



Thriving Clients

Key offers a wide array of products and services to enhance the financial well-being of our clients, no matter where they are in their financial journeys. We believe that thriving clients create and support thriving communities.

30 **Inclusive products and services**

31 | Tools and resources to help our clients

32 | Financial Wellness Reviews

33 **Accessibility**

34 **Home lending**

34 | Affordable products and programs

35 | Grants and Home Buyer Credit Programs



Inclusive products and services

Approach and philosophy

At Key, we strive to make banking inclusive for all. Everyone's financial journey is different, and Key's wide range of product and service offerings helps us meet clients and communities in whatever moment they are in. We also take pride in the many financial education programs and innovative solutions available to our clients, and we make impactful investments in our communities.

As a relationship-focused bank, Key values input and feedback from our clients and communities to ensure we are meeting their needs over the long term. From lending to grants to volunteerism, we proudly participate in the growth and sustainability of our communities.



Our newest Community Center Branch in Port Chester, New York, opened in January 2025, reflecting our commitment to enhancing access to comprehensive financial services for individuals, families, and businesses in a majority-minority neighborhood.

Community Banking

In 2024, we brought together our community banking efforts as one team to drive consistency across our entire footprint. The Community Banking team engages, educates, and empowers communities to improve financial well-being through dedicated products, programs, tools, and resources.

The team creates and manages strategies to build client relationships with all neighbors and neighborhoods by curating and scaling complimentary, national, and local programming. This includes programs such as Key@Work and other small business initiatives, which are delivered through branches to meet the banking needs of our communities. The team works closely with Key's CR team to implement these initiatives for Key and our clients alike. The Community Banking team consists of:

- **Community Banking Strategy:** This team develops and executes various inclusive consumer strategies and tactics to attract, deepen relationships with, and support the needs of all clients, including LMI and diverse segments.
- **Community Banking Programs:** This team implements and oversees community bank programs. They manage workplace banking and financial wellness programs, lead initiatives, and develop and deliver differentiated, tailored solutions to acquire and expand business relationships.
- **Community Banking Sales:** This team creates and carries out the national sales strategy to acquire and deepen client relationships. They work with teammates at our more than 300 Community Center Branches to deliver banking products and programs.



Tools and resources to help our clients on their financial journey

Our products and services are designed to support clients as they establish and build credit, ultimately helping them achieve their financial goals.

Bank	Save	Borrow
KeyBank Hassle-Free Account[®] - An easy-to-use account with no overdraft fees or minimum balance - Secure chip and Tap debit card features and secure mobile banking - Deposit checks in the mobile app, pay bills, send money, and more Key Secured Credit Card[®] - Can help clients establish and build credit when the minimum payment is made by the due date each month	Key Active Saver[®] Account - Open with as little as \$10 - No minimum balance requirements - Interest is compounded daily EasyUp[®] - Service that automatically transfers a set amount from every debit card purchase to a KeyBank savings account - Client can determine a transfer amount that works for them, from 10 cents to \$5 - Use to save or set up to automatically pay down debt	Key Community Mortgage^{®6} - No minimum loan amount and allows clients to take advantage of low down payment options - Private mortgage insurance (PMI) is not required - Specialized support from loan officers at local branches - Fixed interest rates to make payment more reliable

⁶ Property must be located in a KeyBank Assessment Area. No income limitations if property is located in LMI census tracts. For all other census tracts, income must be less than 80% of the Federal Financial Institutions Examination Council (FFIEC) Estimated MSA/MD Median Family Income. Completion of a HUD-approved prepurchase home-buyer education workshop may be required prior to closing. Landlord counseling may be required prior to closing on all two-unit transactions. Borrowers are not permitted to own any other real estate at the time of closing. Equal Housing Lender. NMLS# 399797



Other programs and initiatives that demonstrate Key's commitment to inclusive banking include:

Early Pay

Key launched Early Pay,⁷ which provides clients and our teammates (who have some or all of their payroll deposited directly into their Key checking or savings accounts) access to eligible direct deposits up to two days sooner in advance of their scheduled pay date.

Personalized financial advice

The Key Financial Wellness Review[®] is a personalized meeting that helps clients understand their financial situation, set financial priorities, and create a step-by-step plan to reach their goals. The banker-guided conversation can be conducted online or in person using an interactive touchscreen monitor. The Financial Wellness Review can assist with budgeting, building emergency savings, or consolidating debt. This proprietary experience is available to Key employees and clients, providing ongoing guidance to support financial security and confidence.

SpringFour

Key collaborates with SpringFour to provide nonprofit and government resources that enhance consumer financial health. SpringFour, a social impact fintech, enables banks, credit unions, lenders, fintechs, mortgage servicers, and nonprofits with a professional contact center tool. It connects their customers with over 25,000 vetted, local financial resources to address more than 25 different areas of financial need.

In 2024, Key and SpringFour successfully delivered 112,646 referrals for financial assistance to 2,474 Key clients. The five areas of support most frequently requested by Key clients during this time were housing counseling, assistance with heating and utility costs, financial counseling, food savings, and employment services.

⁷ Early Pay is a service included with your KeyBank consumer deposit account in which KeyBank makes your eligible direct deposits available up to two business days early. Eligible direct deposits include certain transactions such as payroll, government benefits, or similar types of payments. The Early Pay service is dependent on when KeyBank receives information from the payer that the funds are on the way; this could vary, and you may not always receive your funds early. You cannot opt out of Early Pay.

Key Impact |

Teamwork to Empower the Youth Advisory Board

When the Community Engagement Manager at the John Boner Neighborhood Centers (JBNC) sought a financial partner for their Youth Advisory Board (YAB), she confidently turned to Key.

The YAB consists of students who are engaged community members and collaborate with the center and local schools, offering essential feedback and insights on various issues affecting their community. Each YAB member receives stipend payments through the Universal Basic Income program, recognizing their valuable contributions.

To empower these young leaders in managing their stipend funds effectively, the JBNC connected with the local Corporate Responsibility Officer at Key, who provided practical guidance and facilitated relevant connections.

The branch manager organized a financial empowerment webinar specifically designed for the youth, equipping them with knowledge and recommending appropriate financial products to enhance their financial journeys. This collaboration not only fosters financial literacy but strengthens community ties and helps develop future leaders.





Accessibility

An important facet of financial inclusion is accessibility. Because of this, Key responds to client and community needs by providing a variety of accommodations that enable an accessible and positive banking experience. For example, individuals with visual impairments can request Braille or large-print statements and sight checks. All our ATMs include voice guidance and Braille instructions, and are regularly assessed for compliance with the Americans with Disabilities Act. Additionally, Key's website and online banking platform function with screen reader software. We offer TTY services for individuals who are hearing impaired, along with 24-hour touch-tone account access and drive-up ATMs designed to assist those with mobility, hearing, vision, and speech impairments.



Enhancements for limited-English-proficient clients

For years, Key has provided services to clients whose primary language is not English. We continually seek to serve clients and communities by providing fair access to our products and services, following all relevant laws and guidelines in the language they are most comfortable using. In 2024, Key launched its Language Access Program to identify and implement ways to better serve our language-diverse communities.

After reviewing census data, language requests, and our existing inventory of translated materials, Spanish was selected as the primary language for the program's launch. In 2024, Key introduced Spanish-translated home-lending flyers and implemented best-practice training for our language interpreter line. Several effective pilots were also initiated, including distributing branch experience surveys, conducting financial empowerment workshops, and curating branch merchandising in Spanish. Additionally, we organized community partner events and began piloting language certification testing. These efforts reflect our commitment to improving accessibility and support for our Spanish-speaking clients and communities.

Additionally, branch teammates can work with a language interpreter if clients require service in a language other than English. We continue to expand our library of translated educational, brand, and regulatory mandated materials, and we seek ways to improve technology, expand language services, and provide training and certification in other languages.



Home lending

Homeownership is the foundation of healthy and thriving neighborhoods. Key is committed to improving access to homeownership for individuals and families.

At Key, a cross-functional team is dedicated to helping borrowers navigate the home-buying process successfully via access to education, advice, and resources.

To meet the needs of our clients, Key offers a variety of inclusive mortgage programs to help make homeownership more attainable. Key offers home-buyer credit programs⁸ that help cover closing costs and prepaid fees. We also offer a home equity program that features a fixed rate with no origination fee. Key is proud to work with national organizations committed to advancing sustainable homeownership.

Homebuyer education and partnerships

As part of our broader community investments, in December 2021, Key committed to investing \$1 million over five years in homebuyer education and community support, focusing on all phases of the home-buying process. Over the past three years, Key conducted more than 200 homebuyer education sessions in Buffalo, Rochester, New York City, Seattle, and Utah.

For additional details, see the [Bolstering home lending outreach in our communities](#) in this report.

Affordable-purchase mortgage products

Down payment requirements, closing costs, traditional underwriting, and documentation requirements can be hurdles to homeownership. Key offers the following products to help qualifying clients:

- Key Community Mortgage[®]: Up to 100% financing is available to qualifying clients on purchase transactions⁹ in a KeyBank assessment area. Private mortgage insurance is not required. Specialized support is available from loan officers at local branches.
- Fannie Mae HomeReady[®] Mortgage: Up to 97% financing on purchase transactions for qualifying clients.¹⁰
- Federal Housing Administration (FHA) Home Loan: Up to 96.5% financing on purchase transactions for qualifying clients.
- Veterans Affairs (VA) Loans: Up to 100% financing on purchase transactions for eligible veterans.

⁸ Available on primary residence first lien purchases only. Property must be located in an eligible community in KeyBank's retail footprint or Florida. Eligible communities are determined by KeyBank and subject to change without notice. Additional terms or restrictions may apply. Ask us for details

⁹ Property must be located in a KeyBank Assessment Area. No income limitations if property is located in low- or moderate-income census tracts. For all other census tracts, income must be less than 80% of the Federal Financial Institutions Examination Council Estimated MSA/MD Median Family Income. Completion of a HUD-approved prepurchase homebuyer education workshop may be required prior to closing. Landlord counseling may be required prior to closing on all two-unit transactions. Borrowers are not permitted to own any other real estate at the time of closing.

¹⁰ Maximum income is limited to 80% of the Area Median Income (AMI) in all census tracts.



Grants and home-buyer credits

Key is proud to offer a variety of programs and services to empower our clients on their path to homeownership and enable home improvement.

Key offers \$5,000 credits that can be paired with any mortgage product offered by KeyBank. These community-based credits are for eligible properties in Key's retail footprint or Florida. The credits can be applied toward closing costs and/or prepaid fees on owner-occupied residential mortgage purchase transactions facilitated through Key.

Beginning in September 2022, these programs have made a significant impact by providing more than \$3.2 million in home-buyer credits. This support has empowered nearly 900 clients to move closer to their goal of homeownership in the program's eligible areas.

Key Opportunities Home Equity Loan¹¹: This program is designed to support borrowers with properties in majority-minority and LMI census tracts with affordable terms to refinance their primary residences to a lower interest rate, consolidate debt, finance home improvements, or tap into their equity when needed. The Key Opportunities Home Equity Loan features a fixed rate, no origination fee, and a first- or second-lien option for loans up to \$100,000.

Launched on March 1, 2023, this program has already funded \$14.4 million in loans, helping more than 280 clients secure financing for their primary homes in designated communities.

Home lending to finance manufactured homes

Key offers financing options for manufactured homes in select states to reach more potential homeowners. With a range of mortgage solutions to meet our clients' needs, manufactured homes may be eligible for one of KeyBank's \$5,000 credits to help with closing costs and prepaid fees. Manufactured homes are another way to provide access to affordable housing in markets where a traditional home may be cost-prohibitive.

Down payment assistance

We work with a number of organizations and agencies from New York to Washington to provide down payment assistance in the form of grants, recorded community seconds, and employer-assistance loans.

Welcome Home Program

The Welcome Home Program, established by the Federal Home Loan Bank of Cincinnati, offers grants to fund down payment and closing costs for LMI homebuyers. Grants are reserved through member financial institutions, including Key. Qualified homebuyers can receive up to \$20,000, and honorably discharged veterans, active-duty military members, reservists, and surviving spouses of service personnel may receive Welcome Home grants of up to \$25,000.

The Key Cares Loan[®] Program

In Cuyahoga County, Ohio, the Key Cares Loan Program provides home repair assistance to eligible homeowners living in the area. We work in cooperation with Home Repair Resource Center, a local nonprofit organization, to offer an unsecured home loan of up to \$15,000 for home repairs to homeowners who can afford a monthly payment but may not qualify for traditional bank financing.

Freddie Mac's Home Possible

Freddie Mac's Home Possible is now part of Key's affordable product lineup. This mortgage option features a low down payment and is specifically designed to assist creditworthy, low-income borrowers in achieving their homeownership goals.

¹¹ Loan features reduced interest rate and no origination fees. Available on existing primary residence and loans up to \$100,000. First or second lien only. Loan must close in a branch. Property must be located in an eligible community in KeyBank's retail footprint. Additional terms or restrictions may apply. Ask us for details.