



2019 THIRD QUARTER PROFILE

Q3 highlights

Top rating in Reinvestment Act

We received an “Outstanding” rating in the most recent **Community Reinvestment Act examination results**. The exam evaluates depository institutions’ work to help meet the credit needs of all income levels within their retail footprint.

M&A: talech

We acquired talech, a software company that helps businesses better interact with their money by blending business functions and payments through a single, integrated point-of-sale system.

Driving business

We co-branded a credit card with BMW this quarter. Our cards deliver enhanced digital experiences and greater value to BMW enthusiasts with richer rewards for customers.

“Despite a challenging interest rate environment, we posted record revenue, net income and earnings per share in Q3, delivered industry leading returns on assets and equity, and grew our book value by over 10% from a year earlier. During the quarter we returned 80% of our earnings to shareholders through dividends and share buybacks. Third quarter loan and deposit growth were solid and momentum in our core fee businesses was supported by strong sales and volume growth. Mortgage revenue was particularly robust this quarter, reflecting both market conditions and the benefits of the investments we have made in our retail platform over the past several years. As we head into Q4, we feel good about our opportunity to gain market share across our franchise and our ability to prudently manage our operating expenses even as we invest in our digital capabilities and key business initiatives. I’d like to thank our employees for their hard work and dedication to delivering value to each of our constituents.”

Andy Cecere

Chairman, President and CEO



ABOUT US

U.S. Bancorp (NYSE:USB), with 74,000 employees and \$488 billion in assets as of September 30, 2019, is the parent company of U.S. Bank, the fifth-largest commercial bank in the United States.

Founded in 1863, U.S. Bank is committed to serving its millions of retail, business, wealth management, payment, corporate, commercial and investment services customers around the world as a trusted financial partner.



Our strategic pillars

Our strategy is how we will grow; it comes to life by activating our pillars.



Being the Most Trusted Choice



Driving One U.S. Bank



Striving for Simplicity



Creating the Future Now

Q3 results brief



\$1.9B

Net income



53.3%

Efficiency ratio



15.3%

Return on average common equity



1.57%

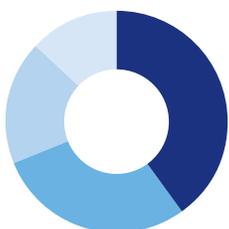
Return on average assets



\$1.15

Diluted EPS

Revenue mix by business line



40%	Consumer and Business Banking
29%	Payment Services
17%	Corporate & Commercial Banking
14%	Wealth Management and Investment Services

3Q 2019 YTD taxable-equivalent basis.
Business line revenue percentages exclude Treasury and Corporate Support.





Every three years, we invite nearly 200 analysts and investors to New York City to hear an update on our company, showcase what makes us great and ask senior leaders to share information about their areas of the business, demonstrating how we create value and ensure continued investment in our organization.

Our 2019 Investor Day took place in September, and about 30 senior U.S. Bank leaders were in attendance to give insight into our growth story, which stems directly from our company strategy.

“Investor Day is an important opportunity for the company to tell our story, build relationships with an important audience and focus our energy on the next three years,” said Jen Thompson, executive vice president and director of Investor Relations.

Replays of all the presentations shared at Investor Day are available on [IR.usbank.com](https://www.usbank.com/IR).

U.S. Bank welcomes Gen Z

Born between 1997 and 2012, Gen Z is starting to enter the workforce. And based on early research of their attitudes and behaviors, some experts are predicting a collision course with older generations. In a recent episode of the



U.S. Bank Podcast, father-son consulting duo David and Jonah Stillman break down the key findings they uncovered while writing their best-selling book “Gen Z @ Work: How the Next Generation Is Transforming the Workplace.”

Find the podcast and more at [usbank.com/newsroom](https://www.usbank.com/newsroom).



We finance and build homes.

Ismat Aziz, chief human resources officer, and Mark Runkel, chief credit officer, onsite at a Habitat for Humanity build

We know that families are more likely to thrive in a home that is safe, accessible and affordable. And as a trusted banking partner and part of the community, we just made a significant investment to building those homes.

As part of our Community Possible platform focused on investments in the areas of Work, Home and Play, our managing committee stepped up our commitment to Twin Cities Habitat for Humanity at a recent volunteer event. On a break from hanging drywall, 13 members of the managing committee pledged \$500,000 from U.S. Bank over the next five years to the organization's critical home repair program.

We've invested more than \$1 million and 10,000 volunteers with Habitat in the last two decades to help close the gap between people and possibility. It's part of our overall commitment to Home, which this year includes \$4.8 million in grants and corporate contributions and a national sponsorship of Habitat for Humanity's Carter Work Project led by Jimmy and Rosalynn Carter.

We've helped to revitalize communities across the U.S. Bank footprint in 2018 by providing:



\$88M
in American Dream
mortgage loans.

The American Dream program serves low- to moderate-income borrowers, featuring a low down payment and rehabilitation loan options.

The program was recognized by the American Bankers Association as the winner of:



**The affordable housing
community commitment
award.**

SIMPLICITY

Banca para el futuro ahora Translation: Banking for the future now

New digital tools to manage money enter the marketplace each day. And we're always exploring ways to make banking better.

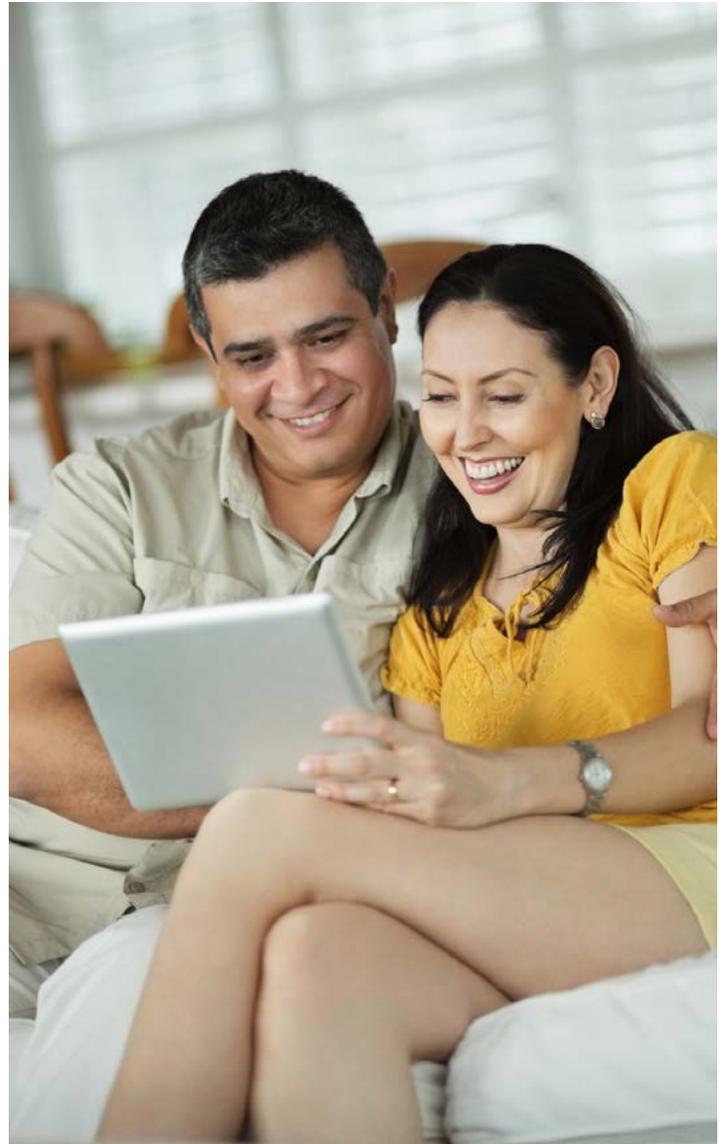
This quarter, we teamed up with eight leading data aggregator and fintech companies to make it easier, faster and more secure for our customers to connect their account information with third-party applications.

For instance, the arrangement with Intuit — creator of TurboTax, QuickBooks and Mint — will allow customers of U.S. Bank and Intuit to connect their data using an application programming interface (API) between their U.S. Bank account and Intuit's financial products.

We've also continued to use customer co-creation to constantly transform our new **U.S. Bank Mobile App** to exceed customer needs. This fall, we rolled out a Spanish language option — a first for us — as well as dozens of other new features.

In addition, the app is available on Android devices and includes: new tools and insights to help savers and investors, recurring payment functionality, direct deposit enrollment, and simpler account transfers within the products available in a U.S. Bank portfolio.

You can find it on the [App Store](#) and [Google Play](#).



Banking a side gig

Trends indicate that half of the workforce will have some sort of side-hustle in 2020 in addition to their full-time work. And more than one-third of them are pulling in \$1,100 or more a month. Banking a side job can present unique opportunities. Our thought leaders share their expertise and tips with anyone working a side gig at usbank.com/gig-economy.

Your future trust is our responsibility now.

In September, Derek White, chief digital officer (pictured), took the stage at the Atlantic Festival and acknowledged our responsibility to the future.

He explained that, in a world where driverless cars and autonomous banking are on the horizon, the key to success will be in the value we add to the human experience with technology and the trust we cultivate with people as they digitally interact.



Technology has fundamentally changed the financial industry. Today, 67% of all bank transactions happen on mobile devices. And for each visit to a bank branch, a person already has interacted with their money online or in an app more than 30 times.

Our cybersecurity program is growing at the same scale and pace as those technology changes. We highlighted our commitment to cybersecurity through a hands-on experience at the Festival.

People expect companies to do the right thing, and we work to build trust every day and in everything we do. More than two-thirds of all bank transactions happen on mobile devices, and our digital security experts process billions of cyber events each day. Our team springs into action whenever a potential threat is detected.



eBill: Transforming billing

In October, we introduced U.S. Bank eBill Service. This solution helps corporate and commercial clients — such as, government, insurance, higher ed — get paid faster by giving their customers simple, secure ways to make payments how, when, and where they want. eBill Service options are convenient and flexible, offering online and mobile to text, digital assistant and Intelligent Voice Response (IVR) to power our clients' potential to better serve their customers.

USB Capital Position

Common equity tier 1 capital ratio	9.6%
Tier 1 capital ratio	11.2%
Total risk-based capital ratio	13.2%
Leverage ratio	9.3%
Tangible common equity to tangible assets ¹	8.0%

Calculated under the Basel III standardized approach

1. Non-GAAP; see slide 27 of Exhibit 99.2 of Form 8-K filed October 18, 2019 for calculation.

USB Total Assets

U.S. Rank	Company	\$Billions
1	J.P. Morgan	2,765
2	Bank of America	2,426
3	Citigroup	2,015
4	Wells Fargo	1,944
5	U.S. Bancorp	488
6	PNC	409
7	BB&T	237
8	SunTrust	227
9	Fifth Third	171
10	KeyCorp	147

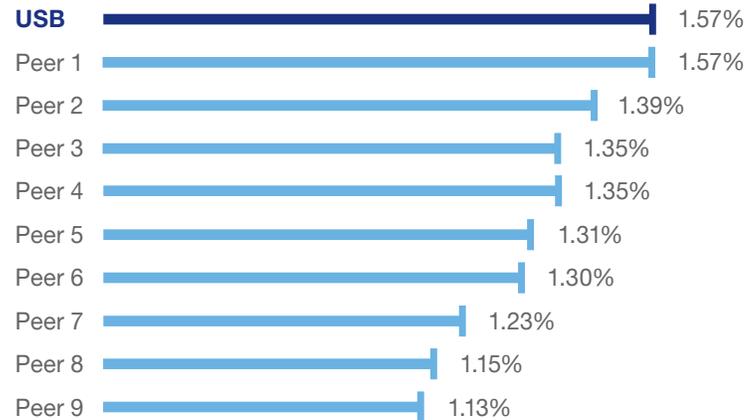
Source: Company reports
Assets as of September 30, 2019

USB Market Value

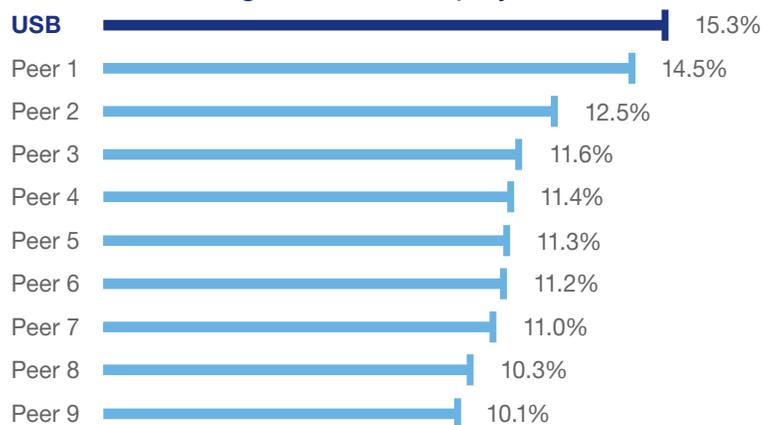
U.S. Rank	Company	\$Billions
1	J.P. Morgan	397
2	Bank of America	284
3	Wells Fargo	218
4	Citigroup	158
5	U.S. Bancorp	89
6	PNC	65
7	BB&T	41
8	SunTrust	31
9	Fifth Third	20
10	KeyCorp	18

Source: Bloomberg
Market Value as of October 22, 2019

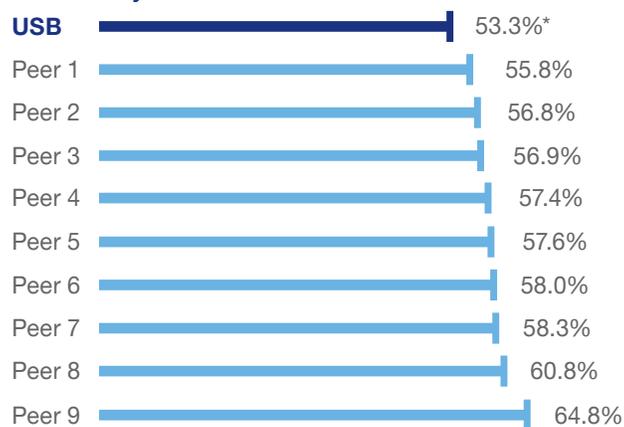
Return on Average Assets



Return on Average Common Equity



Efficiency Ratio



Source: Company reports
Peer banks: BAC, BBT, FITB, JPM, KEY, PNC, RF, STI and WFC

*Non-GAAP; see slide 25 of Exhibit 99.2 of Form 8-K filed October 16, 2019 for calculation

U.S. Bancorp Ratings

Moody's = A1
 S&P = A+
 Fitch = AA-
 DBRS = AA

3Q19 FINANCIAL OVERVIEW

The senior unsecured debt ratings established for U.S. Bancorp by Moody's, Standard and Poor's, Fitch, and Dominion Bond Rating Service reflect the rating agencies' recognition of the strong, consistent financial performance of the company and the quality of the balance sheet.

Long-Term Senior Debt Ratings

Holding Company: Peer Group	Moody's		S&P		Fitch		DBRS	
	Rating	Outlook	Rating	Outlook	Rating	Outlook	Rating	Outlook
1 U.S. Bancorp	A1	s	A+	s	AA-	s	AA	s
2 JPMorgan Chase & Co.	A2	s	A-	s	AA-	s	AAL	s
3 Wells Fargo & Co.	A2	on	A-	on	A+	s	AAL	s
4 BB&T Corp.	A2	wn	A-	s	A+	s	AH	op
5 Bank of America Corp.	A2	s	A-	s	A+	s	AH	s
6 PNC Financial Services	A3	s	A-	s	A+	s	AH	s
7 SunTrust Banks, Inc.	Baa1	wp	BBB+	wp	A-	wp	A	wp
8 Fifth Third Bancorp	Baa1	s	BBB+	s	A-	s	A	s
9 KeyCorp	Baa1	s	BBB+	s	A-	s	A	s
10 Regions Financial Corp.	Baa2	op	BBB+	s	BBB+	s	AL	s

Long-Term Bank Deposits

Bank Level: Peer Group	Moody's		S&P*		Fitch		DBRS	
	Rating	Outlook	Rating	Outlook	Rating	Outlook	Rating	Outlook
1 U.S. Bank NA	Aa1	s	AA-	s	AA	s	AAH	s
2 Wells Fargo Bank NA	Aa1	on	A+	s	AA	s	AA	s
3 BB&T Bank	Aa1	wn	A	s	AA-	s	AAL	op
4 JPMorgan Chase NA	Aa1	s	A+	s	AA+	s	AA	s
5 PNC Bank NA	Aa2	s	A	s	AA-	s	AAL	s
6 Bank of America NA	Aa2	s	A+	s	AA	s	AAL	s
7 Fifth Third NA	Aa3	s	A-	s	A	s	AH	s
8 KeyBank NA	Aa3	s	A-	s	A	s	AH	s
9 SunTrust Bank	A1	wp	A-	wp	A	wp	A	wp
10 Regions Bank	A2	op	A-	s	A-	s	A	s

Accurate as of October 28, 2019

*S&P does not provide a deposit rating; the long-term issuer credit rating is shown

Visit usbank.com or call 800.USBANKS to learn more.



Investment products and services are:

NOT A DEPOSIT • NOT FDIC INSURED • MAY LOSE VALUE • NOT BANK GUARANTEED • NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY

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Deposit products offered by U.S. Bank National Association. Member FDIC. Loan approval is subject to credit approval and program guidelines. Not all loan programs are available in all states for all loan amounts. Interest rates and program terms are subject to change without notice. Visit usbank.com to learn more about U.S. Bank products and services. Mortgage, Home Equity and Credit products are offered by U.S. Bank National Association.



U.S. Bank is an equal opportunity employer committed to creating a diverse workforce. We consider all qualified applicants without regard to race, religion, color, sex, national origin, age, sexual orientation, gender identity, disability or veteran status, among other factors.

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