

PNC FINANCIAL SERVICES GROUP INC

Form FWP

February 03, 2010

The PNC Financial Services Group, Inc.  
Planned TARP Preferred Redemption,  
Sale of PNC Global Investment Servicing and  
Equity Offering  
February 2, 2010

Filed  
Pursuant  
to  
Rule  
433  
Registration  
No.  
333-164364

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Cautionary Statement Regarding Forward-Looking  
Information and Adjusted Information

This presentation includes snapshot information about PNC used by way of illustration. It is not intended as a full business context of all of the information made available by PNC in its SEC filings. The presentation also contains forward-looking statements relating to PNC's future business, operations, financial condition, financial performance, capital and liquidity levels, and assets subject to numerous assumptions, risks and uncertainties, which change over time.

The forward-looking statements in this presentation are qualified by the factors affecting forward-looking statements identified included in the Appendix, which is included in the version of the presentation materials posted on our corporate website at [www.pnc.com](#)

detail regarding some of these factors in our 2008 Form 10-K and 2009 Form 10-Qs, including in the Risk Factors and Risk Management sections of our 2008 Form 10-K and 2009 Form 10-Qs, and in our other SEC filings (accessible on the SEC's website at [www.sec.gov](http://www.sec.gov) and on or through our corporate website at [www.pnc.com](http://www.pnc.com)) and elsewhere in this presentation as inactive textual references only. Information on these websites is not part of this document. Future events or circumstances may change our outlook or expectations and may also affect the nature of the assumptions, risk factors and other statements are subject. The forward-looking statements in this presentation speak only as of the date of this presentation. We will update those statements.

In this presentation, we will sometimes refer to adjusted results to help illustrate the impact of certain types of items, including the BlackRock's acquisition of Barclays Global Investors (BGI), our fourth quarter 2008 conforming provision for credit losses, and our 2009 and 2008 periods. This information supplements our results as reported in accordance with GAAP and should not be viewed as a substitute for our results. We believe that this additional information and the reconciliations we provide may be useful to investors, analysts, regulators and other interested parties in understanding these respective items on our results for the periods presented due to the extent to which the items are not indicative of our ongoing operations. In certain discussions, we may also provide information on yields and margins for all interest-earning assets calculated using net interest income, including increasing the interest income earned on tax-exempt assets to make it fully equivalent to interest income earned on taxable investments. This information may be useful when comparing yields and margins for all earning assets.

This presentation may also include discussion of other non-GAAP financial measures, which, to the extent not so qualified, may not be comparable to the reconciliation information available on our corporate website at [www.pnc.com](http://www.pnc.com) under "About PNC Investor Relations."

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Key Messages

PNC Continues to Build a Great Company.

PNC Continues to Build a Great Company.

(1) Estimated. See pages 5 and 19 for further information.

Planned redemption of \$7.6 billion of PNC preferred stock held by the US Treasury

-

Will eliminate \$380 million in annual preferred

dividends

Definitive agreement to sell PNC Global Investment  
Servicing ( GIS ) for \$2.3 billion

-

\$1.6 billion increase to Tier 1 common capital

1

upon

closing

Planned \$3.0 billion PNC common equity offering

Proforma Tier 1 common capital ratio

1

of 8.0% to provide

flexibility for future growth

4

Equity Offering

J.P. Morgan, Morgan Stanley

Global coordinators

In conjunction with other capital and liquidity

actions announced today, redemption of PNC

preferred stock held by the US Dept. of the

Treasury

Use of proceeds

February 3,  
2010

Expected equity pricing

\$25.8 billion

Market cap (as of 2/1/2010)

461,416,582

Shares outstanding (pre-offer as of 1/31/2010)

\$55.86

Stock price (as of 2/1/2010)

100% primary common equity

Share composition

\$3.0 billion / 15%

Offering size/over-allotment

PNC/NYSE

Ticker/Exchange

The PNC Financial Services Group, Inc.

Issuer



5  
Risk-Based Capital Ratios  
1.6  
1.6  
Net impact of sale of GIS  
3  
10.3%  
8.0%  
Proforma ratios

\$23.4

\$18.1

Proforma

11.5%

6.0%

Ratios

3.0

(.3)

\$13.8

Tier 1 common

1

3.0

Common equity offering

2

(7.6)

TARP redemption

2

\$26.4

December 31, 2009

Tier 1 risk based

1

\$ in billions

(1) Estimated. (2) Anticipated to occur in the first quarter 2010. (3) Anticipated to occur in the third quarter of 2010 subject to regulatory approvals and certain other customary closing conditions. Further information is provided in the Appendix.

Net cash outflow from the TARP preferred redemption is expected to be \$7.6 billion. PNC expects to issue \$1.5 billion to \$2 billion of senior debt to provide additional bank holding company liquidity.

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Relative Capital Positioning

December 31, 2009 Tier 1 common ratio

6.5%

6.8%

7.0%

7.2%

7.7%

8.2%

8.5%  
8.8%  
10.7%  
6.0%  
7.8%  
8.0%  
7.5%  
PNC  
WFC  
USB  
FITB  
RF  
KEY  
STI  
BAC  
PNC  
CMA  
BBT  
JPM  
COF

(1) Estimated. See page 5 for further information. Peer source: company reports.

7  
CO  
TX  
KS  
OK  
(offices in 21  
countries)  
BlackRock  
8

th  
\$270 billion

Assets  
U.S. Rank

1  
Dec. 31, 2009

6,473  
2,512  
\$187 billion

5  
th  
ATMs

5  
th  
Branches

5  
th  
Deposits

(1) Rankings source: SNL DataSource.  
PNC's Powerful Franchise

Retail  
Footprint covering nearly 1/3 of the  
U.S. population

Asset Management  
One of the largest bank-held asset  
managers in the U.S.

Residential Mortgage  
Corporate & Institutional  
A leader in serving middle-market  
customers and government entities  
One of the nation's largest mortgage  
platforms

8

PNC's Framework for Success  
Execute on and deliver the PNC  
business model  
Capitalize on integration  
opportunities  
Emphasize continuous  
improvement culture  
Leverage credit that meets our

risk/return criteria  
Focus on cross selling PNC's  
deep product offerings  
Focus front door  
on risk-adjusted returns  
Leverage back door  
credit  
liquidation capabilities  
Maximize credit portfolio value  
Reposition deposit gathering  
strategies  
Action Plans  
0.17%  
N/A  
45%  
3.5%  
93%  
Peers  
2  
Dec. 31,  
2009  
0.62%  
1  
>\$1.2 billion  
43%  
1  
2.4%  
84%  
PNC  
Dec. 31, 2009  
1.30%+  
\$1.5 billion  
>50%  
0.3%-0.5%  
80%-90%  
Target  
Return on  
average assets  
(for the year  
ended)  
Key Metrics  
Loan to  
deposit ratio  
(as of)  
Provision to  
average loans  
(for the year  
ended)  
Noninterest



income/total  
revenue  
(for the year  
ended)  
Integration  
cost savings  
(4Q09, annualized)  
Executing our  
strategies  
PNC Business  
Model  
Staying core  
funded  
Returning to a  
moderate risk  
profile  
Growing high  
quality, diverse  
revenue  
streams  
Creating  
positive  
operating  
leverage

(1) Excludes the impact of the \$1.1 billion pretax, \$687 million after-tax, gain related to BlackRock's acquisition of Barclays (the BLK/BGI gain). Including the gain, noninterest income to total revenue percentage for the year was 47% and the return .87%. Further information is provided in the Appendix. (2) Peers represents average of banks identified in the Appendix. Source

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2009 Financial Highlights

Execution of the PNC business model delivered exceptional results

Well-positioned balance sheet at year end with an improved risk profile,  
increased loan loss reserves, more liquidity and more capital

Strong revenue performance of \$17 billion from diversified sources

Disciplined

expense

management

-  
increased integration cost savings goal  
to \$1.5 billion annualized

Pretax  
pre-provision  
earnings

1  
exceeded  
credit  
costs

by  
\$3.3

billion  
\$4.36

\$2,403

\$16,988

FY09

\$3,871

\$3,987

\$4,048

\$5,082

Revenue

\$2.17

\$1,107

4Q09

\$1.03

\$530

1Q09

\$1.00

\$559

3Q09

\$207

Net income

\$.14

2Q09

Earnings per diluted common share

In millions, except per share

(1) Total revenue less noninterest expense. Revenue includes the \$1.1 billion BLK/BGI gain in the fourth quarter of 2009. For  
Appendix.

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A Higher Quality, Differentiated Balance Sheet

Core funded -

loan to deposit ratio of 84%

Appropriately reserved -

loss coverage

ratio of 6.2%

1

Improved securities portfolio risk profile

enhanced liquidity and shift to  
government and agency securities

Asset sensitive  
duration of equity  
negative 1 year

Proforma

2

Expected improvement to capital quality

common

equity

would

be

\$26

billion

Balance sheet positioning

\$270

22

8

14

39

\$187

\$270

57

157

\$56

Dec. 31,

2009

Common equity

Preferred equity

Total liabilities and equity

Borrowed funds

Deposits

Other liabilities

Other assets

Loans

Total assets

Investment securities

Category (billions)

PNC Made Substantial Progress in 2009 Transitioning the

PNC Made Substantial Progress in 2009 Transitioning the

Balance Sheet to Reflect Our Business Model.

Balance Sheet to Reflect Our Business Model.

(1) Calculated as the allowance for loan and lease losses combined with the remaining impairment marks on loans acquired from National City that were impaired per FASB ASC 310-30 (AICPA SOP 03-3) as a percentage of the outstanding loan portfolio as of December 31, 2009. (2) Reflects impact of equity offering and the impact of the planned sale of GIS. Further information is provided on pages 18 and 19.

11  
Stronger Loss Coverage  
Total loans  
6.2%  
Commercial real estate  
9.4%  
Commercial  
4.0%  
Residential real estate

12.5%

Consumer

4.7%

2009 reserves / total loans

4.99%

4.75%

4.54%

4.28%

3.94%

3.38%

3.22%

2.96%

2.64%

2.54%

2.45%

2.34%

1.69%

JPM

FITB

COF

KEY

BAC

RF

PNC

WFC

STI

USB

BBT

CMA

MTB

2009 reserves / net charge-offs

1.9

1.7

1.5

1.5

1.4

1.4

1.3

1.3

1.1

1.1

1.1

1.0

0.9

PNC

MTB

BBT

FITB

RF

JPM

WFC  
USB  
CMA  
KEY  
BAC  
STI  
COF

As of or for the year ended for 2009. Peer source: SNL DataSource. (1) Calculated as the allowance for loan and lease losses c with the remaining impairment marks on loans acquired from National City that were impaired per FASB ASC 310-30 (AICPA as a percentage of the outstanding loan portfolio at December 31, 2009.

PNC loss coverage

1

including marks:

X



12

Pretax Pre-Provision Earnings

1

Substantially

Exceed Credit Costs

PNC full year 2009

PNC Is Recognized for the Ability to Create Positive Operating

PNC Is Recognized for the Ability to Create Positive Operating

Leverage to Help Offset Credit Costs.

Leverage to Help Offset Credit Costs.

\$17.0

\$9.7

\$7.3

\$3.9

Peer source: SNL DataSource. (1) Total revenue less noninterest expense. Revenue includes the \$1.1 billion BLK/BGI gain excluded from earnings. (2) For full year 2009, GIS revenue was \$781 million, expenses were \$781 million, pretax pre-provision earnings were \$99 million and provision was \$0. (3) Further information is provided in the Appendix.

Revenue

Expense

Pretax pre-

provision

earnings

1

Provision

\$16.2

\$9.0

\$7.2

\$3.9

Excluding GIS

2

1.86

1.85

1.83

1.50

1.47

1.37

1.32

1.22

1.09

0.89

0.66

0.40

0.27

MTB

PNC

WFC

JPM

USB

BBT

COF

FITB

BAC

CMA

RF

STI

KEY

2009 pretax

pre-provision

earnings

1

/provision  
Excluding  
the  
BLK/BGI  
gain  
1.57x

3

X

13

Cost Saves

A Substantial Contributor to 2010

(1) Annualized acquisition-related cost savings goal. (2) 2010 expectations exclude the impact of the \$1.1 billion BLK/BGI gain. (3) 2010 impact of the planned sale of GIS. (3) Total revenue less noninterest expense.

PNC integration cost saves (millions)

2009

captured

\$800

\$1,300+

June 2011

\$1,500

2010

expectation

2010 expectations

Net interest income and net interest

margin consistent with 3Q09

annualized

Lower noninterest income due to

2009 impact of MSR hedging gains

Reduced expenses driven by

increased acquisition cost saves and

lower integration costs

Credit cost improvement as the

economy recovers

Significant pretax pre-provision

4Q09

annualized

>\$1,200

2

goal

1

earnings

3

will continue to exceed

credit costs

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Summary

PNC Continues to Build a Great Company.

PNC Continues to Build a Great Company.

The execution of the PNC business model resulted in exceptional 2009 performance

Actions announced today are consistent with PNC's disciplined use of capital

-

Redemption of TARP preferred will eliminate a degree of uncertainty for

our shareholders, customers and employees

-

Issuance of common equity will improve the composition of our capital structure

-

Definitive agreement to sell GIS captures value at the appropriate time  
PNC's realistic opportunities for growth are expected to deliver significant value

Appendix



16  
Cautionary Statement Regarding Forward-Looking  
Information  
Appendix  
This  
presentation  
includes  
    snapshot  
information

about  
PNC  
used  
by  
way  
of  
illustration  
and  
is  
not  
intended  
as  
a  
full  
business  
or  
financial  
review.

It should not be viewed in isolation but rather in the context of all of the information made available by PNC in its SEC filings. We also make statements in this presentation, and we may from time to time make other statements, regarding our outlook or earnings, revenues, expenses, capital levels, liquidity levels, asset quality and/or other matters regarding or affecting PNC that statements within the meaning of the Private Securities Litigation Reform Act. Forward-looking statements are typically identified

believe,  
plan,  
expect,  
anticipate,  
intend,  
outlook,  
estimate,  
forecast,  
will,  
project

and other similar words and expressions. Forward-looking statements are subject to numerous assumptions, risks and uncertainties, which change over time. Forward-looking statements speak only as of the date they are made. We do not assume any duty and do not undertake to update forward-looking statements. Actual results or future events could differ, possibly materially, from those that we anticipated in our forward-looking statements and future results could differ materially from our historical performance.

Our forward-looking statements are subject to the following principal risks and uncertainties. We provide greater detail regarding the following factors

in  
our  
2008  
Form  
10-K  
and  
2009  
Form  
10-Qs,  
including

in  
the  
Risk  
Factors  
and  
Risk  
Management  
sections

of  
those  
reports,  
and

in  
our  
other

SEC filings. Our forward-looking statements may also be subject to other risks and uncertainties, including those that we may

this  
presentation

or  
in

our  
filings

with  
the

SEC,  
accessible

on  
the

SEC's  
website

at

[www.sec.gov](http://www.sec.gov)

and

on

or

through

our

corporate

website

at

[www.pnc.com/secfilings](http://www.pnc.com/secfilings).

We

have

included

these

web

addresses

as

inactive

textual

references  
only.  
Information  
on  
these  
websites  
is  
not  
part  
of this document.

Our businesses and financial results are affected by business and economic conditions, both generally and specifically in the markets in which we operate. In particular, our businesses and financial results may be impacted by:

- o Changes in interest rates and valuations in the debt, equity and other financial markets;

- o Disruptions in the liquidity and other functioning of financial markets, including such disruptions in the markets for real estate commonly securing financial products;

- o Actions by the Federal Reserve and other government agencies, including those that impact money supply and market interest rates;

- o Changes in our customers', suppliers' and other counterparties' performance in general and their creditworthiness in particular;

- o Changes in levels of unemployment; and

- o Changes in customer preferences and behavior, whether as a result of changing business and economic conditions or other factors.

A continuation of recent turbulence in significant portions of the US and global financial markets, particularly if it worsens, could impact our performance,

both directly and indirectly by affecting our revenues and the

value  
of  
our  
assets  
and  
liabilities  
and  
indirectly  
by  
affecting  
our  
counterparties  
and  
the  
economy generally.

Our  
business  
and  
financial  
performance  
could  
be  
impacted  
as  
the  
financial  
industry  
restructures  
in  
the  
current  
environment,  
both  
by  
changes  
in  
the

creditworthiness and performance of our counterparties and by changes in the competitive and regulatory landscape.

Given current economic and financial market conditions, our forward-looking financial statements are subject to the risk that substantially different than we are currently expecting. These statements are based on our current expectations that interest rate will move downward in the first half of 2010 but will move upward in the second half of the year and our view that the modest economic recovery that began in the first half of 2009 will extend through 2010.

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Cautionary Statement Regarding Forward-Looking  
Information  
(continued)  
Appendix

Legal and regulatory developments could have an impact on our ability to operate our businesses or our financial condition or our competitive position or reputation. Reputational impacts, in turn, could affect matters such as business generation and retention, attract and retain management, liquidity, and funding. These legal and regulatory developments could include:

- o Changes resulting from legislative and regulatory responses to the current economic and financial industry environment, including future conditions or restrictions imposed as a result of our participation in the TARP Capital Purchase Program;
- o Other legislative and regulatory reforms, including broad-based restructuring of financial industry regulation as well as change regulations involving tax, pension, bankruptcy, consumer protection, and other aspects of the financial institution industry;
- o Increased litigation risk from recent regulatory and other governmental developments;
- o Unfavorable resolution of legal proceedings or other claims and regulatory and other governmental inquiries;
- o The results of the regulatory examination and supervision process, including our failure to satisfy the requirements of agreements with governmental agencies;
- o Changes in accounting policies and principles; and
- o Changes to regulations governing bank capital, including as a result of the so-called "Basel 3" initiatives.

If we do not redeem the Series N Preferred stock we issued to the US Department of the Treasury such securities may limit our capital to our shareholders and are dilutive to our common shares. If we are unable previously to redeem the shares, the dividend is payable substantially after five years.

Our business and operating results are affected by our ability to identify and effectively manage risks inherent in our businesses. We manage risks, where appropriate, through the effective use of third-party insurance, derivatives, and capital management techniques, and by our ability to meet regulatory capital standards.

The adequacy of our intellectual property protection, and the extent of any costs associated with obtaining rights in intellectual property from others, can impact our business and operating results.

Our ability to anticipate and respond to technological changes can have an impact on our ability to respond to customer needs and competitive demands.

Our ability to implement our business initiatives and strategies could affect our financial performance over the next several years.

Competition can have an impact on customer acquisition, growth and retention, as well as on our credit spreads and product pricing, market share, deposits and revenues.

Our business and operating results can also be affected by widespread natural disasters, terrorist activities or international hostilities. The result of the impact on the economy and capital and other financial markets generally or on us or on our customers, suppliers or other parties is not specifically identified.

Also, risks and uncertainties that could affect the results anticipated in forward-looking statements or from historical performance are discussed in more detail in BlackRock's equity interest in BlackRock, Inc. are discussed in more detail in BlackRock's filings with the SEC, including in the Risk Factors reports. BlackRock's SEC filings are accessible on the SEC's website and on or through BlackRock's website at [www.blackrock.com](http://www.blackrock.com) referenced for informational purposes only and should not be deemed to constitute a part of this document.

In addition, our acquisition of National City Corporation ( "National City" ) on December 31, 2008 presents us with a number of risks both to the acquisition itself and to the integration of the acquired businesses into PNC. These risks and uncertainties include the

The anticipated benefits of the transaction, including anticipated cost savings and strategic gains, may be significantly harder to achieve than expected or may not be achieved in their entirety as a result of unexpected factors or events.

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Cautionary Statement Regarding Forward-Looking  
Information  
(continued)  
Appendix  
Our  
ability  
to  
achieve



anticipated  
results  
from  
this  
transaction  
is  
dependent  
on  
the  
state  
going  
forward  
of  
the  
economic  
and  
financial  
markets,

which have been under significant stress recently. Specifically, we may incur more credit losses from National City's loan portfolio. Other issues related to achieving anticipated financial results include the possibility that deposit attrition or attrition in key client relationships may be greater than expected.

Legal proceedings or other claims made and governmental investigations currently pending against National City, as well as those filed, made or commenced relating to National City's business and activities before the acquisition, could adversely impact our operations.

Our ability to achieve anticipated results is also dependent on our ability to bring National City's systems, operating models, and processes into conformity with ours and to do so on our planned time schedule. The integration of National City's business and operations into ours includes conversion of National City's different systems and procedures, may take longer than anticipated or be more costly than anticipated. There are also unanticipated adverse results relating to National City's or PNC's existing businesses. PNC's ability to integrate National City's business may be adversely affected by the fact that this transaction has resulted in PNC entering several markets where PNC did not previously have a retail presence.

In addition to the National City transaction, we grow our business from time to time by acquiring other financial services companies.

general  
present  
us  
with  
risks,  
in  
addition  
to  
those  
presented  
by  
the  
nature  
of  
the  
business  
acquired,  
similar  
to  
some

or  
all  
of  
those  
described  
above  
relating  
to  
the  
National  
City  
acquisition.

Any annualized, proforma, estimated, third party or consensus numbers in this presentation are used for illustrative or comparative purposes and may not reflect actual results. Any consensus earnings estimates are calculated based on the earnings projections made by that company. The analysts' opinions, estimates or forecasts (and therefore the consensus earnings estimates) are theirs alone, are not those of PNC or its management, and may not reflect PNC's or other company's actual or anticipated results.

19  
Impact  
of  
Planned  
Sale  
of  
GIS  
1  
(0.2)

(0.0)

Adjustments

/

other

2

1.1

Net intangible

1.3

Goodwill and other intangible assets

Elimination of net intangible:

Less:

(1.5)

Book equity / intercompany debt

Cash

Book

(billions)

\$1.6

(0.2)

0.5

(0.3)

0.8

\$2.3

PNC tangible capital improvement

Eligible deferred income taxes on goodwill

and other intangible assets

After tax gain / increase in cash

Taxes

Pretax gain

Sales price

1.8

(0.3)

2.1

\$2.3

Estimated gain, cash proceeds and capital enhancement

Appendix

(1) Transaction is currently expected to close in the third quarter of 2010, subject to regulatory approvals and certain other customary closing conditions. (2) Book column amount reflects transaction expenses of \$46 million; cash column amount reflects transaction expenses of \$46 million and \$138 million of deferred tax reversal.

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Non-GAAP to GAAP Reconciliation

Appendix

(a) Calculated using a marginal federal income tax rate of 35%. The after-tax gain on the BlackRock/BGI transaction also reflects taxes.

For the three months ended, *in millions*

Pretax

Income taxes

(benefit) (a)

Net income  
Reported net income (loss)  
(\$246)  
National City conforming provision for credit losses  
\$504  
(\$176)  
328  
Net income excluding National City conforming provision for credit losses  
\$82

Year ended, *in millions*

Pretax

Income taxes

(benefit) (a)

Net income

Diluted EPS

Reported net income

\$2,403

\$4.36

Gain on BlackRock/BGI transaction

(\$1,076)

\$389

(687)

(1.51)

Net income excluding gain on BlackRock/BGI transaction

\$1,716

\$2.85

Year ended, *in millions*

Net income

Average assets

Return on

average assets

Reported

\$2,403

\$276,876

0.87%

Excluding gain on BlackRock/BGI transaction

\$1,716

\$276,876

0.62%

December 31, 2008

PNC

believes

that

information

adjusted

for

the

impact

of

certain  
items  
may  
be  
useful  
due  
to  
the  
extent  
to  
which  
the  
items  
are  
not  
indicative  
of  
our  
ongoing  
operations.  
December 31, 2009  
PNC  
believes  
that  
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adjusted  
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of  
certain  
items  
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useful  
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extent  
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which  
the  
items  
are  
not  
indicative  
of  
our  
ongoing  
operations.

December 31, 2009



21  
Non-GAAP to GAAP Reconciliation  
Appendix  
in millions  
Reported  
Gain on  
BlackRock/BGI  
transaction  
Reported

excluding  
 BlackRock/BGI  
 gain  
 Reported  
 Gain on  
 BlackRock/BGI  
 transaction  
 Reported  
 excluding  
 BlackRock/BGI  
 gain  
 Net interest income  
 \$9,054  
 \$9,054  
 \$2,345  
 \$2,345  
 Noninterest income  
 7,934  
 \$1,076  
 6,858  
 2,737  
 \$1,076  
 1,661  
 Total revenue  
 \$16,988  
 \$1,076  
 \$15,912  
 \$5,082  
 \$1,076  
 \$4,006  
 Noninterest income/total revenue  
 47%  
 43%  
 54%  
 41%  
 in millions  
 Reported  
 excluding  
 BlackRock/BGI  
 gain  
 Global Investment  
 Servicing  
 Reported  
 excluding  
 BlackRock/BGI  
 gain and Global  
 Investment  
 Servicing  
 Net interest income  
 \$9,054

(\$29)

\$9,083

Noninterest income

6,858

810

6,048

Total revenue

\$15,912

\$781

\$15,131

Noninterest income/total revenue

43%

40%

Year ended Dec. 31, 2009

Three months ended Dec. 31, 2009

Year ended Dec. 31, 2009

PNC believes that information adjusted for the impact of certain items may be useful due to the extent to which the items are n  
operations.

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Non-GAAP to GAAP Reconciliation

Appendix

Year ended

March 31, 2009

June 30, 2009

Sept. 30, 2009

Dec. 31, 2009

Dec. 31, 2009

in millions

Total revenue

\$3,871

\$3,987

\$4,048

\$5,082

\$16,988

Noninterest expense

2,328

2,658

2,379

2,369

9,734

Pretax pre-provision earnings

\$1,543

\$1,329

\$1,669

\$2,713

\$7,254

Provision for credit losses

880

1,087

914

1,049

3,930

Excess of pretax pre-provision earnings over credit losses

\$663

\$242

\$755

\$1,664

\$3,324

Net charge-offs

\$431

\$795

\$650

\$835

\$2,711

Pretax pre-provision earnings / provision

1.85

Total revenue

\$3,871

\$3,987

\$4,048

\$5,082

\$16,988

Gain on BlackRock/BGI transaction

1,076

1,076

Total revenue excluding BlackRock/BGI gain

3,871

3,987

4,048

4,006

15,912

Noninterest expense

2,328

2,658

2,379

2,369

9,734

Pretax pre-provision earnings excluding BlackRock/BGI gain

\$1,543

\$1,329

\$1,669

\$1,637

\$6,178

Provision for credit losses

880

1,087

914

1,049

3,930

Excess of pretax pre-provision earnings excluding BlackRock/BGI  
gain over credit losses

\$663

\$242

\$755

\$588

\$2,248

Net charge-offs

\$431

\$795

\$650

\$835

\$2,711

Pretax pre-provision earnings excluding BlackRock/BGI gain /  
provision

1.57

Three months ended

PNC believes that pretax pre-provision earnings is useful as a tool to help evaluate ability to provide for credit costs through op  
for the impact of certain items may be useful due to the extent to which the items are not indicative of our ongoing operations.

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Non-GAAP to GAAP Reconciliation  
Appendix  
Adjustments,  
Income taxes  
Net  
Diluted  
Adjustments,  
Income taxes

Net  
 Diluted  
 For the three months ended, *in millions except per share data*  
 Pretax  
 (benefit) (a)  
 Income  
 EPS  
 Pretax  
 (benefit) (a)  
 Income  
 EPS  
 Net income, as reported  
 \$1,107  
 \$2.17  
 \$559  
 \$1.00  
 Adjustments:  
     Gain on BlackRock/BGI transaction  
 (\$1,076)  
 \$389  
 (687)  
 (1.49)  
  
     Integration costs  
 155  
  
 (54)  
  
 101  
  
 .22  
  
 \$89  
 (\$31)  
 58  
 .12  
  
 Net income, as adjusted  
 \$521  
 \$.90  
 \$617  
 \$1.12  
 Adjustments,  
 Income taxes  
 Net  
 Diluted  
 For the three months ended, *in millions except per share data*  
 Pretax  
 (benefit) (a)  
 Income



EPS

Net income (loss), as reported

(\$246)

\$(.77)

Adjustments:

Conforming provision for credit losses - National City

\$504

(\$176)

328

.94

Other integration costs

81

(29)

52

.15

Net income, as adjusted

\$134

\$.32

Adjustments,

Income taxes

Net

Diluted

Adjustments,

Income taxes

Net

Diluted

Year ended, *in millions except per share data*

Pretax

(benefit) (a)

Income

EPS

Pretax

(benefit) (a)

Income

EPS

Net income, as reported

\$2,403

\$4.36

\$914

\$2.44

Adjustments:

Gain on BlackRock/BGI transaction

\$(1,076)

\$389

(687)

(1.51)

Conforming provision for credit losses - National City

\$504

(\$176)

328

.95

Other integration costs

421

(147)

274

.60

145

(51)

94

.27

Net income, as adjusted

\$1,990

\$3.45

\$1,336

\$3.66

December 31, 2009

September 30, 2009

December 31, 2008

December 31, 2009

December 31, 2008

PNC believes that information adjusted for the impact of certain items may be useful due to the extent to which the items are material.

(a) Calculated using a marginal federal income tax rate of 35%. The after-tax gain on the BlackRock/BGI transaction also reflects the impact of the tax rate.

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Peer Group of Banks  
Appendix  
The PNC Financial Services Group, Inc.  
PNC  
BB&T Corporation  
BBT  
Bank of America Corporation  
BAC

Capital One Financial, Inc.  
COF  
Comerica Inc.  
CMA  
Fifth Third Bancorp  
FITB  
JPMorgan Chase  
JPM  
KeyCorp  
KEY  
M&T Bank  
MTB  
Regions Financial Corporation  
RF  
SunTrust Banks, Inc.  
STI  
U.S. Bancorp  
USB  
Wells Fargo & Company  
WFC  
Ticker

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The PNC Financial Services Group, Inc.

PNC has filed a registration statement (including a prospectus) (File No. 333-164364) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents PNC has filed with the SEC for more complete information about PNC and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively, copies of the prospectus may be obtained

from J.P. Morgan Securities Inc. toll free at (866) 803-9204 or Morgan Stanley & Co. Incorporated toll free at (800) 718-1649.