

RBC Capital Markets Financial Institutions Conference 2018

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March 6, 2018



Forward-looking Statements and Additional Information

The following information appears in accordance with the Private Securities Litigation Reform Act of 1995:

Today's presentation contains forward-looking statements about U.S. Bancorp. Statements that are not historical or current facts, including statements about beliefs and expectations, are forward-looking statements and are based on the information available to, and assumptions and estimates made by, management as of the date hereof. These forward-looking statements cover, among other things, anticipated future revenue and expenses and the future plans and prospects of U.S. Bancorp. Forward-looking statements involve inherent risks and uncertainties, and important factors could cause actual results to differ materially from those anticipated. A reversal or slowing of the current economic recovery or another severe contraction could adversely affect U.S. Bancorp's revenues and the values of its assets and liabilities. Global financial markets could experience a recurrence of significant turbulence, which could reduce the availability of funding to certain financial institutions and lead to a tightening of credit, a reduction of business activity, and increased market volatility. Stress in the commercial real estate markets, as well as a downturn in the residential real estate markets could cause credit losses and deterioration in asset values. In addition, changes to statutes, regulations, or regulatory policies or practices could affect U.S. Bancorp in substantial and unpredictable ways. U.S. Bancorp's results could also be adversely affected by deterioration in general business and economic conditions; changes in interest rates; deterioration in the credit quality of its loan portfolios or in the value of the collateral securing those loans; deterioration in the value of securities held in its investment securities portfolio; legal and regulatory developments; litigation; increased competition from both banks and non-banks; changes in customer behavior and preferences; breaches in data security; effects of mergers and acquisitions and related integration; effects of critical accounting policies and judgments; and management's ability to effectively manage credit risk, market risk, operational risk, compliance risk, strategic risk, interest rate risk, liquidity risk and reputational risk.

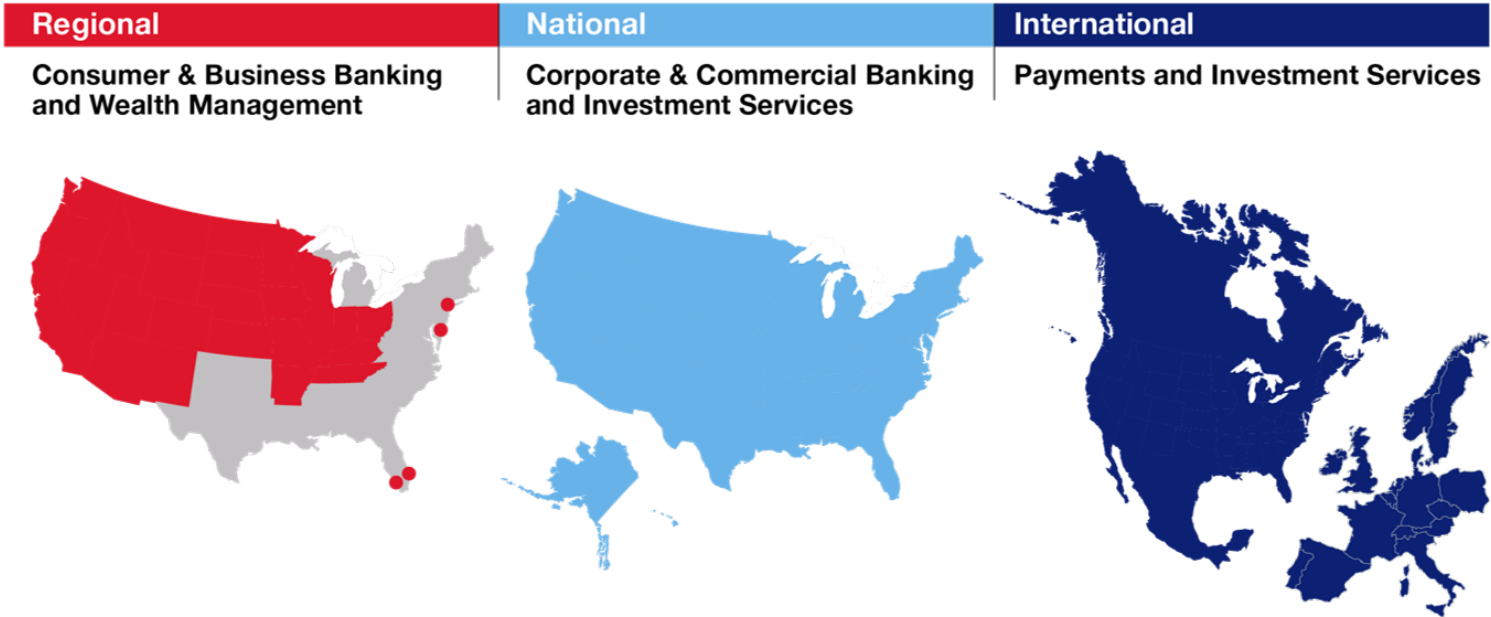
For discussion of these and other risks that may cause actual results to differ from expectations, refer to U.S. Bancorp's Annual Report on Form 10-K for the year ended December 31, 2017, on file with the Securities and Exchange Commission, including the sections entitled "Risk Factors" and "Corporate Risk Profile" contained in Exhibit 13, and all subsequent filings with the Securities and Exchange Commission under Sections 13(a), 13(c), 14 or 15(d) of the Securities Exchange Act of 1934. However, factors other than these also could adversely affect U.S. Bancorp's results, and the reader should not consider these factors to be a complete set of all potential risks or uncertainties. Forward-looking statements speak only as of the date hereof, and U.S. Bancorp undertakes no obligation to update them in light of new information or future events.

This presentation includes non-GAAP financial measures to describe U.S. Bancorp's performance. The calculations of these measures are provided in the Appendix. These disclosures should not be viewed as a substitute for operating results determined in accordance with GAAP, nor are they necessarily comparable to non-GAAP performance measures that may be presented by other companies.



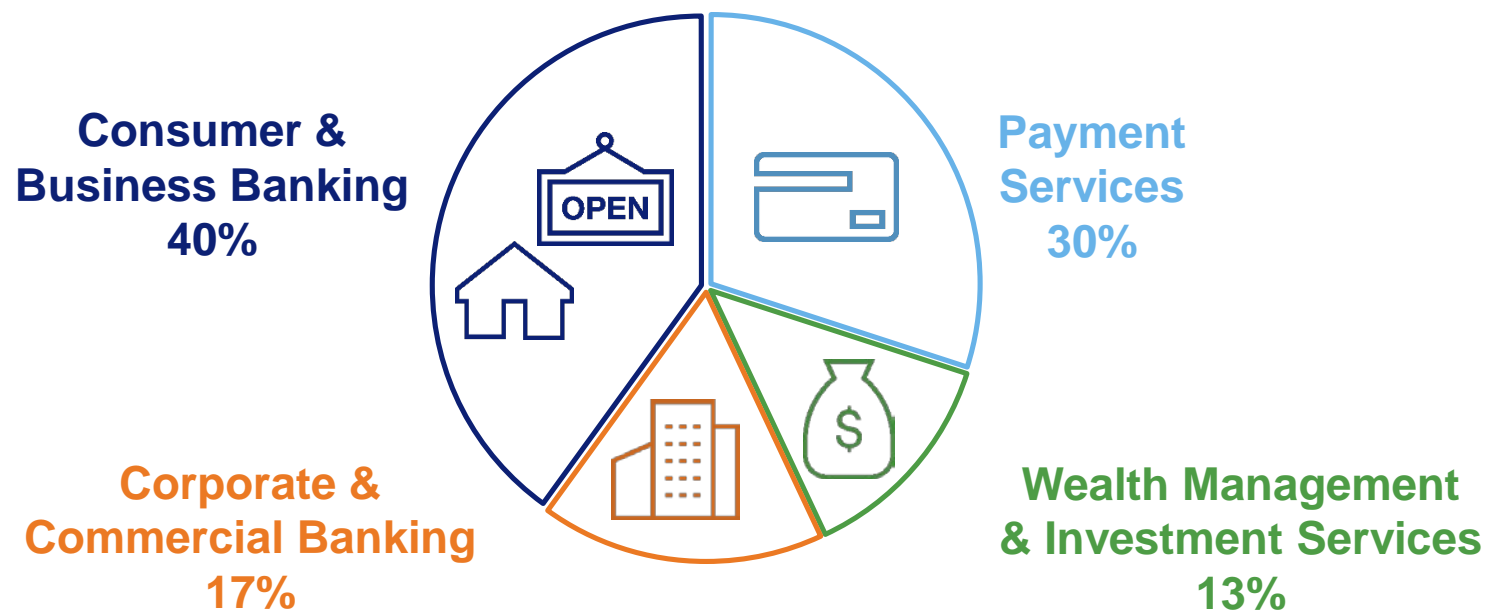
U.S. Bancorp Overview

NYSE Traded	USB	Assets	\$462B
Founded	1863	Deposits	\$347B
Market Value	\$87B	Loans	\$280B



As of 12/31/17, except market value as of 3/1/18

Our Businesses



Consumer & Business Banking:
Branch banking, small business banking, consumer lending, mortgage banking and omnichannel delivery

Corporate & Commercial Banking:
Corporate Banking, Commercial Banking and Commercial Real Estate

Payment Services:
Retail Payment Solutions, Global Merchant Acquiring and Corporate Payment Systems

Wealth Management & Investment Services:
Wealth Management, Asset Management, Corporate Trust, Fund Services and Custody

Our Key Priorities

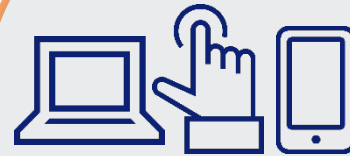
1) Delivering One U.S. Bank

2) Leveraging **technology and innovation** to drive growth and efficiency

3) A relentless focus on optimization



one U.S. Bank



Our Approach to Technology

We leverage technology to...



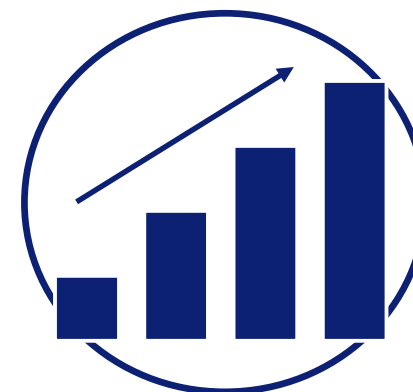
Drive
revenue



Increase
efficiency



Minimize
risk and loss



Improve **returns**

... and we employ technology **defensively** and **offensively**.

Defense

Defense minimizes risk and loss.



Risk and
Compliance



Fraud



Cybersecurity

We take defensive technology a step further,
strategically leveraging our investments in
these areas to play offense as well.



Defense: Bringing It to Life

Sophisticated intelligence and machine-speed data analytics are core to our **Cybersecurity** program.

6 petabytes
of information security data

4.9 billion
security events reviewed daily



Threat automation actions reduced
from days to milliseconds

Our **AML** investments enable sophisticated tracking and analysis of customer behavior.

Real-time
risk scoring of
customers



Monitoring
in excess of
1 billion
transactions per month

Monitoring over
96 million
entity names
for sanctions
screening

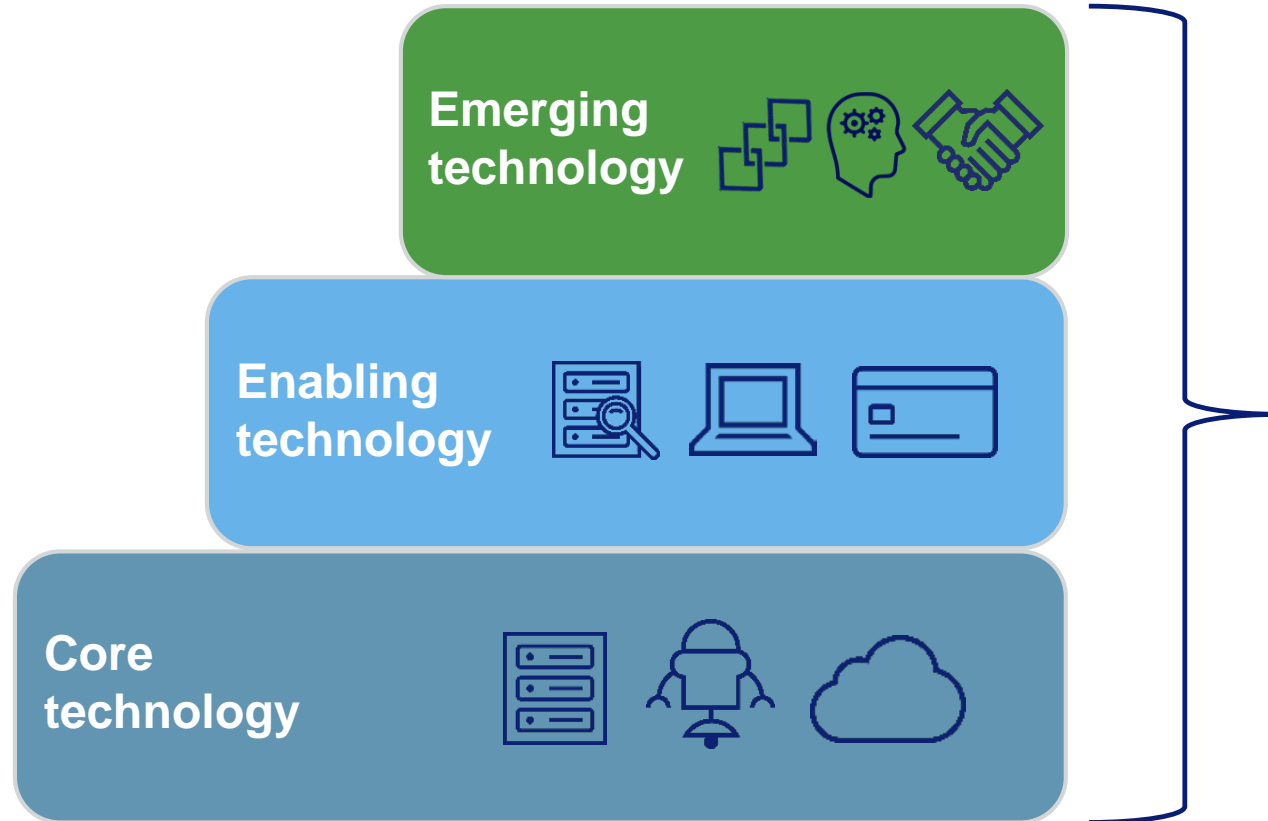


Customer matching
system provides a
single view
of each customer

Enterprise Landing Zone deployed using
Hadoop big data technology

Offense

Offense drives revenue and efficiency.



Three key components
of our offense work together to:

- Streamline processes
- Enhance products
- Improve the customer experience
- Deepen customer relationships
- Attract new customers

Core Technology

Core technology keeps the lights on, drives efficiency and promotes agility.



Data centers

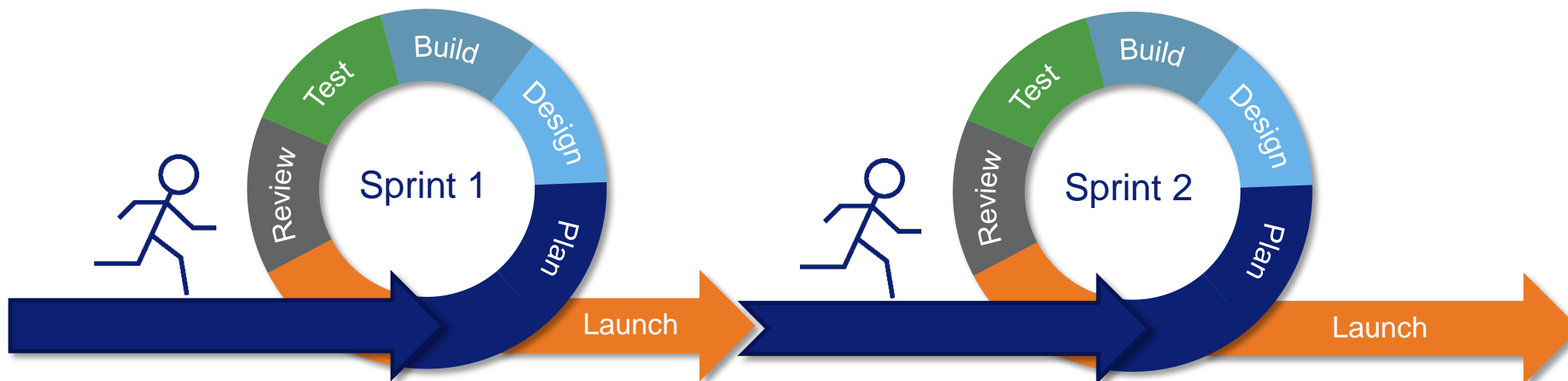


Automation



Cloud computing

Our architecture enables us to implement changes and advance our technology with **greater speed and efficiency.**

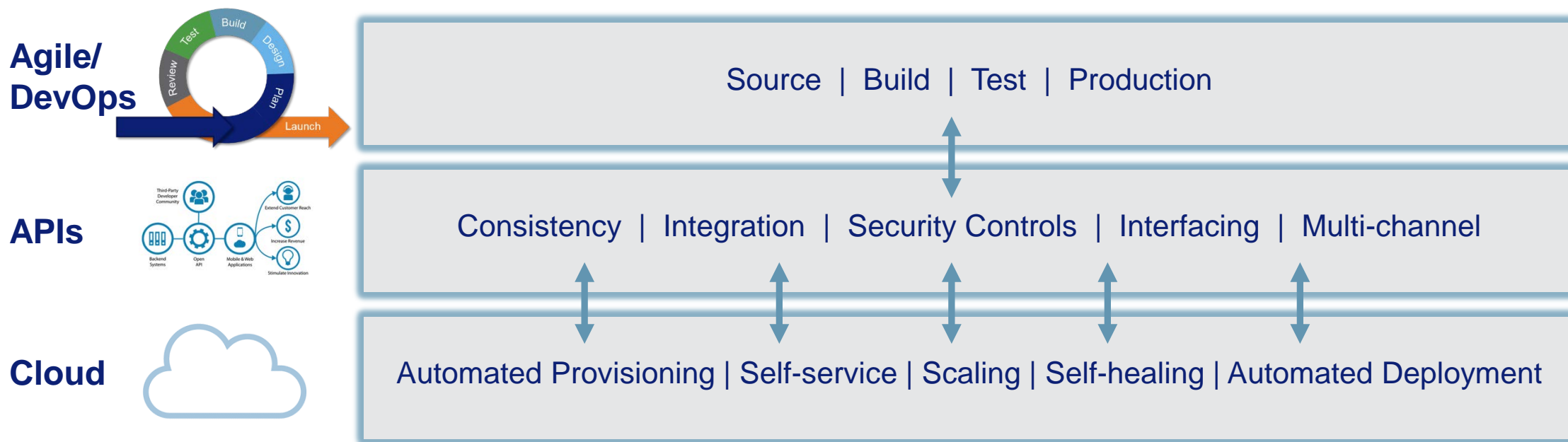


Agile, iterative product development increases our speed of delivery and time-to-revenue.

Core Technology: Bringing It to Life

We are **modernizing our core platforms** with APIs and progressive internal and external cloud enablement to:

- Accelerate access to data
- Meet business demands with speed and interoperability
- Scale capacity rapidly



Enabling Technology

Enabling technology provides ready access to data with speed, control and security.



Data analytics



Machine learning



Real-time payments

Technology enables us to **put data to work**, delivering insights and intelligence that turn customer interactions and financial transactions into **information-rich opportunities**.








We harness vast amounts of **Know Your Customer data** housed in our Enterprise Landing Zone.





Enabling Technology: Bringing It to Life

Our **Payment Hub** prepares the way for accelerated money movement and real-time payments.

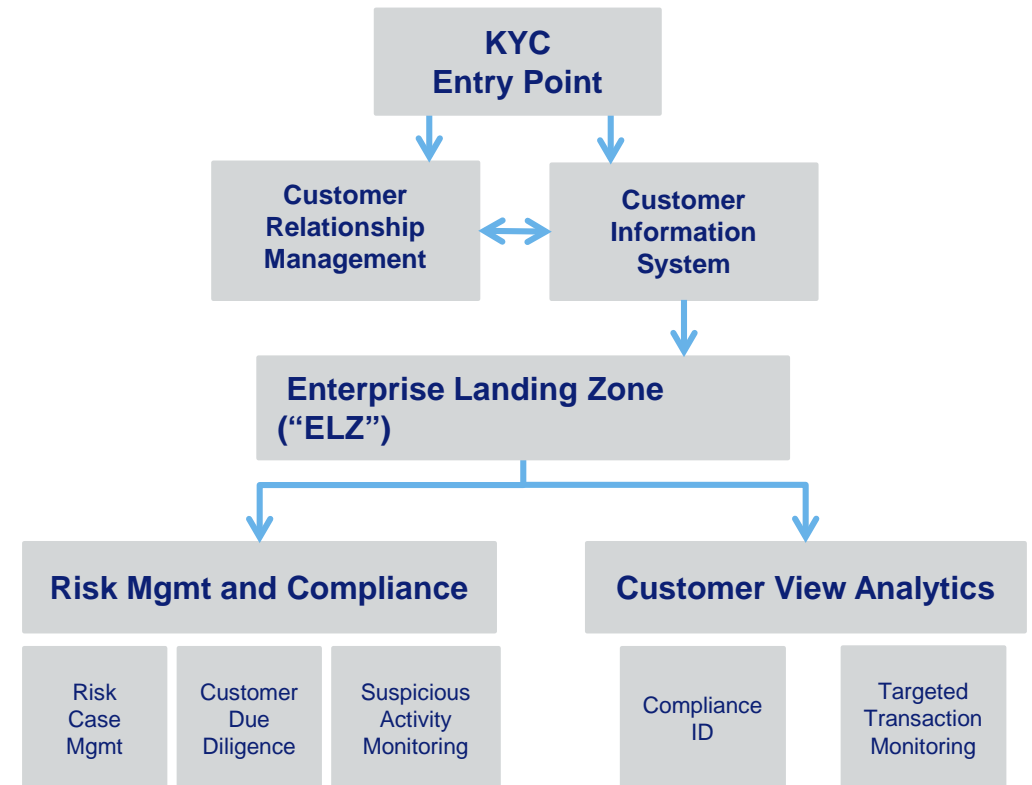
New products and services

-  Small business portal
-  Intelligent routing
-  SinglePoint analytical dashboard
-  Bill payment
-  B2C disbursement

Supporting infrastructure

-  New payment rails
-  API enhancements
-  Fraud and risk management
-  Statistical modules and reporting engine

Our **AML ecosystem** is rich with data.



Emerging Technology

Emerging technology allows us to seamlessly deliver the whole bank to our customers, serving them when, where and how they desire.



Distributed
ledger



Artificial
intelligence



Fintech
engagement

We focus on **bringing the most effective emerging technology to our customers**, removing the human element where appropriate while maintaining a high-touch feel.



Fintech capabilities
enhance the customer experience.

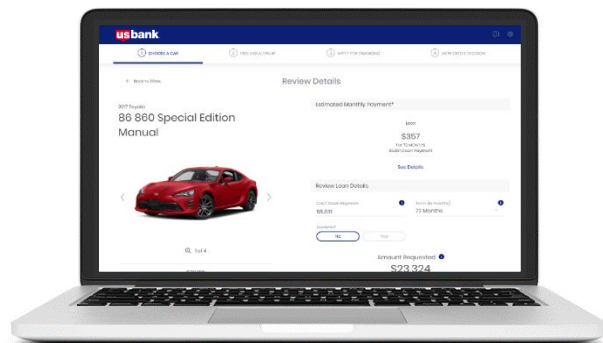


Emerging Technology: Bringing It to Life

Distributed ledger technology allows for speed, automation, efficiency and reduced risk.



We partner with **Fintechs** to remove friction and deliver an unparalleled customer experience.

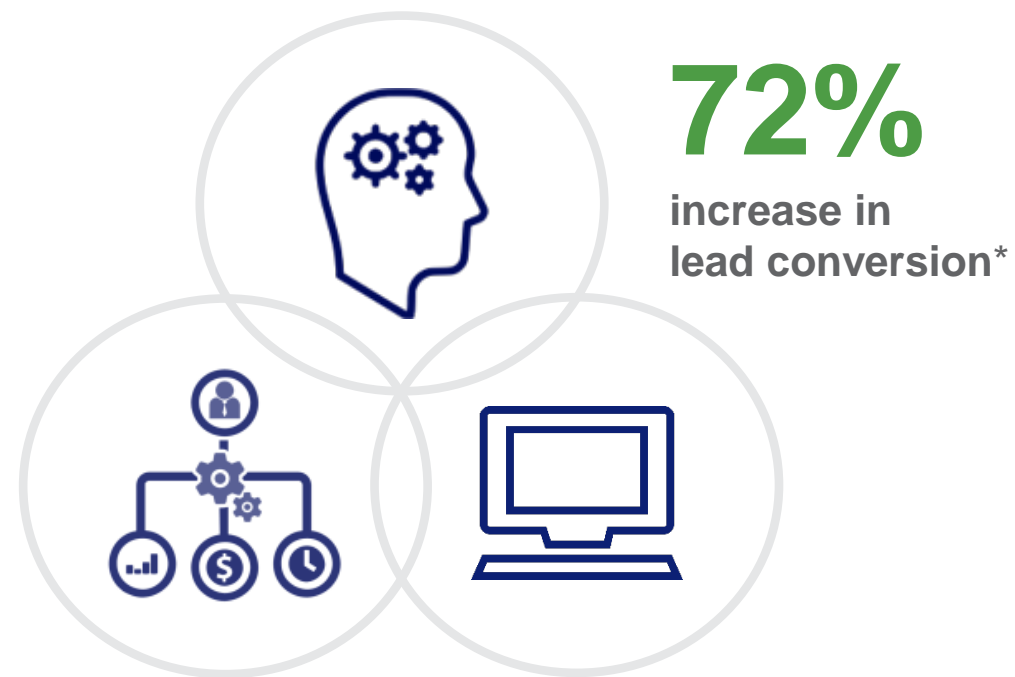


AutoGravity



Blend

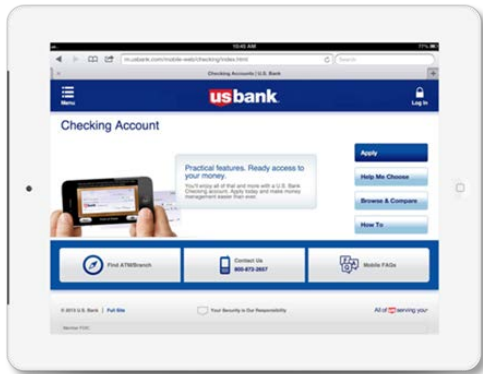
We layer **artificial intelligence** and **customer analytics** to drive intelligent insights and predict the next best offer, service or introduction.



* As a result of Salesforce Einstein AI engine scoring leads

We Are Building On Our Legacy of Innovation

We lead in the things that matter.



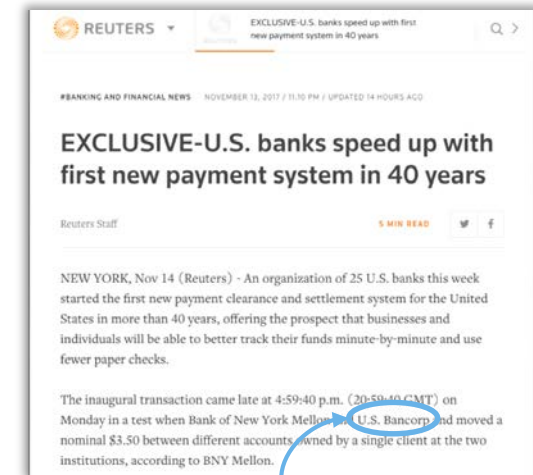
Among the first to introduce
mobile deposit capture



Among the first
to participate in **real-time
consumer P2P payments**



Patented
real-time rewards



First to participate in
real-time B2B payments

Accelerating Investment in Technology

Key areas of focus:

- Payments
 - Integrated payments
 - E-commerce
- Digital / Mobile
- B2B



1Q18 Guidance

- Net interest income
- Noninterest income
- Noninterest expense
- Credit quality
- Tax rate





Appendix

Non-GAAP Financial Measures

(\$ in millions)	Net Revenue
Line of Business Financial Performance	2017 Full Year
Corporate and Commercial Banking	\$ 3,322
Consumer and Business Banking	7,562
Wealth Management and Investment Services	2,409
Payment Services	5,836
Treasury and Corporate Support	2,928
Total Company	22,057
Less Treasury and Corporate Support	2,928
Total Company excl. Treasury and Corporate Support	\$ 19,129

Percent of Total Company

Corporate and Commercial Banking	15%
Consumer and Business Banking	34%
Wealth Management and Investment Services	11%
Payment Services	27%
Treasury and Corporate Support	13%
Total	100%

Percent of Total Company excl. Treasury and Corporate Support

Corporate and Commercial Banking	17%
Consumer and Business Banking	40%
Wealth Management and Investment Services	13%
Payment Services	30%
Total Company excl. Treasury and Corporate Support	100%

