



REGIONS

2015 Investor Day

Corporate Banking Group

John Turner

November 19, 2015

Strategic initiatives – strengthen financial performance

Three pillars of execution

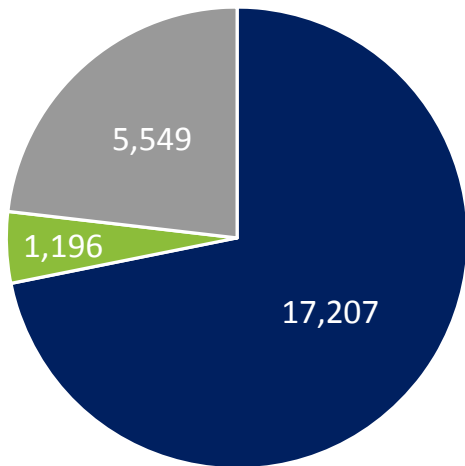
Grow and Diversify Revenue

Disciplined Expense Management

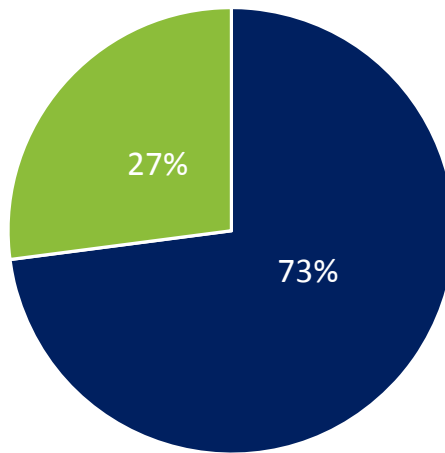
Effectively Deploy Capital

The Corporate Banking Group

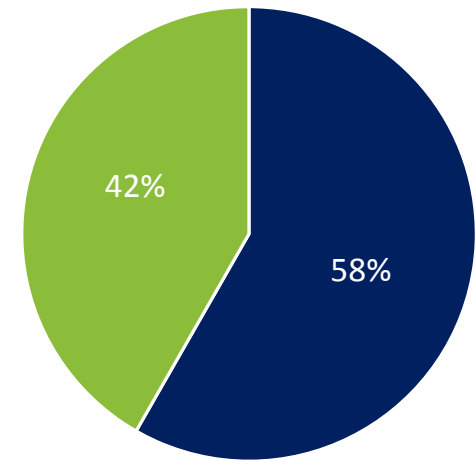
Headcount



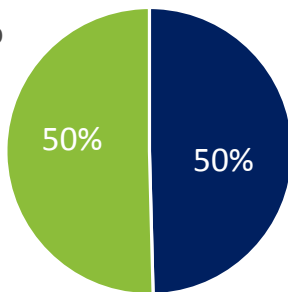
Revenue



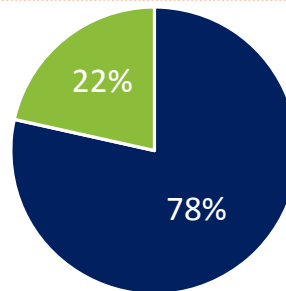
Pre-Tax Pre-Provision Income



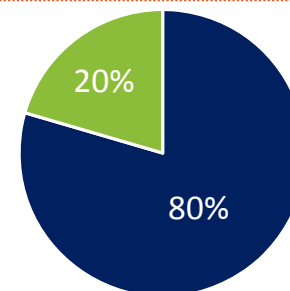
Loans



Deposits



Non-Interest Income



■ Corporate Banking Group
■ Regional Banking Group
■ Other

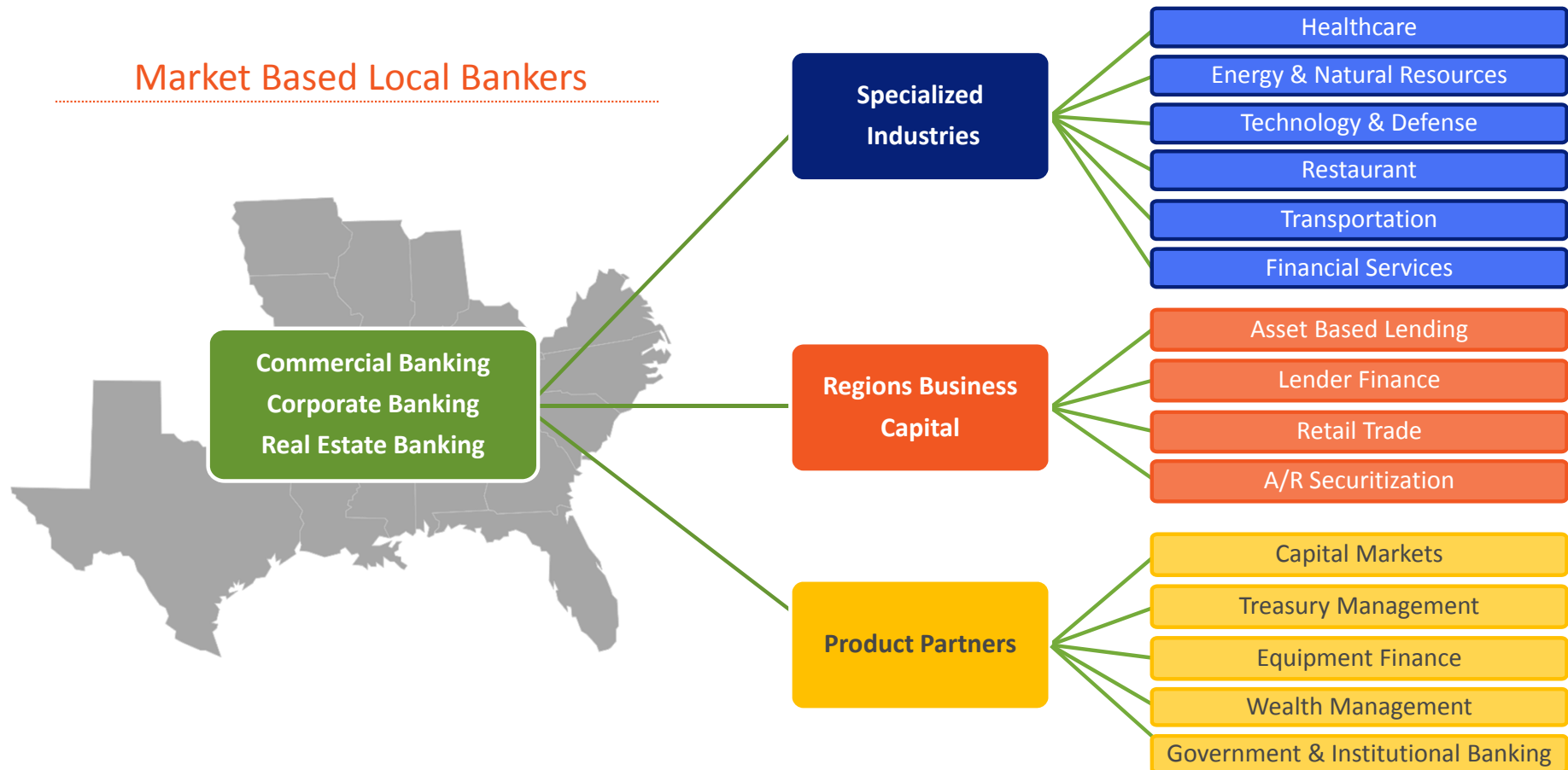
Notes:

1. All figures above are based on 2015 YTD financials, unless otherwise noted.
2. All figures, except Headcount, exclude Treasury, Corporate Support and discontinued operations.
3. The Regional Banking Group represents the combination of the consumer bank and wealth management reportable segments presented in the Company's 3Q15 Form 10-Q filed with the SEC.

Corporate Banking Group structure

Businesses	Clients ^{1,3}	Loans ²	Deposits ²	Revenue ²	Relationship Managers ³
Commercial Banking \$20MM–\$250MM sales	2,051	\$15.9B	\$13.3B	\$472MM	99
Corporate Banking \$250MM–\$2B sales	766	\$12.2B	\$3.5B	\$340MM	20
Real Estate Banking	651	\$10.1B	\$2.0B	\$252MM	39
TOTAL⁴	3,468	\$39.9B	\$19.8B	\$1.14B	158

Corporate Banking business model



Opportunities & initiatives

Opportunity	Initiative
Underpenetrated in some markets and business segments	Continue to recruit, retain and develop bankers who provide quality ideas and solutions
Too many of our relationships are single-service	Improve execution on our needs-based sales approach and expand relationships
Low returns characteristic of some client relationships and portfolios	Employ a data-driven approach to allocating capital and other resources
Our revenue mix is too heavily weighted toward net interest income	Continue to build out our Capital Markets and Treasury Management product capabilities

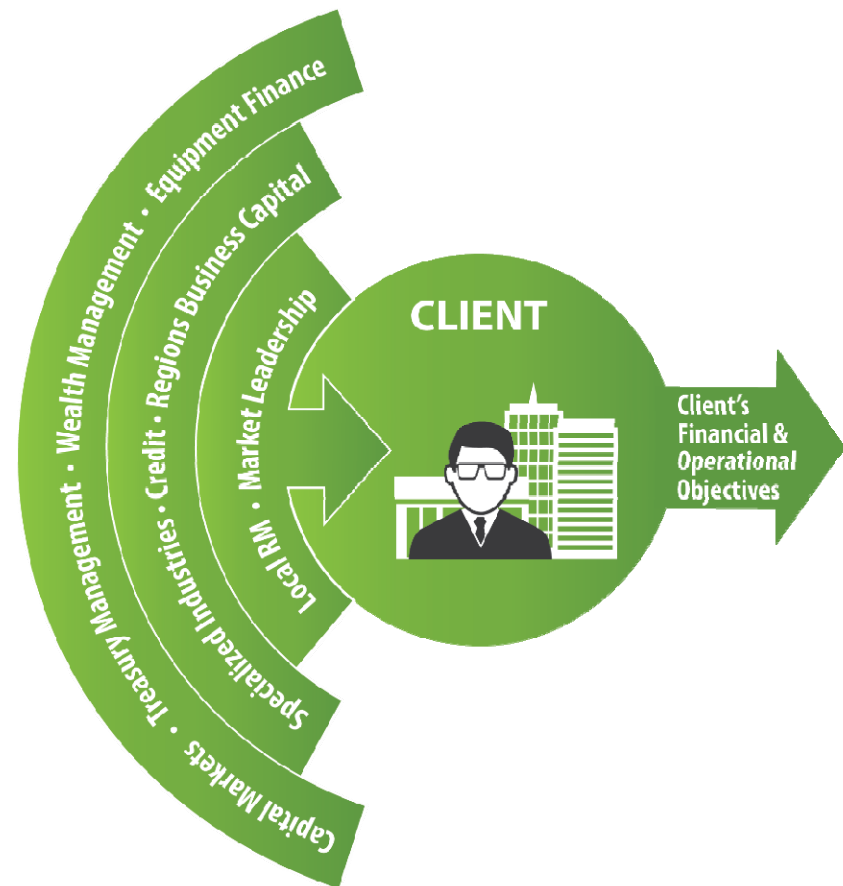
Building Capacity Across Our Footprint

- Core Markets
- Strategic Markets
- Growth Markets



REGIONS 360SM impact in Corporate Banking Group

Our local relationship managers collaborate with Specialized Industries, Regions Business Capital and product partners to deliver the whole bank to the client, meeting clients' needs and helping them achieve their financial and operational objectives



REGIONS 360SM Impact in Corporate Banking Group

134%
more
revenue

Relationships that are shared between our C&I bankers and our Specialized Industries or RBC bankers generate 134% more revenue than our core C&I relationships

73%
more
revenue

Even when adjusting for the larger size of these relationships, shared relationships generate 73% more revenue than our core C&I relationships

3.3x
more
revenue

In our core Commercial Middle Market business, REGIONS 360SM relationships generate, on average, 3.3 times more revenue as other relationships

Investing in people & products

2014-2015

2016-2018

Investments in People

- Two new industry sector teams
- Strategic additions to Commercial and Corporate Banking teams
- Real Estate Capital Markets and M&A advisory
- Additional Capital Markets staff to support new products

Investments in Products

- Multifamily debt placements
- M&A advisory
- CMBS origination
- Loan sales and trading
- Fixed income sales and trading
- Treasury Management platform upgrade

We will take a disciplined approach



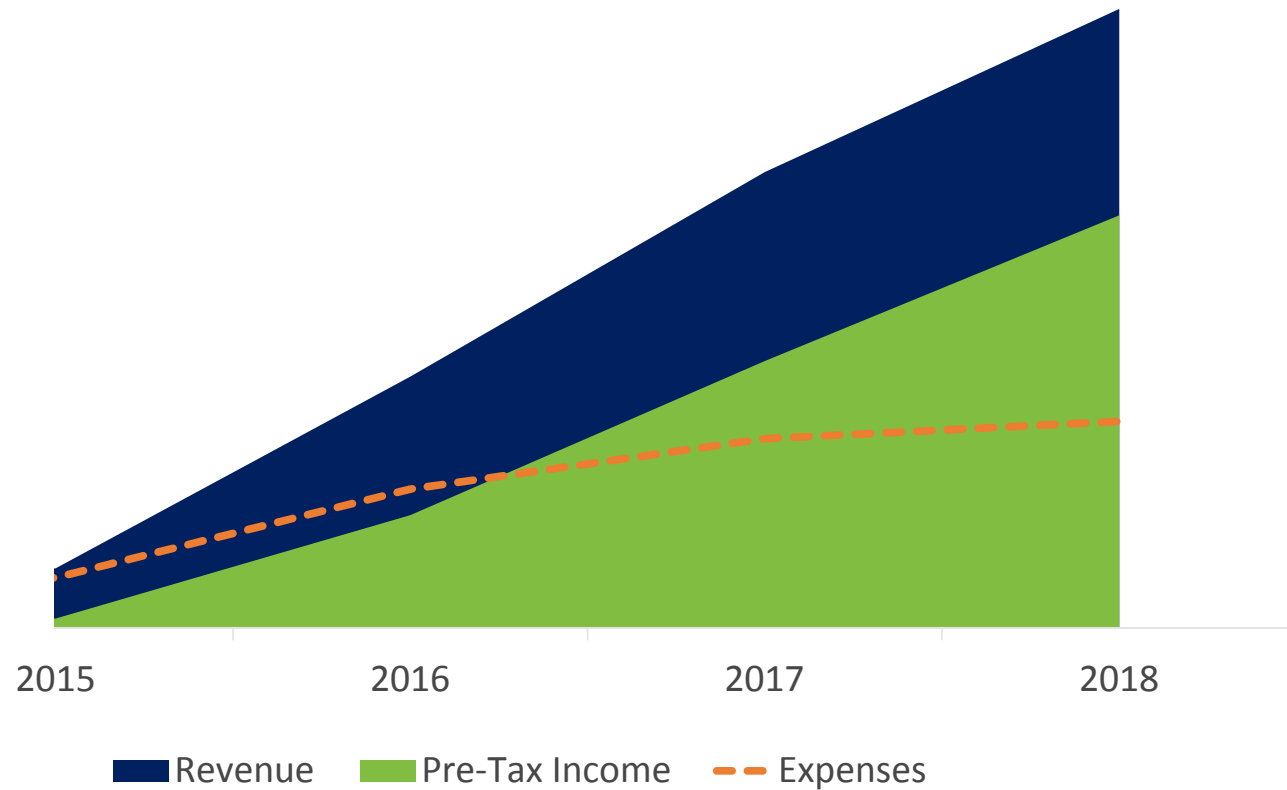
Bankers should breakeven within 11 months



Business investments should generate a minimum IRR of 15%

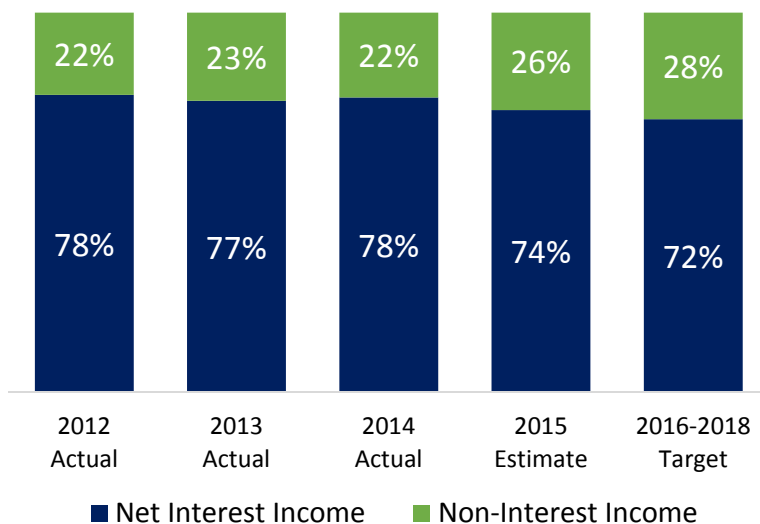
Investing in people & products

Cumulative 3-Year Financial Impact of Initiatives

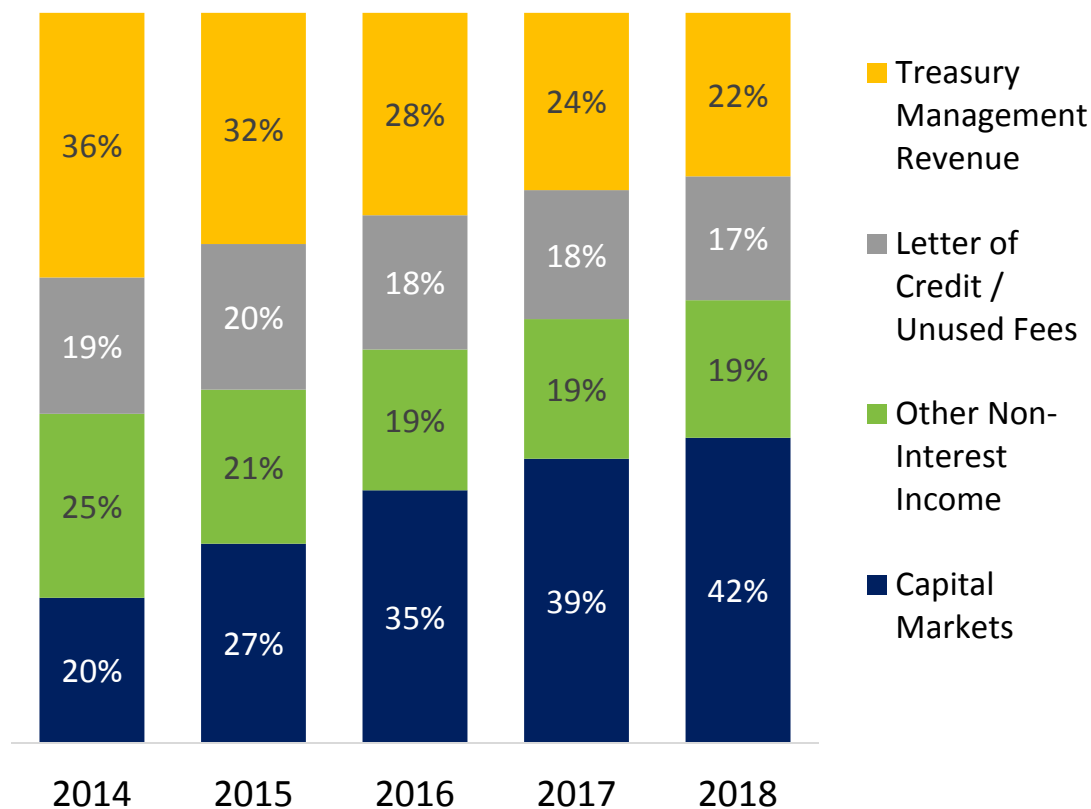


Growing non-interest income

Revenue Mix



Non-interest income mix



Long-term Targets

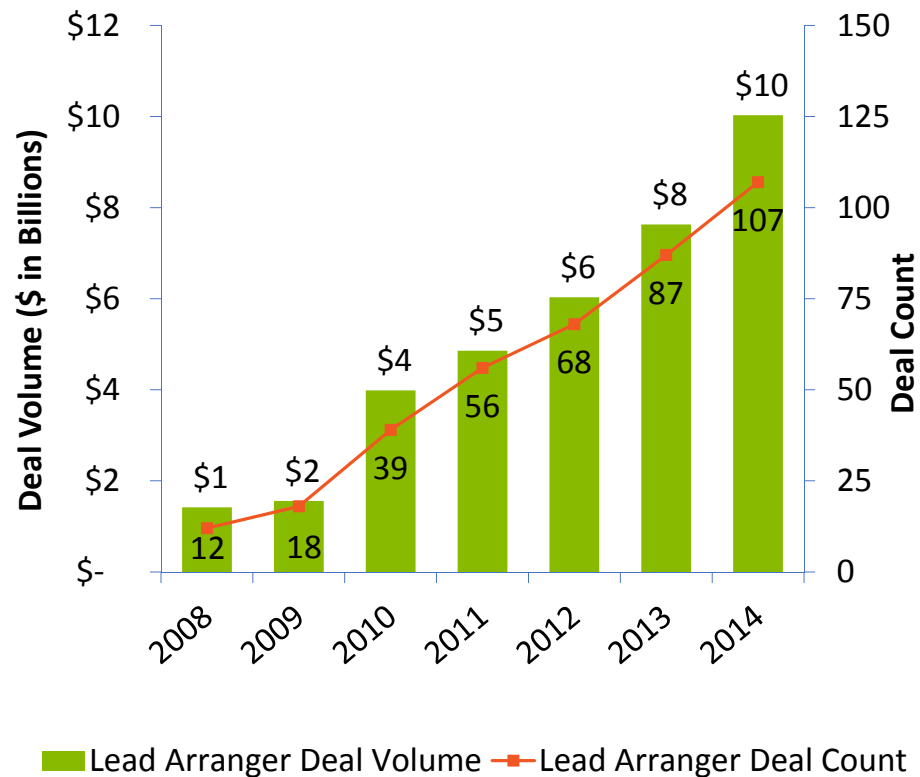
Compound Annual Growth Rates (2015-2018)

Net Interest Income
+4%

Non-Interest Income
+10%

Growing our leadership role in loan syndications

Loan Syndications



Achieving a lead role materially expands the fee income from a relationship.

Impact:

- Our average trailing annual revenue from left lead relationships is 2.6 times greater than our revenue from other shared national credits
- Our risk-adjusted return on capital for left lead relationships is roughly twice the value for other shared national credits

Corporate Banking Group targets

Objectives	2016-18 Target	Key Initiatives
Grow Loans	4% – 6%	› Strategic adds to staff in Corporate Banking
Grow Deposits	2% – 4%	› Improved use of Customer Relationship Management tools
Grow Non-Interest Income	8% – 12%	› New Capital Markets product capabilities
Manage Profitability (RAROC)	15% – 18%	› Data-driven capital allocation approach › Develop new SNC relationships into full banking relationships
Manage Client Satisfaction	Top quartile scores	› Continued recruitment, retention and development of top-tier bankers

2016-18 strategic priorities



Recruit, retain, motivate, and coach bankers who will differentiate Regions by the quality of advice, guidance, and expertise they provide.



Use data and analytics to allocate capital and other resources.



Continue to develop a relationship-focused and needs-based sales culture, executing on our **REGIONS 360SM** model.



Continue to build out product capabilities in Treasury Management and Capital Markets to drive non-interest income growth.



REGIONS[®]

