





Huntington
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2023 BancAnalysts Association of Boston Conference

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Discussion Topics

1

Growing the Core Deposit Base through Primary Relationships

- ✓ New Customer Acquisition
- ✓ Growing Primary Relationships
- ✓ Effective Rate Management
- ✓ Differentiating Innovation

2

Driving Relationship Growth through Digital Innovation

- ✓ Digital Deepening
- ✓ Feature Highlights
 - Marketplace
 - Activation Zone
 - Advisor Connect

3

Enhancing Our Regional Banking Model

- ✓ Regional Banking
- ✓ Wealth Management
- ✓ Select National Franchises (SBA, Practice Finance)
- ✓ Branch Optimization and Efficiency

4

Maximizing Customer Engagement Outcomes

- ✓ Leverages Strong Customer Engagement
- ✓ Focused on Deepening in Select Interaction Moments within Human Channels

Initiatives Support Vision To be the Leading People-First, Digitally Powered Bank

Huntington: A Purpose-Driven Company

OUR PURPOSE

We make people's lives better, help businesses thrive, and strengthen the communities we serve

OUR VISION

To be the leading
**People-First,
Digitally Powered Bank**

**Purpose and Vision Linked to Business Strategies
Guided by Through-the-Cycle Aggregate Moderate-to-Low Risk Appetite**

Consumer & Regional Banking

\$107B

Deposits

\$66B

Consumer & Business Loans

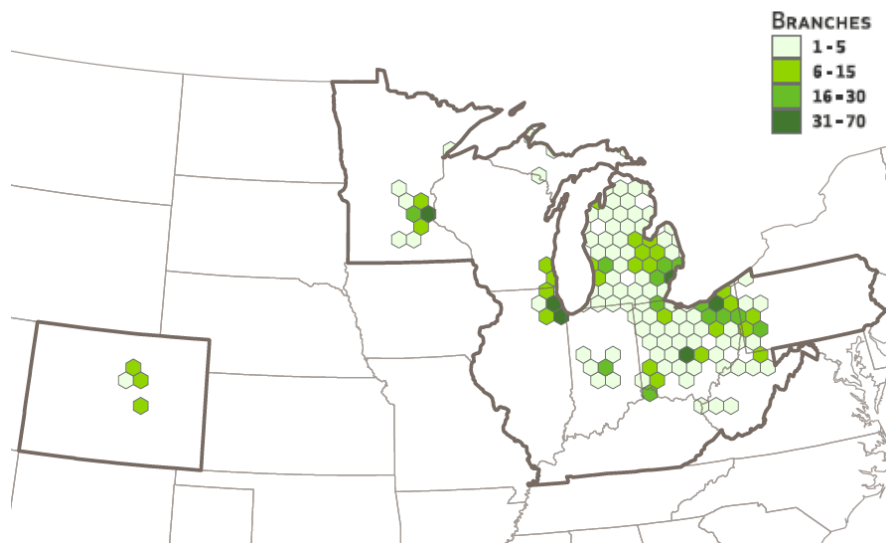
\$1.2B

Fee Revenue¹

\$27B

AUM

Leading Midwest Consumer and National Specialty Franchises



...With Established Scale and Scope



Recent Awards and Recognition

JD Power Multi-Year Winner³

- Mobile App Satisfaction
- Overall Customer Satisfaction



History of Innovation



Early Pay

Standby **Cash**



\$50 Safety Zone™

24-Hour Grace



Asterisk-Free Checking®

Balances as of 3Q23 (EOP)

(1) Total CRB Fee Revenue from 4Q22-3Q23

(2) Logged into online or mobile application at least once over the last 90-days

(3) For J.D. Power 2023 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards)

Purposefully Aligned and Well-Positioned for Growth

Consumer & Regional Banking structure reflective of organizational re-alignment during 1H23



Retail Banking



Regional Banking



Wealth Management



Consumer Finance



Insurance

	Retail Banking	Regional Banking	Wealth Management	Consumer Finance	Insurance
Loans	\$10.7 B	\$7.3 B	\$4.5 B	\$43.1 B	---
Deposits	\$76.2 B	\$19.7 B	\$8.8 B	\$1.4 B	---
Fee Income	\$563 MM	\$119 MM	\$373 MM	\$121 MM	\$74 MM
Colleagues	7,233	1,146	1,044	1,608	345

- ✓ 1,001 branches across 11 states
- ✓ 1,631 ATMs
- ✓ Digital (Online, Mobile)
- ✓ Payments (Debit, Credit)
- ✓ Product Management & Strategy

- ✓ **Business Product Specialties: SBA & Practice Finance that operate nationally¹**
- ✓ Serves Lower Middle Market Businesses (\$2MM-\$50MM Revenue)
- ✓ Treasury Management Services

- ✓ Private Banking
- ✓ Investment Management
- ✓ Brokerage, Annuities & Insurance
- ✓ Trust (Personal, Corporate)

- National Loan Products¹:**
- ✓ Mortgage
 - ✓ Dealer Finance
 - ✓ Auto
 - ✓ RV & Marine
 - ✓ Powersports
 - ✓ Home Equity
 - ✓ Consumer Lending

- ✓ Commercial P&C
- ✓ Employee Benefits
- ✓ Personal Lines
- ✓ Life Insurance

Diversified Lines of Business with Opportunities for Scale

Balances represent 3Q23 ADB, Fee Income is last 4 quarters of actuals, Colleagues are as of 3Q23

¹ Operate in extended geographies beyond Huntington's 11 state branch footprint

Differentiating Our Customers' Experience

Creating Innovative & Distinctive Products for all People

Expanding and evolving history of product differentiation to drive continued household acquisition

Maximizing Customer Engagement & Satisfaction

Building out industry best omni-channel experience through an easy-to-navigate digital storefront

Providing Insights, Guidance, & Advice

Shifting colleague interactions from transactions to advice and evolving brand position



The Business Bank of Choice

Building on leading position in business banking through expanding digital capabilities and scaling expertise

Local Model, Scalable to New Markets and Verticals

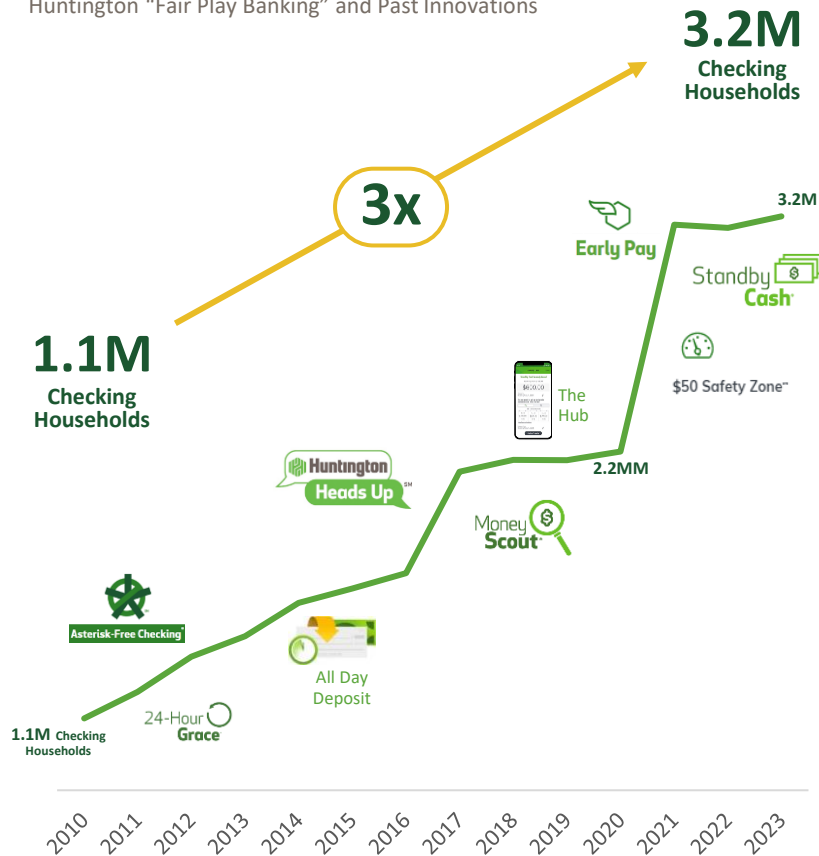
Enhancing highly differentiated local model, creating closer connections between business, customers, and communities, and expanding select areas of expertise to new markets

Growing Primary Relationships Supports Core Deposit Base

Culture of product innovation with a proven track record and a leading brand that consumers trust

Strong Acquisition Growth through Product Innovation

Huntington "Fair Play Banking" and Past Innovations



Primary Relationships Earned through Customer Focus

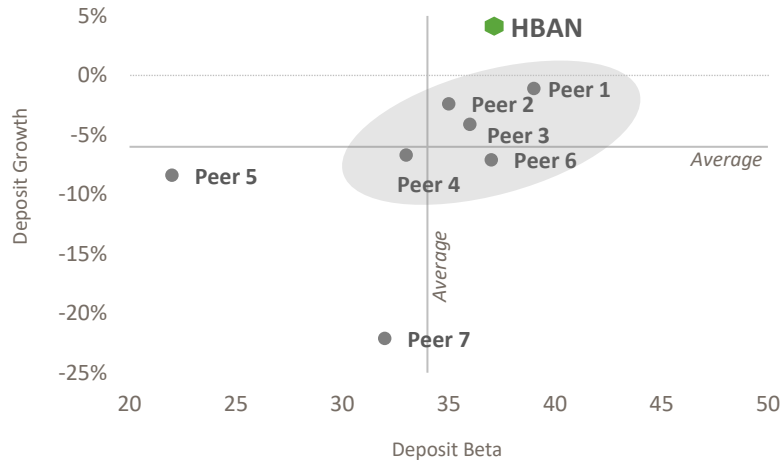
- #1 Overall Customer Satisfaction**
2023 and 7 of last 11 years – JD Power
- #1 Mobile App 5 Years in a Row**
2019, 2020, 2021, 2022 and 2023 – JD Power
- #1 Dealer Satisfaction**
Regional Banks, Prime Credit – 2022, JD Power
- Greenwich Excellence & Best Brand Awards**
11 middle market awards including Excellence Award for Overall Satisfaction & Best Brand – Trust, 2022



Growing Primary Relationships Supports Core Deposit Base

Effective rate management and industry leading deposit growth

HBAN Deposit Growth vs. Beta Outperformed Peers¹



Highlights

1

Effective Rate Management

- Deposit beta in-line with the top half of peer group
- Deposit gathering relative to beta has outperformed

2

Industry Leading Deposit Growth

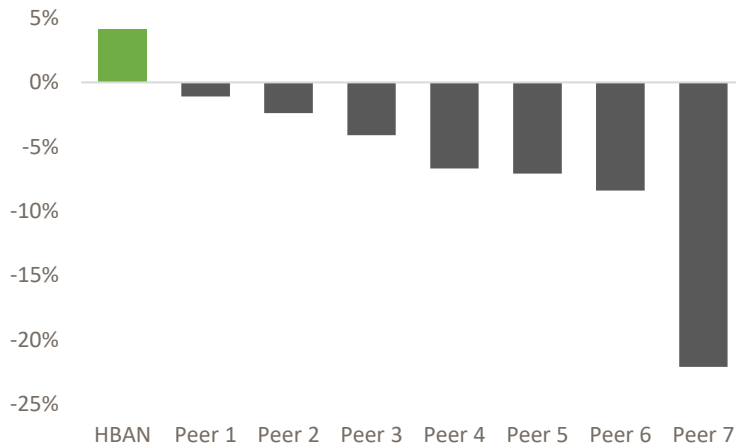
- HBAN has grown deposits 4.1% since start of current tightening cycle, well above peers

3

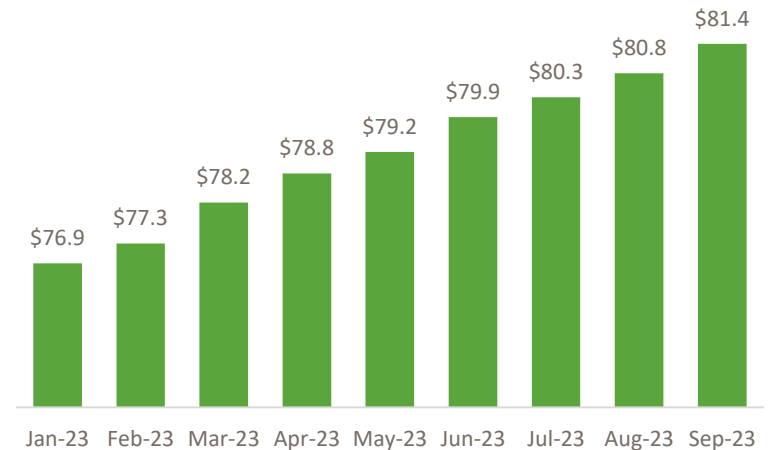
Led by Consumer Deposit Franchise

- Consistent consumer deposit growth in 2023 despite industry volatility
- Driven by new customer acquisition and growing primary bank households

HBAN Deposit Growth Outperformed Peers¹



Consistent Consumer Deposit Growth



¹ Source: S&P Global – Includes CMA, FITB, ZION, KEY, PNC, RF, TFC (excludes CFG, USB, and MTB impacted by mergers) 4Q21 through 3Q23. HBAN data as of 3Q23. Based on average balances.

Driving Relationship Growth through Digital Innovation

4.3M digitally enabled customers on pace for 960M annual digital logins (90% mobile)



Huntington has organically **acquired 1.2M checking households** over the past five years



Tremendous share of wallet opportunity exists among our **4.3M digitally enabled customers**



Leverage reputation for service excellence to **increase trust in advice and guidance**



1 High Digital Engagement

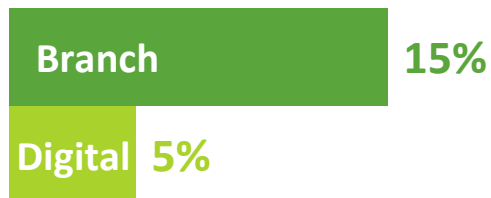
80M Monthly Digital Logins

74% Households Digitally Active

43% Digitally Acquired YTD



2 Deposit Wallet Share by Origination Channel



2 – 3x Opportunity

Wallet Share Opportunity through Achieving Top Decile Performance

Illustrative Example

~20% increase in core deposits¹

~30% increase in loan balances

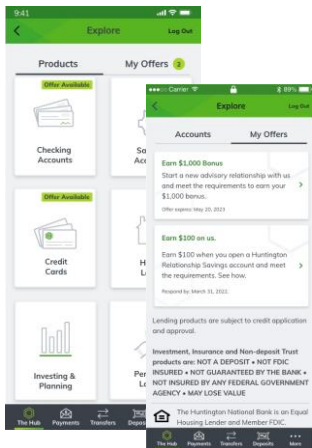
Significant Near-Term Opportunity to Deepen into High Digital Traffic

Driving Relationship Growth through Digital Innovation

We're making it easier to switch to Huntington and engage with our products and colleagues

Marketplace

- Digital shopping experience including personalized offers leading to streamlined account opening and loan origination flows



Strategic Unlock

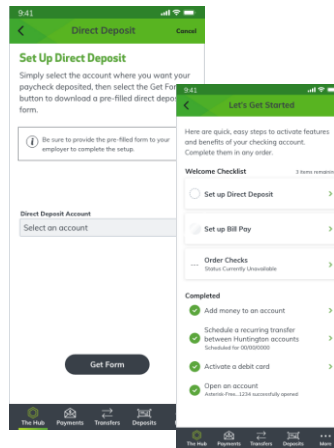
- Product deepening within mobile interactions

Outcome

- ✓ ~20% digital customers visiting monthly
- ✓ 11% of 2023 deposit account originations

Activation Zone

- Reimagined onboarding experience for new checking customers gives customers more options and controls over products



Strategic Unlock

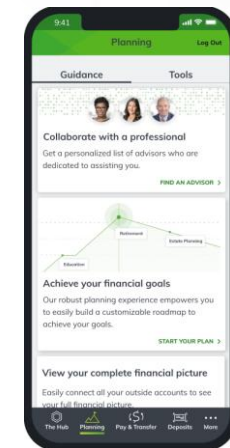
- New area to drive Primary Bank Customers during direct checking acquisition

Outcome

- ✓ Utilized by 87% of new checking customers
- ✓ New digitally acquired checking customers

AdvisorConnect

- Makes it easy to connect with a colleague for advice while augmenting branch referrals through digitally requested appointments



Strategic Unlock

- Digital leads connect customers to colleagues in categories that customers prefer to work with a person

Outcome

- ✓ 10k-20k wealth management leads annually

Growing Our Local Advantage through an Enhanced Regional Banking Model

2023 Regional Banking Enhancements

Regional P&L accountability

Eliminated dotted lines, bankers report to their region

Strong alignment with Commercial middle market



Aligned leadership across all lines of business

Aligned goals & incentives for key referral partnerships

Raised segmentation to \$2MM-\$50MM (lower middle market)

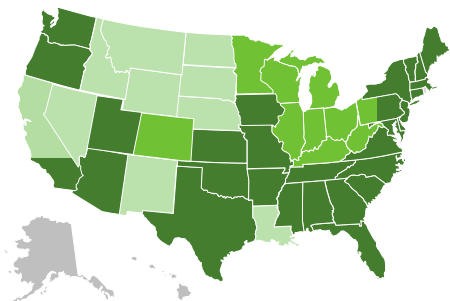
Controlled regional credit & pricing authorities

Regional Banking Model brings localized delivery and service differentiation, **building on Strong Local Advantage** in existing geographies

Reorganization is more **cost efficient** and better aligns customer facing colleagues to **revenue synergies** from existing interactions

Regional model has been **recently applied to acquired growth markets** that present short term upside

National Specialty Coverage



- Regional Banking
- National Accounts
- Local BDOs
- Limited Coverage

Leverages National Franchise Businesses (SBA, Practice Finance, Consumer Finance) and enables optionality to redeploy model in expanded geographies

Gives us the right organization to **drive scale in business banking, wealth, and insurance** to support continued strong fee income growth

Maximizing Customer Engagement Outcomes

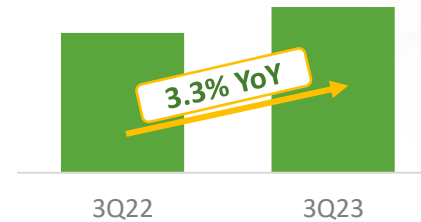
Focused on unlocking human channel deepening opportunities within key businesses

Retail

Examples of substantial untapped revenue synergies inside everyday customer interactions

- 3% of small business within Retail have a merchant relationship
- 5% of small business within Retail have treasury management
- 39% of small business within Retail have personal banking

Primary Bank Customers



Growing Primary Bank Customers 3-4%

Growing and Diversifying Fee Income

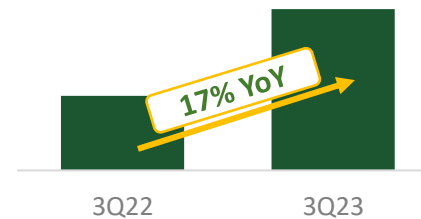
Focused investments are driving strong fee income growth in key businesses

Wealth

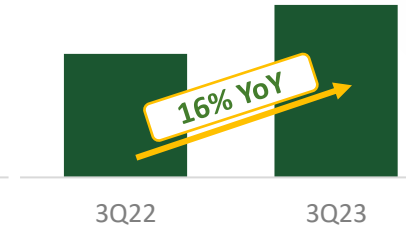
Growing fee based Advisory Relationships & positive net AUM flows in volatile markets

- Improved advisory penetration from 1.7% (2021) to 2.2% (3Q23) with upside opportunity versus industry benchmark of 3-5%
- 8 consecutive quarters of positive net flows
- Important category of future investment

Advisory Relationships



AUM

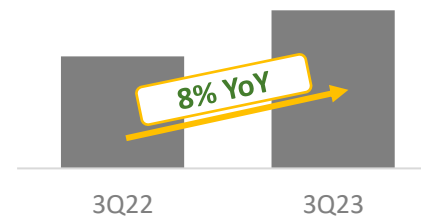


Payments

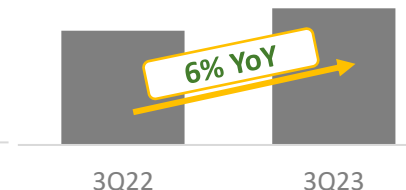
Sustained spend growth and deepening

- Levering strength and scale of top tier debit franchise
- Opportunity to expand treasury management penetration of 22% versus industry benchmark of 46% for small business (up to \$20MM revenue) within Regional Banking

Treasury Management Fees



Card Spend



Note: Treasury Management Fees, gross excluding earnings credit rate

Key Messages



Leading Consumer & Business Banking franchise with #1 rankings for service, trust, and digital



Driving enterprise success, providing deposits & funding, optimization of NIM & ROTCE, and fee income growth in Payments & Wealth



Leveraging regional structure to extend local advantage – activating full HBAN power to communities, powering household acquisition and deepening



Capitalizing on distinctive national businesses and compelling opportunities to drive organic growth



Supporting and extending differentiation through sustained investment in product innovation, digital leadership, and best in class service