

Buffalo Addendum

Branch Expansion:

KeyBank is willing to build a full service branch Eastside of Buffalo with community partnership and support. Community partnership will help KeyBank make this branch successful by ensuring that KeyBank has the right products, access, knowledge and support of the local market, and referrals. KeyBank is most interested in building this branch in an area where additional community investment is being considered.

Expansion of services and staffing:

KeyBank will have 2 to 3 mortgage loan officers in the Buffalo-Niagara Falls Metropolitan Statistical Area, focused on low- to moderate-income communities. KeyBank is committed to restructuring their Community Development and CRA programming by creating the role of Corporate Responsibility Officers (CRO) in each market, including Buffalo-Niagara Falls. They will work with community organizations, advocates, and community development organizations to support the development of affordable housing, mortgages, and support services in the market. In addition to the CRO, the KeyBank CRA loan officer is to work with prospective homeowners providing them with information regarding the mortgage process along with support throughout the process.

Federal Home Loan Bank of New York:

KeyBank recognizes the value of the FHLB-NY programming for helping to get first time homebuyers and for the acceleration of affordable housing in the state of New York. KeyBank is currently in direct conversations with the FHLB-NY, First Niagara and internal legal counsel to determine the feasibility of maintaining First Niagara's membership post-merger. There are regulatory constraints that impact our ability to maintain the charter which may be beyond KeyBank's control.

KeyBank Plus in Buffalo-Niagara Falls:

KeyBank will put KeyBank Plus and Key Basic product and services in all LMI Buffalo Niagara MSA branches. KeyBank will continue to work to improve the marketing and informational materials for these products and services. This will include product forums, flyers, neighborhood based ads and community outreach to centers of influence.

In-language services:

KeyBank will implement the use of Language Line in all branches in the Buffalo Niagara MSA. In addition to providing on site language access services, KeyBank is committed to hire qualified bilingual staff that is representative of the community in which the bank is located. KeyBank will also incorporate feedback from the Local Advisory Council when addressing this need. KeyBank looks forward to working with local organizations on solutions, including the WNY Law Center.

Community-based fund for support services and workforce development:

KeyBank Foundation has committed to provide \$20 million in support of First Niagara Foundation's mission. The KeyBank Foundation has created a fourth funding pillar, focused on "neighbors," in order to appropriately respond to community needs. The KeyBank Foundation is specifically calling this new pillar our "neighbors" pillar, and it will complement our already-established funding pillars of "education" and "workforce," as well as our pillar focused on "service." The KeyBank Foundation also invests in financial education and capacity building for local community-based organizations. KeyBank will partner with local CDFIs and other community based organisations with a history of serving the Buffalo Niagara Community. The KeyBank Foundation's Senior Program Officers help organizations develop and fund targeted programming. Regarding new Buffalo-Niagara Falls opportunities, the CEO of the KeyBank Foundation will be directly involved.

Home ownership and relationships with Belmont Housing and West Side Neighborhood Services:

Through KeyBank's "neighbors" pillar, they will support additional funding to increase the housing agencies' capacity to serve traditionally underserved community members in order to increase their access to homeownership. Continued support of First Niagara's First Time Home Buyer Club programming via Belmont Housing and West Side Neighborhood Services is contingent upon our ability to maintain membership with the Federal Home Loan Bank of New York. If we are not able to do, we will continue to look to support some form of programming through our "neighbors" pillar of the KeyBank Foundation.

Continual evaluation of plan and Local Advisory Council:

KeyBank will create Local Advisory Councils, including one in the Buffalo-Niagara Falls region. The purpose of the local Advisory Councils is to: assess progress against the plan, provide insight and counsel on products and services, and to be informed about strategies, tactics, and products and services that KeyBank intends to pursue. Progress will be reviewed on a semi-annual basis to measure progress and make adjustments according to local market conditions. KeyBank, along with the local advisory council, after three years, assess overall performance and make adjustments to the plan as needed.