2015 Second Quarter Investor Presentation

July 27, 2015

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Disclaimers

Cautionary Statement Regarding Forward-Looking Statements

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This presentation contains certain forward-looking statements as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which are subject to the "safe harbor" created by those sections. Forward-looking statements may be identified by words such as "outlook," "expects," "intends," "anticipates," "plans," "believes," "seeks," "targets," "estimates," "will," "should," "may" or words of similar meaning, but these words are not the exclusive means of identifying forward-looking statements. Forward-looking statements are based on management's current expectations and assumptions, and are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. As a result, actual results could differ materially from those indicated in these forward-looking statements. Factors that could cause actual results to differ materially include global political, economic, business, competitive, market, regulatory and other factors and risks, such as: the impact of macroeconomic conditions and whether industry trends we have identified develop as anticipated; retaining existing partners and attracting new partners, concentration of our platform revenue in a small number of Retail Card partners, promotion and support of our products by our partners, and financial performance of our partners; our need for additional financing, higher borrowing costs and adverse financial market conditions impacting our funding and liquidity, and any reduction in our credit ratings; our ability to securitize our loans, occurrence of an early amortization of our securitization facilities, loss of the right to service or subservice our securitized loans, and lower payment rates on our securitized loans; our reliance on dividends, distributions and other payments from Synchrony Bank; our ability to grow our deposits in the future; changes in market interest rates and the impact of any margin compression; effectiveness of our risk management processes and procedures, reliance on models which may be inaccurate or misinterpreted, our ability to manage our credit risk, the sufficiency of our allowance for loan losses and the accuracy of the assumptions or estimates used in preparing our financial statements; our ability to offset increases in our costs in retailer share arrangements; competition in the consumer finance industry; our concentration in the U.S. consumer credit market; our ability to successfully develop and commercialize new or enhanced products and services; our ability to realize the value of strategic investments; reductions in interchange fees; fraudulent activity; cyber-attacks or other security breaches; failure of third parties to provide various services that are important to our operations; disruptions in the operations of our computer systems and data centers; international risks and compliance and regulatory risks and costs associated with international operations; alleged infringement of intellectual property rights of others and our ability to protect our intellectual property; litigation and regulatory actions; damage to our reputation; our ability to attract, retain and motivate key officers and employees; tax legislation initiatives or challenges to our tax positions and state sales tax rules and regulations; significant and extensive regulation, supervision, examination and enforcement of our business by governmental authorities, the impact of the Dodd-Frank Act and the impact of the CFPB's regulation of our business; changes to our methods of offering our CareCredit products; impact of capital adequacy rules; restrictions that limit Synchrony Bank's ability to pay dividends; regulations relating to privacy, information security and data protection; use of third-party vendors and ongoing third-party business relationships; failure to comply with anti-money laundering and anti-terrorism financing laws; effect of General Electric Capital Corporation being subject to regulation by the Federal Reserve Board both as a savings and loan holding company and as a systemically important financial institution; General Electric Company (GE) not completing the separation from us as planned or at all, GE's inability to obtain savings and loan holding company deregistration (GE SLHC Deregistration) and GE continuing to have significant control over us; completion by the Federal Reserve Board of a review (with satisfactory results) of our preparedness to operate on a standalone basis, independently of GE, and Federal Reserve Board approval required for us to continue to be a savings and loan holding company, including the timing of the approval and the imposition of any significant additional capital or liquidity requirements; our need to establish and significantly expand many aspects of our operations and infrastructure; delays in receiving or failure to receive Federal Reserve Board agreement required for us to be treated as a financial holding company after the GE SLHC Deregistration; loss of association with GE's strong brand and reputation; limited right to use the GE brand name and logo and need to establish a new brand; GE has significant control over us; terms of our arrangements with GE may be more favorable than what we will be able to obtain from unaffiliated third parties; obligations associated with being a public company; our incremental cost of operating as a standalone public company could be substantially more than anticipated; GE could engage in businesses that compete with us, and conflicts of interest may arise between us and GE; and failure caused by us of GE's distribution of our common stock to its stockholders in exchange for its common stock to qualify for tax-free treatment, which may result in significant tax liabilities to GE for which we may be required to indemnify GE. For the reasons described above, we caution you against relying on any forward-looking statements, which should also be read in conjunction with the other cautionary statements that are included elsewhere in this presentation and in our public filings, including under the heading "Risk Factors" in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2014, as filed on February 23, 2015. You should not consider any list of such factors to be an exhaustive statement of all of the risks, uncertainties, or potentially inaccurate assumptions that could cause our current expectations or beliefs to change. Further, any forward-looking statement speaks only as of the date on which it is made, and we undertake no obligation to update or revise any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events, except as otherwise may be required by law.

Non-GAAP Measures

The information provided herein includes measures we refer to as "platform revenue" and "platform revenue excluding retailer share arrangements" and certain capital ratios, which are not prepared in accordance with U.S. generally accepted accounting principles ("GAAP"). The reconciliations of such measures to the most directly comparable GAAP measures are included in the appendix of this presentation.

Synchrony Financial Overview

Leading Consumer Finance Business

- Largest Private Label Credit Card (PLCC) provider in US[a]
- A leader in financing for major consumer purchases and healthcare services
- Long-standing and diverse partner base

Strong Value Proposition for Partners and Consumers

- Deep partner integration enables customized loyalty products across channels
- Advanced data analytics and targeted marketing capabilities
- Dedicated team members support partners to help maximize program effectiveness
- Partner and cardholder focused mobile payments and e-commerce solutions

Attractive Growth and Ample Opportunities

- Strong receivables growth
- Significant opportunity to leverage long-standing partnerships to increase penetration
- Opportunity to attract new partners
- Improving user experience and developing broad product suite to build a leading, full-scale online bank

Strong Financial Profile and Operating Performance

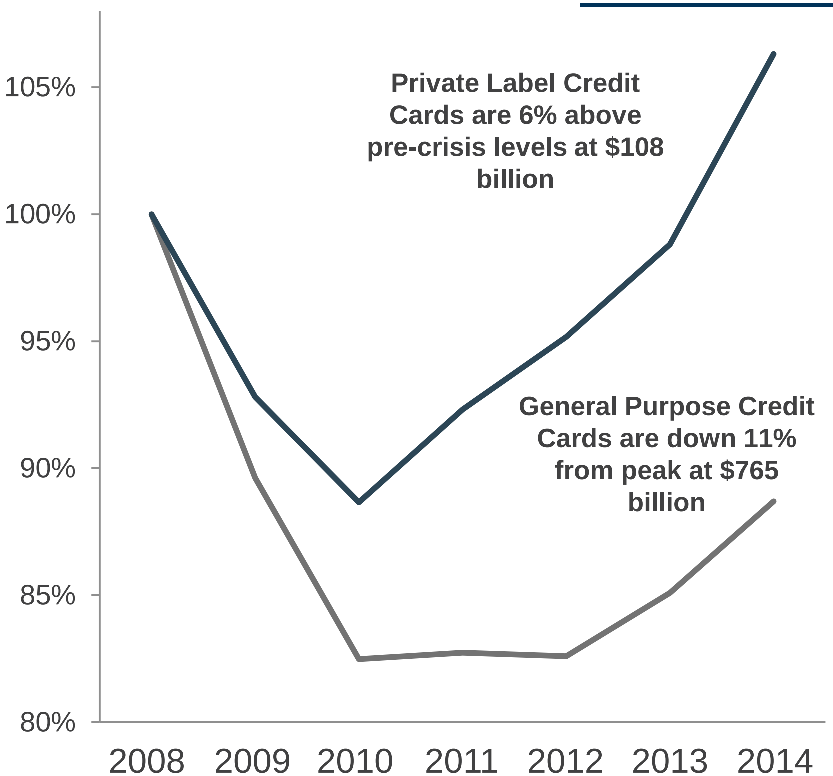
- Solid fundamentals with attractive returns
- Strong capital and liquidity with diverse funding profile
- Positioned for future capital return post separation

(a) Source: The Nilson Report (April 2015, Issue #1062), based on 2014 data.

Largest PLCC Provider in U.S.

Credit Card Receivables

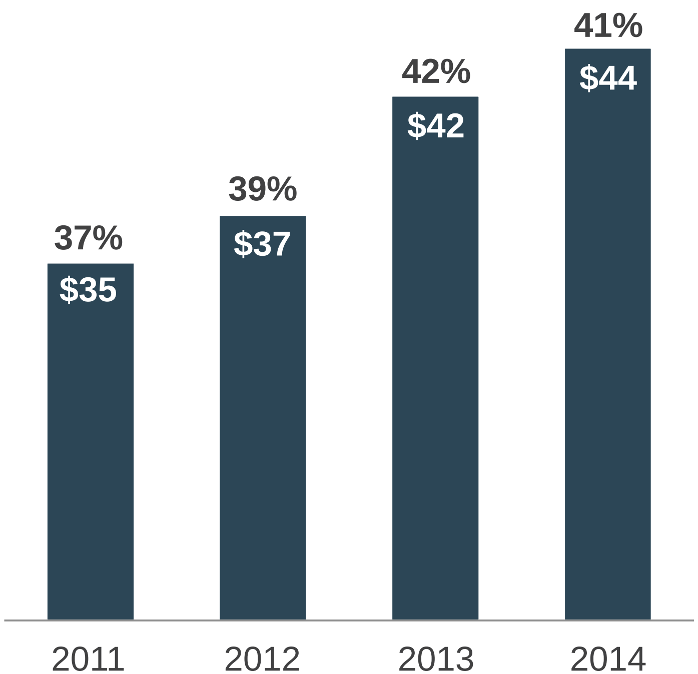
PLCC +$14 billion since 2011



Source: Nilson Report, % of 2008 market

Synchrony Financial PLCC Receivables

SYF +$9 billion



Source: Nilson Report, PLCC year-end receivables, $ in billions, % PLCC share

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Long-Standing and Diverse Partner Base

Partner Profile

	Lowe's	Sam's Club	American Eagle Outfitters	Gap	Walmart	JCPenney	belk	amazon	TJX	Toys"R"Us
Length of Relationship (Years)	36	21	19	17	15	15	9	8	4	3
Last Renewal	2014	2014	2014	2014	2013	2013	2013	2015	2011	2012

We attract partners who value our:

- Experience & partnership—long history of improving sales, customer loyalty, and retention
- Differentiated capabilities:
  - Marketing and analytics
  - Mobile and online
  - Underwriting and lifecycle management
  - On-site dedicated teams

We seek deals that:

- Have an appropriate risk-reward profile
- Enable us to own key program aspects:
  - Underwriting
  - Collections

Product Offerings

Credit Products

Retail Card		Payment Solutions	CareCredit
Private Label	Dual Card	Private Label	Private Label

Retailer only acceptance | *Accepted at network locations* | *Retailer only acceptance* | *Accepted at provider network locations*

Affinity to retailer, provides customized benefits & features

- Cash back, discounts
- Credit events & promotions
- Reward/best customer programs

Big ticket focus, offering promotional financing options

- Home
- Furniture
- Electronics
- Luxury
- Power sports

- Dental
- Vision
- Cosmetic
- Veterinary

Deposit Products

Synchrony Bank

Deposits

Fast-growing online bank

FDIC-insured products

Robust product suite

- Certificates of Deposit
- Money Market Accounts
- Savings Accounts
- IRA Money Market Accounts
- IRA Certificates of Deposit

Proprietary Closed-Loop Network Advantages

Enables Valuable Data Capture and Eliminates Interchange Fees

General Purpose Card and Co-Branded Cards

Customer ***Merchant*** ***Acquirer*** ***Network*** ***Issuer***

Citi
Capital One
Chase

Date	Merch.	Channel	Brand	Cat./SKU	$
6/2/15	Belk				$83.44
6/9/15	Belk				$212.17

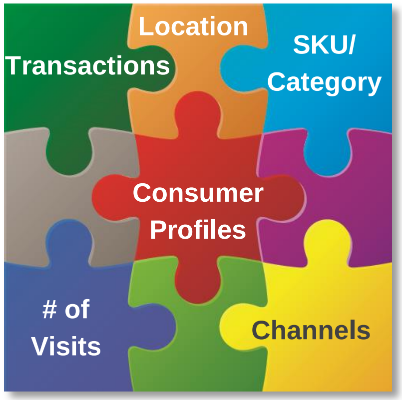
Synchrony Financial Closed Loop Network for PLCC and Dual Card

Date	Merch.	Channel	Brand	Cat./SKU	$
6/2/15	Belk	**In-Store**	**DKNY**	**Women's shoes 468XUTY**	$83.44
6/9/15	Belk	**Mobile**	**Coach**	**Women's handbags 229HHREO**	$212.17

- Limited data can be collected when a General Purpose Credit Card or traditional co-branded card is used
- When Synchrony Financial Private Label Credit Cards or Dual Cards are used, the transaction comes directly to us
- Valuable incremental data capture occurs on transactions that run over the Synchrony Financial closed loop network
  - Brand
  - SKU-level data
  - Channel: in-store, online, or mobile
  - Receive SKU-level data on over 60% of network transactions
- No interchange fees when Synchrony Financial Private Label Credit Cards or Dual Cards are used over our network

Robust Data and Actionable Analytics

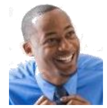
Robust Data



We capture multiple unique data elements from a variety of sources

- Consumers
- Retailers
- Channels
- Industry/external

Actionable Analytics

Consumer Profile	Spend Category	Channel	Frequency
			$$$$
			$$
			$$$

Our Analytics Center of Excellence utilizes a variety of tools and techniques to:

- Develop consumer profiles and behavioral trends
- Create unique segmentation clusters
- Develop predictive models to optimize touch points

Targeted Offer Strategies

This enables:

- Personalized promotions and offers based on unique consumer profiles
- Customized loyalty programs
- Optimized channel delivery

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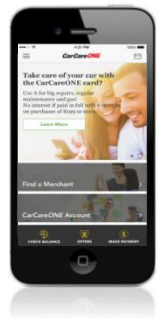
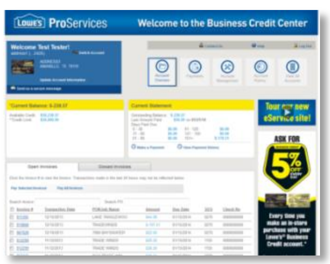
Digital Capabilities

eCommerce & Mobile

Consumer

- Investing in enhanced user experience:
  - Auto pre-fill
  - Quickscreen
  - Customized offers
- Mobile applications deliver customized features including rewards, retail offers and alerts



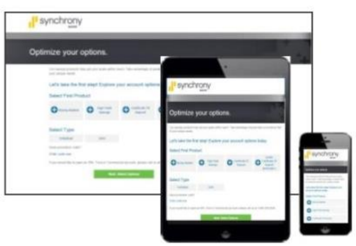


Commercial

- Enhance user experience and features:
  - Project-level invoicing and billing
  - Invoice search
  - Simplified payments

Synchrony Bank

- Upgraded digital banking platform
- Responsive design allows customers to access account via any device



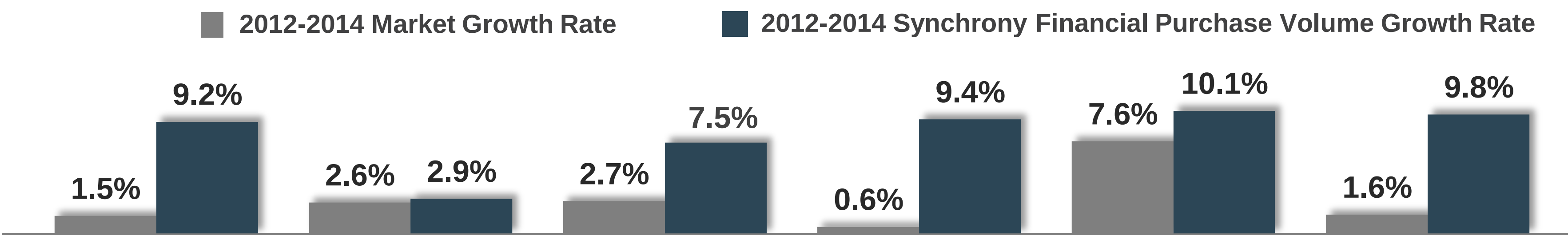
Mobile Payments

Wallet Agnostic Strategy—Offering Choice to Consumers and Retail Partners

Benefits to Synchrony Financial and Our Customers

- Preserving unique benefits and value propositions
- Synchrony Financial continuing to capture valuable customer data on our network
- Developing proprietary solutions like Digital Card
  - Digital version of card
  - Enables in-store self-service account lookup
  - Includes loyalty program number
  - Easy and secure access to card

Driving Program Growth



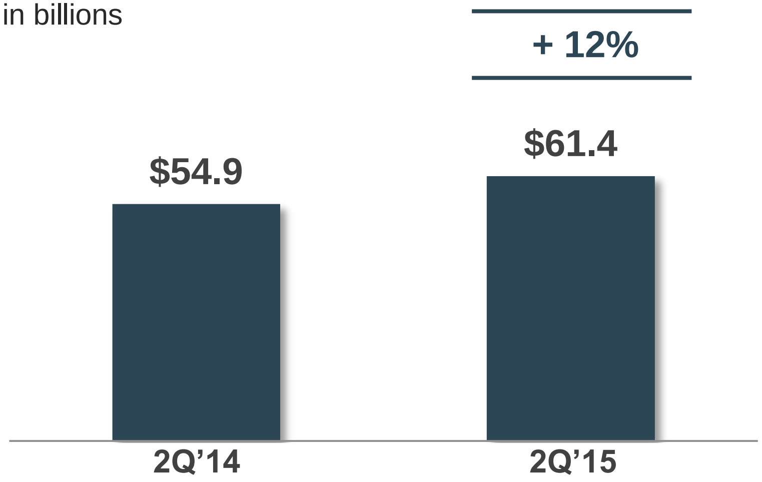
Mass	Electronics	Healthcare	Apparel/Dept.	Home	Furniture
2014 Market Size ($ in billions)					
$531	$278	$223	$213	$213	$77

- Synchrony Financial purchase volume growth rate is ~2-3x the market growth rate for these categories—compelling rewards and strong value propositions help drive growth
- Retailer share arrangements enhance alignment by rewarding partners for the economic success of programs above certain return thresholds
  - Retailer share arrangements totaled $2.6 billion in 2014

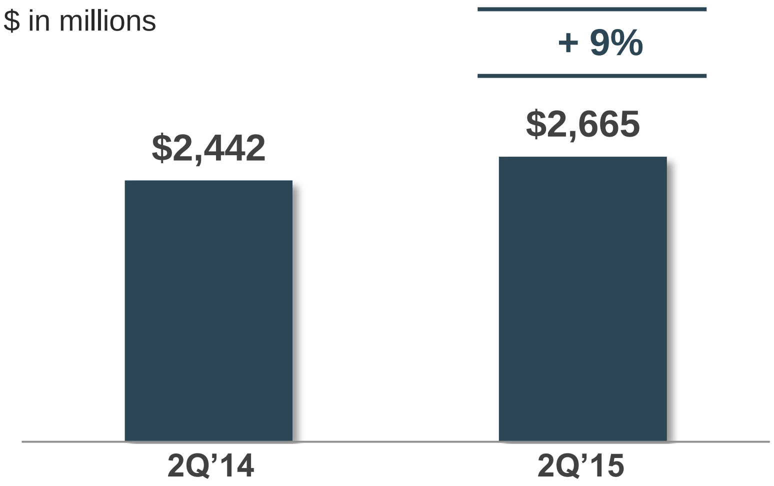
Sources for market data: Kantar Retail (2014 Mass & Apparel/Dept. market projections); IBIS World Research Group; CareCredit industry research; Joint Centers for Housing Studies, Harvard University; Consumer Electronics Association

Financial Update

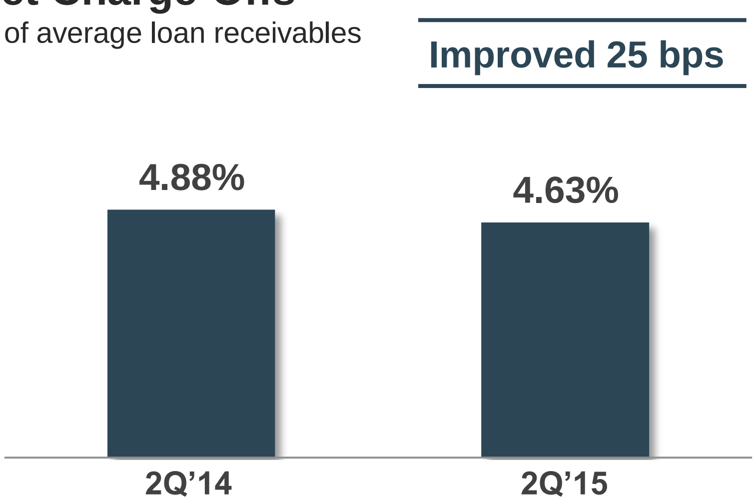
Loan Receivables [a]
$ in billions



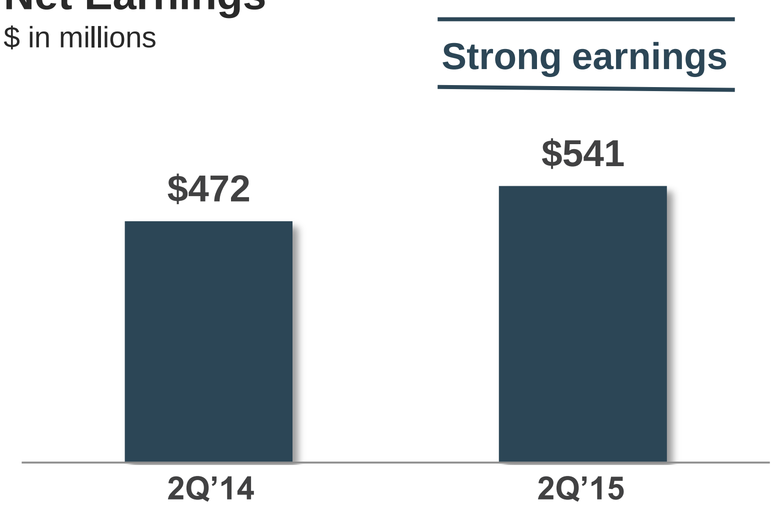
Platform Revenue [b]
$ in millions



Net Charge-Offs [c]
% of average loan receivables



Net Earnings
$ in millions

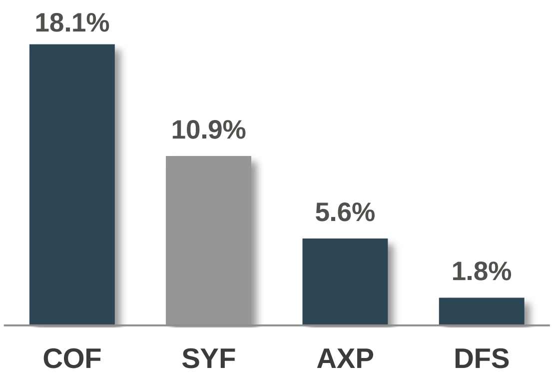


(a) 2Q’15 includes the acquisition of the BP portfolio
(b) Platform revenue is the sum of “interest and fees on loans,” plus “other income,” less “retailer share arrangements”. See Non-GAAP reconciliation in appendix
(c) Includes loan receivables held for sale

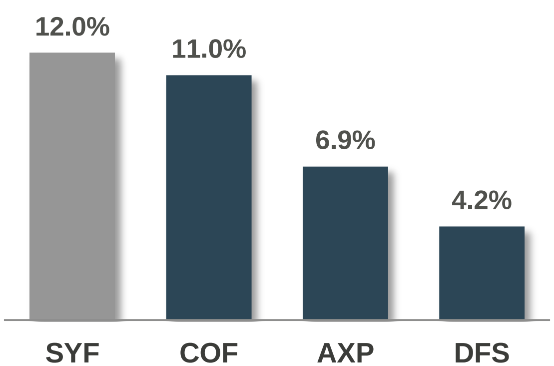
Peer Comparison: 2Q 15

Significant Growth

Purchase Volume Growth[(a)]

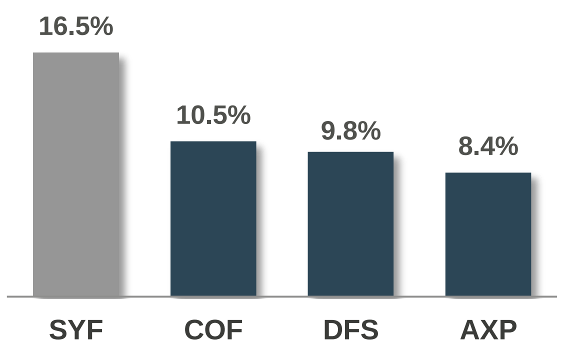


Loan Receivables Growth[(d)]

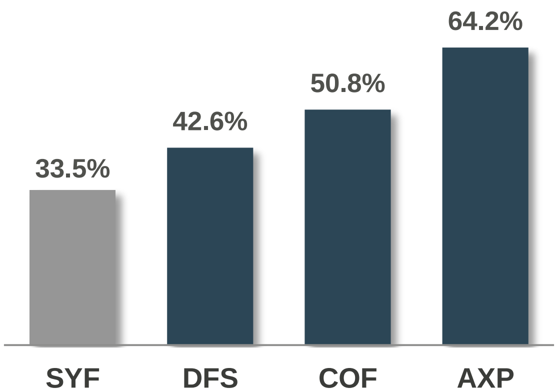


Strong Margins

Risk Adjusted Yield[(b)]

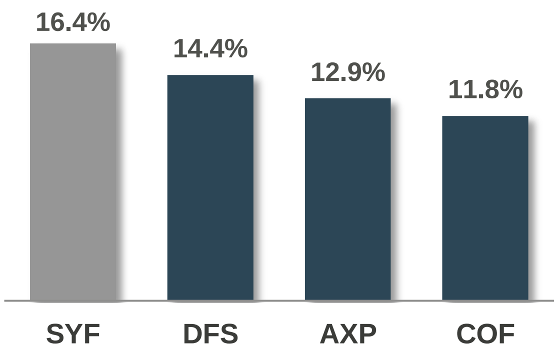


Efficiency Ratio[(a)]

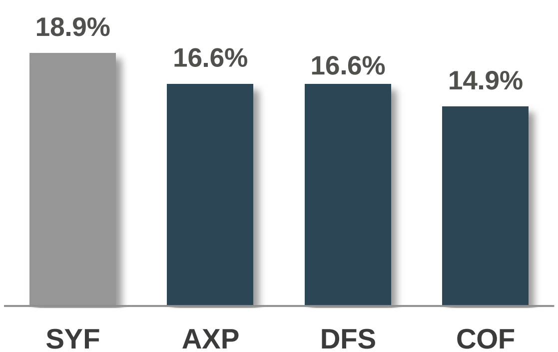


Strong Balance Sheet

CET 1 Ratio[(c)]



Liquidity % of Assets[(e)]



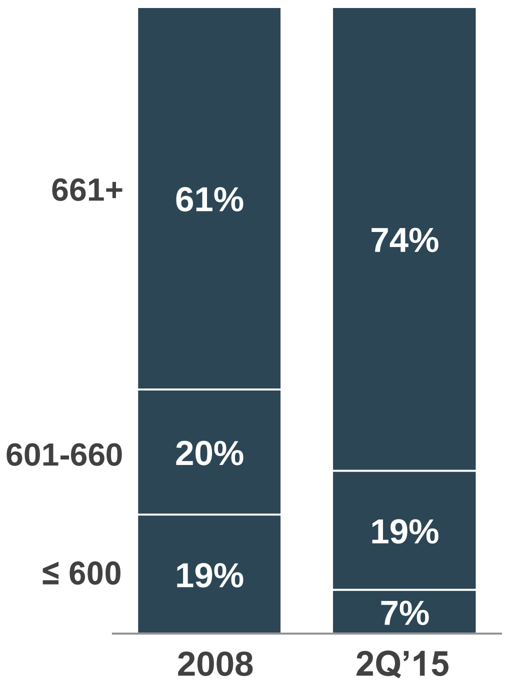
(a) Segment data for AXP-U.S Card Services and COF-Domestic Credit Card. Other data-total company level
(b) SYF yield calculated as loan receivable yield less net charge-off rate. Peer information calculated as credit card yield less net charge-off rate on credit cards
(c) CET 1 ratios are on an estimated, fully phased-in basis. Please refer to appendix for non-GAAP reconciliation

(d) Segment data for AXP-U.S Card Services, COF-Domestic Credit Card, and DFS-Credit Card. SYF-total company level and includes the acquisition of the BP portfolio
(e) For AXP, DFS, and SYF calculated as: (cash and cash equivalents + investment securities) / total assets. COF calculated as: (cash and cash equivalents + AFS securities) / total assets

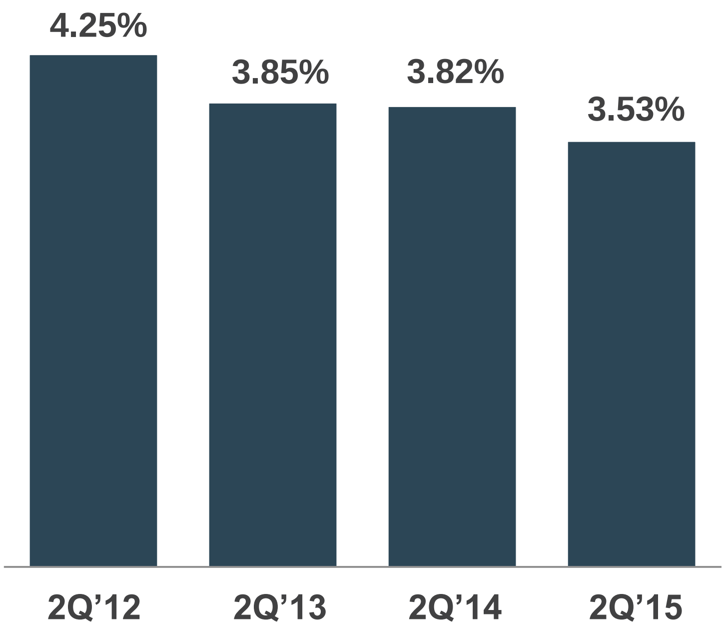
Sources: Company filings and SNL

Credit Quality Overview

Stronger Portfolio
U.S. consumer FICO[(a)]



Delinquency Performance
30+ days past due as a % of period-end loan receivables



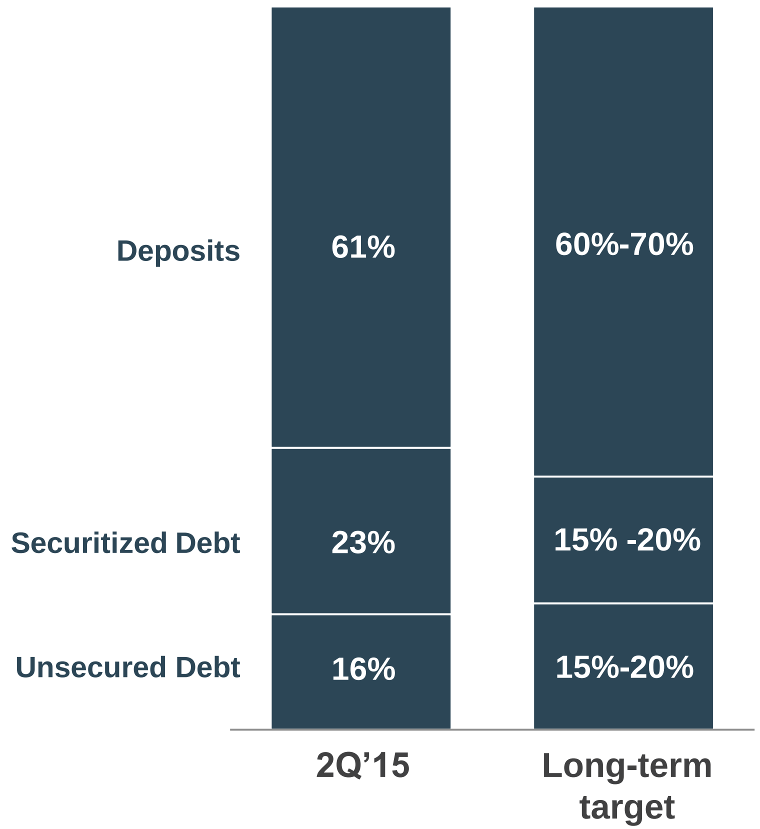
- Synchrony Financial controls underwriting and credit line decisions
- Focus on stronger underwriting has led to higher quality portfolio
  - 74% of loan receivables have FICO > 660

(a) Prior to 3Q'12 a proprietary scoring model was used and converted to a FICO equivalent score

Funding Profile

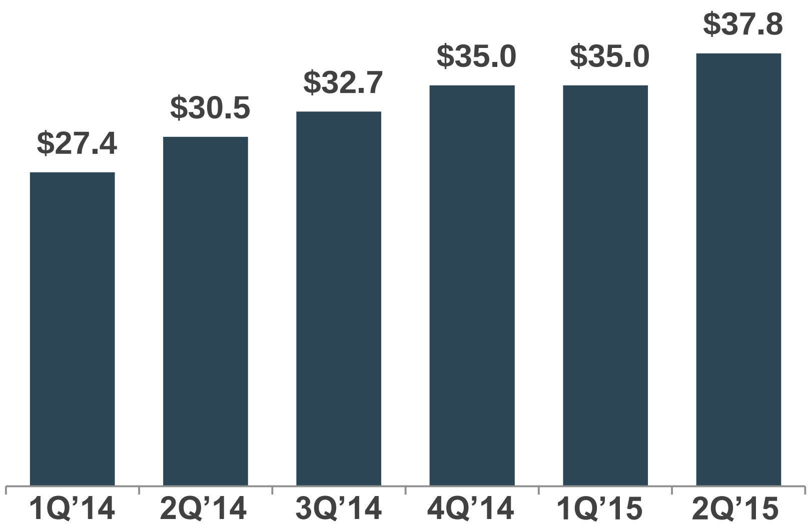
Diverse Funding Sources

% of liabilities excluding non-debt liabilities



Driven by Strong Deposit Growth

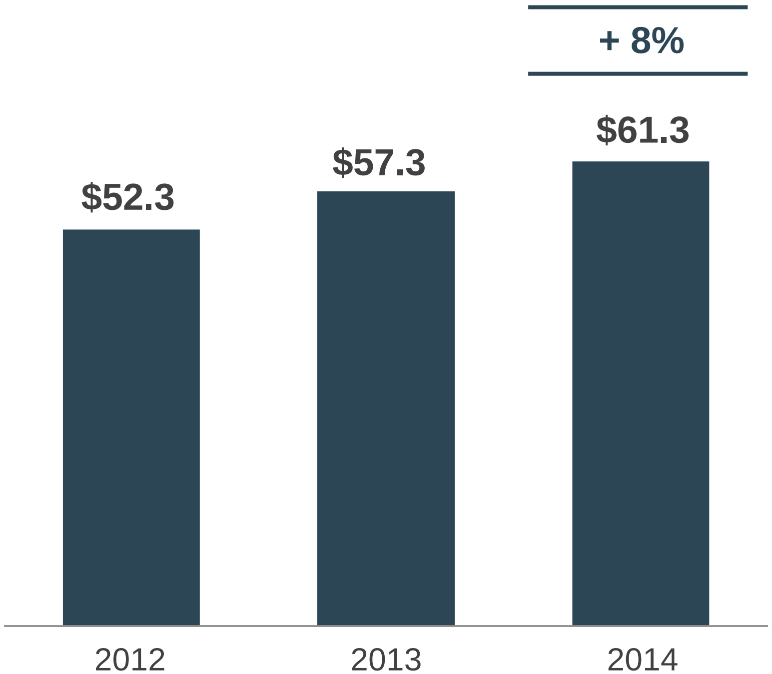
$ in billions



Poised for Continued Growth

Strong Receivables Growth

$ in billions, percentage is loan receivables CAGR



- Majority of growth is organic
- Targeted marketing programs and value propositions help to drive organic growth

Growth Initiatives

1. Continue to **drive organic growth** and increase penetration through strong value propositions
2. Leverage **digital, mobile, loyalty and analytics** capabilities to strengthen relationships and drive increased sales
3. Attract **new partners and providers**
4. Accelerate Synchrony Bank into a **premier online banking platform**
5. **Leverage platform and scale to expand offerings** and drive long-term growth

Summary

Premier consumer finance company well-positioned to capitalize on deep partner integration

Differentiated business model with solid value proposition for both partners and consumers

Attractive growth opportunities, particularly to further leverage data analytics, loyalty, mobile and e-capabilities

Online bank supporting growth with strong deposit generation

Solid fundamentals with strong returns

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Engage with us.

Appendix: Non-GAAP Reconciliations

In order to assess and internally report the revenue performance of our three sales platforms, we use measures we refer to as "platform revenue" and "platform revenue excluding retailer share arrangements." Platform revenue is the sum of three line items in our Condensed Consolidated and Combined Statements of Earnings prepared in accordance with GAAP: "interest and fees on loans," plus "other income," less "retailer share arrangements." Platform revenue and platform revenue excluding retailer share arrangements are not measures presented in accordance with GAAP. To calculate platform revenue we deduct retailer share arrangements but do not deduct other line item expenses, such as interest expense, provision for loan losses and other expense, because those items are managed for the business as a whole. We believe that platform revenue is a useful measure to investors because it represents management's view of the net revenue contribution of each of our platforms. Platform revenue excluding retailer share arrangements represents management's view of the gross revenue contribution of each of our platforms. These measures should not be considered a substitute for interest and fees on loans or other measures of performance we have reported in accordance with GAAP.

We present certain capital ratios. As a new savings and loan holding company, we historically have not been required by regulators to disclose capital ratios, and therefore these capital ratios are non-GAAP measures. We believe these capital ratios are useful measures to investors because they are widely used by analysts and regulators to assess the capital position of financial services companies, although our Basel I Tier 1 common ratio is not a Basel I defined regulatory capital ratio, and our Basel I and Basel III Tier 1 common ratios may not be comparable to similarly titled measures reported by other companies. Our Basel I Tier 1 common ratio is the ratio of Tier 1 common equity to total risk-weighted assets each as calculated in accordance with the U.S. Basel I capital rules. Our Basel III Tier 1 common ratio is the ratio of common equity Tier 1 capital to total risk-weighted assets, each as calculated in accordance with the U.S. Basel III capital rules. Our Basel III Tier 1 common ratio (on a fully phased-in basis) is a preliminary estimate reflecting management's interpretation of the final Basel III capital rules adopted in July 2013 by the Federal Reserve Board, which have not been fully implemented, and our estimate and interpretations are subject to, among other things, ongoing regulatory review and implementation guidance.

Non-GAAP Reconciliation

The following table sets forth each component of our platform revenue for periods indicated below.

($ in millions)	For the Three Months Ended June 30, 2015	2014
Platform Revenue		
Total:		
Interest and fees on loans	$3,166	$2,920
Other income	$120	$112
Retailer share arrangements	$(621)	$(590)
Platform revenue	$2,665	$2,442

Non-GAAP Reconciliation

The following table sets forth a reconciliation of each component of our capital ratios, presented herein, to the comparable GAAP component at June 30, 2015.

COMMON EQUITY MEASURES	$ in millions at June 30, 2015
GAAP Total common equity	$11,578
Less: Goodwill	(949)
Less: Intangible assets, net	(575)
Tangible common equity	**$10,054**
Adjustments for certain deferred tax liabilities and certain items in accumulated comprehensive income (loss)	293
Basel III – Common equity Tier 1 (fully phased-in)	**$10,347**
Adjustments related to capital components during transition	331
Basel III – Common equity Tier 1 (transition)	**$10,678**
Risk-weighted assets – Basel III (fully phased-in)	**$62,970**
Risk-weighted assets – Basel III (transition)	**$61,985**