

# The PNC Financial Services Group, Inc.

Investor Meetings

Second Quarter 2015



# Cautionary Statement Regarding Forward-Looking Information and Adjusted Information

Our presentation is not intended as a full business or financial review and should be viewed in the context of all of the information made available by PNC in its SEC filings and on its corporate website.

The presentation contains forward-looking statements regarding our outlook for earnings, revenues, expenses, capital and liquidity levels and ratios, asset levels, asset quality, financial position, and other matters regarding or affecting PNC and its future business and operations. Forward-looking statements are necessarily subject to numerous assumptions, risks and uncertainties, which change over time. The forward-looking statements in this presentation are qualified by the factors affecting forward-looking statements identified in the more detailed Cautionary Statement included in the Appendix, which is included in our SEC filings. We provide greater detail regarding these as well as other factors in our 2014 Form 10-K and our first quarter 2015 Form 10-Q, and in our subsequent SEC filings. Our forward-looking statements may also be subject to other risks and uncertainties, including those we may discuss in this presentation or in our SEC filings. Future events or circumstances may change our outlook and may also affect the nature of the assumptions, risks and uncertainties to which our forward-looking statements are subject. Forward-looking statements in this presentation speak only as of the date of this presentation. We do not assume any duty and do not undertake to update those statements. Actual results or future events could differ, possibly materially, from those anticipated in forward-looking statements, as well as from historical performance.

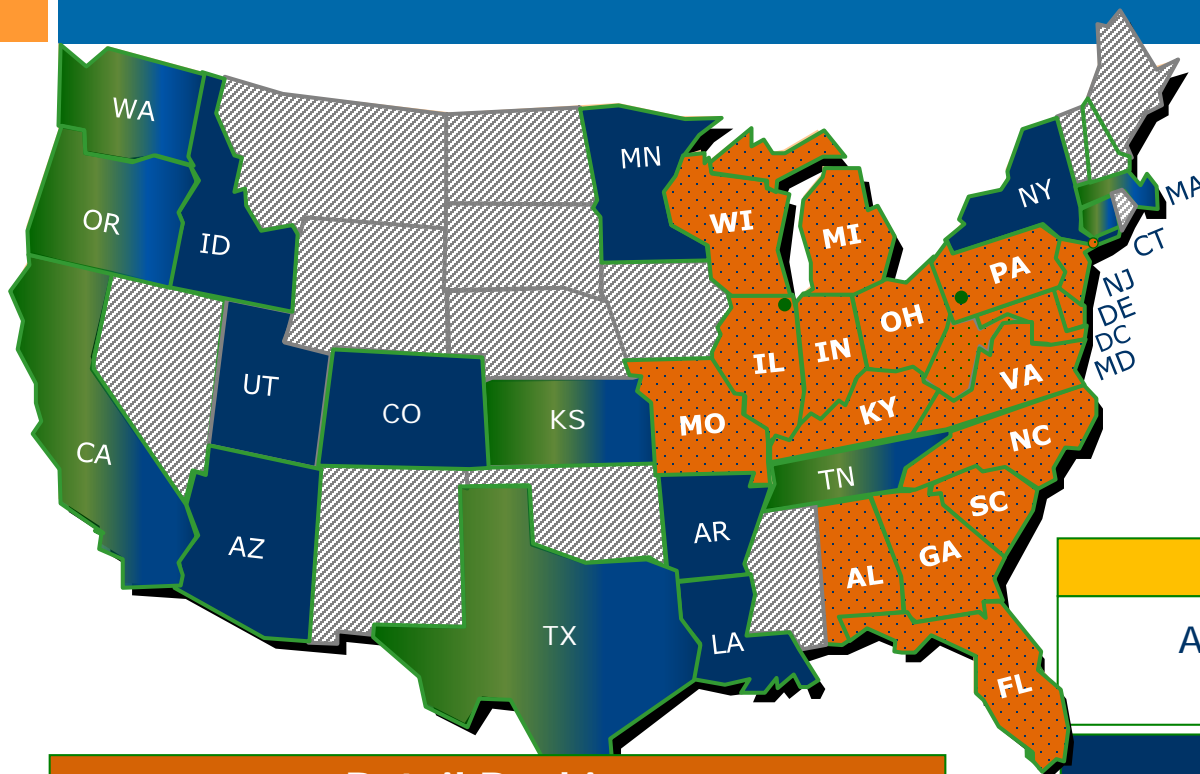
In this presentation, we may sometimes include non-GAAP financial information. Non-GAAP financial information includes metrics such as pre-tax provision earnings, tangible book value, and taxable equivalent net interest income, as well as adjusted results and certain information used to review components of reported information. When we do so, we provide GAAP reconciliations for such information. Such reconciliations may be found in our presentation, in these slides, including the Appendix, in other materials on our corporate website, and in our SEC filings. This information supplements our results as reported in accordance with GAAP and should not be viewed in isolation from, or as a substitute for, our GAAP results. We believe that this information and the related reconciliations may be useful to investors, analysts, regulators and others to help understand and evaluate our financial results. We may also use annualized, pro forma, estimated or third party numbers for illustrative or comparative purposes only. These may not reflect actual results.

References to our corporate website are to [www.pnc.com](http://www.pnc.com) under "About Us—Investor Relations." Our SEC filings are available both on our corporate website and on the SEC's website at [www.sec.gov](http://www.sec.gov). We include web addresses here as inactive textual references only. Information on these websites is not part of this presentation.

# Agenda

- ▶ Strong financial performance through the cycle and in challenging rate environment
- ▶ Executing on our strategic priorities
- ▶ Achieving expense management and capital deployment objectives

# PNC's Leading Franchise



	MARCH 31, 2015	U.S. Rank <sup>(1)</sup>
Deposits	\$237B	7 <sup>th</sup>
Assets	\$351B	7 <sup>th</sup>
Branches	2,660	4 <sup>th</sup>
ATMs	8,754	4 <sup>th</sup>

## Retail Banking

Footprint covering nearly half of the U.S. population

## BlackRock

A leader in investment management, risk management and advisory services worldwide

## Asset Management

A top 10 U.S. bank-held wealth manager

## Corporate & Institutional

A leader in serving middle-market, large corporate, government and non-profit entities

## Residential Mortgage

A primary consumer product  
National distribution capabilities

(1) Rankings source: SNL DataSource; Holding companies (for assets) or Banks (for deposits, branches and ATMs) headquartered in U.S. Assets rank excludes Morgan Stanley and Goldman Sachs. Both Residential Mortgage Banking and Corporate & Institutional Banking offices located in these states.

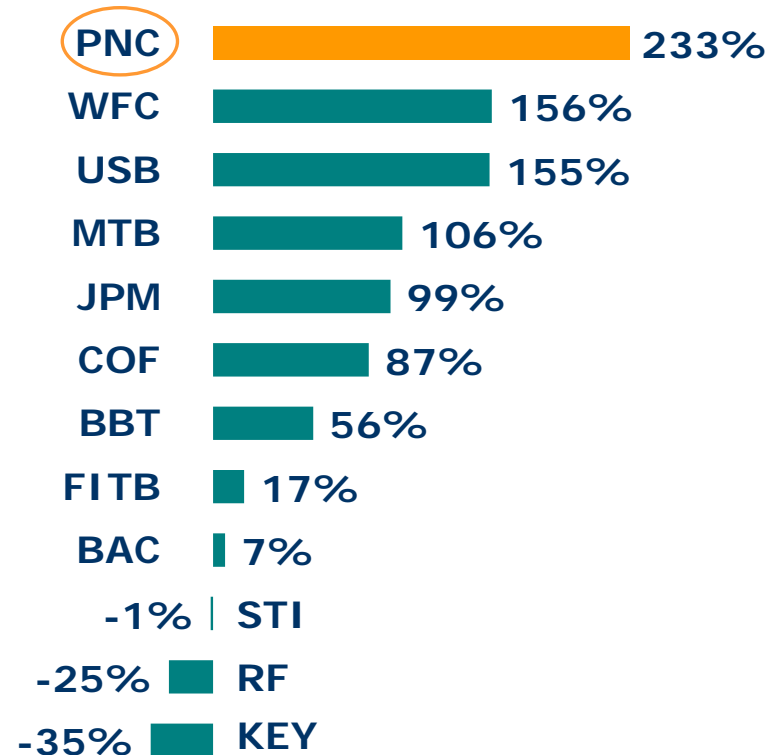
# Differentiated Business Model Delivering Long-Term Value

## Franchise Differentiation

- ▶ Performance through the cycle
- ▶ Disciplined risk management culture
- ▶ Diverse revenues
- ▶ Strategies to drive organic growth
- ▶ Strong capital management

## Tangible Book Value Per Common Share<sup>(1)</sup>

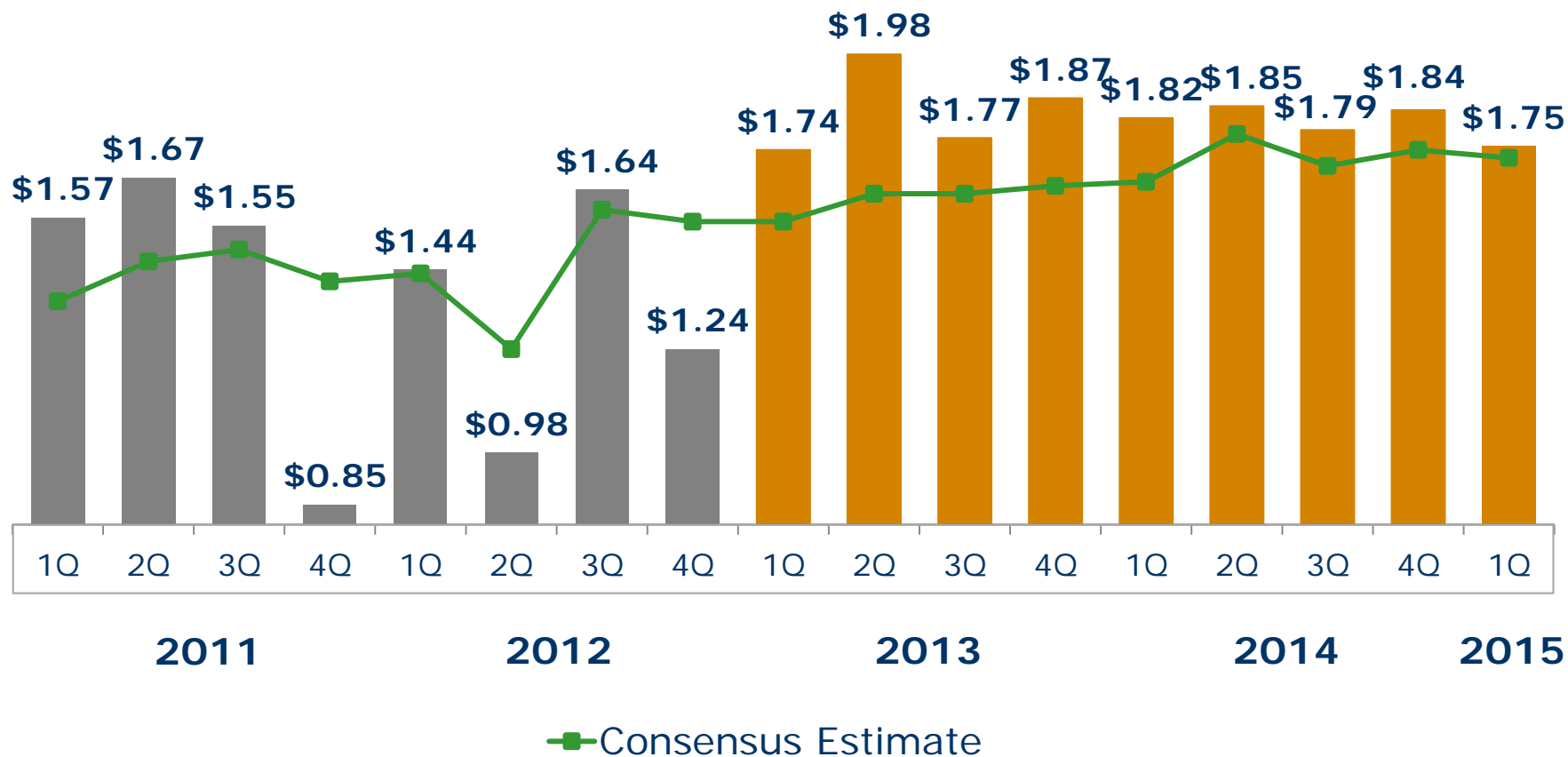
% Chg 12/31/07 to 12/31/14<sup>(1)</sup>



(1) Tangible book value (TBV) per common share calculated based on tangible common shareholders' equity (common shareholders' equity less goodwill and other intangible assets, other than servicing rights, net of deferred tax liabilities on such intangible assets) divided by period-end common shares outstanding. Peer source: SNL Datasource. See Appendix for PNC reconciliation. PNC's book value per share was \$43.60 and \$77.61 at 12/31/07 and 12/31/14, respectively.

# Consecutive Quarters of Stable Earnings

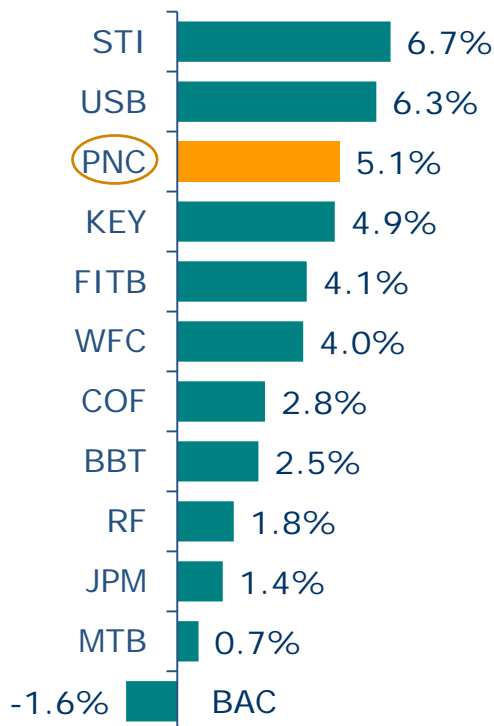
## PNC's Diluted EPS<sup>(1)</sup>



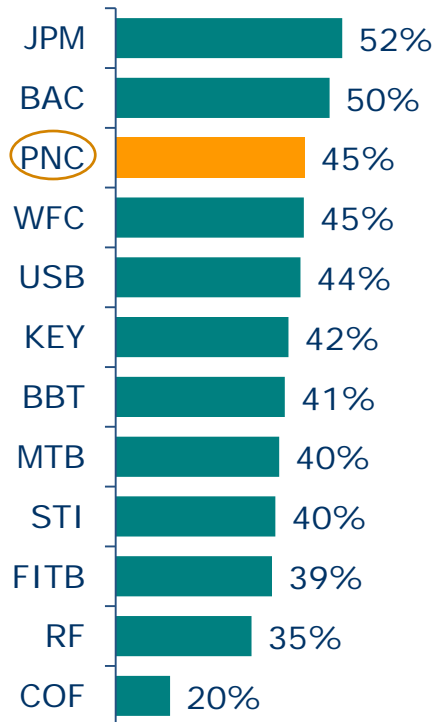
Consensus estimate source: Thomson One. (1) FY13 has and FY11 and FY12 have not been updated to reflect the first quarter 2014 adoption of Accounting Standards Update (ASU) 2014-01 related to investments in low income housing tax credits.

# Strong Relative Performance

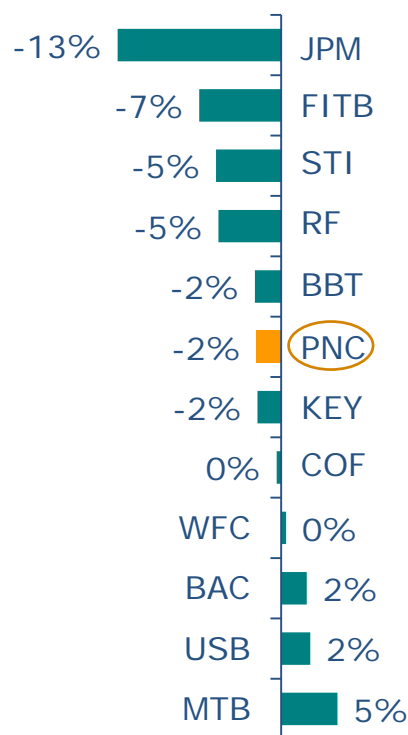
2013-2014  
Average Loan Growth



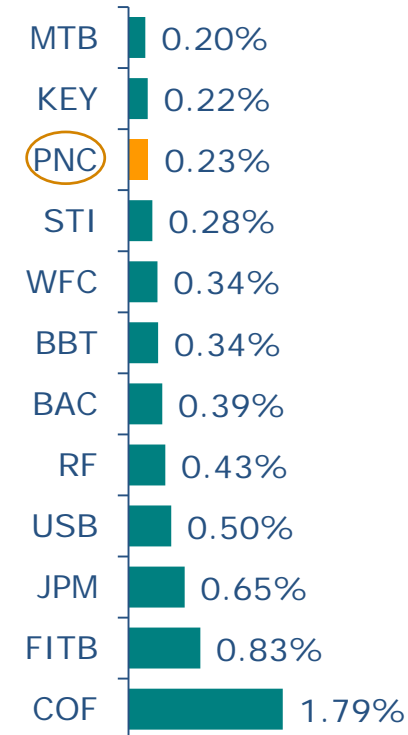
2014 Noninterest  
Income as % of  
Total Revenue



2013-2014  
Expense Growth

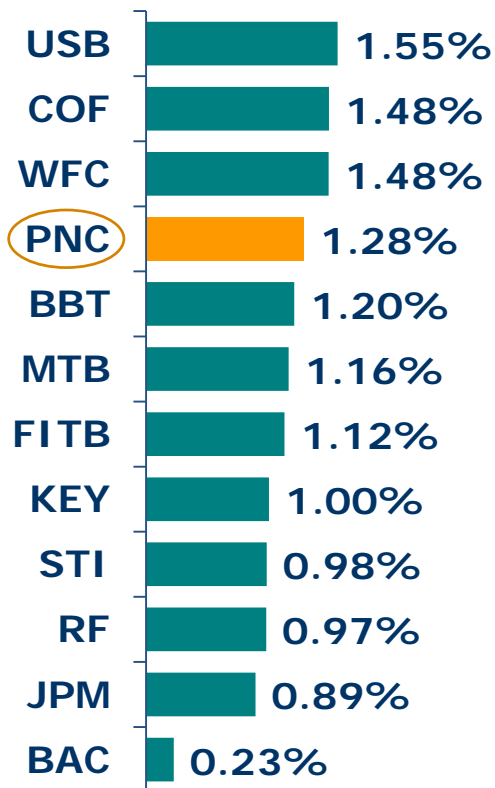


Net Charge-Offs to  
Average Loans  
(4Q14 annualized)

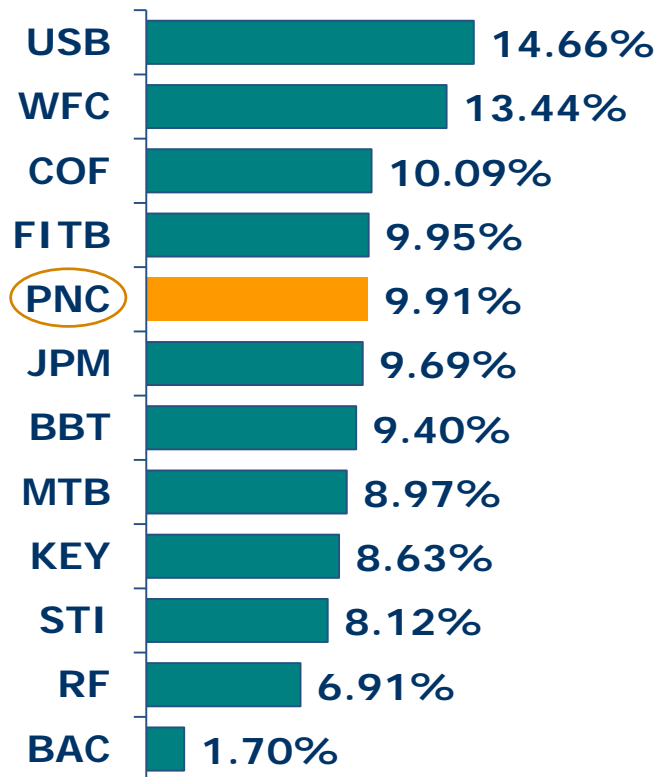


# Approaching Industry Leading Returns

2014 Return on  
Average Assets



2014 Return on  
Average Common Equity



# Executing Our Strategic Priorities

## Strategic Priorities Update

### Organic growth opportunities

Drive growth in acquired & underpenetrated markets

- ▶ Southeast sales<sup>(1)</sup> +23% CAGR ('12 -'14)
- ▶ Midwest sales<sup>(2)</sup> +9% CAGR ('09 -'14)

Capture more investable assets

- ▶ AUA<sup>(3)</sup>: \$306B +6% (4Q14 vs. 4Q13)

Redefine the Retail Banking business

- ▶ Fee income<sup>(4)</sup> +6% (FY14 vs. FY13)

Build a stronger Residential Mortgage business

- ▶ Increased % of Purchase<sup>(5)</sup> originations to 45% of total originations in FY14

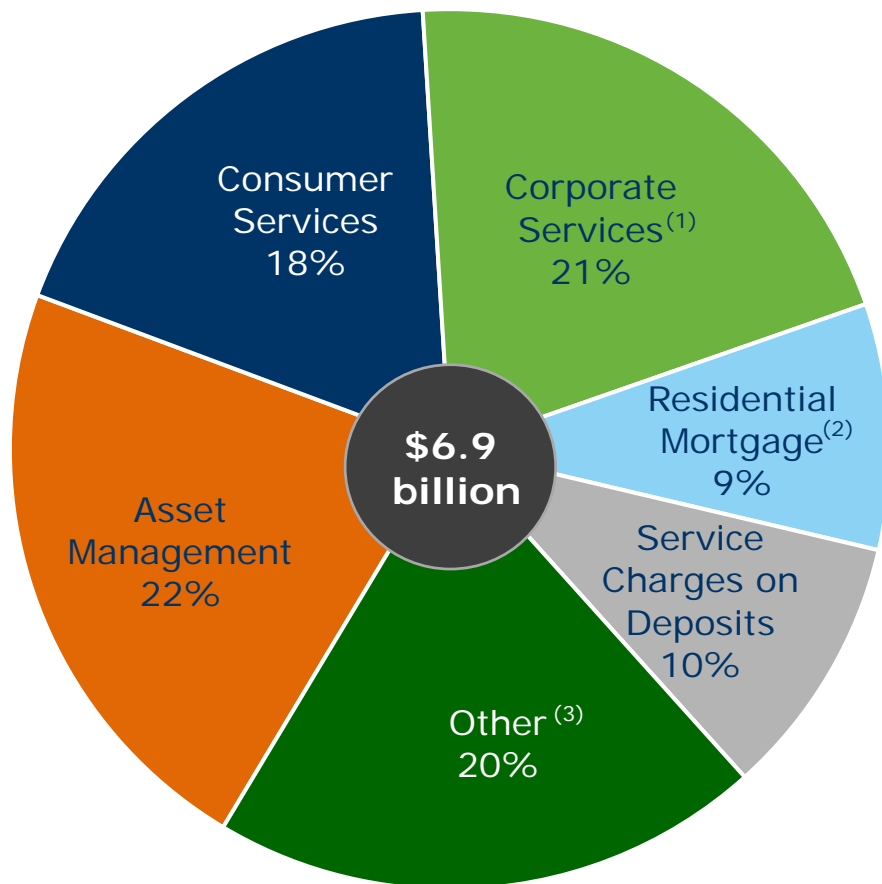
Bolster infrastructure & streamline processes

- ▶ Executing according to plan

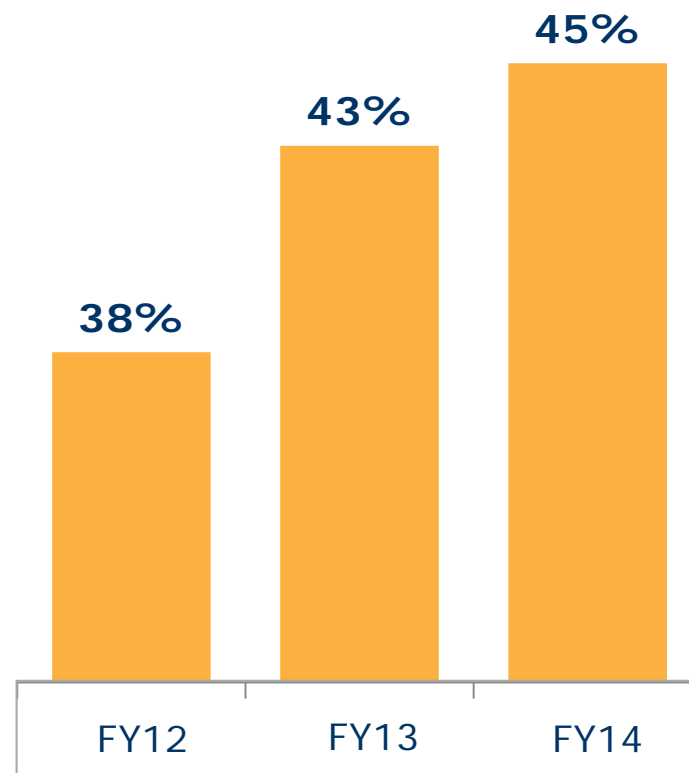
(1) Southeast markets defined as Alabama, Georgia, North Carolina, South Carolina and Florida. Sales for total Corporate Banking and AMG. AMG refers to Asset Management Group. (2) Sales for total Corporate Banking and AMG sales. (3) AUA refers to client assets under administration including both AMG AUA and brokerage assets of approximately \$43 billion for 4Q14 and \$41 billion for 4Q13 from Retail Banking Brokerage business. (4) Retail Banking fee income refers to noninterest income in the following categories: service charges on deposits, brokerage, and consumer services. See Reconciliation in Appendix. (5) A mortgage with a borrower as part of a residential real estate purchase transaction.

# Diverse and Higher Percentage of Noninterest Income

## 2014 Noninterest Income Mix



## Noninterest Income to Total Revenue



(1) Includes net commercial mortgage servicing rights valuation gains. (2) Includes benefit/provision for residential mortgage repurchase obligations. (3) Other includes net gains on sales of securities, net other-than-temporary impairments and other income. Other income includes gain on sale of a portion of VISA class B common shares and credit valuations for customer-related derivatives activities.

# Balance Sheet Positioned for Rising Rates

## Net Interest Income Sensitivity 1Q15<sup>(1)</sup>

1Q15 10-Q	<u>100 Bps Parallel Increase</u>	
	<u>Year 1<sup>(2)</sup></u>	<u>Year 2<sup>(3)</sup></u>
	2.1%	6.2%

<u>PNC's Duration of Equity<sup>(4)</sup></u> (in years)	
(2.2)	(6.2)
1Q14	1Q15

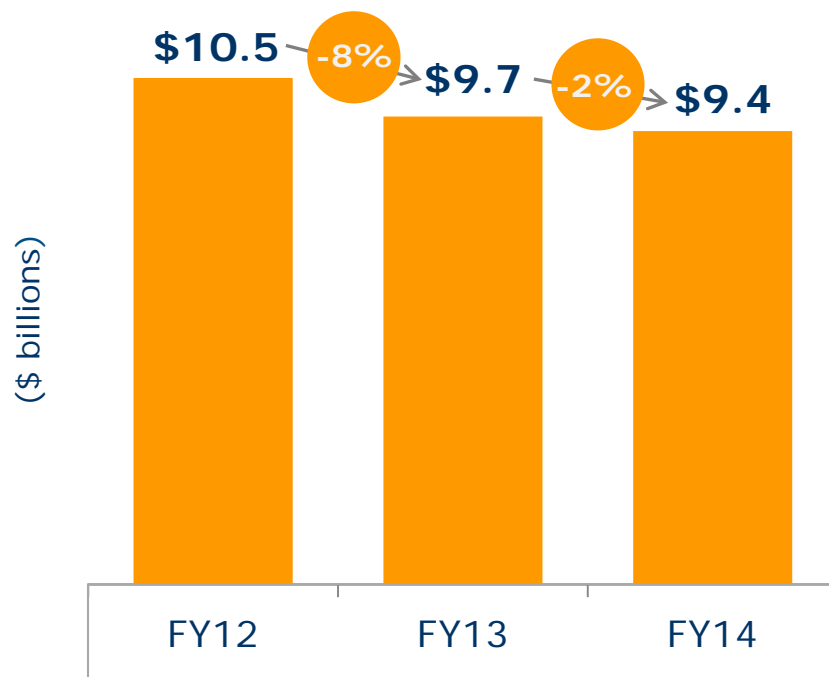
## Strategies

- ▶ Grow loans within our risk appetite
- ▶ Maintain strong liquidity position
- ▶ Maintain investment securities portfolio flexibility
- ▶ Maintain strong capital position

(1) First Quarter 2015 Sensitivity Simulation reflects the interest rate risk exposure on PNC's net interest income. See PNC's 1Q15 Form 10-Q for further details on interest rate exposure and sensitivity. Given the inherent limitations in certain of these measurement tools and techniques, results become less meaningful as interest rates approach zero. (2) Reflects the percentage change in net interest income in first year as a result of gradual 100 bps interest rate increase over following twelve months. (3) Reflects the percentage change in net interest income in second year as a result of gradual 100bps interest rate increase over preceding twelve months. (4) Reflects base case model.

# Continued Expense Management While Investing for Future Growth

## Managing Noninterest Expense<sup>(1)</sup>



## 2015 Expense Management Opportunities

- ▶ New CIP<sup>(2)</sup> target of \$400 million
- ▶ Branch reconfiguration
- ▶ Process optimization
- ▶ Re-engineering mortgage servicing business

## Investing for Future Growth

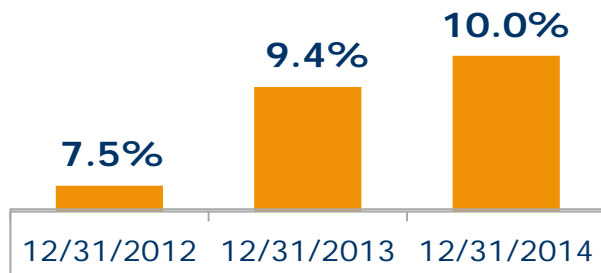
- ▶ Ongoing CIP<sup>(2)</sup> initiatives including cost savings from additional efficiencies should fund future investments
  - Infrastructure
  - Product and technology
  - Underpenetrated markets

(1) Prior period amounts have been updated to reflect the first quarter 2014 adoption of Accounting Standards Update (ASU) 2014-01 related to investments in low income housing tax credits. (2) CIP refers to PNC's Continuous Improvement Program.

# Stronger Capital Position

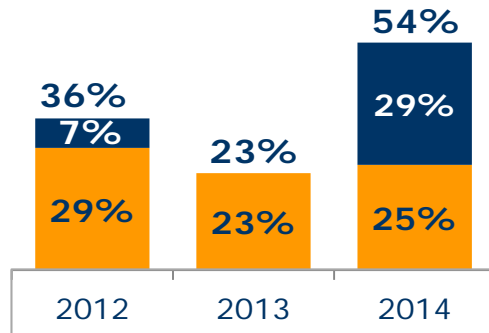
## Capital Position Provides Flexibility

Pro forma Fully Phased-In Basel III Common Equity Tier 1 Capital Ratio<sup>(1)</sup>



## Payout Ratio<sup>(2)</sup>

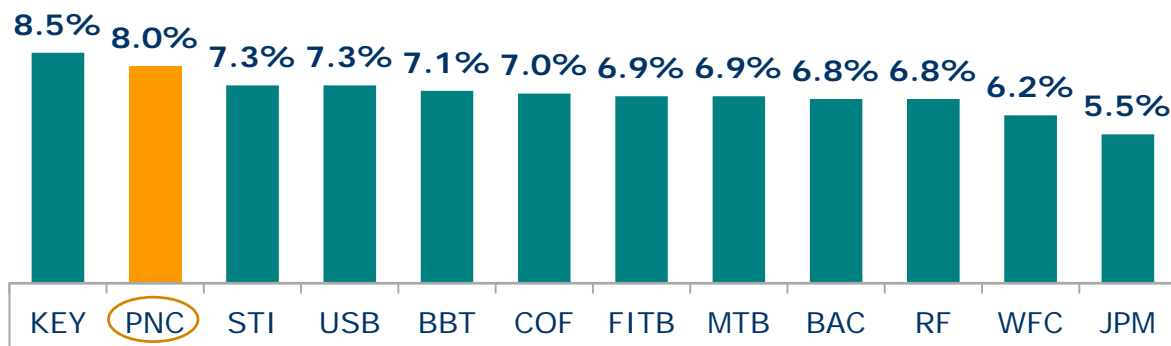
■ Dividends ■ Share Repurchases



## CCAR 2015 Highlights

- ▶ Capital plan accepted including:
  - Increase quarterly common stock dividend to \$.51 or 6%
  - Higher share repurchase program of up to \$2.875 billion<sup>(3)</sup>

## CCAR Projected Minimum Tier 1 Common Ratio<sup>(4)</sup>



## Capital Priorities

- ▶ Build capital to support client growth and business investment
- ▶ Maintain appropriate capital in light of economic uncertainty
- ▶ Return excess capital to shareholders, subject to the CCAR process

(1) Calculated on a pro forma basis without the benefit of the Basel III phase-in provisions. For 2013 and 2014, the resulting pro forma fully phased-in Basel III common equity Tier 1 ratios were calculated based on the standardized approach RWAs and rules. Advanced approaches RWAs and rules were utilized for 2012. See Transitional Basel III and Pro forma Fully Phased-In Basel III Common Equity Tier 1 Capital Ratios and related information in the Appendix for further details. (2) Payout ratio refers to amount used to fund common stock dividends and share repurchases as a percentage of net income. (3) Share repurchase program for the five quarter period beginning in the second quarter of 2015. Through 2Q16, ability to purchase full amount is subject to factors such as market and general economic conditions, economic capital and regulatory capital conditions, alternative uses of capital, regulatory and contractual limitations, issuances related to employee benefit plans and the potential impact on credit ratings. (4) Source: The Federal Reserve's CCAR results March 2015. Represents projected minimum capital ratios under the severely adverse scenario for the period 4Q14 to 4Q16 assuming company proposed capital actions.

# Well-Positioned for the Future

- ▶ Opportunity to grow share in underpenetrated markets and deepen product penetration
- ▶ Continued focus on growing fee income and managing expenses
- ▶ Stronger relative capital provides opportunity to return more capital to shareholders

# Cautionary Statement Regarding Forward-Looking Information

This presentation includes “snapshot” information about PNC used by way of illustration and is not intended as a full business or financial review. It should not be viewed in isolation but rather in the context of all of the information made available by PNC in its SEC filings.

We also make statements in this presentation, and we may from time to time make other statements, regarding our outlook for earnings, revenues, expenses, capital and liquidity levels and ratios, asset levels, asset quality, financial position, and other matters regarding or affecting PNC and its future business and operations that are forward-looking statements within the meaning of the Private Securities Litigation Reform Act. Forward-looking statements are typically identified by words such as “believe,” “plan,” “expect,” “anticipate,” “see,” “look,” “intend,” “outlook,” “project,” “forecast,” “estimate,” “goal,” “will,” “should” and other similar words and expressions.

Forward-looking statements are subject to numerous assumptions, risks and uncertainties, which change over time. Forward-looking statements speak only as of the date made. We do not assume any duty and do not undertake to update forward-looking statements. Actual results or future events could differ, possibly materially, from those anticipated in forward-looking statements, as well as from historical performance.

Our forward-looking statements are subject to the following principal risks and uncertainties.

- Our businesses, financial results and balance sheet values are affected by business and economic conditions, including the following:
  - Changes in interest rates and valuations in debt, equity and other financial markets.
  - Disruptions in the U.S. and global financial markets.
  - The impact on financial markets and the economy of any changes in the credit ratings of U.S. Treasury obligations and other U.S. government-backed debt, as well as issues surrounding the levels of U.S. and European government debt and concerns regarding the creditworthiness of certain sovereign governments, supranationals and financial institutions in Europe.
  - Actions by the Federal Reserve, U.S. Treasury and other government agencies, including those that impact money supply and market interest rates.
  - Changes in customers’, suppliers’ and other counterparties’ performance and creditworthiness.
  - Slowing or reversal of the current U.S. economic expansion.
  - Continued residual effects of recessionary conditions and uneven spread of positive impacts of recovery on the economy and our counterparties, including adverse impacts on levels of unemployment, loan utilization rates, delinquencies, defaults and counterparty ability to meet credit and other obligations.
  - Changes in customer preferences and behavior, whether due to changing business and economic conditions, legislative and regulatory initiatives, or other factors.
- Our forward-looking financial statements are subject to the risk that economic and financial market conditions will be substantially different than we are currently expecting. These statements are based on our current view that the U.S. economic expansion will speed up to an above trend growth rate near 3.2 percent in 2015, boosted by lower oil/energy prices, and that short-term interest rates and bond yields will rise only slowly in the latter half of 2015. These forward-looking statements also do not, unless otherwise indicated, take into account the impact of potential legal and regulatory contingencies.

# Cautionary Statement Regarding Forward-Looking Information (continued)

Appendix

- PNC's ability to take certain capital actions, including paying dividends and any plans to increase common stock dividends, repurchase common stock under current or future programs, or issue or redeem preferred stock or other regulatory capital instruments, is subject to the review of such proposed actions by the Federal Reserve as part of PNC's comprehensive capital plan for the applicable period in connection with the regulators' Comprehensive Capital Analysis and Review (CCAR) process and to the acceptance of such capital plan and non-objection to such capital actions by the Federal Reserve.
- PNC's regulatory capital ratios in the future will depend on, among other things, the company's financial performance, the scope and terms of final capital regulations then in effect (particularly those implementing the Basel Capital Accords), and management actions affecting the composition of PNC's balance sheet. In addition, PNC's ability to determine, evaluate and forecast regulatory capital ratios, and to take actions (such as capital distributions) based on actual or forecasted capital ratios, will be dependent at least in part on the development, validation and regulatory approval of related models.
- Legal and regulatory developments could have an impact on our ability to operate our businesses, financial condition, results of operations, competitive position, reputation, or pursuit of attractive acquisition opportunities. Reputational impacts could affect matters such as business generation and retention, liquidity, funding, and ability to attract and retain management. These developments could include:
  - Changes resulting from legislative and regulatory reforms, including major reform of the regulatory oversight structure of the financial services industry and changes to laws and regulations involving tax, pension, bankruptcy, consumer protection, and other industry aspects, and changes in accounting policies and principles. We will be impacted by extensive reforms provided for in the Dodd-Frank Wall Street Reform and Consumer Protection Act (the "Dodd-Frank Act") and otherwise growing out of the most recent financial crisis, the precise nature, extent and timing of which, and their impact on us, remains uncertain.
  - Changes to regulations governing bank capital and liquidity standards, including due to the Dodd-Frank Act and to Basel-related initiatives.
  - Unfavorable resolution of legal proceedings or other claims and regulatory and other governmental investigations or other inquiries. In addition to matters relating to PNC's current and historical business and activities, such matters may include proceedings, claims, investigations, or inquiries relating to pre-acquisition business and activities of acquired companies, such as National City. These matters may result in monetary judgments or settlements or other remedies, including fines, penalties, restitution or alterations in our business practices, and in additional expenses and collateral costs, and may cause reputational harm to PNC.
  - Results of the regulatory examination and supervision process, including our failure to satisfy requirements of agreements with governmental agencies.
  - Impact on business and operating results of any costs associated with obtaining rights in intellectual property claimed by others and of adequacy of our intellectual property protection in general.

# Cautionary Statement Regarding Forward-Looking Information (continued)

## Appendix

- Business and operating results are affected by our ability to identify and effectively manage risks inherent in our businesses, including, where appropriate, through effective use of third-party insurance, derivatives, and capital management techniques, and to meet evolving regulatory capital and liquidity standards. In particular, our results currently depend on our ability to manage elevated levels of impaired assets.
- Business and operating results also include impacts relating to our equity interest in BlackRock, Inc. and rely to a significant extent on information provided to us by BlackRock. Risks and uncertainties that could affect BlackRock are discussed in more detail by BlackRock in its SEC filings.
- We grow our business in part by acquiring from time to time other financial services companies, financial services assets and related deposits and other liabilities. Acquisition risks and uncertainties include those presented by the nature of the business acquired, including in some cases those associated with our entry into new businesses or new geographic or other markets and risks resulting from our inexperience in those new areas, as well as risks and uncertainties related to the acquisition transactions themselves, regulatory issues, and the integration of the acquired businesses into PNC after closing.
- Competition can have an impact on customer acquisition, growth and retention and on credit spreads and product pricing, which can affect market share, deposits and revenues. Industry restructuring in the current environment could also impact our business and financial performance through changes in counterparty creditworthiness and performance and in the competitive and regulatory landscape. Our ability to anticipate and respond to technological changes can also impact our ability to respond to customer needs and meet competitive demands.
- Business and operating results can also be affected by widespread natural and other disasters, pandemics, dislocations, terrorist activities, cyberattacks or international hostilities through impacts on the economy and financial markets generally or on us or our counterparties specifically.

We provide greater detail regarding these as well as other factors in our 2014 Form 10-K and our first quarter 2015 10-Q, including in the Risk Factors and Risk Management sections and the Legal Proceedings and Commitments and Guarantees Notes of the Notes To Consolidated Financial Statements in those reports, and in our subsequent SEC filings. Our forward-looking statements may also be subject to other risks and uncertainties, including those we may discuss elsewhere in this presentation or in our SEC filings, accessible on the SEC's website at [www.sec.gov](http://www.sec.gov) and on our corporate website at [www.pnc.com/secfilings](http://www.pnc.com/secfilings). We have included these web addresses as inactive textual references only. Information on these websites is not part of this document.

Any annualized, pro forma, estimated, third party or consensus numbers in this presentation are used for illustrative or comparative purposes only and may not reflect actual results. Any consensus earnings estimates are calculated based on the earnings projections made by analysts who cover that company. The analysts' opinions, estimates or forecasts (and therefore the consensus earnings estimates) are theirs alone, are not those of PNC or its management, and may not reflect PNC's or other company's actual or anticipated results.

# Transitional Basel III and Pro forma Fully Phased-In Basel III Common Equity Tier 1 Capital Ratios

Appendix

As a result of the staggered effective dates of the final U.S. Basel III regulatory capital rules (Basel III rules), as well as the fact that PNC remains in the parallel run qualification phase for the advanced approaches, PNC's regulatory risk-based capital ratios in 2015 will be calculated using the standardized approach for determining risk-weighted assets, and the definitions of, and deductions from, regulatory capital under the Basel III rules (as such definitions and deductions are phased-in for 2015). We refer to the capital ratios calculated using the phased-in Basel III provisions in effect for 2015 and the standardized approach risk-weighted assets as the 2015 Transitional Basel III ratios. Under the standardized approach for determining credit risk-weighted assets, exposures are generally assigned a predefined risk weight. Exposures to high volatility commercial real estate, past due exposures, equity exposures and securitization exposures are generally subject to higher risk weights than other types of exposures.

PNC's regulatory risk-based capital ratios in 2014 were based on the definitions of, and deductions from, regulatory capital under the Basel III rules (as such definitions and deductions were phased-in for 2014) and Basel I risk-weighted assets (but subject to certain adjustments as defined by the Basel III rules). We refer to the 2014 capital ratios calculated using these phased-in Basel III provisions and Basel I risk-weighted assets as the 2014 Transitional Basel III ratios.

We provide information on the next slide regarding PNC's estimated 2015 and 2014 Transitional Basel III common equity Tier 1 ratios and PNC's estimated pro forma fully phased-in Basel III common equity Tier 1 ratio. Under the Basel III rules adopted by the U.S. banking agencies, significant common stock investments in unconsolidated financial institutions, mortgage servicing rights and deferred tax assets must be deducted from capital (subject to a phase-in schedule) to the extent they individually exceed 10%, or in the aggregate exceed 15%, of the institution's adjusted common equity Tier 1 capital. Also, Basel III regulatory capital includes (subject to a phase-in schedule) accumulated other comprehensive income related to securities currently and previously held as available for sale, as well as pension and other postretirement plans.

# Transitional Basel III and Pro forma Fully Phased-In Basel III Common Equity Tier 1 Capital Ratios

Appendix

	2015 Transitional Basel III	2014 Transitional Basel III		Pro forma Fully Phased-In Basel III				
<i>Dollars in millions</i>	<b>Mar. 31, 2015</b>	Dec. 31, 2014	Mar. 31, 2014	<b>Mar. 31, 2015</b>	Dec. 31, 2014	Mar. 31, 2014	Dec. 31, 2013 (a)	Dec. 31, 2012 (a)
Common stock, related surplus, and retained earnings, net of treasury stock	<b>\$40,374</b>	\$40,103	\$38,722	<b>\$40,374</b>	\$40,103	\$38,722	\$38,031	\$34,579
Less regulatory capital adjustments:								
Goodwill and disallowed intangibles, net of deferred tax liabilities	<b>(9,011)</b>	(8,939)	(8,932)	<b>(9,249)</b>	(9,276)	(9,291)	(9,321)	(9,445)
Basel III total threshold deductions	<b>(414)</b>	(212)	(214)	<b>(1,045)</b>	(1,081)	(1,186)	(1,386)	(2,330)
Accumulated other comprehensive income (b)	<b>115</b>	40	82	<b>288</b>	201	410	196	276
All other adjustments	<b>(112)</b>	(63)	(16)	<b>(150)</b>	(121)	(106)	(64)	(579)
Basel III Common equity Tier 1 capital	<b>\$30,952</b>	\$30,929	\$29,642	<b>\$30,218</b>	\$29,826	\$28,549	\$27,456	\$22,501
Basel I risk-weighted assets calculated in accordance with transition rules (c)	<b>N/A</b>	\$284,018	\$273,826	<b>N/A</b>	N/A	N/A	N/A	N/A
Basel III standardized approach risk-weighted assets (d)	<b>\$295,114</b>	N/A	N/A	<b>\$302,784</b>	\$298,786	\$293,310	\$291,977	N/A
Estimated Basel III advanced approaches risk-weighted assets (e)	<b>N/A</b>	N/A	N/A	<b>\$287,293</b>	\$285,870	\$289,441	\$290,080	\$301,006
Basel III Common equity Tier 1 capital ratio	<b>10.5%</b>	10.9%	10.8%	<b>10.0%</b>	10.0%	9.7%	9.4%	7.5%
	<b>Standardized (with 2015 transition adjustments)</b>	Basel I (with 2014 transition adjustments)		<b>Standardized</b>	Standardized	Standardized	Standardized	Advanced
Risk-weight and associated rules utilized								

(a) Amounts have not been updated to reflect the first quarter 2014 adoption of ASU 2014-01 related to investments in low income housing tax credits.

(b) Represents net adjustments related to accumulated other comprehensive income for securities currently and previously held as available for sale, as well as pension and other postretirement plans.

(c) Includes credit and market risk-weighted assets.

(d) Basel III standardized approach risk-weighted assets were estimated based on the Basel III standardized approach rules and include credit and market risk-weighted assets.

(e) Basel III advanced approaches risk-weighted assets were estimated based on the Basel III advanced approaches rules, and include credit, market and operational risk-weighted assets.

PNC utilizes the pro forma fully phased-in Basel III capital ratios to assess its capital position (without the benefit of phase-ins), including comparison to similar estimates made by other financial institutions. Our Basel III capital ratios and estimates may be impacted by additional regulatory guidance or analysis, and, in the case of those ratios calculated using the advanced approaches, the ongoing evolution, validation and regulatory approval of PNC's models integral to the calculation of advanced approaches risk-weighted assets.

## 2013 and 2012 Basel I Tier 1 Common Capital Ratios (a) (b)

<i>Dollars in millions</i>	Dec. 31, 2013	Dec. 31, 2012
Basel I Tier 1 common capital	\$28,484	\$24,951
Basel I risk-weighted assets	272,169	260,847
Basel I Tier 1 common capital ratio	10.5%	9.6%

(a) Effective January 1, 2014, the Basel I Tier 1 common capital ratio no longer applies to PNC (except for stress testing purposes). Our 2013 Form 10-K included additional information regarding our 2013 and 2012 Basel I capital ratios.

(b) Amounts have not been updated to reflect the first quarter 2014 adoption of ASU 2014-01 related to investments in low income housing tax credits.

# Tangible Book Value per Common Share

## Appendix

Tangible book value per common share is a non-GAAP financial measure and is calculated based on tangible common shareholders' equity divided by period-end common shares outstanding. We believe this non-GAAP financial measure serves as a useful tool to help evaluate the strength and discipline of a company's capital management strategies and as an additional, conservative measure of total company value.

			% Change 12/31/14 vs. 12/31/07
<b><i>Tangible Book Value per Common Share Ratio</i></b>			
<i>Dollars in millions, except per share data</i>	Dec. 31, 2014	Dec. 31, 2007 <sup>(a)</sup>	
Book value per common share (a)	\$ 77.61	\$ 43.60	78%
Tangible book value per common share			
Common shareholders' equity (a)	\$ 40,605	\$ 14,847	
Goodwill and Other Intangible Assets (b)	(9,595)	(8,850)	
Deferred tax liabilities on Goodwill and Other Intangible Assets (b)	320	119	
Tangible common shareholders' equity	\$ 31,330	\$ 6,116	
Period-end common shares outstanding (in millions)	523	341	
Tangible book value per common share (Non-GAAP)	\$ 59.88	\$ 17.96	233%

(a) Amounts for the 2007 period have not been updated to reflect the first quarter 2014 adoption of Accounting Standards Update (ASU) 2014-01 related to investments in low income housing tax credits.

(b) Excludes the impact from mortgage servicing rights of \$1.4 billion at December 31, 2014 and \$.7 billion at December 31, 2007.

# Non-GAAP to GAAP Reconciliation

Appendix

<i>\$ in millions</i>	For the year ended		
	December 31, 2013	December 31, 2014	% change
Service charges on deposits	\$570	\$633	
Brokerage	\$224	\$240	
Consumer services	<u>\$935</u>	<u>\$961</u>	
Total Retail Banking fee income	\$1,729	\$1,834	6%
Other	<u>\$292</u>	<u>\$291</u>	
Total Retail Banking noninterest income, as reported	\$2,021	\$2,125	5%

The PNC Financial Services Group, Inc.	PNC
BB&T Corporation	BBT
Bank of America Corporation	BAC
Capital One Financial, Inc.	COF
Fifth Third Bancorp	FITB
JPMorgan Chase	JPM
KeyCorp	KEY
M&T Bank	MTB
Regions Financial Corporation	RF
SunTrust Banks, Inc.	STI
U.S. Bancorp	USB
Wells Fargo & Co.	WFC