



About this report

KeyCorp's eighth annual Corporate Responsibility (CR) Report – a companion piece to our Annual Report to shareholders – provides all stakeholders with an update on the company's CR priorities and progress.

KeyCorp uses the Global Reporting Initiative (GRI) framework to provide transparent disclosure of Key's most significant areas of impact in a manner comparable with peers and industry benchmarks. GRI is an international, independent standards organization that helps businesses understand and communicate their environmental, social, and governance (ESG) impacts and opportunities.

By way of this document, Key reports on the CR progress of KeyCorp, including KeyCorp's subsidiary bank, KeyBank National Association, and KeyBank Foundation, for the calendar year ending December 31, 2018.

For additional disclosure of KeyCorp's ESG topics, visit the [GRI content index](#) and [key.com/community](#) and KeyCorp's [Corporate Governance](#) page.

About KeyBank

3

A Message from Beth Mooney

5

National Community Benefits Plan

6

Helping Our Clients Thrive

7

Helping Communities Thrive

11

Operating with Integrity

18

Awards and Accolades

24

A Message from Don Graves

25

Feedback and questions about our corporate responsibility efforts and this report are welcomed and can be addressed to Eric Fiala, KeyCorp's Director of Corporate Community Initiatives and Relations: Eric_M_Fiala@keybank.com or 216-689-4238. View this and previous KeyCorp Corporate Responsibility Reports at [key.com/crreport](#).

KeyBank is one of the nation's largest banks, with client relationships at the center of all we do.



\$86 Billion
Loans



9 consecutive
“Outstanding” Ratings Under the
Community Reinvestment Act



\$105 Billion
Deposits



Award-winning culture
of Diversity, Inclusion, and Philanthropy



3.5 Million
Clients



1,500+
ATMs



1,100+
Branches



\$138 Billion
Assets



~18,000
Full-Time Equivalent (FTE) Employees

As of 12/31/18

Our Purpose ————— Key helps our clients and communities thrive.

Our Promise ————— **To clients:** We will help you make better, more confident financial decisions.
To employees: Together, we have a strong sense of community where each one of us has the opportunity for personal growth, to do work that matters, and to work in a place where results are rewarded.

Our Values ————— **Teamwork:** We work together to achieve shared objectives.
Respect: We value the unique talents, skills, and experience that diversity provides.
Accountability: We deliver on what we promise.
Integrity: We are open and honest in everything we do.
Leadership: We anticipate the need to act and inspire others to follow.

Thank you for your interest in KeyCorp's 2018 corporate responsibility efforts. Whether you are a client, a community partner, an investor, an employee, or interested in becoming one, we appreciate you taking the time to learn about Key's legacy as a responsible bank and citizen.

A Message from Beth Mooney



At KeyBank, we have a deep commitment to the communities we proudly serve. We are helping our neighbors and neighborhoods thrive through our collective commitment to do business fairly and responsibly, inspire community

improvement, and make investments in the places where we live and work. We are dedicated to helping our clients and communities thrive – and it is not just what we do, it is who we are.

We believe the basis of change lies in communities and that through meaningful investments, partnerships, and grants, transformational outcomes are possible. As you will read in this report, throughout 2018, we made significant progress across all of our corporate responsibility efforts.

2018 marked the second year of our five-year, \$16.5 billion National Community Benefits Plan. KeyBank continues to fulfill our commitments by delivering more than \$7 billion across the first two years of the plan in community development investments and loans, mortgages, small business loans for the underserved, and transformative philanthropy.

We also celebrated our 28th annual Neighbors Make The Difference® Day. From planting to painting to sorting, more than 7,000 Key employees were on the ground in their local communities, participating in nearly 800 projects. In addition, our teammates volunteered a total of 133,839 hours in 2018.

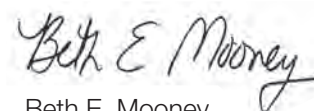
And we are committed to building sustainable communities through responsible actions. KeyBank works to preserve our collective future through investing in renewable energy, reducing our environmental footprint, and designing more efficient and healthier facilities.

2018 was also a significant year for KeyBank's diversity and inclusion efforts. For KeyBank, it's about building an intentional and committed workplace environment and an organizational culture where all people are engaged, respected, and encouraged to bring their best, authentic selves to work. We are proud of our continued efforts and results – our demonstrated success starts at the top, where 50% of our Board of Directors and 40% of our Executive Leadership Team are female, minority, or veteran.

Every day we are looking – and working – to make a difference, for our clients, our colleagues, our shareholders, and the communities we serve. And, as we continue our journey, we will stay true to our commitment as a responsible bank and responsible citizen.

Thank you for your partnership on this journey.

Sincerely,



Beth E. Mooney
Chairman and Chief Executive Officer

National Community Benefits Plan

Helping clients and communities thrive is at the heart of KeyBank’s five-year, \$16.5 billion National Community Benefits Plan. The plan, launched in 2017, drives investment for low- to moderate-income (LMI) individuals, families, and communities through community development and affordable housing, mortgage and small business lending, and transformative philanthropy. In the first two years of the plan, KeyBank’s National Community Benefits Plan has led to more than \$7 billion in investment throughout all the communities where we do business. These investments are presently tracking 38% above our target.

Advisory Council Engagement

KeyBank’s National Advisory Council, formed as part of the National Community Benefits Plan, met twice in 2018. During these meetings, a diverse group of community stakeholders shared insights on issues facing communities and how Key is positioned to help address those issues. New in 2018, Key included presentations from national and local thought leaders on ways to drive even greater impact in communities. Regional Advisory Councils in Western New York; Albany, NY; and the Great Lakes also convened in 2018 to provide meaningful input and guidance on making impactful investment and lending in communities.



9x

“Outstanding” Consecutive
CRA Ratings

*Office of the Comptroller
of Currency*

\$7.1 Billion

In investments

38%

Above targets

Community Benefit Plan Commitments	Plan-To-Date	Year Over Year (YOY) Growth
Community Development Lending & Investing: Affordable housing and community development solution	\$5.0B	+33%
Mortgage Lending: Supporting LMI individuals and communities	\$1.2B	+67%
Small Business Lending: Helping LMI urban and rural communities	\$830MM	+13%
Transformative Philanthropy: Focused on education, workforce development, and neighborhood revitalization	\$71MM	+25%
Aggregate Results	\$7.1B	33%

Helping Our Clients Thrive

Creating shared value is at the core making clients' dreams come true. We continue to demonstrate that generating value is our best tool to create ongoing positive outcomes for both our neighbors and neighborhoods.



Community Development Lending & Investment

KeyBank Community Development Lending & Investment (CDLI) finances projects that stabilize and revitalize communities. We are one of the top affordable housing lenders in the country with a platform that brings together balance sheet, equity, and permanent loan offerings. CDLI has made substantial investments supporting community development and affordable housing projects from Maine to Alaska, representing an investment of \$2.5 billion in 2018.

Glenville Circle North

Affordable housing developments are a critical part of changes across America’s urban landscapes. In our hometown of Cleveland, OH, KeyBank’s financing of the Glenville Circle North project is part of Mayor Frank G. Jackson’s Neighborhood Transformation Initiative to transform the city’s urban spaces.

This mixed-use, multifamily housing and commercial space in the Glenville neighborhood will provide affordable living options and spur business growth in the surrounding community. The property will offer 63 mixed-income units, plus 13,950 square feet of combined retail and commercial space.

Elizabeth Place Apartments

Community partnerships play a large role in the work of KeyBank’s CDLI. As such, we are proud to work with the Cook Inlet Housing Authority (CIHA) on the development of the Elizabeth Place Apartments in Anchorage, AK.

The mixed-use project will provide downtown Anchorage with 38 units of affordable housing as well as commercial space. KeyBank provided CIHA with loan financing for the development, along with Low-Income Housing Tax Credits equity. Among the 38 affordable housing units, 15 will be fully equipped for individuals with sensory and mobility disabilities, 10 units will be set aside for those who are otherwise differently abled, and four will be set aside for those experiencing homelessness.

\$2.5 Billion

Investments supporting community development and affordable housing projects in 2018



Glenville Circle North

Small Business Lending

The path to progress and growth includes a bank that understands the challenges of building a small business from the ground up. This challenge is particularly acute in neighborhoods where access to capital has been a challenge. Starting in 2017, KeyBank has committed to investing \$2.5 billion in small business lending to LMI urban and rural communities over five years.

**\$830
Million**

in lending to small businesses over the first two years of the plan

In 2018, KeyBank increased its commitments to SBA lending programs and rose to the 13th ranked SBA lender in the nation. At a 22.5% annual compounded growth rate since 2014, KeyBank more than doubled its SBA commitments over the same time period.

To meet the evolving needs of clients and streamline how businesses access the capital they need to grow, in 2018 KeyBank acquired the digital lending platform Bolstr. Designed to provide fast, flexible, and comprehensive financial solutions to business owners, Bolstr's technology will enable KeyBank to streamline loan applications and meet clients on their terms, wherever they may be.



platform Bolstr. Designed to provide fast, flexible, and comprehensive financial solutions to business owners,

KeyBank continues to grow small business lending in these communities. With more than \$830 million in lending to small businesses in urban and rural communities, we have exceeded its targets for the first two years of the plan.

Small Business Administration (SBA)

programs remain an important means for capital investment to bring opportunity to neighborhoods. As an SBA Preferred Lender with \$304 million in approved loans over the course of the year, many within LMI communities, KeyBank helps countless small businesses and neighborhoods thrive.



Shea's Banquets

Through our innovative programs and a commitment to improving the financial wellness of our clients, we've made a positive impact on many small business owners and communities in the footprint we serve.

Shea's Seneca Catering LLC., owned by William and Molly Koessler, operates in the Shea's Seneca district of South Buffalo. A once glittering hub of Seneca Street, the district fell into crumbling decay but has since undergone an extreme makeover and restoration. What once housed Shea's movie theater was recently refurbished to its original charm and converted into multi-use space. It now boasts 23 market-rate apartments, four retail tenants, and a banquet space.

KeyBank provided Shea's Banquets with a \$150,000 term loan to modernize and renovate the kitchen, install modern equipment, and purchase supplies. KeyBank also set up deposit and merchant processing accounts for the business, streamlining its collections and payables processes.

Mortgage Lending

Homeownership is a critical factor in building healthy neighborhoods. To support the mortgage investment goals in our National Community Benefits Plan, KeyBank seeks to improve the lives of residents in all the neighborhoods we touch.

KeyBank's commitment to home ownership includes banking products that put owning a home within reach for low- to moderate-income individuals. Through the first two years of the plan, KeyBank has provided \$1.2 billion in mortgages to LMI neighborhoods and borrowers in urban and rural communities.

The lead product to support these goals is Key Community Mortgage.[®] This program uses low down payment options and nontraditional credit approval to help clients in all neighborhoods reach the dream of homeownership.



Through a Financial Wellness Review, a KeyBank banker can identify candidates for Key Community Mortgage by reviewing their salary history and on-time payments. Also, KeyBank's mortgage team can connect clients with local realtors who specialize in programs, such as Key Community Mortgage, to start their search for a home.



Homeownership Center of Tacoma

Since 2014, KeyBank has worked in Washington with Homeownership Center of Tacoma to provide mortgages in LMI communities. The nonprofit's mission is to revitalize Tacoma's targeted neighborhoods by expanding homeownership through constructing new homes, renovating existing homes, and assisting modest-income, first-time buyers to qualify for first and second mortgage loans. In addition to these services, Homeownership Center of Tacoma provides first-time homebuyer education and mortgage counseling to its clients.

Throughout this relationship, KeyBank has worked as a main lender for the organization, with an emphasis on the Key Community Mortgage. During this time, KeyBank has helped to close 16 mortgages for homebuyers in Tacoma neighborhoods. KeyBank employees have also worked with the Homeownership Center of Tacoma to help clients ensure they are prepared for homeownership and the requirements of a mortgage.

\$1.2 Billion

in mortgages to LMI neighborhoods and borrowers through the first two years of the Community Benefits Plan

Helping Communities Thrive

KeyBank understands that one of our most valuable assets is our ability to create hope, opportunity, and dignity for the communities and clients we serve. A single product or service alone can't tackle systemic issues affecting a community. However, when Key thinks upstream and to the future, we better understand that our business is fundamental to helping communities thrive.



Transformative Philanthropy

Being part of a community means investing in its success. KeyBank Foundation and First Niagara Foundation are non-profit charitable organizations focused on transformative philanthropic investments to build stronger communities and improve the quality of life for our neighbors.

In 2018, KeyBank Foundation and First Niagara Foundation combined to make more than 3,300 philanthropic investments totaling nearly \$40 million. These investments were consistent with the Foundations' strategic pillars of Education, Workforce, and Neighbors, and help build meaningful relationships that will create lasting change in our communities.

\$39.6 Million

supporting more than 3,300
philanthropic investments



Mi Casa Resource Center

Mi Casa Resource Center

Small business development is an important factor in restoring hope to America's underserved neighborhoods and a major plank of KeyBank's National Community Benefits Plan. The KeyBank Foundation is also working with local community organizations to accelerate small business growth in our communities.

In Denver, CO, KeyBank awarded a \$485,000 grant to Mi Casa Resource Center in support of its businesses development programs, which serve start-up, early-stage, and existing businesses targeted primarily to women and minority-owned businesses. Mi Casa's business participants often lack access to social and financial capital as well as other training resources, and KeyBank's grant will ensure better access and training for Mi Casa's participants..

Goodwill of Western New York

Helping communities thrive means bringing opportunity to lift all our communities. In Buffalo, NY, KeyBank Foundation partnered with First Niagara Foundation to provide Goodwill of Western New York a \$750,000 grant to support a new program, the Long-Term Employment Support (LTES) initiative. LTES aims to improve job retention by supporting Goodwill's clients for up to 36 months after their initial job placement.



Fostering Sustainable Communities

KeyBank is creating a more sustainable economy through products and services that support green buildings, energy efficiency, high efficiency vehicles, and renewable energy. We do this through our retail and commercial banking products in Key Community Bank, investment products in Key Private Bank, equipment financing through Key Equipment Finance®, and lending and capital investments through KeyBanc Capital Markets®

For example, in Cleveland, KeyBank supports catalytic projects that are creating a more sustainable and equitable community.

MetroHealth – EcoDistrict and Campus Transformation

- KeyBank is a stakeholder on the MetroHealth hospital system’s EcoDistrict to transform the Clark Fulton neighborhood into a climate resilient, equitable neighborhood.

Cleveland Climate Action Plan

- KeyBank is supporting the Cleveland Climate Action Plan and looks to leverage our capabilities to accelerate Cleveland’s progress towards significant carbon reduction, advancing of renewable energy, and support of sustainable economic development in Cleveland.

\$3.3 Billion

Investments in renewable energy

27.2 GW

Cumulative capacity for 2018, a 4.4GW increase

Renewable Energy Investments

Since 2007, KeyBanc Capital Markets (KBCM) has been investing in renewable power generation in the U.S. KBCM also provides services to clean technology firms in the smart grid, energy management, and pollution control sectors. Key is one of the largest U.S. bank lenders to the wind and solar sectors and a national leader in renewable energy investments. At year-end 2018 we had \$3.3 billion committed to renewable energy projects, representing a cumulative capacity for 27.2 GW, a 4.4 GW Increase.

Wind Farms

We believe that investing in renewable energy and energy efficiency has tremendous potential for both our clients and our shareholders. In September 2018, KBCM acted as Joint Lead Placement Agent for the issuance of \$140 million of privately placed Senior Secured Notes for CED Wind Holdings, LLC. Proceeds from the offering will be used to recapitalize a portfolio consisting of five wind projects.

The wind projects include five wind farms located in South Dakota and Montana with a total generating capacity of 180 megawatts (MW). Owned by Con Edison Development, Inc., the portfolio is 100% contracted with investment grade offtakers under power purchase agreements (PPAs) expiring 20–30 years from each project’s respective commercial operation date.

CED Wind Holdings transaction led by KBCM was awarded the North American Wind Transaction of the Year by IJ Global.

Key Equipment Finance (KEF)

As recognized leaders in renewable energy and helping clients achieve energy efficiencies, our Key4Green experts are armed with the resources, connections, and financing to design and implement unique solutions.

Key Equipment Finance and Community Energy, Inc.

Through its arrangement with the Key Equipment Finance Clean Energy team, Community Energy, Inc. – a solar industry leader with offices in Pennsylvania and Colorado – is providing value not only to its commercial customers, but also for its nonprofit clients. For more than five years, Community Energy has worked with Key Equipment Finance to assist universities, municipalities, commercial entities, and consumers with renewable energy improvements, including rooftop and ground-mounted solar installations that harness power from the sun.

Most recently, Key Equipment Finance Clean Energy and Community Energy worked together on a community solar transaction:

- A \$7.8 million tax lease and a \$1.9 million term loan were provided in financing for community solar projects in Massachusetts totaling 3.75 megawatts (MW).
- A Massachusetts commercial customer will purchase half the generation output, with the remainder purchased by more than 100 residential community solar subscribers.
- The 3.75 MW system will eliminate more than 7.8 million pounds of carbon dioxide from the atmosphere annually, which equals the use of approximately 8,000 barrels of oil. The lifetime environmental impact is equivalent to more than 75,000 trees planted.



Community Energy, Inc. worked together with Key Equipment Finance on a \$7.8 million tax lease and a \$1.9 million term loan for financing community solar projects in Massachusetts totaling 3.75 MW.

KEF Aggregate Results

Our sustainability and corporate responsibility efforts extend far beyond the walls of the company. Engaging in community sustainability and community development efforts helps us serve our purpose to help our clients and communities thrive.

Asset Type	Amount Financed	MW	Transactions
Energy Efficiency	\$88,478,033	NA	13
Fuel Cells	\$332,000,000	41	63
Solar	\$447,187,979	243	217
Total	\$867,666,012	284	293

“Customized financing plays an important role by bringing the benefits of community solar to more customers. It also contributes to Key’s broader sustainability goals.”

Doug Beebe, Vice President of Energy Finance for Key Equipment Finance Clean Energy

Employee Volunteerism

Communities thrive when volunteers unite. That’s why thousands of KeyBank employees volunteer each year, contributing to the well-being of their local communities. When individuals come together to dedicate their time and talent to serve others, lives are enriched, and communities are transformed for the better, in meaningful ways.



KeyBank volunteers at Little Sisters of the Poor in Pittsburgh, PA.

Neighbors Make The Difference® Day

In 2018, we celebrated our 28th annual Neighbors Make The Difference Day. From planting and painting to cleaning and sorting, more than 7,000 Key employees were on the ground in their local communities, participating in nearly 800 projects. Neighbors Make The Difference Day is the hallmark of Key’s commitment to its communities and a leading corporate volunteerism effort in America.



KeyBank employees volunteer for a third year with Habitat for Humanity’s “Help Build Hope” Wall Build project.

Habitat for Humanity “Help Build Hope” Wall Build

In Columbus, KeyBank Central Ohio Market President Melissa Ingwersen and fellow KeyBank employees took part in the Habitat for Humanity “Help Build Hope” Wall Build. The home was built for Curtis Hinton, who is retired from the U.S. Marine Corps. Hinton also served in the U.S. Army and as a Surgical Technician in the U.S. Army Reserves. He has two grown children and is ready for his senior years ahead in the two-bedroom home built during this project. KeyBank also presented a check of \$10,000 to Habitat for Humanity to help with the project.

133,839
Employee volunteer hours



5X

America’s 50 Most
Community-Minded Companies

Civic 50



Famicos Foundation and KeyBank Join Forces

As part of Neighbors Make The Difference Day, more than 100 KeyBank employees partnered with the Famicos Foundation in a neighborhood cleanup, doing yard work, planting flowers, and painting porches and garages for residents in Cleveland’s Glenville neighborhood.

KeyBank also invited the American Red Cross to go door-to-door installing smoke alarms. Key is a local sponsor of the national Red Cross Sound the Alarm campaign, which over a period of three weeks helped to make 852 homes in Cleveland and Akron safer through the installation of 2,380 smoke alarms.

The Cleveland Police Department Community Engagement team joined the event to engage with residents about how to make the city’s neighborhoods safer by building trust with residents and encouraging them to report signs of trouble.

Key4Women® “Real Life Bosses” Campaign

For us, supporting women in business and helping them reach their goals isn’t just something we talk about; it’s part of who we are. It’s personal. At KeyBank, 60% of our workforce is made up of women, with 55% in leadership roles. With our Key4Women program, we’re supporting the financial progress of

women through advocacy, empowerment, and connections. In October 2018, to celebrate Women in Small Business Month, we invited the public to join Key4Women in combatting gender bias in business and celebrating the many faces of #RealLifeBosses. Throughout October, we encouraged women to share a photo of women

in leadership positions who have influenced their careers, using #RealLifeBosses on social media. The campaign has had immense success, and together we continue to show the world what #RealLifeBosses look like – one face at a time. We invite you to learn more at key.com/reallifebosses.

Shining a light on women managers via Key4Women’s #RealLifeBosses campaign



2,552 page views

3.4 Million

Social media impressions

356.6 Million

Earned media impressions

301,000

Social media engagements
28K projected



Increased LinkedIn followers **82%**

Financial Wellness

Financial Wellness is the foundation for all we do. It is our commitment to understanding our clients' needs and challenges, to arming and empowering them with our expertise and insight, and to helping them make daily progress in their financial journey - one decision at a time. We succeed when our clients succeed and when our communities thrive. We are proud that the number of clients engaged with our Financial Wellness experiences continues to grow. Our knowledgeable bankers increasingly use Financial Wellness Reviews to engage our clients in creating personalized plans to establish a strong financial foundation and start taking steps on a path toward financial progress.

Super Refund Saturday

KeyBank partners with local organizations to hold the annual Super Refund Saturday, a cost-effective way for residents to navigate the potentially confusing tax preparation process and ensure they are getting their full refund. Each year, thousands of qualifying Americans don't claim the Earned Income Tax Credit (EITC) on their federal income tax returns, resulting in billions of dollars in unclaimed income tax refunds.

In 2018 KeyBank hosted Super Refund Saturday events in 10 communities. More than 100 KeyBank employees volunteered their time and expertise to assist nearly 700 households. The events generated more than \$1.2 million in tax refunds. Over the past five years, KeyBank and KeyBank employees have assisted with more than \$7 million in tax refunds, helping more than 3,400 EITC qualifying families and individuals.



Over the past five years, KeyBank and KeyBank employees have assisted with more than \$7 million in tax refunds, helping more than 3,400 EITC qualifying families and individuals.

Operating with Integrity

Operating responsibly, both in the workplace and the marketplace, is critical to KeyBank's success. As an industry leader in diversity and inclusion and sustainable operations, KeyBank is a values-based culture centered on teamwork, respect, accountability, integrity, and leadership. Our commitment extends beyond the walls of our company and focuses on creating positive outcomes in the marketplace and in the communities we serve.



Helping Employees Thrive

Thriving is a critical part of KeyBank’s mission statement; it is how KeyBank works with clients and engages communities. Helping employees thrive is an important part of this mission and is crucial to KeyBank’s success as a business. In 2018, KeyBank amplified its approach to helping employees through a redesigned benefits program: Thrive with Key. This holistic approach to employee benefit programs goes beyond the standard set of core benefits to deliver offerings to help KeyBank employees live their best lives.



The Rocky River, OH, KeyBank branch team.

Thrive with Key provides competitive, comprehensive, and responsive employee benefits in three areas: Health, Well-being, and Financial Wellness. It represents all of the things KeyBank offers to employees, from medical benefits to lifestyle benefits to career development and financial products and services including:

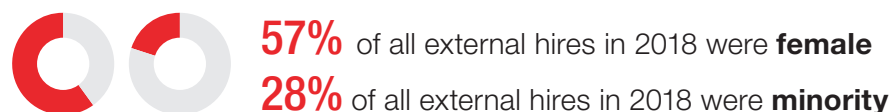
- Expanded medical plan options
- Fitness reimbursement program
- Scholarship program
- Hardship relief program
- An external website for employees to access information about their benefits

Diversity & Inclusion

Diversity is who we are; inclusive is what we choose to be. For KeyBank, it’s about fostering a workplace environment and organizational culture where all people are engaged, valued, supported, respected, affirmed, and encouraged to bring their best, authentic selves to work.

This culture is a genuine reflection of who we are and adds demonstrated value to and alignment with our business objectives. Our focus on leadership accountability has generated measurable results:

- Continued efforts to advance recruiting, developing, retaining, and engaging diverse talent included results that 28% of all company hires were minorities and 57% were female
- Increased market-based Key Business Impact and Networking Groups (employee resource groups) chapters by 21%, with employee participation increasing to 53%
- Expanded outreach and broadened supplier diversity strategy to achieve annual goal of 10% of total corporate spending with diverse suppliers
- Enhanced relationships with leading national organizations, including Black Enterprise, Catalyst, The Conference Board, Executive Leadership Council, and Prospanica



Workforce

We attract, retain, and develop diverse talent as part of our ongoing commitment to a stronger company that reflects and better serves all of our clients and communities.

As set by the board of directors, one of KeyBank’s top strategic priorities is to engage a high-performing, talented, and diverse workforce. We have embarked on a focused strategy to improve our diversity of hire. As a result, our related actions have since netted positive results. Our demonstrated success starts at the top, where 50% of our Board of Directors and 40% of our Executive Leadership Team are female, minority, or veteran.

50% of Board of Directors and 40% of Executive Leadership Team are female, minority, or veteran.

Key U.S. Employee Diversity on December 31, 2018

	Female	White	Black/ African American	Hispanic/ Latino	Asian	All Other
Exec./Sr. Level Officials and Managers	30%	90%	4%	2%	4%	0%
First/Mid-level Officials and Managers	47%	87%	4%	4%	4%	1%
Professionals	51%	83%	7%	3%	6%	1%
Sales Workers, Admin Support, and Service Workers	69%	76%	10%	7%	5%	3%
Total KeyCorp Workforce (18,553 employees)	60%	80%	8%	5%	5%	2%



9X

Top 50 Companies For Diversity

5X

Top 20 Companies For Diversity Councils

DiversityInc

Workplace

We maintain an environment that embraces and respects differences. We continually set the tone for inclusion as a cultural expectation at Key and a catalyst for employee engagement.



KBING leaders gather with Chairman and CEO Beth Mooney following her presentation on the importance and impact of KBINGs at Key during the inaugural KBING Leadership Summit.

Key Business Impact and Networking Groups (KBINGs)

Key Business Impact and Networking Groups are employee resource groups strategically aligned to enhance corporate goals for diversity and inclusion, increase employee engagement, and provide members with career development opportunities and supportive resources.

Launched in October 2018, the Key Legal Exchange (Key L.E.) KBING is for employees interested in legal community outreach; the legal profession; and those in the fields of risk review, legal, compliance, or other fields that require regulatory and legal guidance. Key L.E.'s mission is to create a forum for networking, communication, and education and to foster diversity and inclusion for those who have an interest in legal topics.

KBING Leadership Summit

KBING leaders from across Key's footprint came together to hear panelists and presenters, including CEO Beth Mooney, deliver many valuable and actionable outcomes. KBING leaders learned how to build and link KBING strategy to Key's corporate strategy, brainstormed solutions to common challenges, shared best practices, and created relationships that will help support and sustain the work moving forward.

KBING Leadership Summit highlights:

- 100% of the Executive Leadership Team participated
- 50% of participants were from outside of Cleveland
- Results and best practices were shared with The Conference Board, a global business-focused research organization

Marketplace

We create innovative, client-focused solutions and product sets while maintaining a strong, diverse supplier base.



Kim Manigault, Chief Diversity & Inclusion Officer, and Beth Mooney, Chairman and CEO, KeyCorp at the 2nd Annual KeyBank Supplier Summit.



1x

2018 Best of the Decade
for Supplier Diversity
Minority Business News

Supplier Diversity and Economic Inclusion

KeyBank is committed to providing opportunities for diverse businesses. We recognize the importance of having a diverse supplier base that reflects our clients and customers in the areas we proudly serve. We support diverse suppliers by providing opportunities inclusive of minority, women, veteran, service-disabled veteran, LGBT, and individuals with a disability.

KeyBank has been committed to supplier diversity for more than 30 years, and since 2001 has spent more than \$1 billion with diverse suppliers.

2nd Annual KeyBank Supplier Summit

Representatives from businesses across the Cleveland area came together for the second annual KeyBank Supplier Summit to educate themselves and engage more deeply with Key’s commitment to corporate responsibility, supplier diversity, and economic inclusion.

The event attracted 167 current Key suppliers, prospective suppliers, organizations, and KeyBank employees. Attendees enjoyed and participated in panel discussions, business matchmaker meetings, and a fireside chat with Beth Mooney, Chairman and CEO of KeyCorp.

10%

Total corporate procurement spend
with diverse suppliers

\$1 Billion

Spend with diverse suppliers
since 2001

Sustainable Operations

At Key, we understand that sustainable practices are critical to helping clients and communities thrive. Through our corporate actions, we work together with our clients and our communities so that we can all have a bright future, together. Our goals are aligned with the Science-Based Targets Initiative, and were established in partnership with internal stakeholders. We recognize climate change as both a risk and an opportunity to the resilience and growth of our business in the years to come.

1X
100 Most Sustainable
Companies in the World
Corporate Knights

1X
Most Sustainable
Companies in the U.S.
Barron's

Scope 1 & 2 GHG Emissions



2030: 40% Reduction



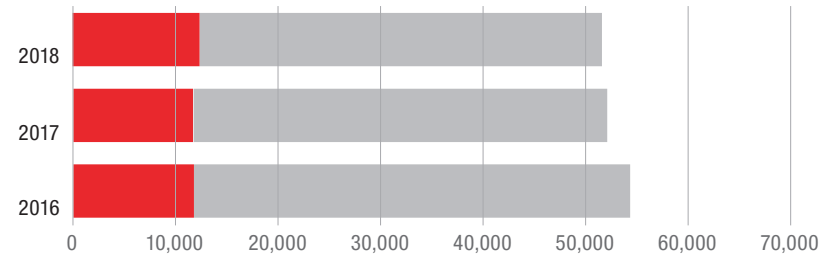
2050: 80% reduction

Progress



Scope 1 & 2

■ Scope 1 ■ Scope 2



Renewable Energy Procurement



2030:
20% renewable energy



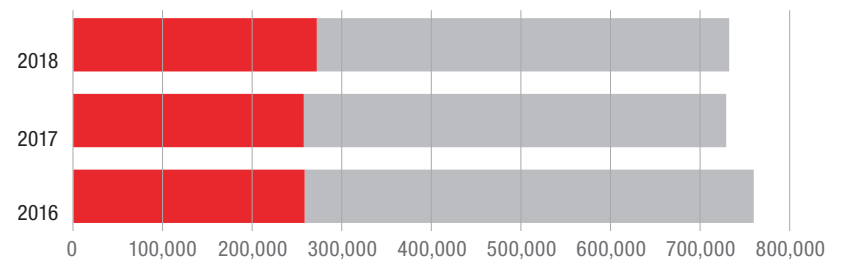
2050:
60% renewable energy

Progress



Energy Consumption

■ Direct Energy ■ Indirect Energy



46% Percentage of waste diverted from landfills

45 Tons of paper reduced YOY

2,056,325 Square feet of LEED-certified space

Awards and Accolades

Award-winning culture of diversity, inclusion, civic connection, and transformative philanthropy.



9x

**“Outstanding”
Consecutive CRA Ratings**

*Office of the Comptroller
of Currency*



5x

**America’s 50 Most
Community-Minded
Companies**

Civic 50



9x

**Top 50 Companies
for Diversity**

DiversityInc



5x

**Top 20 Companies
for Diversity Councils**

DiversityInc



10x

**Best Companies
for LGBTQ Equality**

Human Rights Campaign



1x

**First American Corporate
Leadership Award**

*National Center
for American Indian
Enterprise Development*



4x

**Military Friendly
Employer**

G.I. Jobs



4x

**Military Spouse Friendly
Employer**

G.I. Jobs



2x

**Leading Disability
Employer**

*National Organization
on Disability (NOD)*



1x

**2018 Best of the Decade
for Supplier Diversity**

Minority Business News



1x

**100 Most Sustainable
Companies in the World**

Corporate Knights



1x

**Most Sustainable
Companies in the U.S.**

Barron’s

As of 12/31/18.

As you've read in this report, 2018 was an exciting year for KeyBank's corporate responsibility efforts. Helping clients and communities thrive is our purpose; creating shared value with the markets we serve is how we accomplish this purpose. KeyBank is successful when all our clients and all our communities do well.

A Message from Don Graves



We are committed to bringing hope, opportunity, and dignity to the communities we serve. In 2019 and beyond, we have aligned our corporate responsibility efforts, including environmental

sustainability, in a way to amplify and strengthen this commitment.

KeyBank's corporate responsibility efforts are aligned with each of our company's business goals. Our team is working to create deeper, more impactful relationships in our communities. We are leveraging local Corporate Responsibility Officers to help address the challenges of and build on the unique assets in each of our markets.

An essential aspect of this work is to ensure all our communities are aware of the full set of KeyBank's products and services to support Financial Wellness. This is especially important for those most in need of the programs and expertise available to them.

Driving innovation and economic development in the community is also critical. In a continually changing world, finding new ways to use cutting-edge technology to increase our impact and reach proactively is a top priority.

Foundational to what we do is how we do it. Diversity and inclusion remains a critical component of our work every single day as a company. We are focused not just on being a diverse company, but on being an inclusive one. Diverse is what we are, inclusive is who we choose to be.

Communities across our country – communities where we live and work and raise our families – need our collective help. KeyBank understands not only how we're positioned to support them and deliver on our purpose to help clients and communities thrive, but also how we can join with them and build stronger relationships. While our work will never be done, I'm excited about the progress we've made and the road that lies ahead of us.

Best,



Don Graves
Head of Corporate Responsibility
& Community Relations



KeyCorp

127 Public Square
Cleveland, OH 44114

Phone:

216-689-3000

TDD/TTY:

For customers using a TDD/TTY device,
please call 1-800-539-8336.

Email:

general@keybank.com

Twitter:

[@KeyBank](https://twitter.com/KeyBank)

[@KeyBank_Help](https://twitter.com/KeyBank_Help)

[@Key4Women](https://twitter.com/Key4Women)

Facebook:

facebook.com/KeyBank



This document contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements usually can be identified by the use of words such as “goal,” “objective,” “plan,” “expect,” “assume,” “anticipate,” “intend,” “project,” “believe,” “estimate,” or other words of similar meaning. Forward-looking statements provide Key’s current expectations or forecasts of future events, circumstances, results or aspirations. If underlying assumptions prove to be inaccurate or unknown risks or uncertainties arise, actual results could vary materially from these projections or expectations. Factors that could cause Key’s actual results to differ from those described in the statements can be found in KeyCorp’s Form 10-K for the year ended December 31, 2018, as well as in KeyCorp’s subsequent SEC filings, which have been filed with the Securities and Exchange Commission and are available on Key’s website www.key.com/ir and on the Securities and Exchange Commission’s website www.sec.gov. Forward looking statements speak only as of the date they are made or will be, and Key does not undertake any obligation to update the forward-looking statements to reflect new information or future events.