



Credit Suisse Financial Services Forum

February 9, 2012

Forward Looking Statements

This document contains certain forward-looking statements, including certain plans, expectations, goals, projections, and statements, which are subject to numerous assumptions, risks, and uncertainties. Forward-looking statements may be identified by words such as expect, anticipate, believe, intend, estimate, plan, target, goal, or similar expressions, or future or conditional verbs such as will, may, might, should, would, could, or similar variations.

While there is no assurance that any list of risks and uncertainties or risk factors is complete, below are certain factors which could cause actual results to differ materially from those contained or implied in the forward-looking statements: (1) worsening of credit quality performance due to a number of factors such as the underlying value of the collateral could prove less valuable than otherwise assumed and assumed cash flows may be worse than expected; (2) changes in economic conditions, including impacts from the continuing economic uncertainty in the US, the European Union, and other areas; (3) movements in interest rates; (4) competitive pressures on product pricing and services; (5) success, impact, and timing of our business strategies, including market acceptance of any new products or services introduced to implement our “Fair Play” banking philosophy; (6) changes in accounting policies and principles and the accuracy of our assumptions and estimates used to prepare our financial statements; (7) extended disruption of vital infrastructure; (8) the final outcome of significant litigation; (9) the nature, extent, timing and results of governmental actions, examinations, reviews and reforms including those related to the Dodd-Frank Wall Street Reform and Consumer Protection Act, as well as future regulations which will be adopted by the relevant regulatory agencies, including the Consumer Financial Protection Bureau (CFPB), to implement the Act’s provisions; and (10) the outcome of judicial and regulatory decisions regarding practices in the residential mortgage industry, including among other things the processes followed for foreclosing residential mortgages. Additional factors that could cause results to differ materially from those described above can be found in Huntington’s 2010 Annual Report on Form 10-K, and documents subsequently filed by Huntington with the Securities and Exchange Commission. All forward-looking statements included in this document are based on information available at the time of the release. Huntington assumes no obligation to update any forward-looking statement.

Participants

Presenters

Don Kimble

- Senior Executive Vice President – Chief Financial Officer

Mary Navarro

- Senior Executive Vice President – Retail and Business Banking Director

Also Present

Todd Beekman

- Senior Vice President –Director of Investor Relations

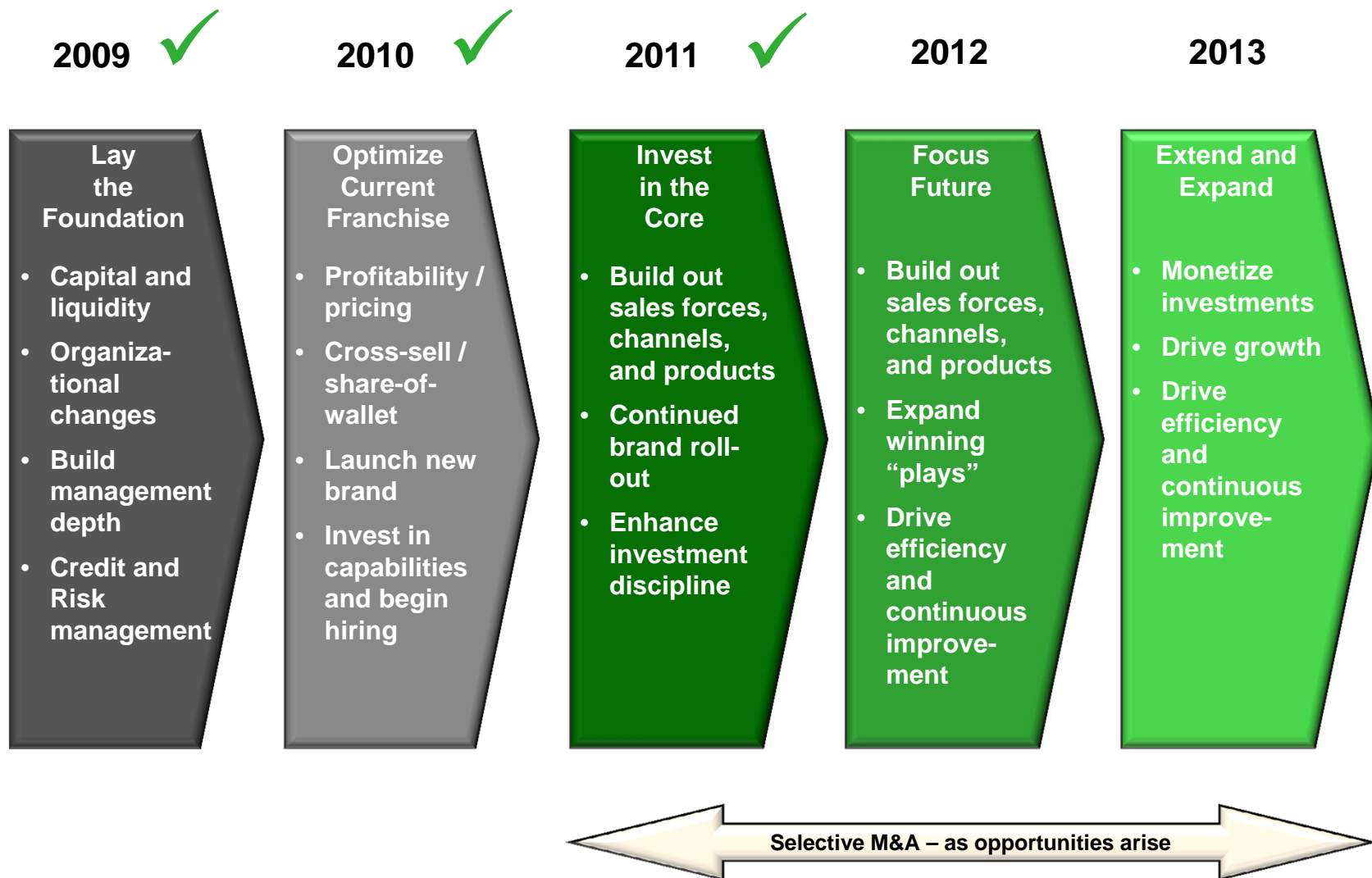
Discussion Topics

- 2011 Highlights & Strategic Plan Update Kimble
- “Fair Play” / Consumer Strategy Progress Report Navarro
- Midwest Economic Update Kimble
- Important Messages Kimble

2011 Highlights

- **\$542.6 MM reported net income, or \$0.59 EPS, up from \$312.3 million, or \$0.19 EPS, in 2010**
- **\$47.0 MM, or 2%, decrease in fully-taxable equivalent revenue**
 - \$61.2 MM, or 6%, decrease in noninterest income
 - \$92.4 MM decrease in mortgage banking income
 - \$23.5 MM decrease in service charges on deposit accounts
 - \$7.5 MM, or 13%, increase 4Q10 to 4Q11
 - \$26.7 MM increase in gain on sale (\$15.5 MM from 3Q11 auto securitization)
 - \$18.3 MM increase in trust services and brokerage income
 - \$12.6 MM increase in capital markets fees
 - \$14.2 MM, or 1%, increase in fully-taxable equivalent net interest income
 - 3.38% net interest margin, down 6 bps
 - 4% growth in average total loans...
 - 20% growth of average automobile loans
 - 9% growth of average commercial & industrial loans
 - 14% decline in average commercial real estate loans
 - 26% growth in average noninterest bearing demand deposits
- **\$54.7 MM, or 5%, increase in noninterest expense**
- **\$473.4 MM, or 50%, decrease in net charge-offs**

Our “Break Away” Strategic Plan



Our “Break Away” Strategic Plan

2011

**Invest
in the
Core**

- **Build out sales forces, channels, and products**
- **Continued brand roll-out**
- **Enhance investment discipline**

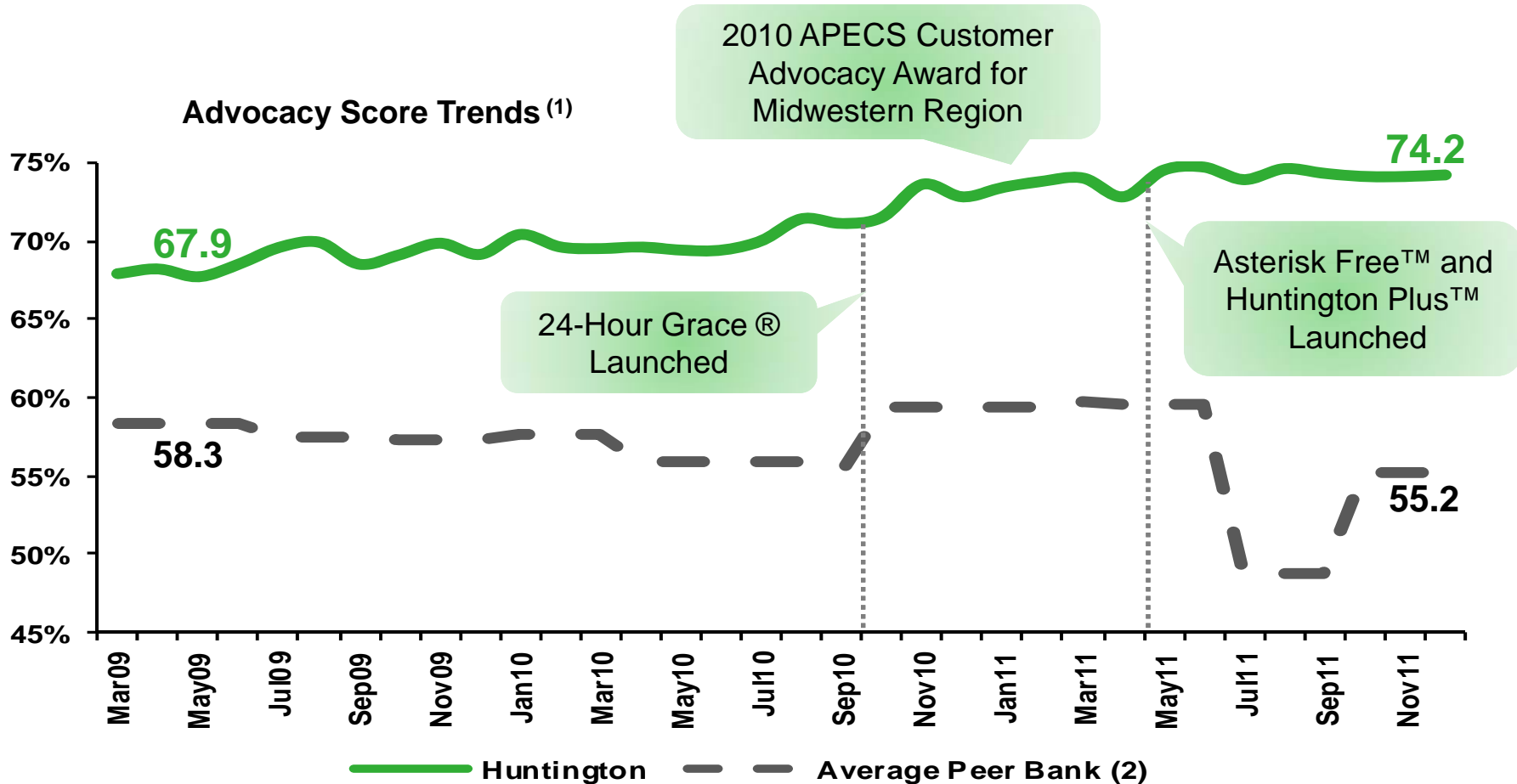
- Opened 28 Giant Eagle in-store branches
- Third largest Small Business Administration (7a loans) lender in the country
- Launched Asterisk-Free Checking™ and Huntington Plus Checking™
- 10.3% YoY growth in Consumer Checking Households, >35% higher than initial plan
- 8.4% YoY growth in Commercial Relationships
 - 31.4% with 4+ products or services penetration, up from 24.2% in 4Q10
- Expanded Auto Finance into Wisconsin & Minnesota with no net new hires and securitized \$1 billion of indirect auto loans
- Raised the dividend to \$0.04/ quarter (20-30% payout)
- 1.01% ROAA, up from 0.59% in 2010
- 12.7% ROATCE, up from 5.6% in 2010

Consumer Strategy Builds Trust, Deepens Relationships, Drives Growth

- All possible due to the foundation of service
- Accelerate new customer acquisition and increase existing customer satisfaction / retention
- Drive growth through award winning products that add differentiated customer value
 - Increase convenience
 - 2/10 - Extended hours in Cleveland
 - 9/10 - Giant Eagle in-store exclusive agreement
 - 12/11 - 32 Giant Eagle in-store opened, 40 planned in '12
 - Implement “Fair Play” banking philosophy
 - 6/10 - Removed nuisance overdraft fees
 - 9/10 - Launched 24-Hour Grace ®
 - 5/11 - Launched Asterisk-Free Checking™
 - 5/11 - Launched Huntington Plus Checking™

Consumer Strategy Progress Report: Foundation of Service

- Huntington started with the highest level of customer advocacy and has continued to separate itself from peers.

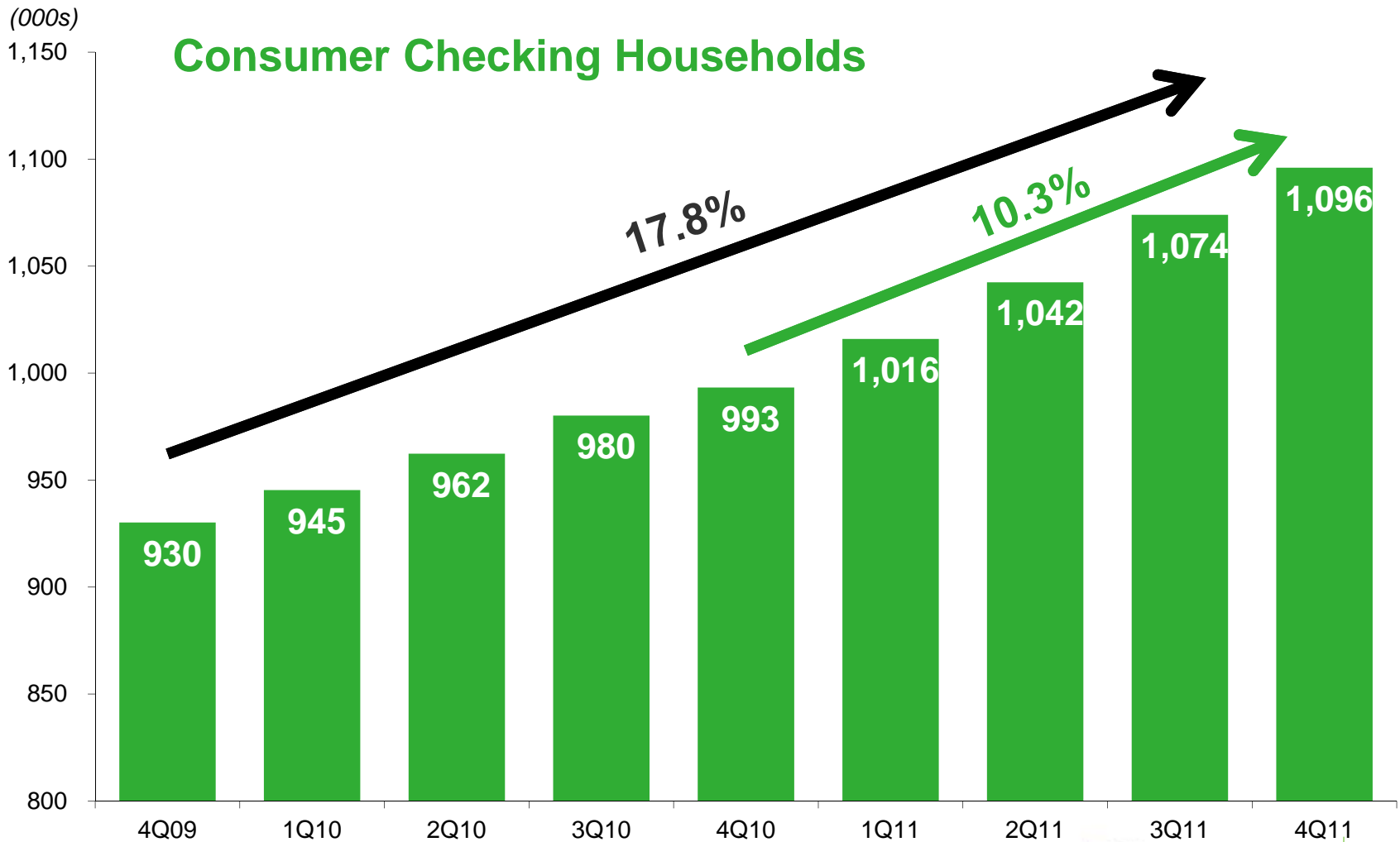


(1) MSR Group Branch Survey. Advocacy = customers who will repeat and recommend

(2) Peers, Quarterly Data: CMA, FITB, FMER, JPM, KEY, NCC/PNC, RBS/Charter One, USB

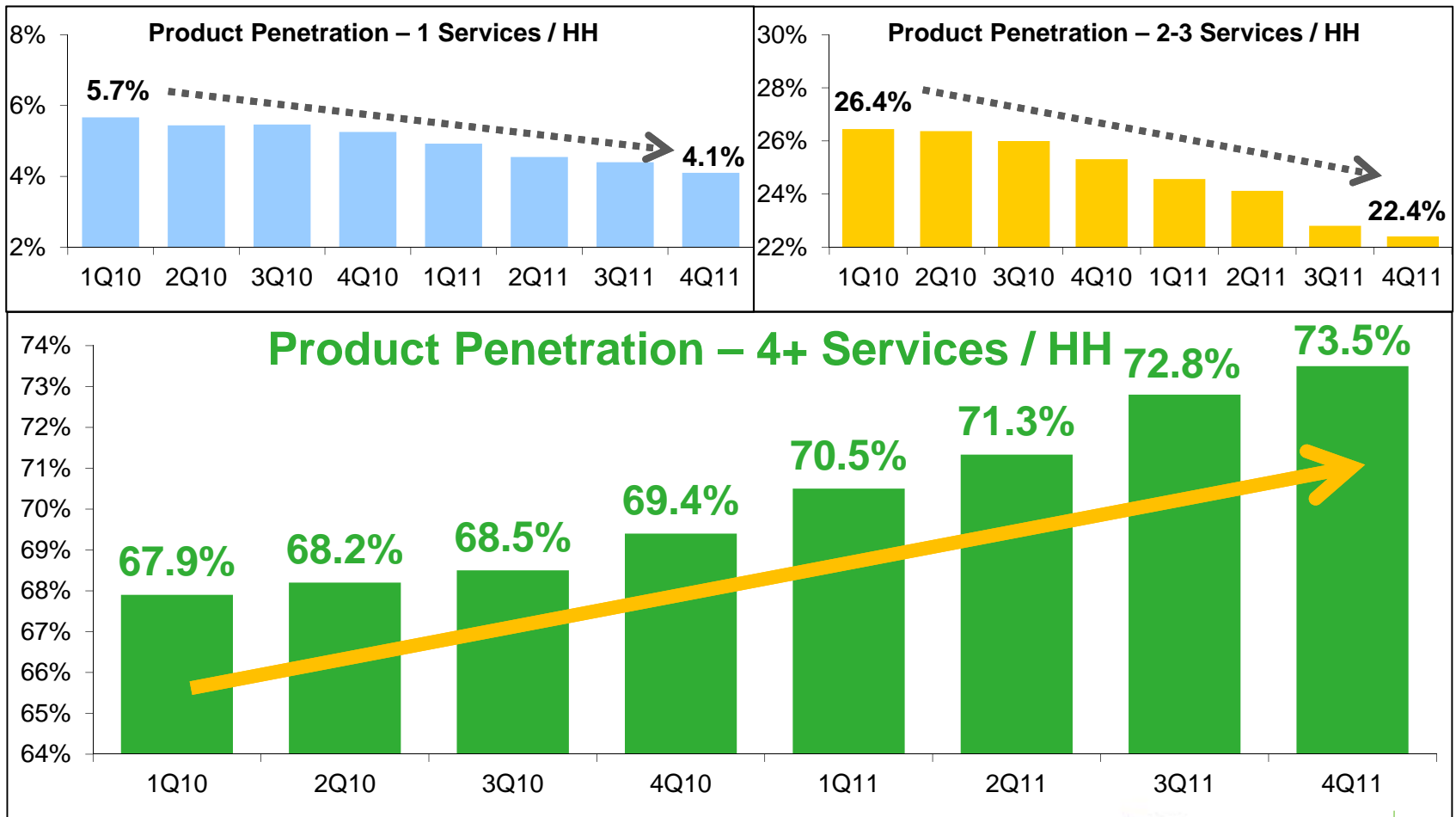
Consumer Checking Account Household Growth

- 10.3% growth in 2011
- 17.8% growth, 166k new households since 4Q09



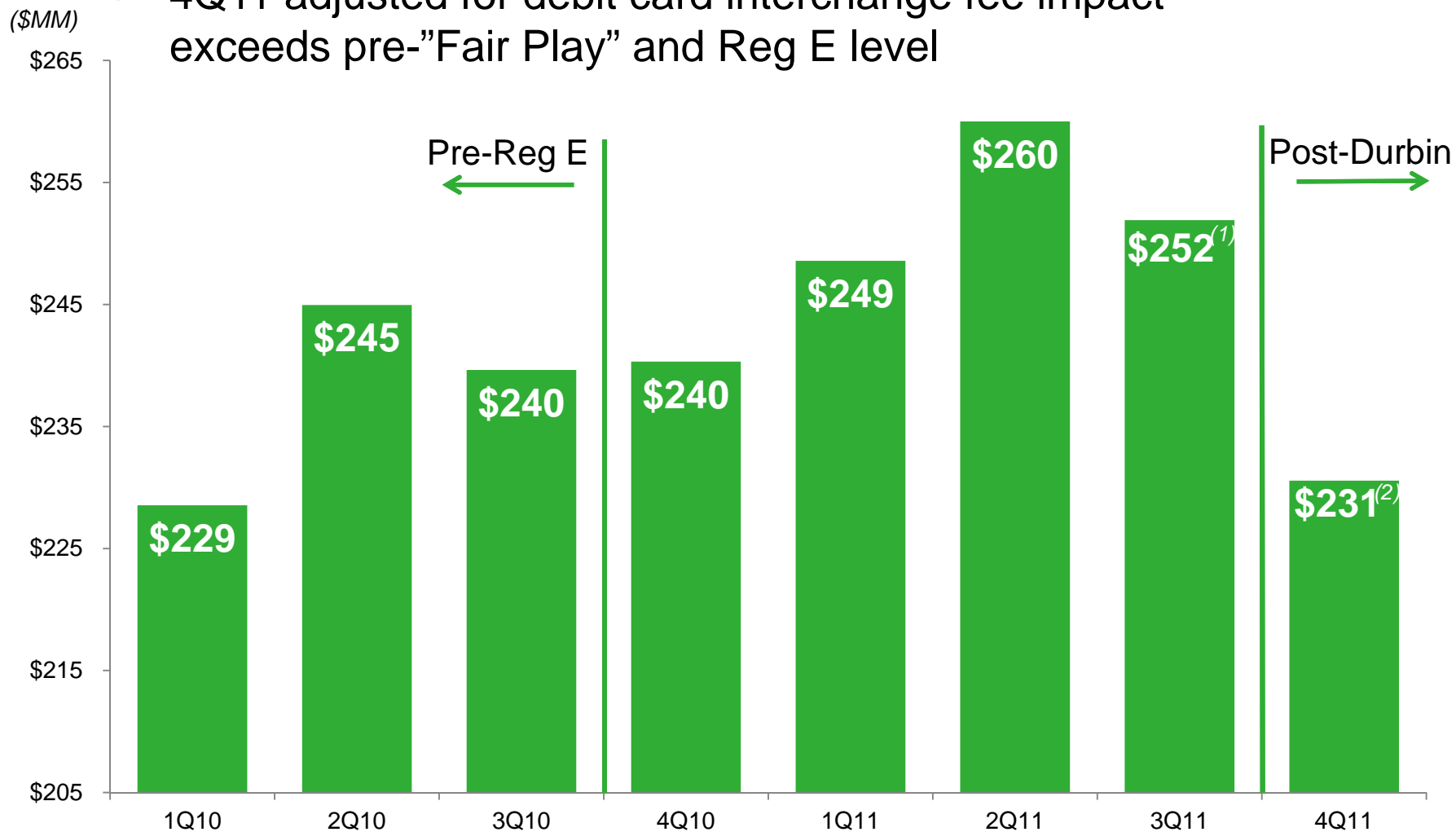
Not Just More Households... But More Products and Services to Drive Total Revenue

- 25 potential products or services counted: checking, savings, online bill pay, mortgage, brokerage account, insurance, etc.



Consumer Checking Household Revenue

- 4Q11 adjusted for debit card interchange fee impact exceeds pre-“Fair Play” and Reg E level



(1) Reflects lower balances on certificates of deposit

(2) Reflects debit card interchange impact and lower balances on certificates of deposit

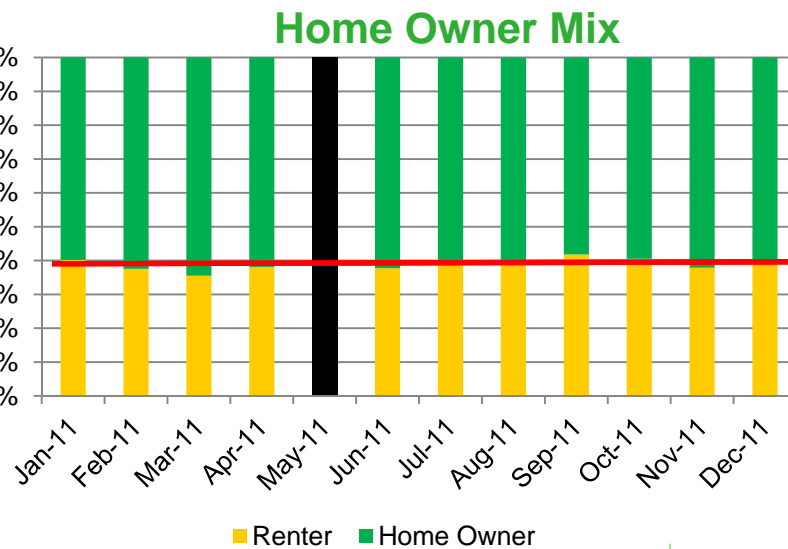
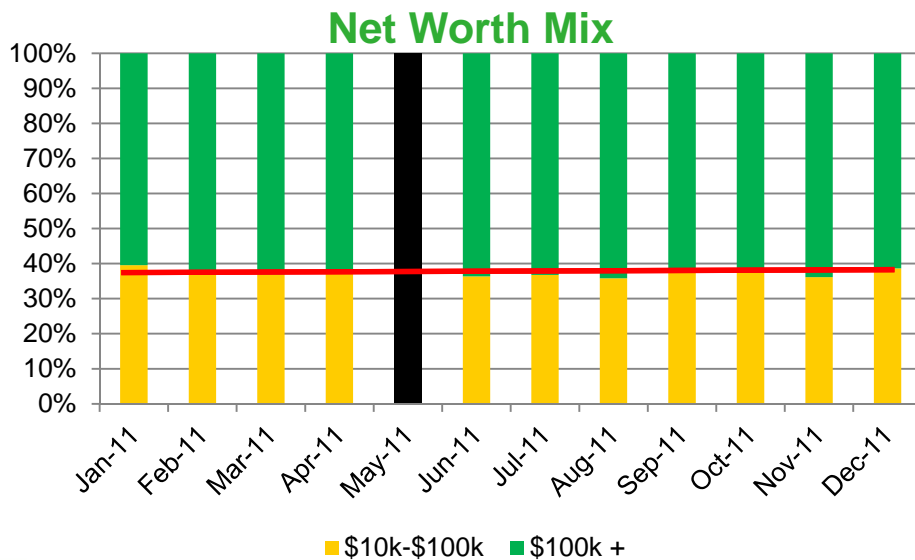
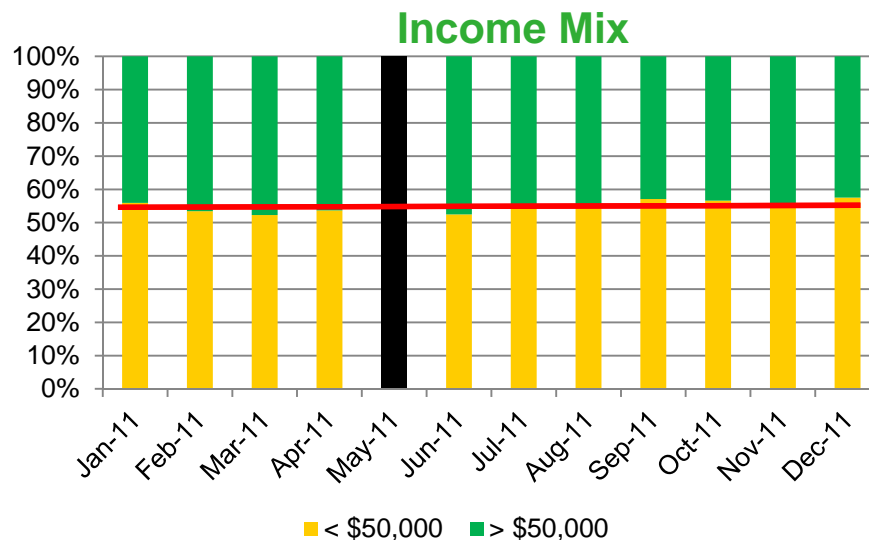
New Branch Customer Demographics

- New customers look nearly identical pre and post the **launch in May of Asterisk-Free Checking™**

- Income
- Net Worth
- Home Owner vs. Renter

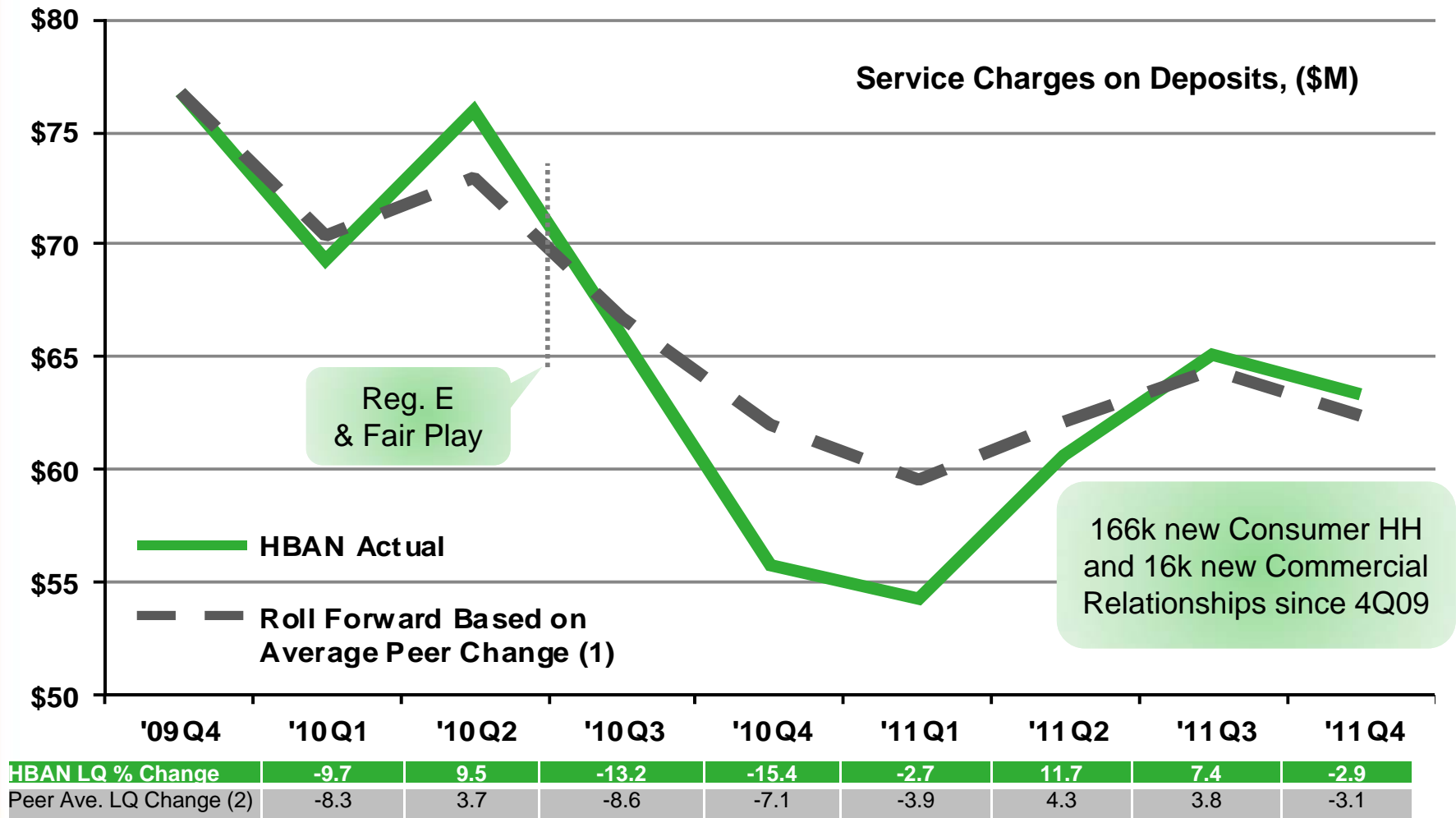
- In-store and online channels:

- Similar income levels
- Lower net worth



We Didn't Follow the Peer Banks, Service Charges on Deposits are Higher Today

- Growing household faster with higher retention

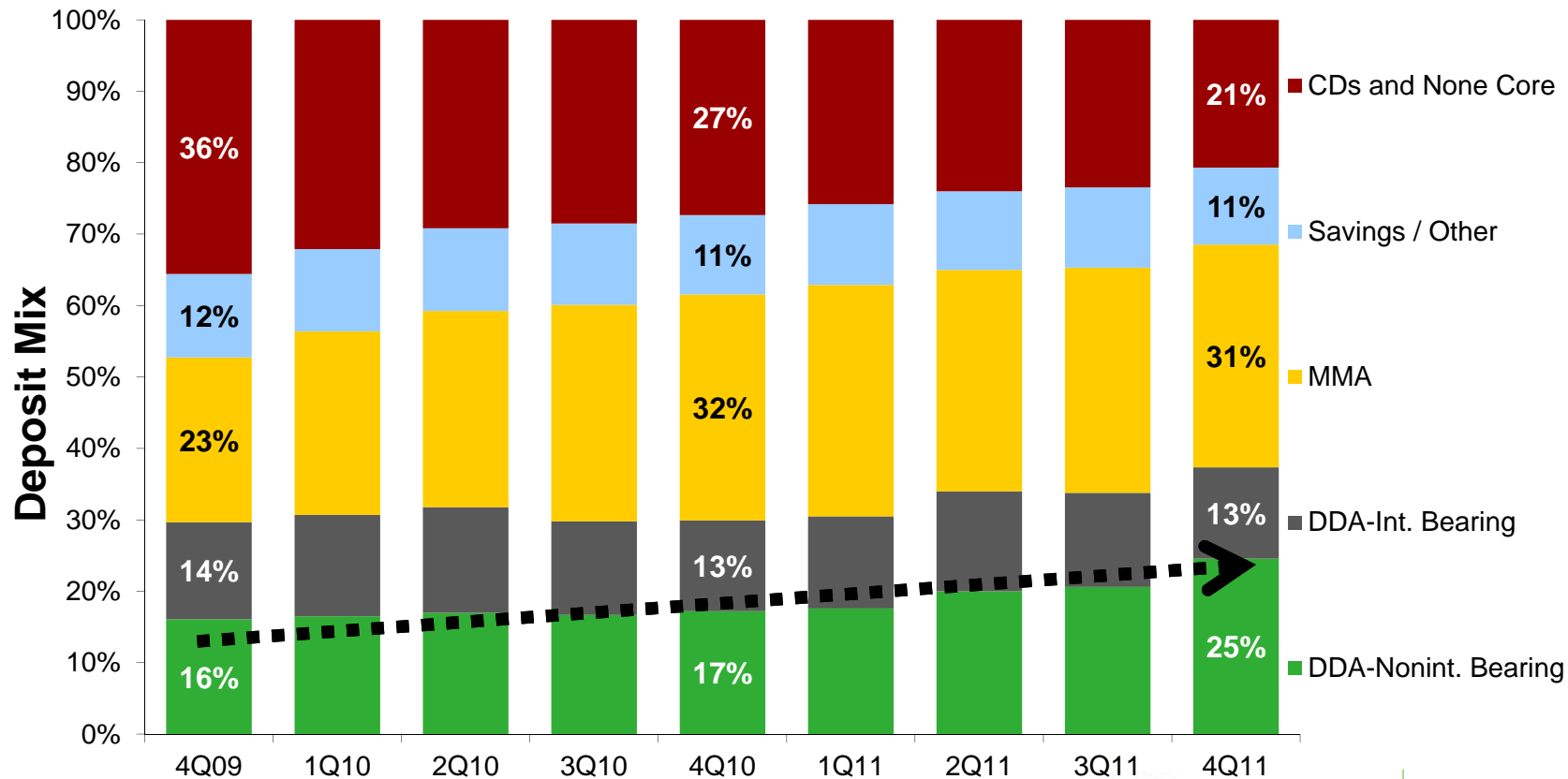


(1) Source SNL, Peers: ASBC, BBT, CMA, FITB, FHN, KEY, MTB, PNC, RF, ZION

(2) Dashed line is service charges on deposits, rolled forward based on the average peer change

Transforming the Funding Profile: Mix and Rate

Cost of Deposits	1.75%	1.06	0.61%
1M LIBOR	0.24	0.26	0.26
Spread over 1M LIBOR	1.51	0.80	0.35

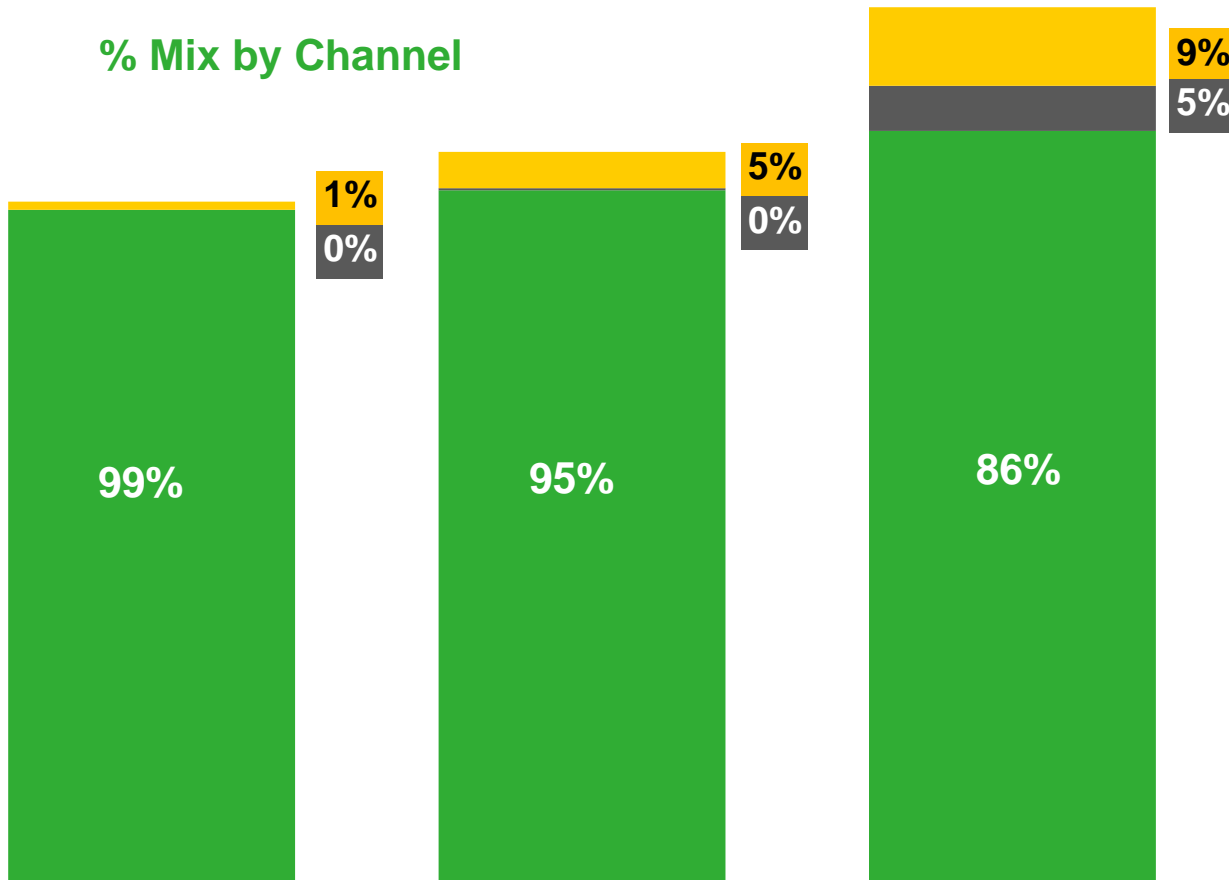


Sales Transactions Shifting to Lower Cost Channels

- >25% growth in sales activity since '09
- >10% decline in cost of services since '09

Number of Checking Accounts Sold by Channel

% Mix by Channel



>140k downloads of our mobile app since 6/11 launch

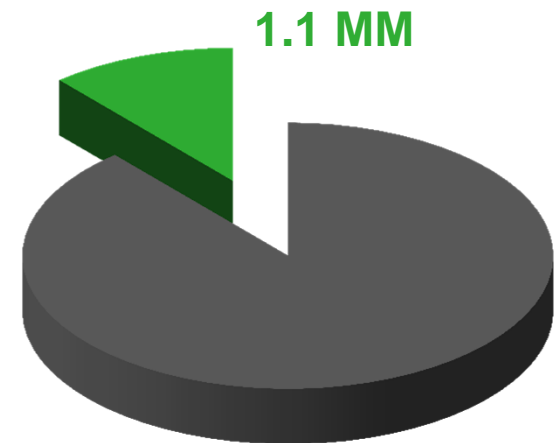
Doubling # of In-Store Branches in 2012

■ Traditional Branches ■ In-Store Branches ■ Online

“Fair Play” Next Steps:

Continue to Drive Growth

- **9.4** million households are within 5 miles of a Huntington branch ⁽¹⁾
- **1.1** million Huntington households
- Largest 3 banks in footprint average **34%** ⁽²⁾ market share



Continue to reduce deposit cost

- 61 bps total deposit cost...11 bps above peer average ⁽³⁾

Continue to reduce costs of service

- >100 in-store branches by 2015
- Consolidated 29 traditional branches in 1Q12
- Implementing branch image capture & processing along with other technology driven efficiency improvements

(1) US Census Bureau

(2) FDIC

(3) 4Q11 Source: SNL Peers: ASBC, BBT, CMA, FHN, FITB, HBAN, KEY, ZION, MTB, PNC, RF

The Midwest, Rust Belt to Recovery







- **Resurgence in manufacturing**




- Hyundai – new hot-cold testing facility
Michigan
- Honda – new factory to globally manufacture a new Acura model line
Ohio
- Shell Oil – Marcellus and Utica shale oil/gas processing sites
Ohio, Pennsylvania, W. Virginia
- New steel tube plant
Ohio
- Mining
Michigan
- GE Aviation - \$12 billion in engine orders, part of Boeing/Emirates Airline agreement
Ohio

- **Exports are growing**

- Michigan
 - 2010, +37%
 - 2011, expected range of +10 to +20%

- **Job numbers are improving**

- Unemployment – Trend
 - Nation (1/12) 8.3% 
 - Ohio (12/11) 8.1% 
 - Pennsylvania 7.6% 
 - West Virginia 7.9% 
 - Indiana 9.0% 
 - Michigan 9.3% 

lowest since 12/08
- Non-farm payroll growth – 6/09 to 12/11
 - Nation +1.08% 
 - 6-state region +1.72% 
 - Michigan 2.45% 

- **Public sector support**

- Pure Michigan Business Connect - \$8 billion of investment and capital
- JobsOhio
- Indiana four 0.5% stepped reductions in the business tax 8.5% to 6.5% by 2015

Important Messages

- Executing our long-term strategic plan
- Strategic initiatives are increasingly adding to revenue
- “Fair Play” is working... accelerated growth in consumer checking households and increasing cross sell
- OCR is working... accelerated growth in commercial relationships and revenue contribution
- Outlook for credit performance is for improvement - manageable should the economy weaken
- Continuously looking for improving efficiencies / effectiveness of expense spend
- Relative earnings opportunities exist in a low rate environment given current funding / deposit costs
- Strong capital position and liquidity

Managing Our Break Away Strategy

Basis of Presentation

Use of non-GAAP financial measures

This document may contain GAAP financial measures and non-GAAP financial measures where management believes it to be helpful in understanding Huntington's results of operations or financial position. Where non-GAAP financial measures are used, the comparable GAAP financial measure, as well as the reconciliation to the comparable GAAP financial measure, can be found in this document, the 2011 Fourth Quarter Performance Discussion and Quarterly Financial Review supplements, the 2011 fourth quarter earnings press release, or the Form 8-K related to this document, all of which can be found on Huntington's website at www.huntington-ir.com.

Annualized data

Certain returns, yields, performance ratios, or quarterly growth rates are presented on an "annualized" basis. This is done for analytical and decision-making purposes to better discern underlying performance trends when compared to full year or year-over-year amounts. For example, loan and deposit growth rates, as well as net charge-off percentages, are most often expressed in terms of an annual rate like 8%. As such, a 2% growth rate for a quarter would represent an annualized 8% growth rate.

Fully-taxable equivalent interest income and net interest margin

Income from tax-exempt earning assets is increased by an amount equivalent to the taxes that would have been paid if this income had been taxable at statutory rates. This adjustment puts all earning assets, most notably tax-exempt municipal securities and certain lease assets, on a common basis that facilitates comparison of results to results of competitors.

Rounding

Please note that columns of data in the presentation may not add due to rounding.



Huntington

Welcome.™