



all
together
now.





all...

Our formula to build value?

Make banking easier for our customers. It's an effort that takes every one of our associates. At Regions, we are focused on building the best team in our industry — men and women who are committed to their customers, their communities and each other.

ENGAGED AND EMPOWERED

When you put people first, good things happen. Ensuring that all our associates have a voice creates a culture that is open, transparent and empowering. We regularly measure associate engagement, and work to strengthen it, because we know it holds the key to building a better franchise.



Jimmy
Kristin



Tiffany

68%

increase in associate engagement
in the last five years

3

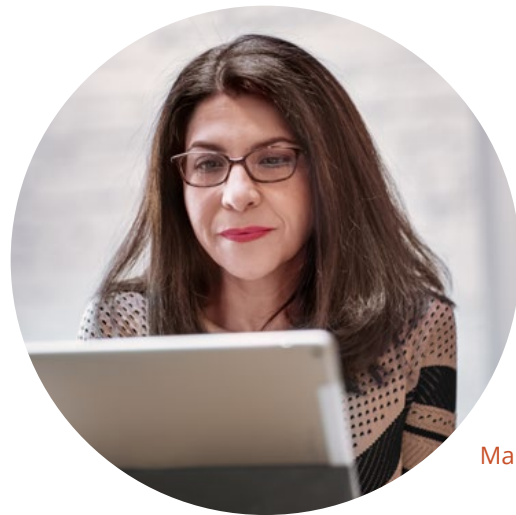
consecutive years Gallup
Great Workplace Award

Andrea



AN ESSENTIAL INVESTMENT

Hiring driven and talented people is just the beginning. Our goal is to maximize our associates' professional growth by providing access to training, development and new opportunities.



Marta

In 2017...

Nearly **1 million**
hours of associate training

Almost **350,000** hours
of training for new hires

850,000+
learning events conducted

Miriam





Temkin Top-Ranked Bank
for Customer Experience



Leigh Anne
Ireli

RE-IMAGINING SERVICE

Retail banking is changing, and so is our service delivery model. Now, in all our 1,406 full-service branches, we have transitioned to one banker job family. Our bankers are equipped to offer diverse services — from a home equity loan to a wire transfer. It's a more efficient approach to serving customers, and Regions associates bring it to life.

100%

of branch associates transitioned
to one banker job family

Max



EARNING AND RETAINING TRUST

Earning the trust of our customers is an essential element of our success. Our relationship with SRM Concrete — a major concrete supplier that has nearly doubled in size in just three years — is built on our record of exceeding expectations. Regions provides a wide range of financial services to SRM Concrete, including lines of credit and term loans, to support their strategic acquisitions.



Regions Banker Wes with Mike, Ryan and Jeff from SRM Concrete



DIFFERENCE MAKERS IN OUR COMMUNITY

At Regions some of our most meaningful contributions come outside the branch or office. Our “What a Difference a Day Makes” initiative gives associates paid time off to participate in hundreds of social service projects each year — like an Indianapolis program, through high-tech simulation, enables blind and visually impaired children to feel the joy of riding a bike. This and other community involvement can be found on regions.doingmoretoday.com.

77,700+

volunteer hours

together...

**How do we make banking easier
and deliver next-level performance?**

By connecting with customers,
understanding their personal
and business needs, and offering
solutions aligned with their
unique requirements.



Regions Bankers Christian and Steve with executives from CPSI.

AS A TRUSTED PARTNER WITH CPSI

Regions bankers are closely aligned with the business and strategic objectives of Computer Programs and Systems, Inc. (CPSI). It's a leading player in a niche market: healthcare information solutions for rural and community hospitals. CPSI automates the clinical and financial operations of more than 1,000 hospital clients. Regions bankers partnered with the company on a recent major acquisition by leading a senior secured credit facility.

WORKING AS A TEAM TO PROVIDE FAMILY LEGACY PLANNING

Identifying needs, evaluating options, collaborating to deliver customized solutions — Regions bankers take a team approach to family legacy planning. We bring together experts in wealth and lending advisory, trust services, wealth strategy and portfolio management to map a plan to ensure that family wealth lasts for generations.



Heather
Trust Advisor

Bryan
Wealth Strategist

Jennifer
Portfolio Manager

Bill
Wealth Advisor

Victoria
Lending Advisor



AS AN INVESTOR IN AFFORDABLE HOUSING

Regions' commitment to community investment can be found across our 15-state service area — by supporting nonprofit projects and through a major investment in affordable housing investments. Last year, affordable housing closings totaled nearly \$300 million, as we partnered with projects like the Woodlawn Foundation's Wood Station community in Birmingham.



Regions Bankers
Paul and Reed with
Woodlawn Foundation Director, Joe



Adrian
Contact Center



Video Banker



Mobile Banking

BY GIVING CUSTOMERS CHOICE ON HOW TO CONNECT

Customers want choice and convenience to connect with us. Each year, more than 85 million calls come into our contact center supported by customer service agents like Adrian. Customers also utilize our growing channel through video bankers. And customers log into our mobile and online banking website over half a billion times a year.



AND OFFERING CUSTOMERS GREATER CONTROL, SAFETY AND SECURITY

Enhancing the security of transactions has never been more important. That's why we recently introduced LockIt™, a new digital tool in the Regions mobile app that gives customers greater control over how their Regions debit, credit and prepaid cards are used. LockIt™ lets users turn on, or off, authorizations for card transactions in real time, including online, ATM and in-store transactions.





now.

“At Regions we have a clear, actionable plan to grow value for all our stakeholders — to enhance our ability to serve our customers, further strengthen our financial performance, create a high-performing engaged workforce and support the communities we serve.”

Grayson Hall
Chairman and CEO



“Regions’ emphasis on creating shared value is not ancillary to our strategic objectives — it is the heart of who we are and what we believe as a company.”

Grayson Hall
Chairman and
Chief Executive Officer

To our shareholders, associates, customers and communities:

At Regions we have a clear, actionable plan to grow value for all our stakeholders — to enhance our ability to serve the financial needs of our customers; to create a high-performing and engaged team of associates; to be actively involved in supporting our communities; and, to deliver sustainable performance to shareholders.

We spend a lot of time thinking about what customers need from us today and what they will expect from us in the future. After all, our continued success rests on properly aligning our capabilities, solutions, processes and teams with the financial needs of our customers. No matter how they choose to bank with us — web, smart phone app, at an ATM, by phone or in our

branches — we know they want convenience. They want responsive service and faster answers while receiving trusted advice to help meet their financial objectives. Perhaps most importantly, we know our customers’ expectations constantly change. They evolve rapidly — and so must we.

By embracing change and innovation, our associates execute a disciplined strategy that enhances our customers’ experience and delivers long-term, sustainable growth for Regions. It was this disciplined approach and a commitment to continuous improvement that contributed to a year of strong performance. In fact, 2017 was one of the most successful in our bank’s 160-plus year history. We increased overall profitability and continued to deliver robust shareholder returns while providing some of the best customer service in the industry. We enhanced our

efficiencies and delivered prudent growth even as we strengthened the foundation of trust and integrity that is essential to building enduring customer relationships.

EXECUTING OUR STRATEGY, DRIVING RESULTS

A consistent focus on strategic business execution, coupled with an improved economic outlook in the markets we serve, produced positive results in 2017. Total shareholder return, which represents the increase in share price and the value of dividends, was 23 percent for the year, outpacing both the average for our regional bank peers and the S&P 500. Our goal is to increase long-term shareholder value, and we are on track to deliver against that objective. Our five-year total return of 167 percent places us near the top among our regional banking peer group.



Todd and Catharine

“As we complete the second year of our three-year plan, we remain on target to reach or exceed our long-term financial goals in 2018.”

For the year, net income available to common shareholders from continuing operations totaled \$1.2 billion, an increase of 9 percent from the prior year. Earnings per diluted share grew to \$1.00, 15 percent higher than 2016. We achieved sequential improvement in net interest income and net interest margin in every quarter in 2017; for the year, adjusted net interest income* increased \$154 million or 4 percent, while adjusted net interest margin* expanded 19 basis points to 3.33 percent. In 2017, we continued to demonstrate broad-based improvements in most of our credit metrics. Importantly, as we complete the second year of our three-year plan, we remain on target to reach or exceed our long-term financial goals in 2018: an adjusted earnings per share compound annual growth rate of 12 to 15 percent, an adjusted efficiency ratio below 60 percent, and an adjusted return on average tangible common equity of 14 to 16 percent. We increased the goal for the latter from 12 to 14 percent to reflect the impact of corporate income tax reform.

EXPANDING AND DEEPENING RELATIONSHIPS

Strong results begin with superior customer focused service, and independent measures of our performance place Regions in the top tier. The Temkin Group ranked Regions the top-rated bank and the fourth-highest rated company overall for customer experience,

J.D. Power's rankings placed us second in retail banking and primary mortgage servicing, while Greenwich Associates recognized our Commercial and Corporate Banking groups' commitment to quality service. That successful execution underpins our ability to earn new customer relationships and deepen existing ones.

Our focus on outstanding customer service led to year-over-year growth in checking accounts, households, credit cards, wealth management relationships, total assets under management and consumer loans — all of which are fundamental to growth and future income generation. As it relates to the balance sheet, year-over-year average loan balances fell modestly, as we continue to execute our deliberate and disciplined diversification strategy focused on achieving appropriate risk-adjusted returns. We employ a thoughtful, responsible approach to loan growth that emphasizes profitability, prudent corporate client selectivity and diversification — which we view as an especially powerful risk management tool. Going forward, we remain committed to prudently growing loans in a manner that improves risk-adjusted returns. As 2017 drew to a close, commercial lending activity accelerated, momentum that we expect to continue in 2018 as clarity around tax reform supports increased business confidence.

THE REGIONS DEPOSIT ADVANTAGE

Another contributor to our performance is our stable and granular deposit base, which is one of the most attractive in the industry and creates a significant competitive advantage. Our deliberate strategy to optimize our deposit base has created a more favorable deposit mix: more than two-thirds of deposits are derived from retail sources. The Regions customer base is attractive in another way — it is very loyal. More than 40 percent of our consumer low-cost deposits are held by customers who have banked with us for 10 years or longer. During the current rising interest rate cycle, those advantages help keep deposit costs low while offering a competitive rate to our customers.

Our capital planning process is grounded in three priorities: organic growth, strategic investments and returning capital to shareholders. Last year, we continued to invest in technology enhancements that provide customers with better mobile and web experiences. We also introduced new platforms for wealth management and treasury management that are aligned with today's customer needs and help us work more efficiently. Returning an appropriate level of capital to shareholders remains an important priority, and last year we returned more than \$1.6 billion in the form

of quarterly dividends and common share repurchases.

Even as we deliver superior customer service, it is crucial that we continue to find ways to serve customers more efficiently and effectively. Last year we accelerated our initiative to eliminate \$400 million from our expense base by the end of 2019, an objective we now expect to substantially reach a year early. By the fourth quarter our adjusted efficiency ratio* had fallen to 61.1 percent, on track to reach our long-term objectives.

LEVERAGING A PROMISING OPPORTUNITY

Where does our continuous improvement approach, one that is guided by evolving customer needs, take us next? Toward simplifying our organization and making it easier to do business with us. With the evolution of companies that can deliver products quickly, customers' expectations are pushing every industry to progress rapidly. When customers apply for a loan or begin a banking relationship, they want faster answers and a smoother, easier process. When they visit a branch, they expect prompt service from knowledgeable bankers equipped to handle any need and to provide superior advice, guidance and education. When they call our contact center, it's critical that our associates have the tools and training to answer questions quickly, accurately and resolve problems.

To address those needs we have launched a customer-centric initiative called Simplify and Grow. The goal of Simplify and Grow is to

make banking easier for both our customers and the associates who serve them, and to build a sustainable franchise focused for the long-term. It's an opportunity to build a more effective organization, make better decisions and make them promptly while establishing clear responsibility and accountability.

While we are still in the initial phases of our Simplify and Grow initiative, our team is fully engaged and optimistic about the progress we are making together. Branch associate roles have been restructured so that every associate in the branch is now a banker empowered to meet customer needs in a more dynamic way than ever before. These associates are trained to provide excellent financial advice, guidance and education to help customers reach their financial goals. This change also expands professional opportunities for our associates in our branches. Regions branches attract as many as 3 million customer visits per month. That makes them a vital and highly relevant delivery channel, so we approach optimization of our branch network in a measured and thoughtful way.

DEPLOYING NEW DIGITAL SOLUTIONS

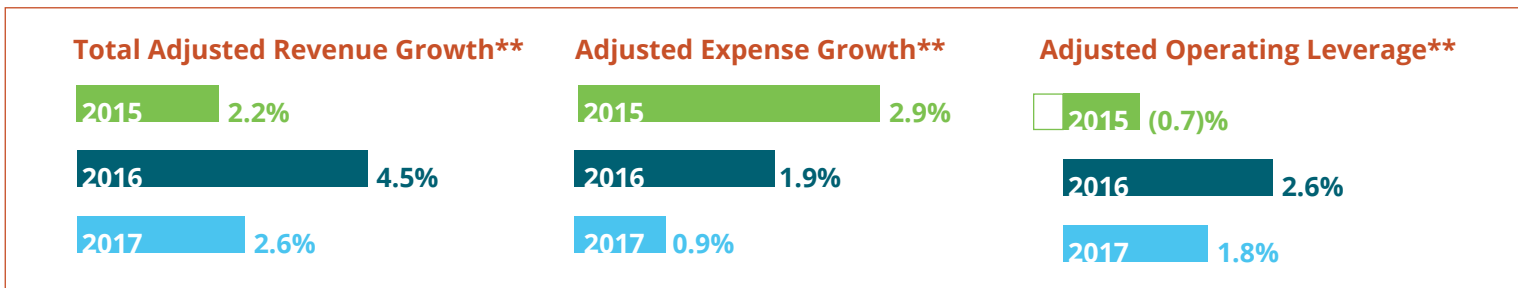
Augmented intelligence (AI) and robotic technology hold great promise to provide better, faster and more accurate service at lower cost while enhancing our risk management practices. These technologies are designed to enhance human expertise rather than replace it, and empower our associates to work smarter, more effectively, and more efficiently. We

are taking steps to introduce these systems in our contact centers, where they can identify answers and deliver them in real time, and in other operational settings as well. Simpler, easier banking starts with making the loan process less complicated for both consumer and commercial customers. That's why we will soon offer a fully digital option for every consumer loan category — providing customers choice and convenience.

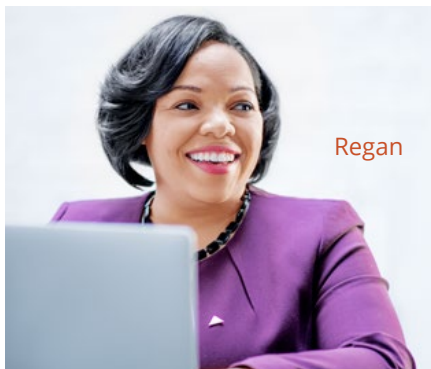
Our journey toward a simpler way of serving customers is just beginning. We are committed to moving forward in a way that strengthens our culture and the customer experience. Even as we accelerate answers and streamline procedures, our mandate is clear: risk management processes and controls can never be compromised. While we embrace change, we will also ensure that the changes we make contribute to a sustainable business model built for the long term. We will also never compromise on this: a culture that puts our customers and communities at the center of every decision and serves them with integrity built on a foundation of trust and respect. It is fundamental to our commitment to create shared value for all our stakeholders.

FULFILLING A HIGHER PURPOSE

Regions' emphasis on creating shared value is not ancillary to our strategic objectives — it is the heart of who we are and what we believe as a company. Our stakeholders have high expectations, and they go well beyond delivering strong financial performance and increased shareholder value. They want to know that Regions is fulfilling a



Delivering Superior Shareholder Return
(5-year total return)



"We will also never compromise on this: a culture that puts customers at the center of every decision and serves them with integrity built on a foundation of trust and respect."

higher purpose and making a positive contribution to people and communities. We are also committed to our shareholders and regularly engage with their corporate governance teams, who help make certain that the companies whose stock they hold are appropriately addressing environmental, social, and governance issues to ensure that the business is sustainable in every sense of the word.

Regions' commitment to this purpose is ongoing and there is always work to be done as we keep these priorities front and center, working to elevate our performance alongside creating shared value. For our associates, in 2017 we devoted nearly one million hours to associate training, supporting employees' professional growth and advancement, and in 2018 will increase the entry level wages of our workforce. In our communities, last year

Regions partnered in nearly \$300 million of affordable housing projects across our service area and our associates provided over 70,700 volunteer hours to non-profit causes of their choice. In addition, in January 2018, we announced an additional \$40 million contribution to the company's charitable foundation to support financial education, job training, economic development, and affordable housing. These types of projects will always remain an important component of our business.

POSITIONED FOR SUSTAINABLE GROWTH

Thinking about the many opportunities before us, I'm excited about what lies ahead for Regions. Externally we see a more favorable business climate, strong employment, an improving interest rate cycle and the benefits from tax reform coming together to create an environment conducive to growth. Inside the bank,

we've just begun to realize the benefits that come from a simpler, better way of doing business. As we embrace change, the agents of that change are thousands of Regions associates who are committed to their customers, to one another, and to their communities.

I am proud of their contributions to our success in 2017 and am confident of what they can achieve going forward. My thanks to each of them, and to our customers, shareholders and Board of Directors for their continued support.

Sincerely,

Grayson Hall
Chairman and
Chief Executive Officer

*See Table 2 in 2017 Form 10-K for GAAP to non-GAAP reconciliations

**See fourth quarter 2017, 2016 and 2015 Earnings Supplements for GAAP to non-GAAP reconciliations. The adjusted operating leverage ratio has been computed using whole dollar amounts, therefore the ratio may not appear to calculate due to rounding. Adjusted operating leverage is calculated by subtracting the change in adjusted expenses from the change in adjusted total revenue.

Net Income from Continuing Operations ⁽¹⁾ (in millions)	Earnings Per Share ⁽²⁾ (in dollars)	Shareholder Return ⁽³⁾ (in millions)
2015 \$1,011	2015 \$0.76	2015 \$927
2016 \$1,094	2016 \$0.87	2016 \$1,157
2017 \$1,193	2017 \$1.00	2017 \$1,645

(1) Available to common shareholders

(2) Diluted earnings per share from continuing operations

(3) Includes dividends to common shareholders and share repurchases

Our Difference Today

Regions' strategic imperatives are clear and consistent:

- 1 Grow and Diversify Revenue
- 2 Manage Expenses with Discipline
- 3 Optimize and Effectively Deploy Capital

We execute against these strategic imperatives, and are continuing to grow earnings, by primarily leveraging **distinct advantages that make Regions different.**

Regions' deposit advantage...



More than 92% of our deposits are low-cost, one of the most attractive deposit profiles in our industry.



Total deposits: \$97 billion, of which low-cost deposits are \$90 billion, and time deposits \$7 billion

is supported by the loyalty of our customers...



More than two-thirds of our deposits are retail, comprised of consumer and private wealth accounts. And our retail depositors are exceptionally loyal: more than 4 in 10 have been customers for a decade or more. In addition, half of our branches are in smaller markets.

43%
of our consumer low-cost deposits originate from customers who've banked with us more than 10 years.

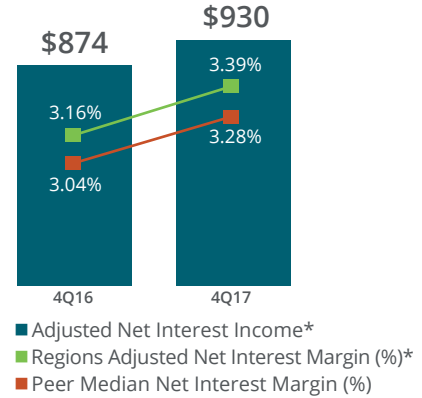
making us more profitable...



That means we capture more of the benefit from rising rates to increase net interest income and expand net interest margin, which contributes to **improved earnings and profitability** for shareholders.

ADJUSTED NET INTEREST INCOME* AND ADJUSTED NET INTEREST MARGIN*

DOLLARS IN MILLIONS

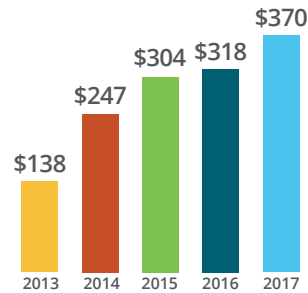


supported by industry-leading capital levels...

That are sufficient to support our objectives: organic growth, strategic opportunities and a robust shareholder return.

DIVIDENDS PAID

DOLLARS IN MILLIONS



Increased dividends paid to shareholders by **168%** over the last 5 years.

while leveraging new opportunities to make banking easier.

Simplify and Grow is a new strategic initiative that will change our processes, our products and our delivery channels to meet customers' growing demand for an easier, faster and more convenient way to conduct financial business.



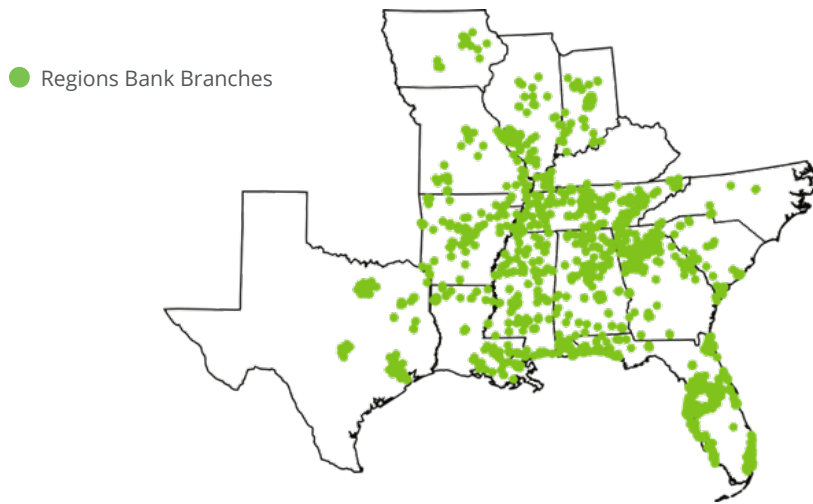
*Taxable equivalent basis; see fourth quarter 2017 Earnings Supplement for GAAP to non-GAAP reconciliations

Where We Operate



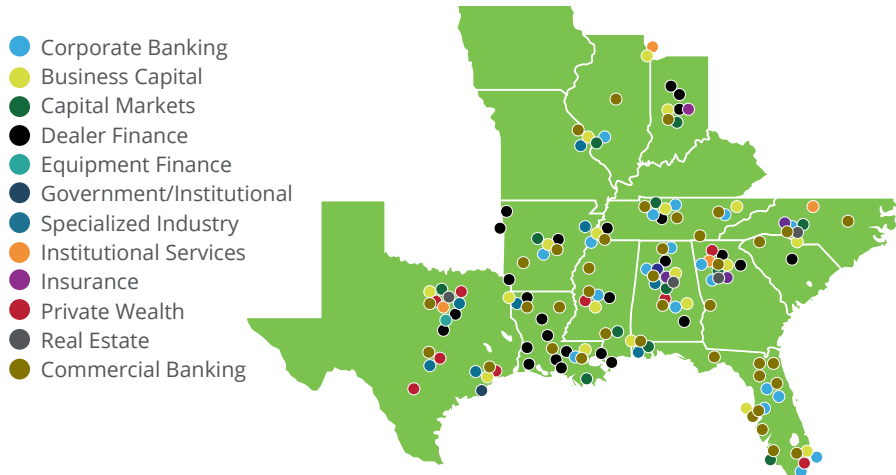
Our Service Area

OUR BRANCH LOCATIONS



80%
of Total Deposits
are in Our Core States
(AL, MS, TN, LA, AR, FL)

LINE OF BUSINESS COVERAGE



Ranked
16th
Nationally in
Total Deposits

Approximately
4.4 million
million customers served

Regions Financial Corporation (NYSE:RF), with \$124 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions Mortgage is one of the nation's top residential mortgage loan originators and servicers. Regions Insurance Group offers all lines of personal and commercial insurance, including property, casualty, life, health and accident.

Regions serves approximately 4.4 million customers across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,500 banking offices and 1,900 ATMs.

OUR SOLUTIONS

CONSUMER BANKING

- Retail Business
- Mortgage
- Indirect Lending

CORPORATE BANKING

- Corporate Banking
- Commercial Banking
- Real Estate Banking

WEALTH MANAGEMENT

- Private Wealth Management
- Institutional Services
- Regions Insurance
- Regions Investment Services

WHAT WE BELIEVE IN

Our mission is to achieve superior economic value for our shareholders over time. We pursue that objective by making life better for our customers, our associates and our communities through a commitment to creating shared value as we help them meet their financial goals.



RECOGNIZED FOR EXCELLENCE

Regions continues to be recognized for top-tier performance in serving customers and creating a welcoming, rewarding and engaging workplace.



- **Javelin Trust in Banking Leader Award**
- **Temkin Top 10% in Web Experience**
- **Gallup Great Workplace Award — 3rd Consecutive Year**
- **Greenwich Excellence Awards for Wealth Management, Small Business, Corporate and Commercial Banking and Treasury Management**
- **Temkin Top-Rated Bank for Customer Experience**

Board of Directors

Carolyn H. Byrd⁽¹⁾

Chairman and Chief Executive Officer
GlobalTech Financial, LLC

David J. Cooper, Sr.⁽²⁾⁽³⁾

Vice Chairman
Cooper/T. Smith Corporation
Retiring April 2018

Don DeFosset⁽²⁾⁽⁴⁾

Former Chairman,
President and Chief Executive Officer
Walter Industries, Inc.
(now Walter Energy, Inc.)

Samuel A. Di Piazza, Jr.⁽¹⁾⁽²⁾

Former Global Chief Executive Officer
PricewaterhouseCoopers
Former Vice Chairman
Citigroup Global Corporate and
Investment Bank

Eric C. Fast⁽¹⁾⁽⁴⁾

Former Chief Executive Officer
Crane Co.

O. B. Grayson Hall, Jr.

Chairman and Chief Executive Officer
Regions Financial Corporation

John D. Johns⁽⁴⁾

Executive Chairman
Protective Life Corporation

Ruth Ann Marshall⁽²⁾⁽³⁾

Former President
The Americas, MasterCard
International, Inc.

Susan W. Matlock⁽²⁾⁽⁴⁾

Former President and
Chief Executive Officer
Innovation Depot

John E. Maupin, Jr.⁽¹⁾⁽³⁾

Former President
Morehouse School of Medicine

Charles D. McCrary⁽³⁾⁽⁵⁾

Lead Independent Director,
Regions Board of Directors
Former President and
Chief Executive Officer
Alabama Power Company

James T. Prokopanko⁽³⁾⁽⁴⁾

Former President and
Chief Executive Officer
The Mosaic Company

Lee J. Styslinger III⁽¹⁾⁽⁴⁾

Chairman and Chief Executive Officer
Altec, Inc.

José S. Suquet⁽²⁾⁽⁴⁾

Chairman, President and
Chief Executive Officer
Pan-American Life Insurance Group

Member of:

- ⁽¹⁾ Audit Committee
- ⁽²⁾ Compensation and
Human Resources Committee
- ⁽³⁾ Nominating and Corporate
Governance Committee
- ⁽⁴⁾ Risk Committee
- ⁽⁵⁾ Lead Independent Director

Executive Management

O. B. Grayson Hall, Jr.

Chairman and Chief Executive Officer

John M. Turner, Jr.

President

David J. Turner, Jr.

Senior Executive Vice President
Chief Financial Officer

Fournier J. "Boots" Gale, III

Senior Executive Vice President
General Counsel and Corporate Secretary

C. Matthew Lusco

Senior Executive Vice President
Chief Risk Officer

John B. Owen

Senior Executive Vice President
Head of Enterprise Services
and Consumer Banking

Brett D. Couch

Senior Executive Vice President
Head of Corporate Real Estate
and Procurement

Barb Godin

Senior Executive Vice President
Chief Credit Officer

C. Keith Herron

Senior Executive Vice President
Head of Corporate Responsibility
and Community Engagement

William E. Horton

Senior Executive Vice President
Head of Commercial Banking

Ellen Jones

Senior Executive Vice President
Head of Strategic Performance and Alignment

David R. Keenan

Senior Executive Vice President
Head of Human Resources

Scott M. Peters

Senior Executive Vice President
Head of Consumer Banking Group

William D. Ritter

Senior Executive Vice President
Head of Wealth Management

Ronald G. Smith

Senior Executive Vice President
Head of Corporate Banking Group

Financial Highlights

(In millions, except per share data, branch and ATMs)

	2017	2016	2015
EARNINGS SUMMARY			
Income from continuing operations available to common shareholders	\$ 1,193	\$ 1,094	\$ 1,011
Net income available to common shareholders	1,199	1,099	998
Earnings per common share from continuing operations — diluted	1.00	0.87	0.76
Earnings per common share – diluted	1.00	0.87	0.75
BALANCE SHEET SUMMARY			
At year-end			
Loans, net of unearned income	\$ 79,947	\$ 80,095	\$ 81,162
Assets	124,294	125,968	126,050
Deposits	96,889	99,035	98,430
Long-term debt	8,132	7,763	8,349
Stockholders' equity	16,192	16,664	16,844
Average balances			
Loans, net of unearned income	\$ 79,846	\$ 81,333	\$ 79,634
Assets	123,976	125,506	122,265
Deposits	97,341	97,921	96,890
Long-term debt	7,076	8,159	5,046
Stockholders' equity	16,665	17,126	16,916
SELECTED RATIOS			
Tangible common stockholders' equity to tangible assets (non-GAAP) ⁽¹⁾	8.71%	8.99%	9.13%
Allowance for loan losses as a percentage of loans, net of unearned income	1.17	1.36	1.36
Allowance for credit losses as a percentage of loans, net of unearned income	1.23	1.45	1.43
Efficiency ratio	63.19	64.20	66.15
Adjusted efficiency ratio (non-GAAP) ⁽¹⁾	62.16	63.28	64.87
Basel III common equity Tier 1 ratio — Fully Phased-In Pro-Forma (non-GAAP) ⁽¹⁾⁽²⁾	10.95	11.05	10.69
Tier 1 Capital ⁽²⁾⁽³⁾	11.86	11.98	11.65
OTHER INFORMATION			
Basic Weighted-average number of common shares outstanding	1,186	1,255	1,325
Diluted Weighted-average number of common shares outstanding	1,198	1,261	1,334
Total Branch Outlets	1,469	1,527	1,627
ATMs	1,899	1,906	1,962

⁽¹⁾ See Table 2 in 2017 Form 10-K for GAAP to non-GAAP reconciliations.

⁽²⁾ Current year Basel III common equity Tier 1 and Tier 1 capital ratios are estimated.

CORPORATE HEADQUARTERS

1900 Fifth Avenue North
Birmingham, AL 35203
Phone: 1-800-REGIONS

STOCK LISTING

Regions common stock is traded on the NYSE under the symbol RF.

CORPORATE WEBSITE

For more information, please visit www.regions.com

ANNUAL MEETING

The 2018 Annual Meeting of Stockholders of Regions Financial Corporation will be held on Wednesday, April 25, 2018, at 9:00 A.M., CDT, in the Regions Center Auditorium, 1900 5th Avenue North, Birmingham, AL 35203.

TRANSFER AGENT AND REGISTRAR

Computershare
Post Office Box 30170
College Station, TX 77842-3170

Telephone:

1-800-524-2879 for current stockholders

1-800-446-2617 for non-stockholders requesting enrollment materials for dividend reinvestment and stock purchase plan

Hearing Impaired:

1-800-952-9245

Shareholder Website:

<https://www-us.computershare.com/investor>

Shareholder Online Inquiries:

<https://www-us.computershare.com/investor/contact>

DIRECT DEPOSIT OF DIVIDENDS

For information about direct deposit of dividends, please contact Computershare.

DUPLICATE MAILINGS

If you receive duplicate mailings and you wish to consolidate your accounts, please contact Computershare.

FORM 10-K

Our 2017 Annual Report on Form 10-K ("10-K") also serves as our 2017 Annual Report to Stockholders. Please note that our 2017 Annual Review does not include, and is not intended as a substitute for, the information contained in our 10-K. For complete financial statements, including notes and management's discussion and analysis of financial condition and results of operations, please refer to our 10-K filed with the Securities and Exchange Commission, which can be found at ir.regions.com/financials.cfm.

DIRECTORS

To contact any of the Directors or the Lead Independent Director please mail correspondence to:

Regions Financial Corporation
c/o Office of the Corporate Secretary
Attention: "Director Communication"
1900 Fifth Ave. North
Birmingham, AL 35203

The Corporate Governance Principles, the charters of the Board Committees, the Code of Business Conduct and Ethics, the Code of Ethics for Senior Financial Officers and other governance information can be accessed by visiting our website at www.regions.com and clicking "Corporate Governance" under "Investor Relations"

PRINCIPAL SUBSIDIARIES

Regions Bank
Regions Insurance Group
Regions Securities
Regions Investment Management
Regions Equipment Finance

INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM

Ernst & Young, LLP
1901 Sixth Ave. N. Ste. 1200
Birmingham, AL 35203

ELECTRONIC DELIVERY

We ask you to consider signing up to receive these materials electronically in the future by following the instructions after you vote your shares over the Internet. Enrolling in future electronic delivery of these materials reduces Regions printing and mailing expenses and environmental impact. To enroll for electronic delivery you may also visit <http://enroll/icsdelivery.com/rf>

Forward-Looking Statements

The Annual Review, along with our Annual Report on Form 10-K, other periodic reports filed by Regions Financial Corporation under the Securities Exchange Act of 1934, as amended, and any other written or oral statements made by us or on our behalf to analysts, investors, the media and others, may include forward-looking statements as defined in the Private Securities Litigation Reform Act of 1995. The terms “Regions,” the “Company,” “we,” “us” and “our” as used herein mean collectively Regions Financial Corporation, a Delaware corporation, together with its subsidiaries when or where appropriate. The words “future,” “anticipates,” “assumes,” “intends,” “plans,” “seeks,” “believes,” “predicts,” “potential,” “objectives,” “estimates,” “expects,” “targets,” “projects,” “outlook,” “forecast,” “would,” “will,” “may,” “might,” “could,” “should,” “can,” and similar terms and expressions often signify forward-looking statements. Forward-looking statements are not based on historical information, but rather are related to future operations, strategies, financial results or other developments. Forward-looking statements are based on management’s current expectations as well as certain assumptions and estimates made by, and information available to, management at the time the statements are made. Those statements are based on general assumptions and are subject to various risks, and because they also relate to the future they are likewise subject to inherent uncertainties and other factors that may cause actual results to differ materially from the views, beliefs and projections expressed in such statements. Therefore, we caution you against relying on any of these forward-looking statements. These risks, uncertainties and other factors include, but are not limited to, the risks identified in Item 1A. “Risk Factors” included in our Annual Report on Form 10-K and those described below:

- Current and future economic and market conditions in the United States generally or in the communities we serve, including the effects of possible declines in property values, increases in unemployment rates and potential reductions of economic growth, which may adversely affect our lending and other businesses and our financial results and conditions.
- Possible changes in trade, monetary and fiscal policies of, and other activities undertaken by, governments, agencies, central banks and similar organizations, which could have a material adverse effect on our earnings.
- The effects of a possible downgrade in the U.S. government’s sovereign credit rating or outlook, which could result in risks to us and general economic conditions that we are not able to predict.
- Possible changes in market interest rates or capital markets could adversely affect our revenue and expense, the value of assets and obligations, and the availability and cost of capital and liquidity.
- Any impairment of our goodwill or other intangibles, any repricing of assets, or any adjustment of valuation allowances on our deferred tax assets due to changes in law, adverse changes in the economic environment, declining operations of the reporting unit or other factors.
- The effect of changes in tax laws, including the effect of Tax Reform and any future interpretations of or amendments to Tax Reform, which may impact our earnings, capital ratios and our ability to return capital to shareholders.
- Possible changes in the creditworthiness of customers and the possible impairment of the collectability of loans and leases, including operating leases.
- Changes in the speed of loan prepayments, loan origination and sale volumes, charge-offs, loan loss provisions or actual loan losses where our allowance for loan losses may not be adequate to cover our eventual losses.
- Possible acceleration of prepayments on mortgage-backed securities due to low interest rates, and the related acceleration of premium amortization on those securities.
- Loss of customer checking and savings account deposits as customers pursue other, higher-yield investments, which could increase our funding costs.
- Possible changes in consumer and business spending and saving habits and the related effect on our ability to increase assets and to attract deposits, which could adversely affect our net income.
- Our ability to effectively compete with other traditional and non-traditional financial services companies, some of whom possess greater financial resources than we do or are subject to different regulatory standards than we are.
- Our inability to develop and gain acceptance from current and prospective customers for new products and services and the enhancement of existing products and services to meet customers’ needs and respond to emerging technological trends in a timely manner could have a negative impact on our revenue.
- Our inability to keep pace with technological changes could result in losing business to competitors.
- Changes in laws and regulations affecting our businesses, including legislation and regulations relating to bank products and services, as well as changes in the enforcement and interpretation of such laws and regulations by applicable governmental and self-regulatory agencies, which could require us to change certain business practices, increase compliance risk, reduce our revenue, impose additional costs on us, or otherwise negatively affect our businesses.
- Our ability to obtain a regulatory non-objection (as part of the CCAR process or otherwise) to take certain capital actions, including paying dividends and any plans to increase common stock dividends, repurchase common stock under current or future programs, or redeem preferred stock or other regulatory capital instruments, may impact our ability to return capital to stockholders and market perceptions of us.

- Our ability to comply with stress testing and capital planning requirements (as part of the CCAR process or otherwise) may continue to require a significant investment of our managerial resources due to the importance and intensity of such tests and requirements.
 - Our ability to comply with applicable capital and liquidity requirements (including, among other things, the Basel III capital standards and the LCR rule), including our ability to generate capital internally or raise capital on favorable terms, and if we fail to meet requirements, our financial condition could be negatively impacted.
 - The effects of any developments, changes or actions relating to any litigation or regulatory proceedings brought against us or any of our subsidiaries.
 - The costs, including possibly incurring fines, penalties, or other negative effects (including reputational harm) of any adverse judicial, administrative, or arbitral rulings or proceedings, regulatory enforcement actions, or other legal actions to which we or any of our subsidiaries are a party, and which may adversely affect our results.
 - Our ability to manage fluctuations in the value of assets and liabilities and off-balance sheet exposure so as to maintain sufficient capital and liquidity to support our business.
 - Our ability to execute on our strategic and operational plans, including our ability to fully realize the financial and non-financial benefits relating to our strategic initiatives.
 - The risks and uncertainties related to our acquisition or divestiture of businesses.
 - The success of our marketing efforts in attracting and retaining customers.
 - Our ability to recruit and retain talented and experienced personnel to assist in the development, management and operation of our products and services may be affected by changes in laws and regulations in effect from time to time.
 - Fraud or misconduct by our customers, employees or business partners.
 - Any inaccurate or incomplete information provided to us by our customers or counterparties.
 - Inability of our framework to manage risks associated with our business such as credit risk and operational risk, including third-party vendors and other service providers, which could, among other things, result in a breach of operating or security systems as a result of a cyber attack or similar act or failure to deliver our services effectively.
 - Dependence on key suppliers or vendors to obtain equipment and other supplies for our business on acceptable terms.
 - The inability of our internal controls and procedures to prevent, detect or mitigate any material errors or fraudulent acts.
 - The effects of geopolitical instability, including wars, conflicts and terrorist attacks and the potential impact, directly or indirectly, on our businesses.
 - The effects of man-made and natural disasters, including fires, floods, droughts, tornadoes, hurricanes, and environmental damage, which may negatively affect our operations and/or our loan portfolios and increase our cost of conducting business.
 - Changes in commodity market prices and conditions could adversely affect the cash flows of our borrowers operating in industries that are impacted by changes in commodity prices (including businesses indirectly impacted by commodities prices such as businesses that transport commodities or manufacture equipment used in the production of commodities), which could impair their ability to service any loans outstanding to them and/or reduce demand for loans in those industries.
 - Our ability to identify and address cyber-security risks such as data security breaches, malware, “denial of service” attacks, “hacking” and identity theft, a failure of which could disrupt our business and result in the disclosure of and/or misuse or misappropriation of confidential or proprietary information, disruption or damage to our systems, increased costs, losses, or adverse effects to our reputation.
 - Our ability to realize our adjusted efficiency ratio target as part of our expense management initiatives.
 - Possible downgrades in our credit ratings or outlook could increase the costs of funding from capital markets.
 - The effects of problems encountered by other financial institutions that adversely affect us or the banking industry generally could require us to change certain business practices, reduce our revenue, impose additional costs on us, or otherwise negatively affect our businesses.
 - The effects of the failure of any component of our business infrastructure provided by a third party could disrupt our businesses, result in the disclosure of and/or misuse of confidential information or proprietary information, increase our costs, negatively affect our reputation, and cause losses.
 - Our ability to receive dividends from our subsidiaries could affect our liquidity and ability to pay dividends to stockholders.
 - Changes in accounting policies or procedures as may be required by the FASB or other regulatory agencies could materially affect how we report our financial results.
 - Other risks identified from time to time in reports that we file with the SEC.
 - Fluctuations in the price of our common stock and inability to complete stock repurchases in the time frame and/or on the terms anticipated.
 - The effects of any damage to our reputation resulting from developments related to any of the items identified above.
- You should not place undue reliance on any forward-looking statements, which speak only as of the date made. Factors or events that could cause our actual results to differ may emerge from time to time, and it is not possible to predict all of them. We assume no obligation and do not intend to update or revise any forward-looking statements that are made from time to time, either as a result of future developments, new information or otherwise, except as may be required by law.