U.S. Bank — putting our strength and integrity behind every transaction and into every relationship.

**U.S. Bank Bill Pay Giving Program Hits Two-Year Milestone with $450,000 in Donations**

U.S. Bank Bill Pay Giving has generated $450,000 in contributions to four nonprofit organizations since it began in 2011, nearly $166,000 in 2013 alone. Nearly 340,000 customers have made a charitable contribution through the Bill Pay Giving Program. The program was designed to introduce customers to the online bill payment process by having them make their first “payment” a $1 contribution to charities supporting disaster relief, environmental protection, education and arts, and hunger and poverty relief. U.S. Bank matches customers’ payments up to $50,000 annually.

U.S. Bank was awarded the “Best Corporate Social Responsibility Initiative” for the program in 2012 by London-based Retail Banking International. Bill Pay Giving has also been recognized by United Way and Junior Achievement.

### 2013 4th Quarter Statistics

<table>
<thead>
<tr>
<th>Ranking</th>
<th>U.S. Bank is the 5th largest U.S. commercial bank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period-end assets</td>
<td>$364 billion</td>
</tr>
<tr>
<td>Period-end deposits</td>
<td>$262 billion</td>
</tr>
<tr>
<td>Period-end loans</td>
<td>$235 billion</td>
</tr>
<tr>
<td>Earnings per common share (diluted)</td>
<td>$.76</td>
</tr>
<tr>
<td>Return on average assets</td>
<td>1.62%</td>
</tr>
<tr>
<td>Return on average common equity</td>
<td>15.4%</td>
</tr>
<tr>
<td>Customers</td>
<td>17.9 million</td>
</tr>
<tr>
<td>Bank branches</td>
<td>3,081</td>
</tr>
<tr>
<td>ATMs</td>
<td>4,906</td>
</tr>
<tr>
<td>NYSE symbol</td>
<td>USB</td>
</tr>
<tr>
<td>Year founded</td>
<td>1863</td>
</tr>
</tbody>
</table>
G.I. Jobs Magazine has named U.S. Bank one of the nation’s Top 100 Military Friendly Employers® for the third consecutive year. The 2014 Military Friendly Employers® represent those companies with the strongest military recruiting programs and meaningful job opportunities for transitioning service members and spouses seeking civilian employment. The ranking is featured in the December 2013 issue of the magazine. In addition, Military Spouse magazine ranked U.S. Bank in the Top 50 Military Friendly Spouse Employers. This honor recognizes the efforts of companies to support military spouses.

In November, U.S. Bancorp Fund Services, LLC, a subsidiary of U.S. Bancorp, announced it has agreed to acquire Quintillion Limited (Quintillion), an Ireland domiciled full-service hedge fund administrator. The announcement supports U.S. Bancorp Fund Services’ strategic initiative to expand its alternative investment servicing network supporting the European investment community.

This acquisition continues to showcase the long-term commitment of U.S. Bancorp to grow our securities services business and enables us to enhance our European presence through additional talented resources, and complements our focus on the expansion and diversification of our alternative investment business. The transaction adds $18 billion in hedge fund assets under administration and 53 Dublin-based employees to U.S. Bancorp Fund Services existing alternative investment business.

U.S. Bank has surpassed its goal of hiring 1,000 military veterans since January 1, 2012. So far, U.S. Bank has added 1,114 veterans to its roster since Jan. 1, 2012, and now employs approximately 2,000 veterans nationwide. U.S. Bank achieved its hiring goals through an aggressive campaign supported by executive leadership and hiring managers across the company. In addition, U.S. Bank has implemented several recruiting and training programs specifically for veterans through its Proud to Serve program.

U.S. Bank has been a pioneer in mobile and photo banking, starting with mobile deposits in 2010, Mobile Photo Bill Pay in March 2013 and then mobile photo balance transfer, which was announced in the fall of 2013.

U.S. Bank Promotes Bill Parker to Vice Chair and Chief Risk Officer

U.S. Bancorp has promoted P.W. “Bill” Parker to the position of vice chairman and chief risk officer, overseeing all risk and compliance functions at U.S. Bank. Parker was previously chief credit officer for U.S. Bancorp, an area he will continue to oversee in his new role.

“U.S. Bank enjoys a well-deserved reputation as a leader among banks for our operating, credit and risk profile,” said Richard Davis, chairman, president and chief executive officer of U.S. Bancorp. “Bill’s insights and leadership have proven to be invaluable to our company, customers and shareholders.”

Parker has been with U.S. Bancorp since 1984. He began his career as a commercial lending officer and has held subsequent positions as senior credit officer in retail and wholesale banking.

U.S. Bank Introduces Community Card for Tax-Exempt Organizations

Non-profit organizations and small municipalities can now apply for a U.S. Bank credit card with fewer fees, a powerful online expense-management tool and other features crafted to their unique needs. The online tools help to manage expenses, and the organizations can earn cash rewards. The U.S. Bank Visa® Community Credit Card has no annual fees, no late fees and no over-limit fees and is now offered in all U.S. Bank branches.
“What others say about U.S. Bank”

- **Most Admired Superregional Bank** three years in a row!  

- U.S. Bancorp placed in the Top 10 of all companies in the “People Management” and “Use of Corporate Assets” subcategories  
  – *Fortune*, March 2013

  – 2013

- For three straight years, U.S. Bancorp was named by *Forbes* magazine to their list of Most Reputable Companies  

- U.S. Bank again the #1 most trusted company for retail banking  
  – Ponemon Institute, 2013

- U.S. Bank again ranked one of the World’s Safest Banks  
  – *Global Finance*, April 2012 and 2013

- U.S. Bank named “Best of the Best” for Hispanics  
  – *Hispanic Network Magazine*, May 2013

- U.S. Bank named “Best for Vets” employer  
  – *Military Times* magazine, May 2013

- United States Department of Defense names U.S. Bank a 2013 Secretary of Defense Freedom Award winner  
  – June 2013

- *MONEY* magazine named U.S. Bank Cash+ Visa as a top credit card for rewards in its annual “Best Credit Cards” report  
  – October 2013

- U.S. Bank among the **top three banks in customer service** and 36th for service among 235 companies representing 19 industries.  
  – Temkin Group, October 2013

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### U.S. Bank Closes Deal to Refinance Home Stadium of the Denver Broncos

U.S. Bank has closed on a deal with Stadium Management Company to refinance the 12-year-old home of the Denver Broncos, Sports Authority Field at Mile High. The $112 million deal makes U.S. Bank the only lender for the stadium. The original permanent financing for the stadium was provided in early 2002 by four banks, including U.S. Bank. U.S. Bank became the official bank of the Denver Broncos in 1999 and is the only bank to offer Broncos Checking, with the Broncos Visa Check Card and access to unique Broncos promotions. The Broncos and U.S. Bank partner for a number of community-oriented activities such as On US Random Acts of Kindness and the Read Like a Pro literacy initiative.
Performance Metrics
4Q13
Return on Average Common Equity (In Percents)

Return on Average Assets (In Percents)

Efficiency Ratio (In Percents)

Performance vs. Peers
Full year 2013
Return on Average Assets (In Percents)

Return on Average Common Equity (In Percents)

Efficiency Ratio (In Percents)

Source: SNL and company reports
Pair banks: BAC, BB&T, FITB, JPM, KEY, PNC, RF, STI and WFC

U.S. Bancorp Acquires Chicago Branch
Banking Operations of RBS Citizens Financial Group

On January 7th U.S. Bancorp, announced the purchase of a Chicago branch franchise owned by RBS Citizens Financial Group. The investment will nearly double our market share in this important market within our footprint, strengthening our position and adding products, services and convenience for new and existing customers, as well as value for our shareholders.

Lines of Business
Payment Services
- Corporate Payment Systems
- Elavon: Credit, Debit, Electronic Check and Gift Card Merchant Processing
- Retail Payment Solutions: Debit, Credit, Small Business, Gift and Specialty Card Issuance
- Healthcare Payment Solutions
- Elavon Financial Institution Solutions
- Treasury Management

Wealth Management and Securities Services
Wealth Management:
- Ascent Private Capital Management
- The Private Client Reserve
- U.S. Bancorp Investments, Inc.
- U.S. Bancorp Insurance Services, LLC

Securities Services:
- Global Corporate Trust Services
- Institutional Trust and Custody
- U.S. Bancorp Fund Services, LLC
- U.S. Bancorp Asset Management, Inc.

Consumer and Small Business Banking
- Community Banking
- Metropolitan Branch Banking
- In-store and Corporate On-site Banking
- Small Business Banking
- Small Business Administration (SBA) Division
- Consumer Lending
- 24-Hour Banking and Financial Sales
- The Private Client Group
- Home Mortgage
- Community Affairs
- Workplace and Student Banking
- Transaction Services: ATM and Debit Processing and Services

Revenue Mix by Business Line
- Payment Services
- Wealth Management and Securities Services
- Wholesale Banking and Commercial Real Estate
- Consumer and Small Business Banking

Debt Ratings

<table>
<thead>
<tr>
<th>Moody’s</th>
<th>S&amp;P</th>
<th>Fitch</th>
<th>DBRS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stable</td>
<td>Stable</td>
<td>Stable</td>
<td>Stable</td>
</tr>
<tr>
<td>U.S. Bancorp Senior Debt &amp; MTNs</td>
<td>A1</td>
<td>A+</td>
<td>AA-</td>
</tr>
<tr>
<td>U.S. Bank N.A. Long-term Deposits</td>
<td>Aa3</td>
<td>AA-</td>
<td>AA</td>
</tr>
</tbody>
</table>

Full year 2013, taxable-equivalent basis. Excluding securities gains (losses) net. Revenue percentages exclude Treasury and Corporate Support.

Investment and Insurance products are:

<table>
<thead>
<tr>
<th>NOT A DEPOSIT</th>
<th>NOT FDIC INSURED</th>
</tr>
</thead>
<tbody>
<tr>
<td>NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY</td>
<td>MAY LOSE VALUE</td>
</tr>
</tbody>
</table>

For U.S. Bancorp Investments:
Investment products and services are available through U.S. Bancorp Investments, the marketing name for U.S. Bancorp Investments, Inc., member FINRA and SIPC, an investment adviser and a brokerage subsidiary of U.S. Bancorp and affiliate of U.S. Bank.

Insurance products are available through various affiliated non-bank insurance agencies, which are U.S. Bancorp subsidiaries. Products may not be available in all states. CA Insurance License #0E24641.

For U.S. Bank:
Deposit Products offered by U.S. Bank National Association, Member FDIC
Credit products subject to normal credit approval.
Credit products offered by U.S. Bank National Association U.S. Bancorp, including each of our subsidiaries, is an Equal Opportunity Employer and a Drug-Free Workplace.

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