



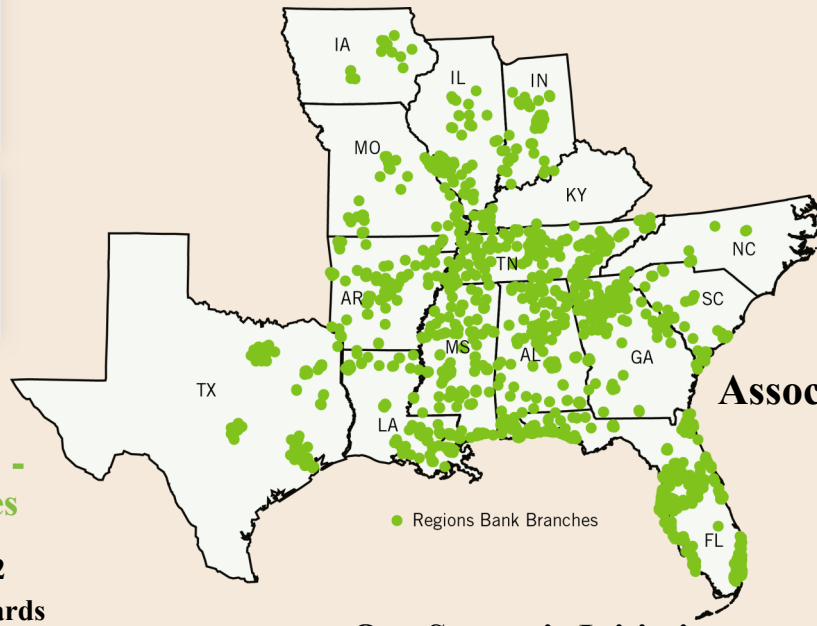
NYSE: RF

Regions Financial Corporation, with \$123 billion in assets, is a member of the S&P 500 Index and the 16th largest full-service bank in the nation, with products and services that offer customers convenience and the ability to bank the way they choose. Regions' franchise spans across the South, Midwest and Texas.

**Capital Priorities**

<p>Organic Growth</p>	<p>Strategic Investments</p>
<p>Dividends</p>	<p>Share Repurchases</p>

**Investor Fact Sheet**



**Branches:**

**1,473**

**ATMs:**

**1,919**

**Associates (FTE):**

**20,666**

**2018**

**First Quarter Headlines**

- Regions recognized with 22 Greenwich Excellence Awards in small-business and middle-market banking. (read press release [here](#))
- Regions Financial Corp. Director David J. Cooper Sr. to retire. (read press release [here](#))
- For the fifth consecutive year, Regions Bank is among the top 10 percent of companies listed in the annual Temkin Experience Rankings. (read press release [here](#))

**Our Strategic Initiatives**

Grow & Diversify Revenue	Disciplined Expense Management	Optimize & Effectively Deploy Regulatory Capital
Leverage Simplify & Grow  Leverage <b>REGIONS 360</b> to grow customers and households and deepen existing relationships  Prudently grow non-interest income	Leverage Simplify & Grow  Continuously focus on efficiency and effectiveness  Generate positive operating leverage	Leverage Simplify & Grow  Attractive ROA and Risk Adjusted Returns  Return appropriate capital to shareholders



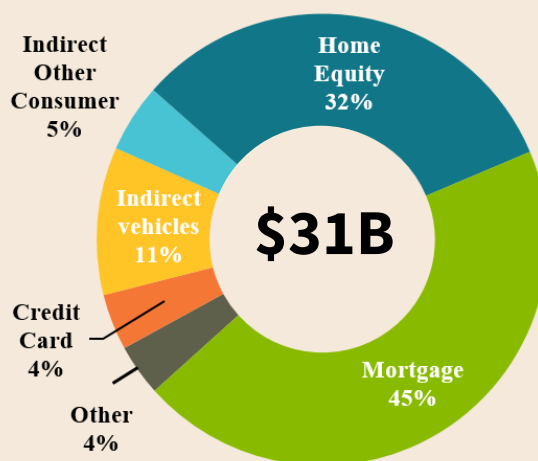
## Financial Highlights

	1Q18	4Q17	1Q17
Net income from continuing operations	\$398MM	\$304MM	\$277MM
Diluted EPS from continuing operations	\$0.35	\$0.26	\$0.23
Adjusted Net interest margin*	3.46%	3.39%	3.25%
Adjusted total revenue*	\$1,412MM	\$1,413MM	\$1,333MM
Total adjusted non-interest expenses from continuing operations*	\$862MM	\$869MM	\$838MM

## Loan Balances

**\$80 Billion**

### Consumer



## Deposit Profile

Total Ending Deposits:

**\$97 Billion**

Low-Cost Deposits as a % of Total

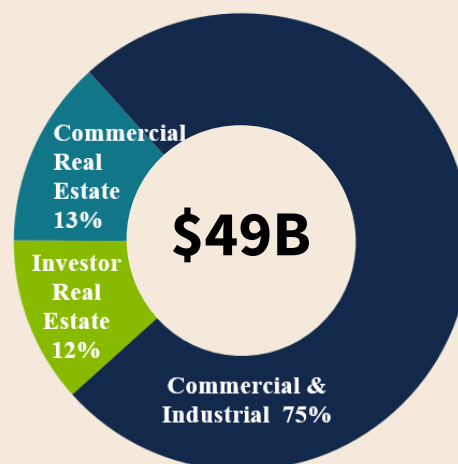
Deposits:

**93%**

Deposit Costs:

**21 basis points**

### Business



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Birmingham, AL 35203

Investor Relations  
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 [Youtube.com/user/RegionsFinancial](https://Youtube.com/user/RegionsFinancial)

\*Non-GAAP; Refer to the most recent 10-Q or 10-K (click [here](#)) for first quarter financial earnings supplement (click [here](#)) for full reconciliation.