



# U.S. Bancorp: A Growth Story

Investor Day 2016



# Strategy





**We invest our hearts and minds to power human potential.**



# U.S. Bancorp is positioned for profitable growth



## 2016 Investor Day Themes

### Most Trusted Choice

Building on our competitive advantage

- Governance
- Reputation
- Culture

### Unified Customer Experience

Putting our customers at the center

- Growing our business strategically
- Leveraging data and insights

### Better Every Day

Driving efficiency and sustainability

- Innovation
- Technology



