

Welcome

Huntington Bancshares Incorporated
Nasdaq Investor Conference

June 13, 2019



Disclaimer

CAUTION REGARDING FORWARD-LOOKING STATEMENTS

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

While there is no assurance that any list of risks and uncertainties or risk factors is complete, below are certain factors which could cause actual results to differ materially from those contained or implied in the forward-looking statements: changes in general economic, political, or industry conditions; uncertainty in U.S. fiscal and monetary policy, including the interest rate policies of the Federal Reserve Board; volatility and disruptions in global capital and credit markets; movements in interest rates; competitive pressures on product pricing and services; success, impact, and timing of our business strategies, including market acceptance of any new products or services implementing our “Fair Play” banking philosophy; the nature, extent, timing, and results of governmental actions, examinations, reviews, reforms, regulations, and interpretations, including those related to the Dodd-Frank Wall Street Reform and Consumer Protection Act and the Basel III regulatory capital reforms, as well as those involving the OCC, Federal Reserve, FDIC, and CFPB; and other factors that may affect our future results. Additional factors that could cause results to differ materially from those described above can be found in our 2018 Annual Report on Form 10-K, as well as our subsequent Securities and Exchange Commission (“SEC”) filings, which are on file with the SEC and available in the “Investor Relations” section of our website, <http://www.huntington.com>, under the heading “Publications and Filings.”

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.

Important Messages

Building long-term shareholder value

- ◆ Consistent organic growth
- ◆ Maintain aggregate moderate-to-low risk appetite
- ◆ Minimize earnings volatility through the cycle
- ◆ Disciplined capital allocation



Focus on top quartile financial performance relative to peers

Strategic focus on Customer Experience

High level of colleague and shareholder alignment

- ◆ Board, management, and colleague ownership represents top ten shareholder

Huntington Bancshares Overview

Huntington is a \$108 billion asset regional bank holding company headquartered in Columbus, Ohio.

Ohio

Branches: 424
Deposits: \$51.3 billion
Loans⁽¹⁾: \$40.8 billion

Pennsylvania

Branches: 45
Deposits: \$4.3 billion
Loans⁽¹⁾: \$7.0 billion

Illinois

Branches: 35
Deposits: \$2.4 billion
Loans⁽¹⁾: \$5.9 billion

Kentucky

Branches: 10
Deposits: \$0.7 billion
Loans⁽¹⁾: \$2.7 billion

Michigan

Branches: 276
Deposits: \$17.0 billion
Loans⁽¹⁾: \$17.0 billion

Indiana

Branches: 40
Deposits: \$3.5 billion
Loans⁽¹⁾: \$5.9 billion

West Virginia

Branches: 25
Deposits: \$2.1 billion
Loans⁽¹⁾: \$2.1 billion



Selected Footprint Economic Highlights

- Combined GDP of 7 state core footprint represents **5th largest economy in the world** ⁽²⁾
- Midwest region currently has **more job openings than unemployed workers** ⁽³⁾

Extended Footprint Products

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

- **Huntington's top 10 deposit MSAs represent ~80% of total deposits**
- **Ranked #4 in US for percentage of top 3 deposit share company MSAs**

(1) Funded and unfunded loan commitments; (2) 2018 IMF and US Bureau of Economic Analysis; (3) As of March 2019 BLS JOLTS report and employment data; Note: State deposit / loan balances as of Mar. 31, 2019; Pending sale of Wisconsin branches expected to close in June 2019

Purpose Drives Performance

Huntington's approach to shareholder value creation

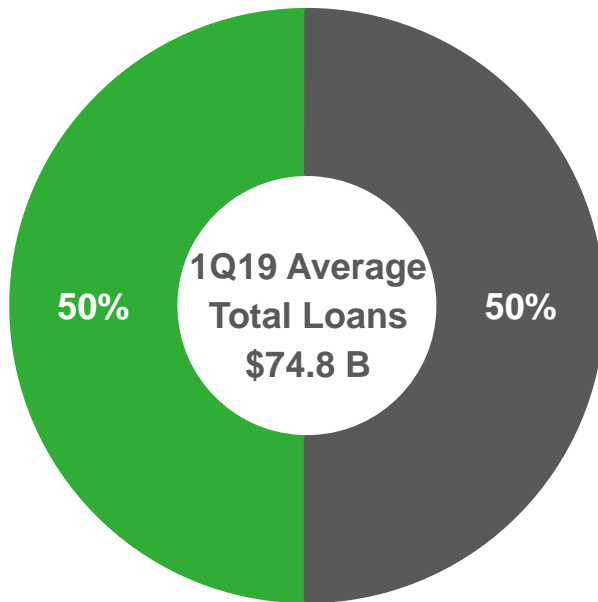
The best way to achieve our long-term financial goals and generate sustainable, through-the-cycle returns is to fulfill **our purpose to make people's lives better, help businesses thrive, and strengthen the communities we serve.**

Our success is deeply interconnected with the success of the people and communities we serve.

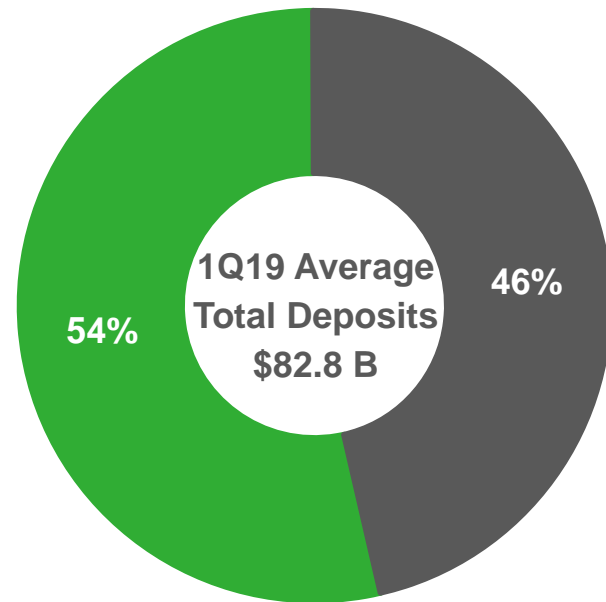


Well-Diversified Balance Sheet

Both a consumer & commercial bank



■ Consumer: \$37.4 B ■ Commercial: \$37.4 B



■ Consumer: \$44.3 B ■ Commercial: \$38.5 B

Risk Management is at the Core of Our Evolution

Driving reduced earnings volatility, more stable returns, higher capital generation, and stronger shareholder value creation

Board and CEO
set the
“Tone at the Top”

Significant
investment in
risk management

“Everyone
Owns Risk”
culture

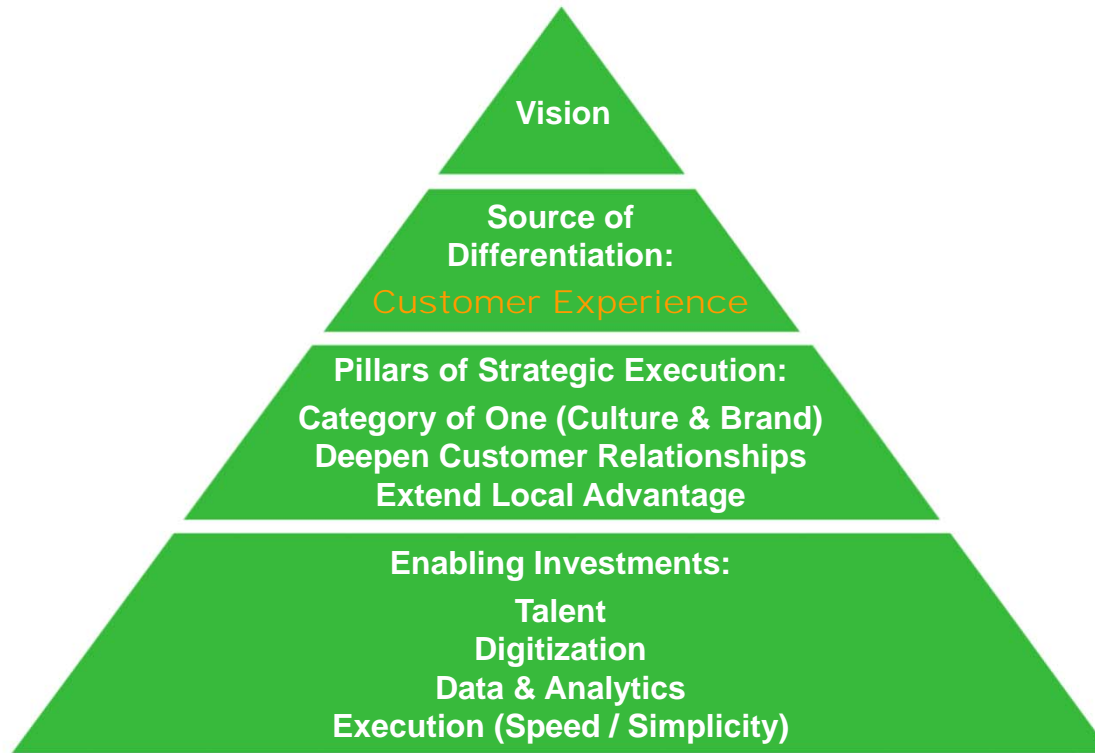
Disciplined
management
of credit risk

HBAN has instituted mechanisms to drive a high level of management and shareholder alignment, focusing decision making on **long-term returns** while maintaining our Board-defined **aggregate moderate-to-low risk appetite**.

- ✓ **Hold-to-retirement requirements** on equity grants and awards
- ✓ **Clawback provisions** in all incentive compensation plans
- ✓ **Equity ownership targets** for CEO, ELT, and next ~50 managers
- ✓ Directors / Colleagues collectively represent **Top 10 shareholder** (~28 million shares)

2018 Huntington Strategic Plan

Vision of top quartile financial performance



Investing in our Colleagues

Colleagues are key to our brand and our success

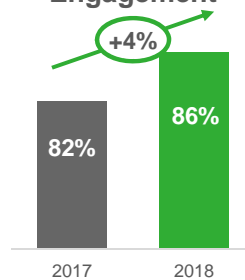
- Elevating performance management to performance engagement
- Enhancing physical, mental, and financial wellness and benefits programs
- Raised the minimum hourly wage to \$16 (effective May 2019)
- Expanding colleague learning and development



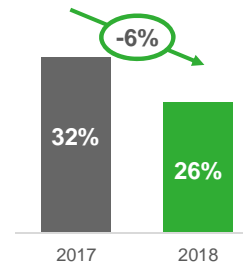
Nationally-recognized Employer of Choice



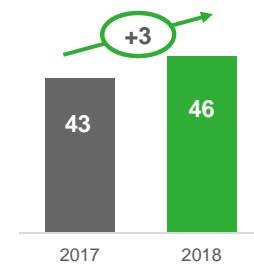
Colleague Engagement



Branch Colleague Turnover Ratio



Net Promoter Score*



*See important disclosures on slide 21

Technology Enables Our Strategy

Record tech development in 2018; further increases planned in 2019

- **Flexible Scale & Security**
 - ✓ Next generation data center and cyber – secure, flexible, and scalable cloud-based infrastructure
- **Efficient Deployment**
 - ✓ Automation and DevOps – efficient delivery of new capabilities
- **Digitization**
 - ✓ Imaging, workflow, robotics and process automation (RPA) – driving efficiency
- **Agile Solution Development**
 - ✓ Innovation and delivery transformation – development, learning, and testing
- **Architecture**
 - ✓ Core bank modernization – maintain technology currency and accelerate new product delivery
 - ✓ Service-oriented architecture providing API-based access through enterprise middleware
- **Consistent Channel Experience**
 - ✓ Consistent customer and colleague access to data and services

Technology investments enable **Customer Experience** strategy by
driving process improvement, speed, and simplicity

End-to-End Digital Transformation

Technology enhancements driving modernized delivery model

Improving and Simplifying Sales and Service

Transforming Branch Efficiency

- ✓ Reducing time to open an account by 40%
- ✓ Paperless origination
- ✓ Continued migration of branch deposits to self service

Next Gen Acquisition and Deepening

- ✓ Improved, real-time sales leads
- ✓ New sales process
- ✓ Acquisition enabled online

Customized Segment Portals

AI / Machine Learning

Leveraging Data & Analytics

Strategically positioned for a Digital Future

Mobile and Digital Initiatives to Enhance Customer Experience

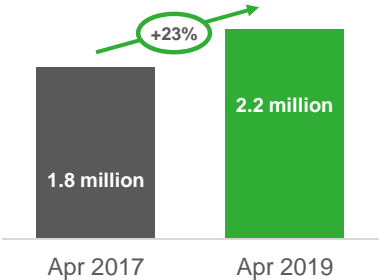


- ✓ Introduced “the Hub” portal (digital and mobile tools, alerts, and insights)
- ✓ Introduced credit/debit card lock
- ✓ Partnered with third-party fintech on spend categorization
- ✓ Partnered with third-party firm on updated leads generation capability
- ✓ Launching AI on Huntington Heads Up (push notification service)
- ✓ Robotic Process Automation – Center of Excellence established and currently pursuing multiple opportunities across the organization

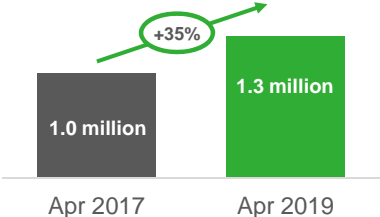
Delivery Evolution

Customer usage continues migration to mobile and digital channels

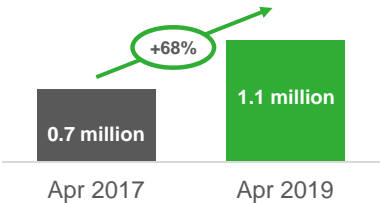
Digitally Active Customers



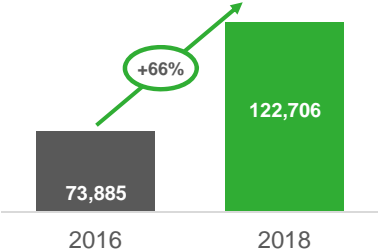
Mobile Adoption



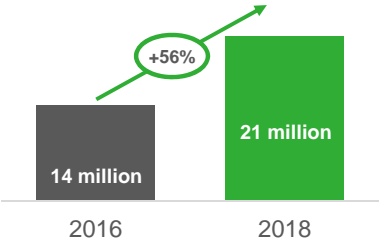
Customers Enrolled in Alerts



Online Checking and Savings Account Origination



Deposits Made Through Self-Service Channels (Mobile & ATM)

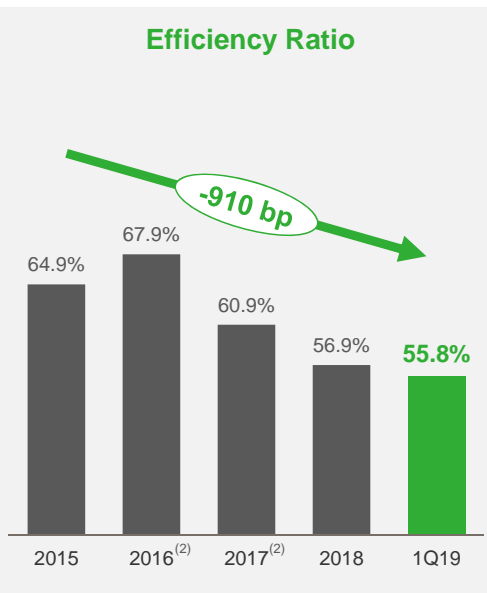


Driving Top Quartile Financial Performance with Scale, Density, and Efficiency

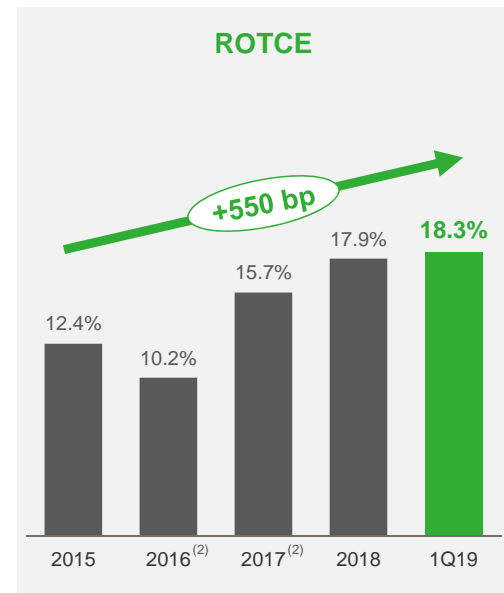
Deposit Market Share Rankings Illustrate Franchise Density ⁽¹⁾

Company	% of Company MSAs	
	Top 3	#1
Wells Fargo & Co.	65.5%	21.4%
Bank of America Corp.	58.7	11.9
Capital One Financial Corp.	43.3	16.7
Huntington Bancshares Inc.	41.1	13.3
JPMorgan Chase & Co.	38.7	6.9
BB&T Corp.	37.5	15.8
SunTrust Banks Inc.	35.9	9.8
BMO Financial Corp.	35.7	11.9
Toronto-Dominion Bank	32.9	8.2
M&T Bank Corp.	32.3	12.3
U.S. Bancorp	31.1	5.5
Regions Financial Corp.	29.0	9.1
PNC Financial Services Group Inc.	28.9	5.7
Fifth Third Bancorp	27.5	6.9
KeyCorp	24.2	6.5

Efficiency Ratio



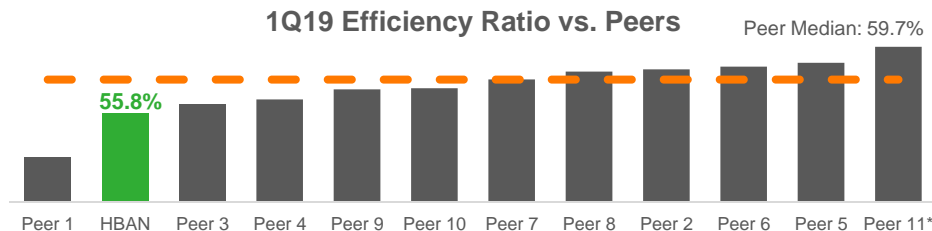
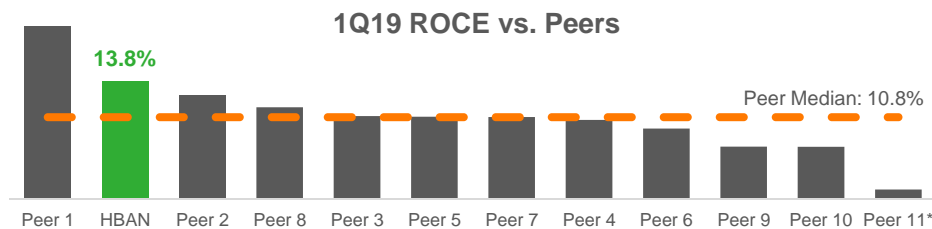
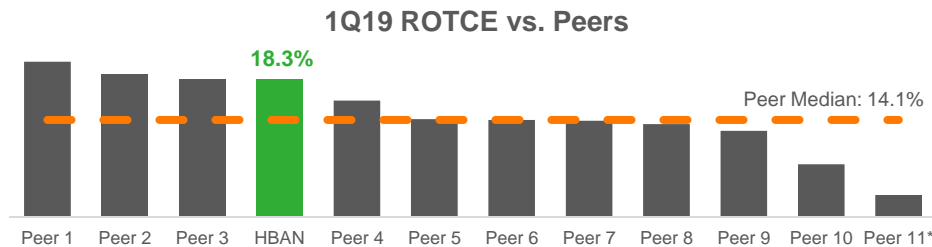
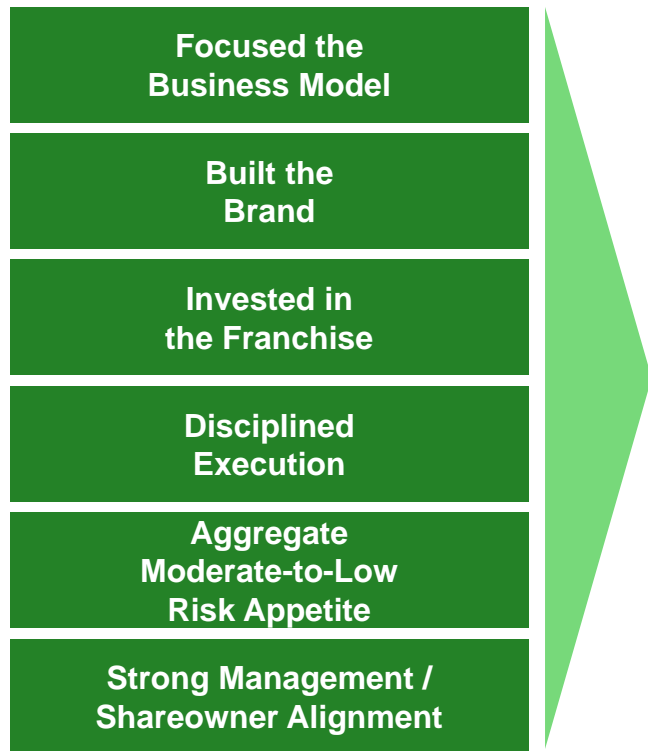
ROTCE



(1) Source: S&P Global Market Intelligence; (2) FMER acquisition closed in August 2016; 2016 and 2017 results included acquisition-related expense; 2017 results included benefit from implementation of federal tax reform

Driving Toward a Best-in-Class Return Profile

Actions taken since 2009 accelerated performance

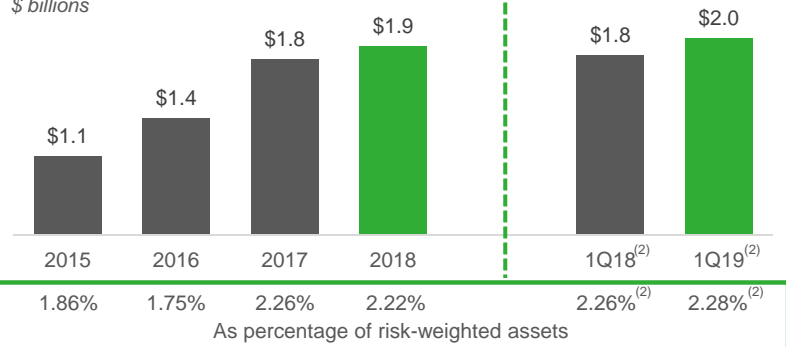


Source: S&P Global Market Intelligence and company reports
 *Excludes gain on sale of WP shares

Positioned for Strong Relative Performance Through-the-Cycle

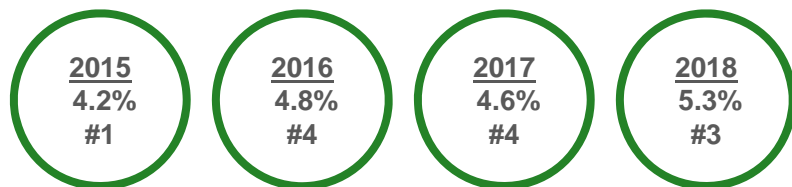
Strengthened Pretax Pre-Provision Net Revenue ⁽¹⁾

\$ billions

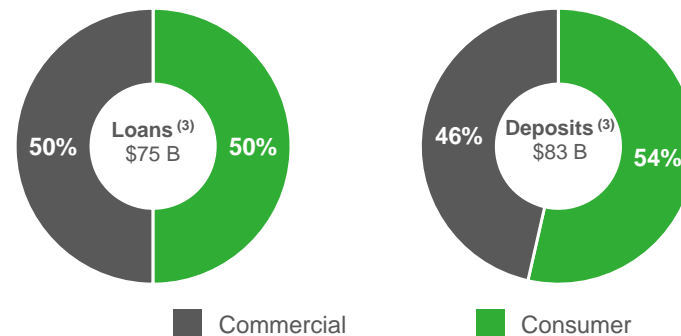


Disciplined Management of Credit Risk

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

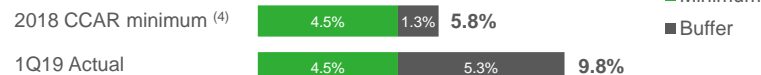


Well-Diversified Balance Sheet

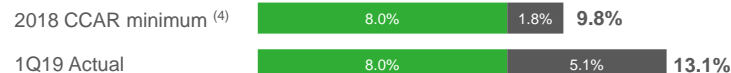


Strong Capital Base and Capital Management

Common Equity Tier 1 (CET1) Ratio



Total Risk-Based Capital Ratio



Ranking among traditional commercial banks participating in DFAST (Excludes ALLY, AXP, BAC, BK, BCS, COF, C, CS, DB, DFS, GS, JPM, MS, NTRS, RBC USA Holdco Corporation, STT, UBS, WFC)

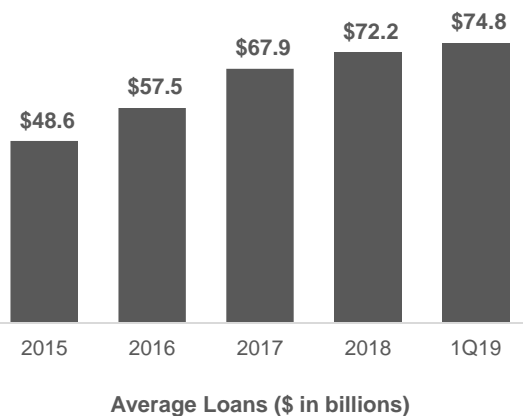
(1) Non-GAAP financial metric; see slide 22; (2) Annualized; (3) 1Q19 average balances; (4) Projected minimum in the Federal Reserve Severely Adverse Scenario

Well-Defined Capital Priorities

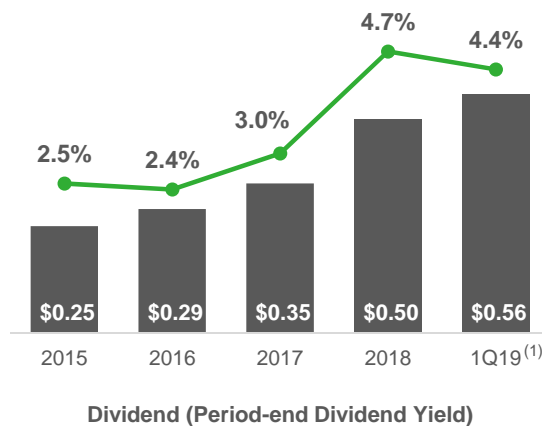
Targeting total payout ratio of 70% - 80%, including a dividend payout target of 40% - 45%

Capital Priorities

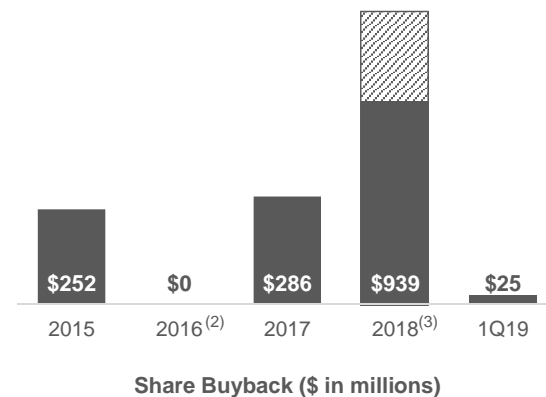
1. Funding Organic Growth



2. Support the Dividend



3. All Other Uses



(1) Annualized (2) Suspended buyback from Jan. 2016 announcement of FirstMerit acquisition through 2016 CCAR cycle
 (3) Includes \$400 million accelerated share repurchase (ASR) due to the conversion of Series A preferred equity in 1Q18

2019 Expectations⁽¹⁾ and Long-Term Financial Goals

2019 Full-Year Expectations ⁽¹⁾	
Revenue Growth 2018 = \$4.540 billion	4% - 6.5%
Noninterest Expense Growth 2018 = \$2.647 billion	2% - 3.5%
Average Loan Growth 2018 = \$72.2 billion	4% - 5.5%
Average Deposit Growth 2018 = \$80.2 billion	2% - 4%
Net Charge-offs	< 35 bp

2019 - 2021 Long-Term Financial Goals	
Revenue Growth	4% - 6%
Noninterest Expense Growth	Positive Operating Leverage
Efficiency Ratio	53% - 56%
ROTCE	17% - 20%
Net Charge-offs (Average through-the-cycle target range)	35 bp - 55 bp

(1) As of May 29, 2019

Important Messages

Building long-term shareholder value

- ◆ Consistent organic growth
- ◆ Maintain aggregate moderate-to-low risk appetite
- ◆ Minimize earnings volatility through the cycle
- ◆ Disciplined capital allocation



Focus on top quartile financial performance relative to peers

Strategic focus on Customer Experience

High level of colleague and shareholder alignment

- ◆ Board, management, and colleague ownership represents top ten shareholder



Appendix

Huntington's Peer Group

\$ in millions	Total Assets	Total Deposits	Total Loans	Market Capitalization	Price /			Dividend Yield
					Consensus 2018E	Consensus 2019E	Tangible Book	
PNC Financial Services Group, Inc.	\$392,837	\$271,221	\$232,293	\$58,222	11.2x	10.4x	1.7x	2.9%
BB&T Corporation	227,683	159,766	149,057	36,052	11.0x	10.2x	2.1x	3.4%
SunTrust Banks, Inc.	220,425	162,152	155,233	26,838	10.4x	10.1x	1.6x	3.3%
Citizens Financial Group, Inc.	161,342	123,916	117,615	15,172	8.4x	7.8x	1.1x	3.9%
Fifth Third Bancorp	167,853	123,664	109,842	19,320	9.3x	8.5x	1.4x	3.3%
KeyCorp	141,515	108,175	90,178	16,415	8.8x	8.2x	1.4x	4.2%
Regions Financial Corporation	128,802	95,720	84,430	14,165	8.8x	8.2x	1.5x	4.0%
M&T Bank Corporation	120,025	90,470	88,296	22,175	11.0x	10.4x	2.3x	2.5%
Comerica Incorporated	70,690	54,091	50,302	10,771	8.4x	8.1x	1.6x	3.8%
Zions Bancorporation	69,195	54,535	47,606	7,909	9.6x	9.0x	1.3x	2.8%
CIT Group Inc.	50,782	34,949	38,237	4,603	10.0x	8.8x	0.9x	2.9%
Median	\$141,515	\$108,175	\$90,178	\$16,415	9.6x	8.8x	1.5x	3.3%
Huntington Bancshares Incorporated	\$108,203	\$82,155	\$75,079	\$13,426	9.6x	9.0x	1.7x	4.4%

Source: S&P Global Market Intelligence data as of 5/31/2019



Important Disclosures

Slide 9:

Enterprise Net Promoter Score is a composite of customer segment metrics weighted by 2018 budgeted revenue:

- (1) Consumer-Retail Banking, JD Power Annual Consumer Retail Study,*
- (2) Consumer-Private Bank, HNB Proprietary Satisfaction/Loyalty Survey,*
- (3) Small Business, HNB Proprietary Satisfaction/Loyalty Survey,*
- (4) Commercial - Middle Market, Greenwich Middle Market Satisfaction Study, \$20MM-\$500MM Revenue. Third-party product, service and business names are trademarks and/or service marks of their respective owners. 2018 scores are not audited.*

Reconciliation

Pretax Pre-Provision Net Revenue (PPNR)

(\$ in millions)		1Q19	1Q18	2018	2017	2016	2015
Net interest income – FTE		\$829	\$777	\$3,219	\$3,052	\$2,412	\$1,983
Noninterest income		319	314	1,321	1,307	1,151	1,039
Total revenue		1,148	1,091	4,540	4,359	3,563	3,022
Less: Significant Items		0	0	0	2	1	3
Less: gain / (loss) on securities		0	0	(21)	(4)	0	1
Total revenue – adjusted	A	1,148	1,091	4,561	4,361	3,562	3,018
Noninterest expense		653	633	2,647	2,714	2,408	1,976
Add: provision for unfunded loans		4	(2)	9	(11)	21	11
Less: Significant Items		0	0	0	154	239	58
Noninterest expense – adjusted	B	657	631	2,656	2,549	2,191	1,929
Pretax pre-provision net revenue (PPNR)	A - B	\$491	\$460	\$1,905	\$1,812	\$1,372	\$1,089
Risk-weighted assets (RWA)		\$85,966	\$81,365	\$85,687	\$80,340	\$78,263	\$58,420
PPNR as % of RWA		2.28%	2.26%	2.22%	2.26%	1.75%	1.86%

Basis of Presentation

Use of Non-GAAP Financial Measures

This document contains 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, conference call slides, or the Form 8-K related to this document, all of which can be found in the Investor Relations section of Huntington's website, <http://www.huntington.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 an 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 this document 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, and litigation actions. 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, and goodwill impairment.

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, and asset valuation write-downs 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 which may be described from time to time in Huntington’s filings with the Securities and Exchange Commission.