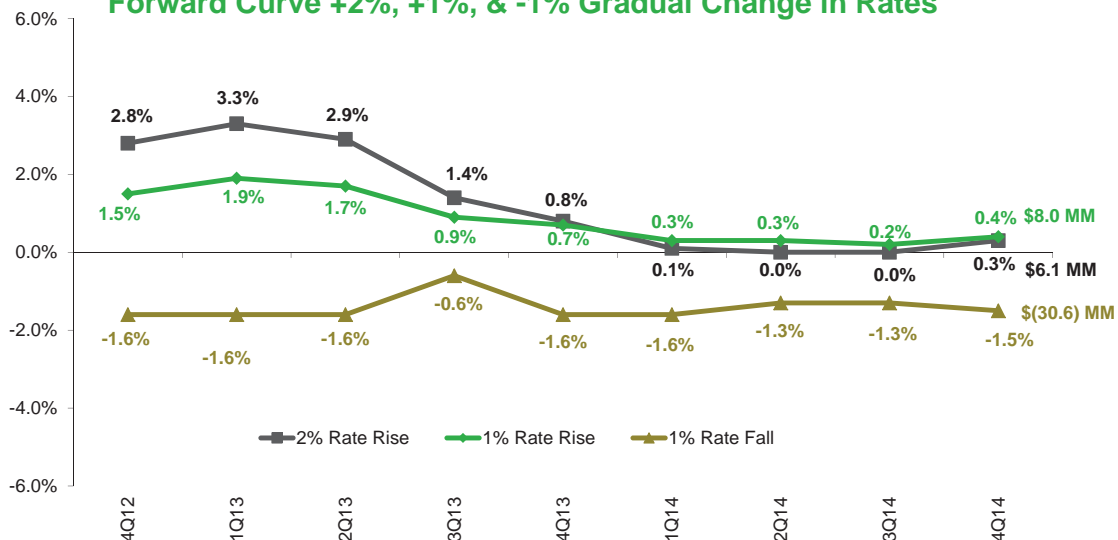
⁽⁴⁾ Loans that were reclassified to securities included.

Managing Interest Rate Risk

11/30/2014

Net Interest Income at Risk⁽¹⁾

Forward Curve +2%, +1%, & -1% Gradual Change in Rates



⁽¹⁾ Estimated impact on annualized net interest income over the next 12-month period assuming a gradual change in rates over the next 12-month period above and beyond any rate change already implied in the current yield curve.



Loan Portfolio Overview

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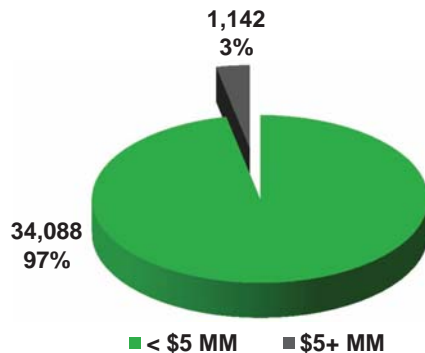
Total Commercial Loans

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Total Commercial Loans – Granularity

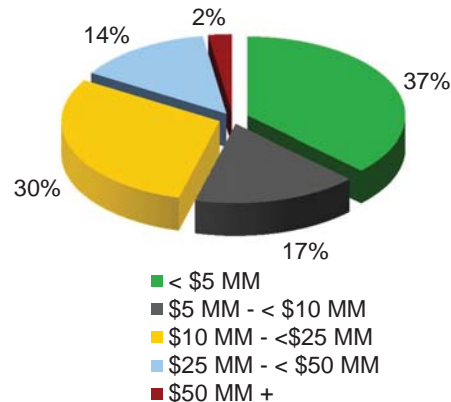
EOP Outstandings – \$24.2 Billion

of Loans by Size



\$5 MM - < \$10 MM	572
\$10 MM - < \$25 MM	461
\$25 MM - < \$50 MM	100
> \$50 MM	9
Total	1,142

Loans by Dollar Size



Commercial and Industrial: \$19.0 Billion⁽¹⁾

- Diversified by sector and geographically within our Midwest footprint
- Focuses on middle market companies with \$20-\$500 MM in sales and Business Banking <\$25 MM in sales
- Lend to defined relationship oriented clients where we understand our client's market / industry and their durable competitive advantage
- Underwrite to historical cash flows with collateral as a secondary repayment source while stress testing for lower earnings / higher interest rates
- Follow disciplined credit policies and processes with quarterly review of criticized and classified loans
- \$0.3 B in energy vertical, mid-sized E&P focus with >50% related to natural gas

	4Q14	3Q14	2Q14	1Q14	4Q13
Period end balance (\$MM)	\$19,033	\$18,791	\$18,899	\$18,046	\$17,594
30+ days PD & accruing	0.14%	0.16%	0.14%	0.26%	0.19%
90+ days PD & accruing⁽²⁾	0.03%	0.04%	0.05%	0.06%	0.08%
NCOs⁽³⁾	0.01%	0.27%	0.23%	0.20%	0.22%
NALs	0.38%	0.48%	0.40%	0.32%	0.32%
ACL	1.77%	1.78%	1.71%	1.74%	1.79%

(1) End of period (2) All amounts represent accruing purchased impaired loans acquired in the Fidelity transaction. Under the applicable accounting guidance (ASC 310-30), the loans were recorded at fair value upon acquisition and remain in accruing status.

(3) Annualized

C&I – Auto Industry

End of period balances

Outstandings

	(SMM)	4Q14	3Q14	2Q14	1Q14	4Q13
Suppliers⁽¹⁾						
Domestic		\$ 285	\$ 273	\$ 258	\$ 226	\$ 255
Foreign		0	0	12	20	0
Total suppliers		285	273	270	246	255
Dealers						
Floorplan-domestic		1,196	1,011	1,141	1,131	1,141
Floorplan-foreign		636	516	562	621	620
Total floorplan		1,832	1,527	1,704	1,752	1,761
Other		576	541	537	521	517
Total dealers		2,408	2,068	2,240	2,273	2,278
Total auto industry		\$2,692	\$2,341	\$2,511	\$2,519	\$2,533
NALs						
Suppliers		0.01%	0.03%	0.00%	0.00%	0.03%
Dealers		0.00	0.00	0.00	0.00	0.00
Net charge-offs⁽²⁾						
Suppliers		0.00%	0.08%	0.12%	0.11%	0.00%
Dealers		0.0	0.0	0.0	0.0	0.0

(1) Companies with > 25% of their revenue from the auto industry (2) Annualized



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Commercial Real Estate: \$5.2 Billion⁽¹⁾

Long-term meaningful relationships with opportunities for additional cross-sell

- Primarily Midwest footprint projects generating adequate return on capital
- Proven CRE participants... 28+ years average CRE experience
- >95% of the loans have personal guarantees
- >78% is within our geographic footprint
- \$415 MM of “Special Assets” with a 24% average credit mark

Credit Quality Trends

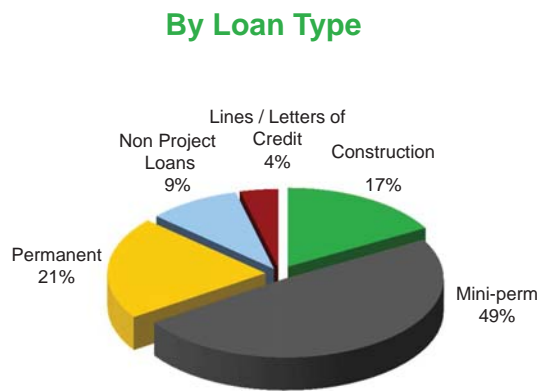
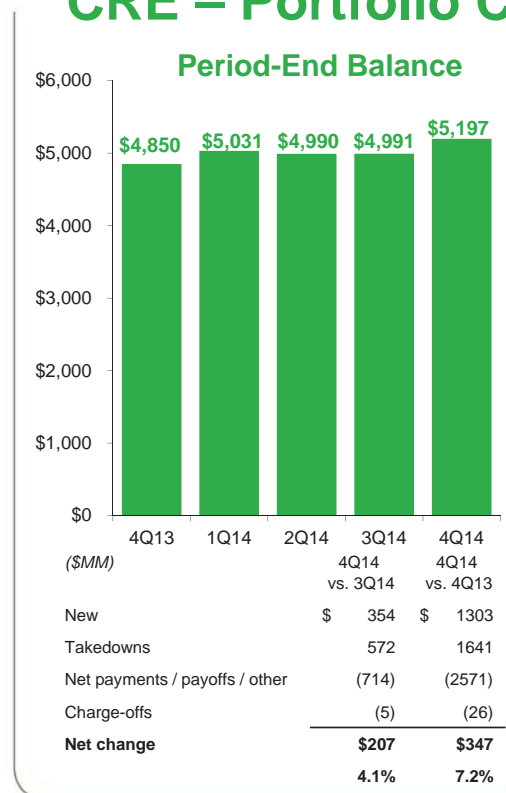
	4Q14	3Q14	2Q14	1Q14	4Q13
Period end balance (\$MM)	\$5,197	\$4,991	\$4,990	\$5,031	\$4,850
30+ days PD & accruing	0.56%	0.84%	1.00%	1.14%	1.52%
90+ days PD & accruing ⁽²⁾	0.36%	0.53%	0.55%	0.73%	0.81%
NCOs ⁽³⁾	(0.01)%	(0.48)%	(0.17)%	(0.08)%	(0.23)%
NALs	0.93%	1.20%	1.31%	1.42%	1.51%
ACL	2.09%	2.45%	2.90%	3.37%	3.56%

(1) End of period (2) All amounts represent accruing purchased impaired loans acquired in the Fidelity transaction. Under the applicable accounting guidance (ASC 310-30), the loans were recorded at fair value upon acquisition and remain in accruing status. (3) Annualized



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CRE – Portfolio Composition



Mini-perm - Loans with 5 years or less term with properties that have reached a stabilized physical occupancy and exhibit an operational cash flow which would qualify for permanent financing during normalized market conditions.

Permanent – Amortizing loans with terms of up to 10 years, amortizing up to 25 years.



Total Consumer Loans and Leases

Indirect Auto: \$8.7 Billion⁽¹⁾

- **Deep local relationships with high quality Dealers**
 - Consistently in the market for over 60 years
 - #1 Bank in the U.S. in Dealer Satisfaction, with dominant market position in the Midwest with over 3,500 dealers
 - Floorplan and dealership real estate lending, core deposit relationship, full Treasury Management, Private Banking, etc.
 - That deep relationship adds value... buy rates are 20 to 50 basis points higher compared with other banks competing in the prime space
- **Relationships create the flow of auto loans**
 - Super-prime customers, average FICO ~760
 - Low LTVs, averaging <90%
 - Custom Score, utilized to further segment FICO eligible to enhance predictive modeling
- **Operational efficiency and scale leverages expertise**
 - Highly scalable decision engine evaluates >70% of applications - over 1,000 point pricing matrix based on FICO and custom score
 - Underwriters directly compensated on credit performance by vintage

Credit Quality Trends	4Q14	3Q14	2Q14	1Q14	4Q13
Period end balance (\$MM)	\$8,690	\$8,322	\$7,686	\$6,999	\$6,639
30+ days PD & accruing	0.83%	0.72%	0.65%	0.63%	0.88%
90+ days PD & accruing	0.07%	0.06%	0.04%	0.06%	0.08%
NCOs	0.28%	0.20%	0.16%	0.27%	0.23%
NALs	0.05%	0.06%	0.06%	0.09%	0.09%

(1) End of period



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Auto Loans – Production and Credit Quality Overview

	4Q14	3Q14	2Q14	1Q14	4Q13	3Q13	2Q13	1Q13
Originations								
Amount (\$MM)	\$1,230	\$1,481	\$1,463	\$1,068	\$994	\$1,166	\$1,088	\$972
% new vehicles	48%	50%	50%	47%	47%	46%	44%	45%
Avg. LTV	90%	89%	89%	89%	89%	89%	89%	88%
Avg. FICO	765	767	765	759	763	762	759	755
Expected cumulative loss	0.88%	0.81%	0.85%	0.88%	0.89%	0.91%	0.92%	0.94%
Portfolio Performance								
30+ days PD & accruing %	0.83%	0.72%	0.65%	0.63%	0.88%	0.72%	0.68%	0.61%
NCO %	0.28%	0.20%	0.16%	0.28%	0.23%	0.18%	0.11%	0.21%
Vintage Performance⁽¹⁾								
6-month losses		0.05%	0.04%	0.05%	0.07%	0.04%	0.04%	
9-month losses			0.11%	0.10%	0.13%	0.11%	0.10%	
12-month losses				0.18%	0.18%	0.17%	0.18%	

(1) Annualized



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Home Equity: \$8.5 Billion⁽¹⁾

- Focused on geographies within our Midwest footprint with relationship customers
- Focused on high quality borrowers... 4Q14 originations:
 - Average FICO scores of >750+
 - Average LTVs of <80% for junior liens and <70% for 1st-liens
 - Approximately 65% are 1st-liens
- Portfolio: average FICOs >750 with >50% 1st-liens
- Began exit of broker channel in 2005... <5% of outstandings today
- Conservative underwriting – manage the probability of default while stress testing rates

Credit Quality Trends	4Q14	3Q14	2Q14	1Q14	4Q13
Period end balance (\$MM)	\$8,491	\$8,435	\$8,405	\$8,373	\$8,336
30+ days PD & accruing	0.80%	0.91%	0.89%	1.00%	1.01%
90+ days PD & accruing	0.14%	0.18%	0.18%	0.19%	0.15%
NCOs	0.30%	0.31%	0.41%	0.75%	0.98%
NALs	0.93%	0.86%	0.82%	0.85%	0.79%

(1) End of Period



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Residential Mortgages: \$5.8 Billion⁽¹⁾

- Focused on geographies within our Midwest footprint
- Traditional product mix... very limited nontraditional exposure as we never originated sub-prime, payment option ARMs, or negative amortization loans
- Early identification of loss mitigation. “Home Savers” program, 25%–30% recidivism
- Average 4Q14 origination: FICO of 736, new / refi mix approx. 55/45%

Credit Quality Trends	4Q14	3Q14	2Q14	1Q14	4Q13
Period end balance (\$MM)	\$5,831	\$5,788	\$5,707	\$5,542	\$5,321
Originations (\$MM)	\$922	\$997	\$982	\$658	\$841
30+ days PD & accruing	3.84%	3.95%	3.96%	4.16%	4.26%
90+ days PD & accruing	1.51%	1.52%	1.43%	1.55%	1.70%
NCOs	0.21%	0.38%	0.24%	0.58%	0.57%
NALs	1.66%	1.70%	1.94%	2.20%	2.25%

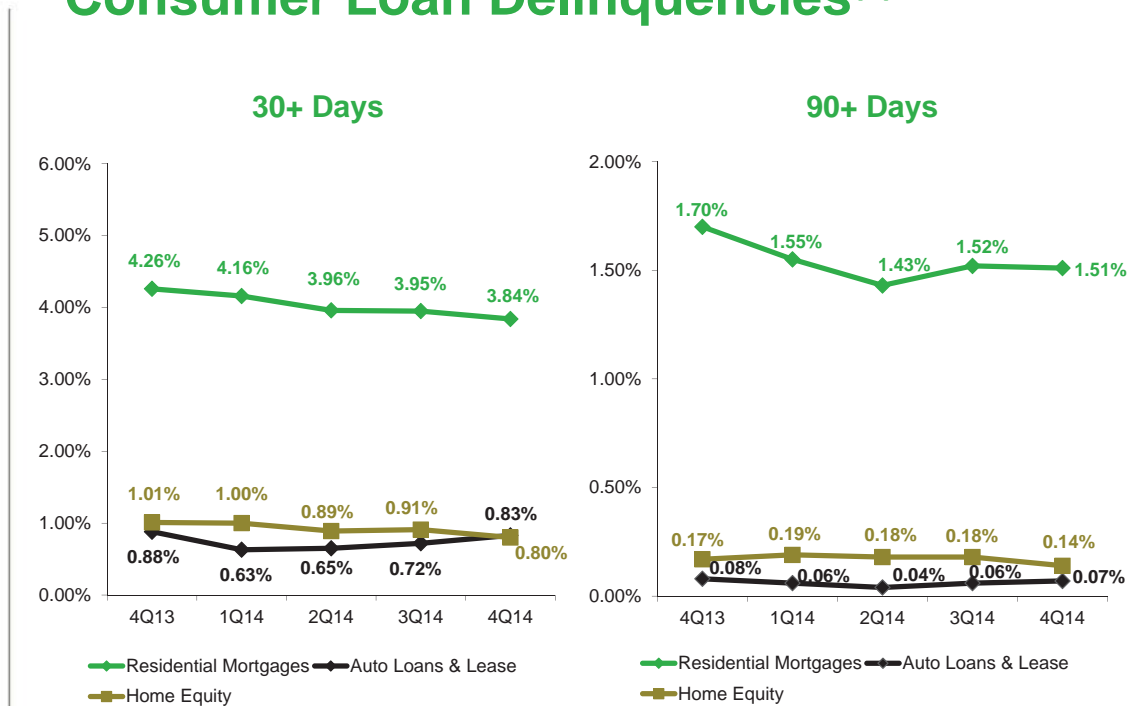
(1) End of Period



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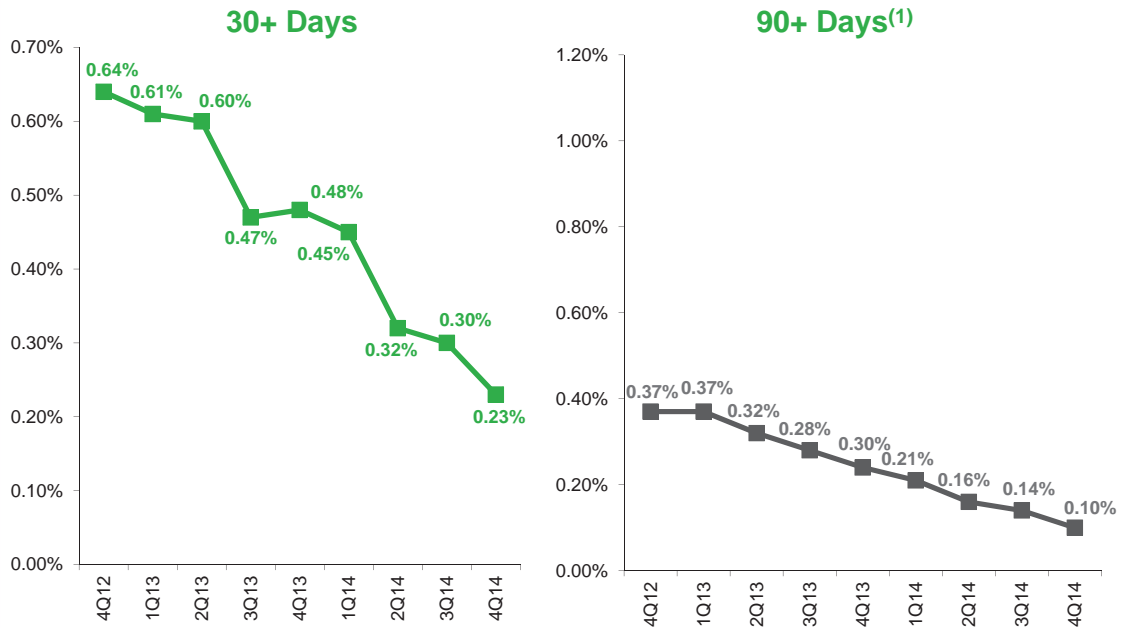
Credit Quality Review

Consumer Loan Delinquencies⁽¹⁾



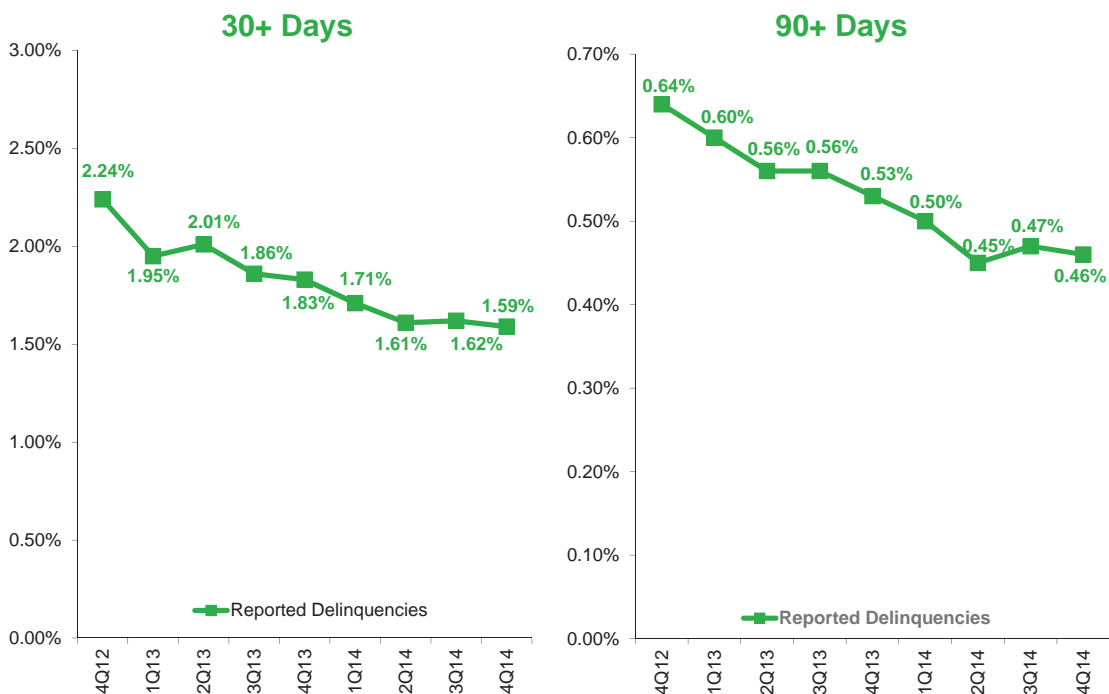
(1) End of period; delinquent but accruing as a % of related outstandings at EOP

Total Commercial Loan – Delinquencies



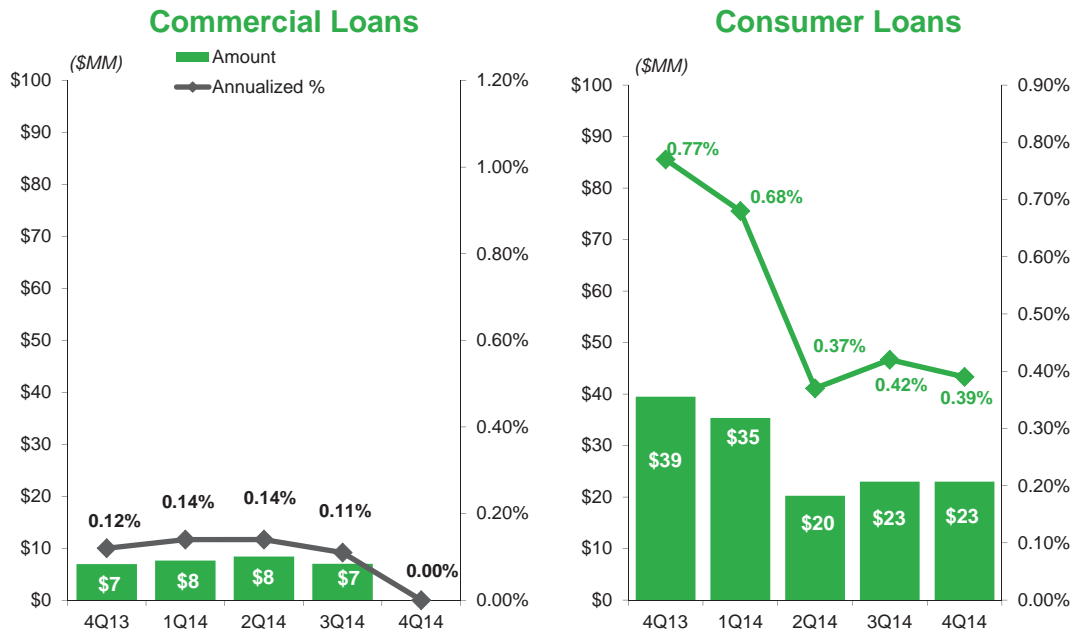
(1) All delinquencies represent accruing purchased impaired loans acquired in the Fidelity transaction. Under the applicable accounting guidance (ASC 310-30), the loans were recorded at fair value upon acquisition and remain in accruing status.

Total Consumer Loan Delinquencies⁽¹⁾



(1) End of period; delinquent but accruing as a % of related outstandings at EOP

Net Charge-Offs



Nonperforming Asset Flow Analysis

(\$MM)	4Q14	3Q14	2Q14	1Q14	4Q13
NPA beginning-of-period	\$364.5	\$362.1	\$365.3	\$352.2	\$374.3
Additions / increases	87.0	102.8	123.6	117.8	109.5
Return to accruing status	(20.0)	(24.9)	(23.0)	(9.3)	(12.4)
Loan and lease losses	(36.1)	(36.4)	(54.6)	(47.6)	(55.8)
OREO gains (losses)	0.0	0.9	2.3	0.4	0.5
Payments	(48.6)	(29.1)	(41.9)	(39.2)	(51.3)
Sales & other	(9.0)	(10.9)	(9.5)	(8.9)	(12.6)
NPA end-of-period	\$337.7	\$364.5	\$362.1	\$365.3	\$352.2
Percent change	(7)%	1%	(1)%	4%	(6)%

Total Commercial Loans – Criticized Loan Flow Analysis

End of Period

(\$MM)	4Q14	3Q14	2Q14	1Q14	4Q13
Criticized beginning-of-period	\$1,285	\$1,344	\$1,345	\$1,360	\$1,508
Additions / increases	442	218	308	214	178
Advances	67	69	65	85	31
Upgrades to "Pass"	(105)	(104)	(125)	(96)	(170)
Paydowns	(212)	(219)	(224)	(194)	(161)
Charge-offs	(22)	(24)	(25)	(25)	(24)
Criticized end-of-period	\$1,455	\$1,285	\$1,344	\$1,345	\$1,360
Percent change	12%	(5)%	(0)%	(1)%	(11)%

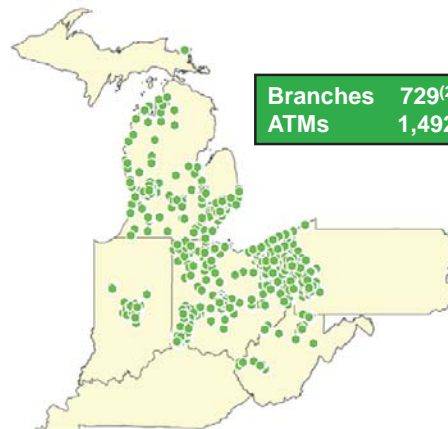
Franchise and Leadership

Huntington Bancshares Overview

Midwest financial services holding company

Founded - 1866
 Headquarters - Columbus, Ohio
 Total assets - \$66 Billion
 Employees⁽¹⁾ - 11,875

Franchise:



Branches 729⁽²⁾
ATMs 1,492

Deposits - Top 10 MSAs

MSA	Rank	Branches	Deposits	Share
Columbus, OH	1	88	\$14,879	27.6%
Cleveland, OH	5	89	4,782	8.4
Detroit, MI	6	59	4,753	4.5
Indianapolis, IN	4	45	2,852	7.4
Pittsburgh, PA	8	38	2,487	2.5
Cincinnati, OH	4	41	2,274	2.9
Toledo, OH	2	35	2,238	23.4
Grand Rapids, MI	2	38	2,111	11.8
Youngstown, OH	1	42	2,017	22.9
Canton, OH	1	28	1,610	26.0

% Deposits
 #1 Share markets 40%
 #1- #4 Share markets 68%

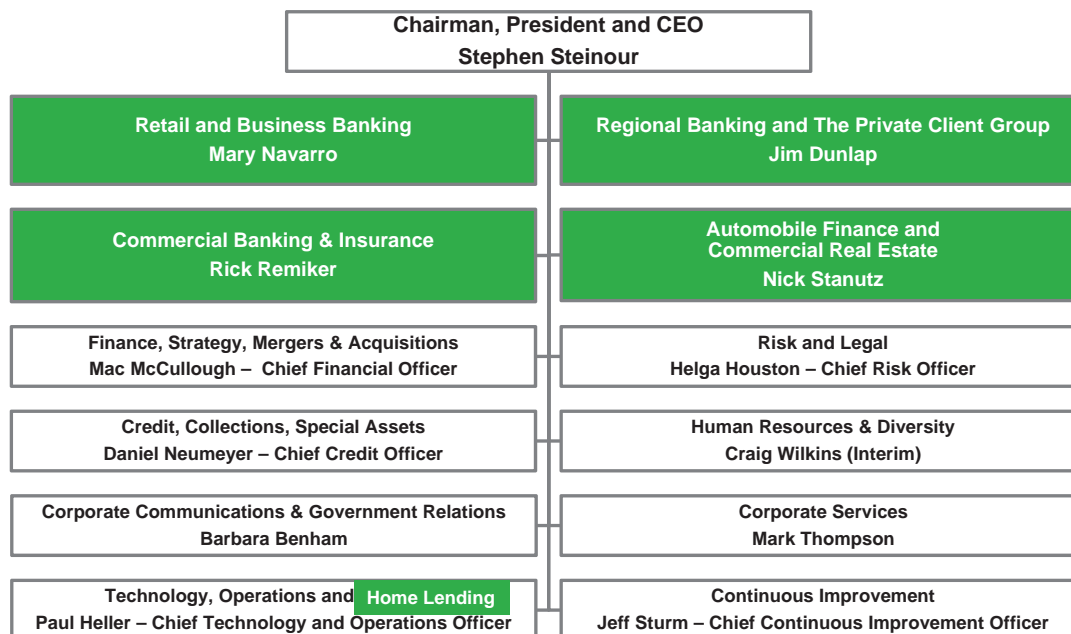
State	Branches	ATMs
Ohio	404	909
Michigan	179	242
Pennsylvania	48	102
Indiana	43	68
West Virginia	31	148
Kentucky	10	23

Source: SNL Financial, company presentations and filings
 FDIC deposit data as of June 30, 2014

(1) 4Q14 Average full-time equivalent (FTE) (2) Includes 14 Private Client Group Offices



Leadership Team



Business Segments





Huntington

Welcome.™