UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d)
OF THE SECURITIES EXCHANGE ACT OF 1934

May 2, 2016
Date of Report
(Date of earliest event reported)

SYNCHRONY FINANCIAL
(Exact name of registrant as specified in its charter)

Delaware	001-36560	51-0483352
(State or other jurisdiction of incorporation)	(Commission File Number)	(I.R.S. Employer Identification No.)

777 Long Ridge Road, Stamford, Connecticut	06902
(Address of principal executive offices)	(Zip Code)

(203) 585-2400
(Registrant's telephone number, including area code)

N/A
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

¨ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

¨ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

¨ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

¨ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 7.01 Regulation FD Disclosure.

The information contained in this Item 7.01 of this Current Report on Form 8-K, including Exhibit 99.1, is furnished pursuant to Item 7.01 of Form 8-K and shall not be deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Securities Exchange Act of 1934, as amended, except as shall be expressly stated by specific reference in such filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

The following exhibits are being furnished as part of this report:

Number	Description
99.1	Synchrony Financial - Quarterly Investor Presentation - 1st Quarter 2016

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

SYNCHRONY FINANCIAL

Date: May 2, 2016	By:	/s/ Jonathan Mothner
	Name:	Jonathan Mothner
	Title:	Executive Vice President, General Counsel and Secretary

EXHIBIT INDEX

Number	Description
99.1	Synchrony Financial - Quarterly Investor Presentation - 1st Quarter 2016

Exhibit 99.1

2016 First Quarter Investor Presentation

May 2, 2016

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Disclaimers

This presentation contains certain forward-looking statements as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, which are subject to the "safe harbor" created by those sections. Forward-looking statements may be identified by words such as "outlook," "expects," "intends," "anticipates," "plans," "believes," "seeks," "targets," "estimates," "will," "should," "may" or words of similar meaning, but these words are not the exclusive means of identifying forward-looking statements. Forward-looking statements are based on management's current expectations and assumptions, and are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict. As a result, actual results could differ materially from those indicated in these forward-looking statements. Factors that could cause actual results to differ materially include global political, economic, business, competitive, market, regulatory and other factors and risks, such as: the impact of macroeconomic conditions and whether industry trends we have identified develop as anticipated; retaining existing partners and attracting new partners, concentration of our platform revenue in a small number of Retail Card partners, promotion and support of our products by our partners, and financial performance of our partners; higher borrowing costs and adverse financial market conditions impacting our funding and liquidity, and any reduction in our credit ratings; our ability to securitize our loans, occurrence of an early amortization of our securitization facilities, loss of the right to service or subservice our securitized loans, and lower payment rates on our securitized loans; our ability to grow our deposits in the future; changes in market interest rates and the impact of any margin compression; effectiveness of our risk management processes and procedures, reliance on models which may be inaccurate or misinterpreted, our ability to manage our credit risk, the sufficiency of our allowance for loan losses and the accuracy of the assumptions or estimates used in preparing our financial statements; our ability to offset increases in our costs in retailer share arrangements; competition in the consumer finance industry; our concentration in the U.S. consumer credit market; our ability to successfully develop and commercialize new or enhanced products and services; our ability to realize the value of strategic investments; reductions in interchange fees; fraudulent activity; cyber-attacks or other security breaches; failure of third parties to provide various services that are important to our operations; our transition to a replacement third-party vendor to manage the technology platform for our online retail deposits; disruptions in the operations of our computer systems and data centers; international risks and compliance and regulatory risks and costs associated with international operations; alleged infringement of intellectual property rights of others and our ability to protect our intellectual property; litigation and regulatory actions; damage to our reputation; our ability to attract, retain and motivate key officers and employees; tax legislation initiatives or challenges to our tax positions and state sales tax rules and regulations; a material indemnification obligation to GE under the tax sharing and separation agreement with GE if we cause the split-off from GE or certain preliminary transactions to fail to qualify for tax-free treatment or in the case of certain significant transfers of our stock following the split-off; obligations associated with being an independent public company; regulation, supervision, examination and enforcement of our business by governmental authorities, the impact of the Dodd-Frank Wall Street Reform and Consumer Protection Act and the impact of the Consumer Financial Protection Bureau's regulation of our business; changes to our methods of offering our CareCredit products; impact of capital adequacy rules and liquidity requirements; restrictions that limit our ability to pay dividends and repurchase our common stock, and restrictions that limit Synchrony Bank's ability to pay dividends to us; regulations relating to privacy, information security and data protection; use of third-party vendors and ongoing third-party business relationships; and failure to comply with anti-money laundering and anti-terrorism financing laws.

For the reasons described above, we caution you against relying on any forward-looking statements, which should also be read in conjunction with the other cautionary statements that are included elsewhere in this presentation and in our public filings, including under the heading "Risk Factors" in Synchrony Financial's (the "Company") Annual Report on Form 10-K for the fiscal year ended December 31, 2015, as filed on February 25, 2016. You should not consider any list of such factors to be an exhaustive statement of all of the risks, uncertainties, or potentially inaccurate assumptions that could cause our current expectations or beliefs to change. Further, any forward-looking statement speaks only as of the date on which it is made, and we undertake no obligation to update or revise any forward-looking statement to reflect events or circumstances after the date on which the statement is made or to reflect the occurrence of unanticipated events, except as otherwise may be required by law.

Non-GAAP Measures

In order to assess and internally report the revenue performance of our three sales platforms, we use measures we refer to as "platform revenue" and "platform revenue excluding retailer share arrangements." Platform revenue is the sum of three line items in our Condensed Consolidated Statements of Earnings prepared in accordance with U.S. generally accepted accounting principles ("GAAP"): "interest and fees on loans," plus "other income," less "retailer share arrangements." Platform revenue and platform revenue excluding retailer share arrangements are not measures presented in accordance with GAAP. To calculate platform revenue, we deduct retailer share arrangements but do not deduct other line item expenses, such as interest expense, provision for loan losses and other expense, because those items are managed for the business as a whole. We believe that platform revenue is a useful measure to investors because it represents management's view of the net revenue contribution of each of our platforms. Platform revenue excluding retailer share arrangements represents management's view of the gross revenue contribution of each of our platforms. These measures should not be considered a substitute for interest and fees on loans or other measures of performance we have reported in accordance with GAAP. The reconciliation of platform revenue, and platform revenue excluding retailer share arrangements, to interest and fees on loans for each platform is included at the end of this presentation in "Appendix-Non-GAAP Reconciliations."

We present certain capital ratios. Our Basel III Tier 1 common ratio, calculated on a fully phased-in basis, is a preliminary estimate reflecting management's interpretation of the final Basel III capital rules adopted in July 2013 by the Federal Reserve Board, which have not been fully implemented, and our estimate and interpretations are subject to, among other things, ongoing regulatory review and implementation guidance. This ratio is not currently required by regulators to be disclosed, and therefore is considered a non-GAAP measure. We believe this capital ratio is a useful measure to investors because it is widely used by analysts and regulators to assess the capital position of financial services companies, although this ratio may not be comparable to similarly titled measures reported by other companies. The reconciliation of each component of our capital ratios included in this presentation to the comparable GAAP component at March 31, 2016 is included at the end of this presentation in "Appendix-Non-GAAP Reconciliations."

We also present a measure we refer to as "tangible common equity" in this presentation. Tangible common equity itself is not a measure presented in accordance with GAAP. We believe tangible common equity is a more meaningful measure to investors of the net asset value of the Company. The reconciliation of tangible common equity, to total equity reported in accordance with GAAP is included at the end of this presentation in "Appendix-Non-GAAP Reconciliations."

We refer to "managed-basis" as presenting certain loan performance measures as if loans sold by us to our securitization trusts were never sold and derecognized in our GAAP financial statements. We believe it is useful to consider these performance measures on a managed-basis for 2009 when comparing to similar GAAP measures in later years since we serviced the securitized and owned loans, and related accounts, in the same manner without regard to ownership of the loans. The reconciliation of the managed-basis loan performance measures in this presentation to the comparable GAAP measures for the twelve months ended December 31, 2009 is included at the end of this presentation in "Appendix-Non-GAAP Reconciliations."

Synchrony Financial Overview

Leading Consumer Finance Business

- Largest Private Label Credit Card (PLCC) provider in US[a]
- A leader in financing for major consumer purchases and healthcare services
- Long-standing and diverse partner base

Strong Value Proposition for Partners and Consumers

- Advanced data analytics and targeted marketing capabilities
- Dedicated team members support partners to help maximize program effectiveness
- Enhanced sales growth and additional economic benefits for partners
- Access to instant credit, promotional financing, and rewards for customers

Robust Data and Technology Capabilities

- Deep partner integration enables customized loyalty products across channels
- Partner and cardholder focused mobile payments and e-commerce solutions
- Leveraging digital, loyalty, and analytics capabilities to augment growth

Attractive Growth and Ample Opportunities

- Strong receivables growth
- Significant opportunity to leverage long-standing partnerships to increase penetration
- Opportunity to attract new partners
- Developing broad product suite to build a leading, full-scale online bank

Strong Financial Profile and Operating Performance

- Solid fundamentals with attractive returns
- Strong capital and liquidity with diverse funding profile
- Positioned for future capital return subject to Board and regulatory approvals

(a) Source: The Nilson Report (April 2015, Issue #1062) as measured by PLCC purchase volume and receivables, based on 2014 data.

Business Overview

Partner-Centric Business with Leading Sales Platforms

	Retail Card	Payment Solutions	CareCredit
	Private label credit cards, Dual Cards™ & small business credit products for large retailers	Promotional financing for major consumer purchases, offering private label credit cards & installment loans	Promotional financing to consumers for elective healthcare procedures & services
Platform Revenue(a)	$7,685	$1,745	$1,742
Loan Receivables(b)	$45.1	$13.4	$7.3

(a) Platform revenue for period 2Q15 through 1Q16, $ in millions. Platform revenue is the sum of "interest and fees on loans," plus "other income," less "retailer share arrangements". See non-GAAP reconciliation in appendix.
(b) $ in billions, as of March 31, 2016.

Customized Products

Credit Products

Retail Card

Private Label

Retailer only acceptance

Dual Card™

Accepted at network locations

Payment Solutions

Private Label

Retailer and private network acceptance

CareCredit

Private Label

Accepted at provider network locations

Deposit Products

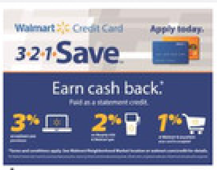
Synchrony Bank

Deposits

Fast-growing online bank

Retail Card: Affinity to retailer, provides customized benefits & features

- Cash back, discounts
- Credit events & promotions
- Reward/best customer programs



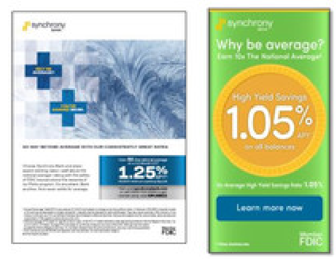
Payment Solutions and CareCredit: Big-ticket focus, offering promotional financing options

- Home
- Furniture
- Electronics
- Luxury
- Power sports

- Dental
- Vision
- Cosmetic
- Veterinary

Synchrony Bank: FDIC-insured products Robust product suite

- Certificates of Deposit
- Money Market Accounts
- Savings Accounts
- IRA Money Market Accounts
- IRA Certificates of Deposit



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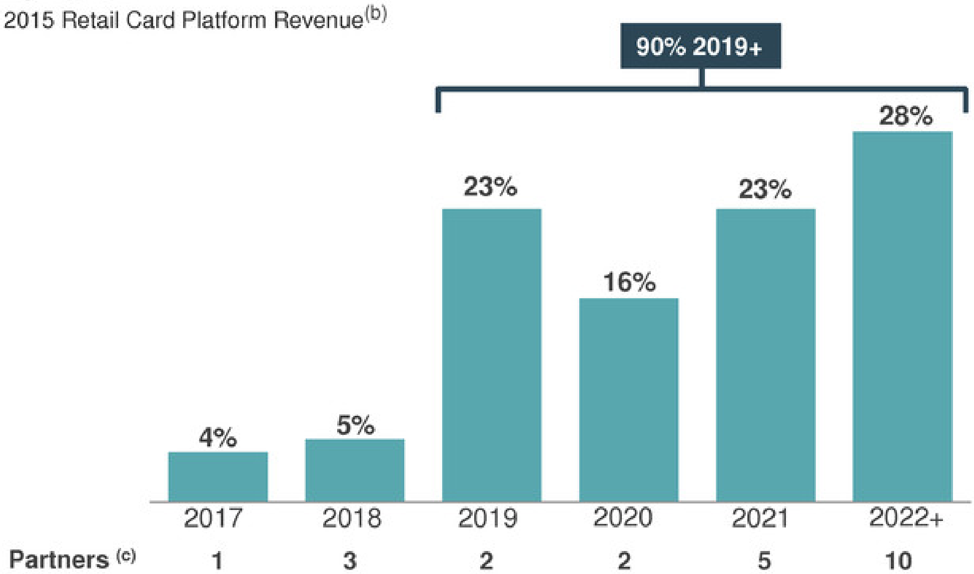
Long-Standing Partnerships

	Lowe's	Sam's Club	American Eagle Outfitters	GAP	Walmart	JCPenney	PayPal	amazon
Length of Major Partner Relationships (Years) (a)	37	22	19	18	16	16	11	8
Last Renewal	2014	2014	2014	2014	2013	2013	2015	2015

Contractual Expiration(a)

$ in millions, % of 2015 Retail Card Platform Revenue(b)

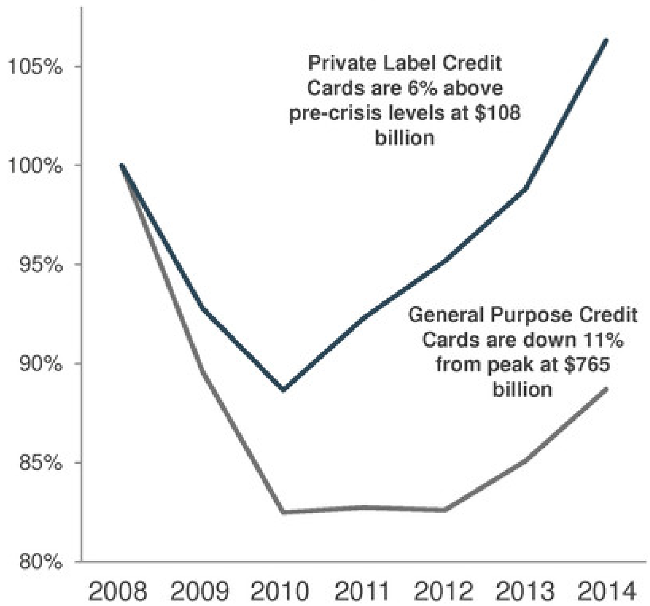


(a) As of March 31, 2016.
(b) Platform revenue is the sum of "interest and fees on loans," plus "other income," less "retailer share arrangements". See non-GAAP reconciliation in appendix.
(c) Excludes certain credit card portfolios that were sold, have not been renewed, or expire in 2016 which represent 1% of our total Retail Card platform revenue for the year ended December 31, 2015.

Largest PLCC Provider in U.S.

U.S. Credit Card Receivables

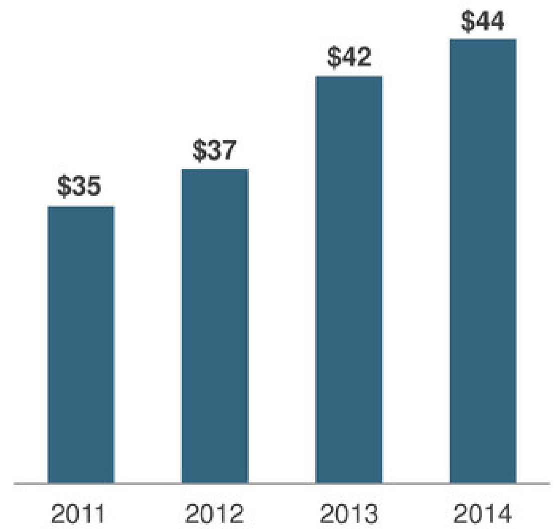
U.S. PLCC +$14 billion since 2011



Source: Nilson Report, % of 2008 market.

Synchrony Financial PLCC Receivables

SYF PLCC +$9 billion since 2011

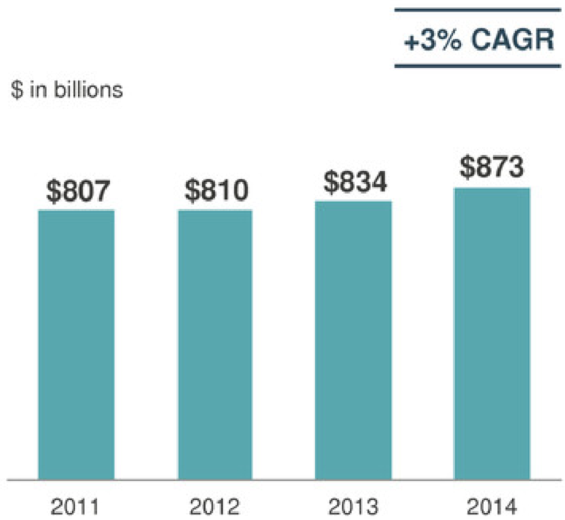


Source: Nilson Report, PLCC year-end receivables, $ in billions.

Significantly Outpacing Industry Growth

Expansive Opportunity[a]

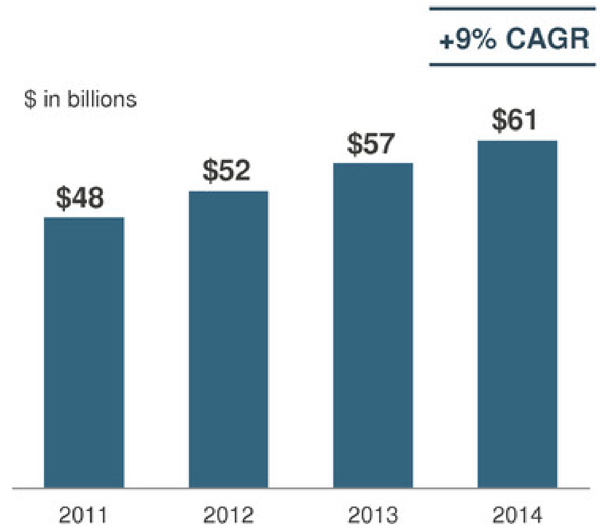
$873 Billion of U.S. Credit Card Receivables



- SYF comprises ~7% of credit card receivables

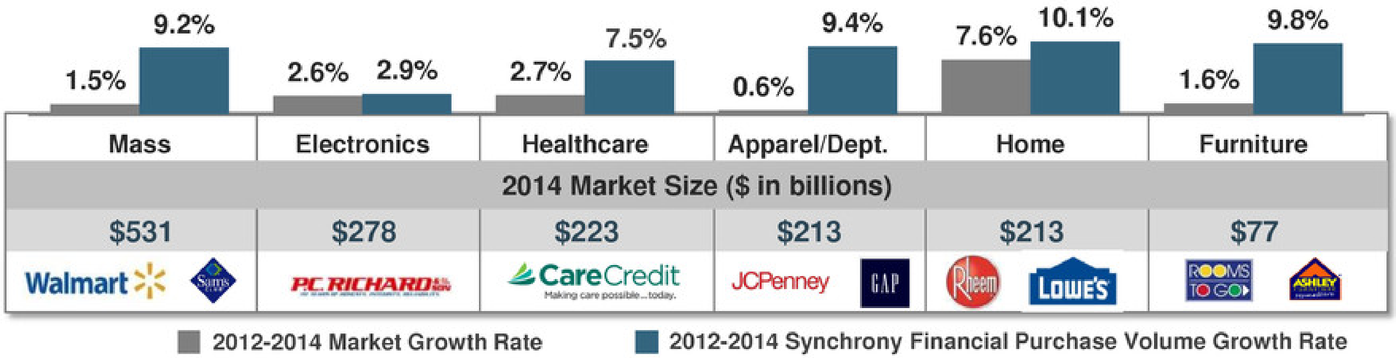
(a) Source: Nilson.

Strong Receivables Growth



- Majority of growth is organic
- Targeted marketing programs, digital capabilities, and value propositions helped drive organic growth

Deep Integration Drives 2-3x Market Growth Rate



- Over 80 years of retail heritage
- Significant scale across platforms
- Robust data capture enables more customized offers
- Analytics and data insights help drive growth
- Joint executive management of programs—1,000+ SYF FTEs dedicated to drive partner sales
- Collaboration with partners ensures sales teams are aligned with program goals
- Economic benefits and incentives align goals and drive profitable program growth

Sources for market data: Kantar Retail (2014 Mass & Apparel/Dept. market projections); IBIS World Research Group; CareCredit industry research; Joint Centers for Housing Studies, Harvard University; Consumer Electronics Association.

Attracting New Partners

Retail Card	Payment Solutions	CareCredit

We attract partners who value our:

- Experience & partnership—long history of improving sales, customer loyalty, and retention
- Differentiated capabilities:
  - Marketing and analytics
  - Innovation
  - Mobile and online
  - Underwriting and lifecycle management
  - On-site dedicated teams

We seek deals that:

- Have an appropriate risk-reward profile
- Enable us to own key program aspects:
  - Underwriting
  - Collections

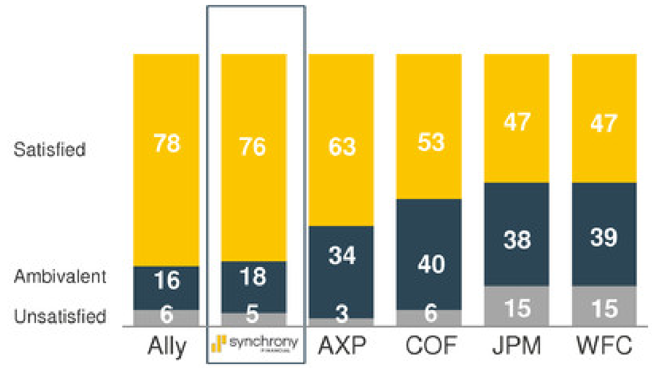
Track record of winning programs

Fast-Growing Online Bank

Growth Strategy

- ✓ Competitive rates and superior service afforded by low cost structure of online bank
- ✓ Opportunity to further leverage cross-sell opportunities with cardholder base
- ✓ Expand product suite – checking, debit, bill payment, small business deposit accounts
- ✓ Enhance Synchrony Bank Perks program

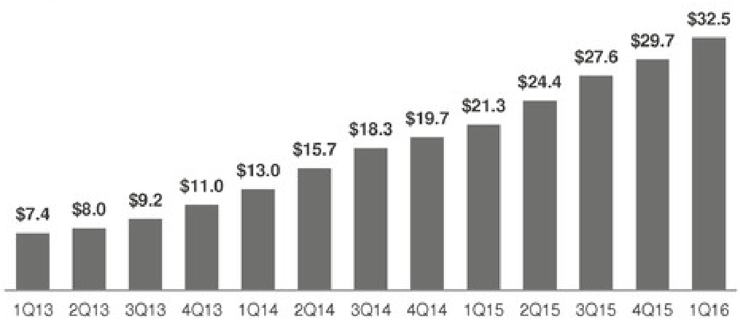
High customer satisfaction scores



Source: Chadwick Martin Bailey, internally commissioned; April 2015

Strong direct deposit growth

$ in billions



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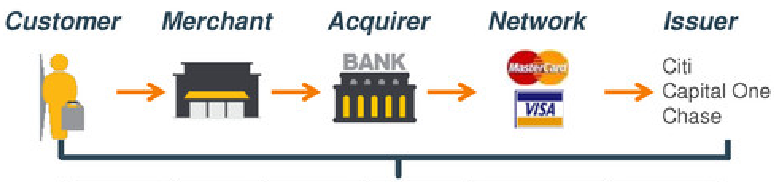
Robust Data, Analytics and Digital Capabilities

Proprietary Closed-Loop Network Advantages

Enables Valuable Data Capture and Eliminates Interchange Fees

General Purpose Card and Co-Branded Cards



Date	Merch.	Channel	Brand	Cat./SKU	$
4/2/16	Belk				$83.44
4/9/16	Belk				$212.17

Synchrony Financial Closed Loop Network for PLCC and Dual Card™

Date	Merch.	Channel	Brand	Cat./SKU	$
4/2/16	Belk	In-Store	DKNY	Women's Shoes 468XUTY	$83.44
4/9/16	Belk	Mobile	Coach	Women's Handbags 229HHREO	$212.17

- Limited data can be collected by the card issuer when a General Purpose Credit Card or traditional co-branded card is used
- When Synchrony Financial Private Label Credit Cards or Dual Cards™ are used in-store, the transaction runs on our network
- Valuable incremental data capture occurs on transactions that run over the Synchrony Financial closed loop network
  - Brand or category
  - SKU-level data
  - Channel: in-store, online, or mobile
  - Receive SKU or category-level data on 70-75% of network transactions
- No interchange fees when Synchrony Financial Private Label Credit Cards or Dual Cards™ are used over our network

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Leverage Data/Analytics to Drive Partner Performance

SKU/Category Data

Identify

- In-store cross shop categories

Predict

- Category purchase likelihood

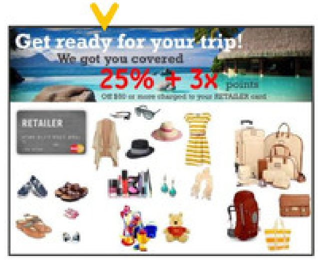
		low	medium	medium
	low		high	high
	medium	high		highest
	medium	high	highest	

Recommend

- Products

Recommend products based on in-store purchase insights

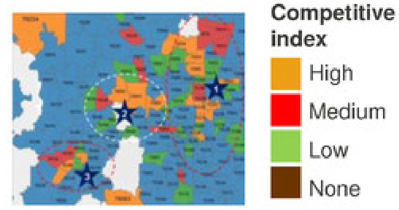
Leverage Card Spend Outside of Retailer to Customize In-Store Offers



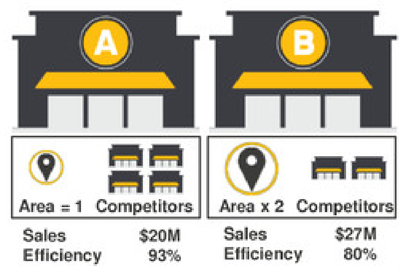
Analyzing spend outside the retailer delivers insights to drive customers back in-store

Helping Partners Beyond Credit

Combine shopper insights with external data to identify best new store location



Use store-level data to optimize store efficiency



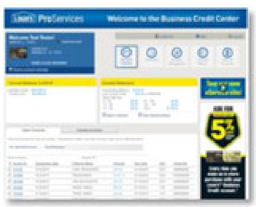
Through the data we collect over our network, we bring more insight to our partners

Innovative Digital Capabilities

eCommerce & Mobile

Consumer

- Investing in enhanced user experience:
  - Customized offers
  - Quickscreen
  - Auto pre-fill
- Mobile applications deliver customized features including rewards, retail offers and alerts

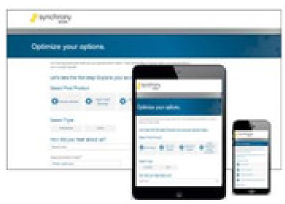


Small Business

- Enhance user experience and features:
  - Project-level invoicing and billing
  - Invoice search
  - Simplified payments

Synchrony Bank

- Upgraded digital banking platform; including Remote Deposit Capture
- Responsive design allows customers to access account via any device



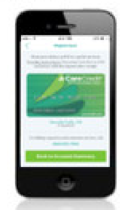
Mobile Payments

Wallet-Agnostic Strategy—Offering Choice to Retail Partners and Consumers

- Developed mobile platform that can be rapidly integrated across retailers and wallets
- Launched Samsung Pay for Payment Solutions and CareCredit
- Piloting JCPenney PLCC in Apple Pay

Benefits to Synchrony Financial and Our Customers

- Preserving unique benefits and value propositions
- Synchrony Financial continuing to capture valuable customer data on our network
- Developing proprietary solutions like Digital Card
  - Digital version of card
  - Enables in-store self-service account lookup
  - Includes loyalty program number
  - Easy and secure access to card



Our innovative digital capabilities drove a 29% increase in online and mobile purchase volume since 1Q15

Financial Performance & Business Highlights

1Q16 Highlights

Financial Highlights

- $582 million Net earnings, $0.70 diluted EPS
- Strong growth across the business
  - Purchase volume +17%
  - Loan receivables +13%
  - Platform revenue +13%
- Asset quality metrics relatively stable
  - Net charge-offs were 4.70% compared to 4.53% in the prior year
  - 30+ delinquency at 3.85% compared to 3.79% in the prior year
- Expenses +7% driven by growth
  - Efficiency ratio improved to 30.4% from 32.2% in prior year
- Deposits +$10 billion compared to prior year
  - Fully paid off Bank term loan April 5, 2016
- Strong capital and liquidity
  - 18.1% CET1[(a)] & $14.9 billion liquid assets

Business Highlights

- Renewed key relationships
- Signed new partnership with Marvel

- Launched new program
- Launched new 3-2-1 Save value proposition at Walmart

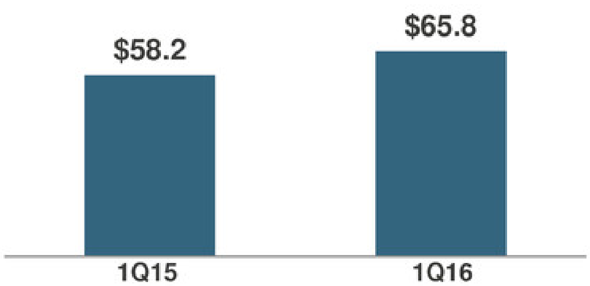
(a) CET1 % calculated under the Basel III transition guidelines

Strong Operating Performance

Loan Receivables

$ in billions, period-end balances

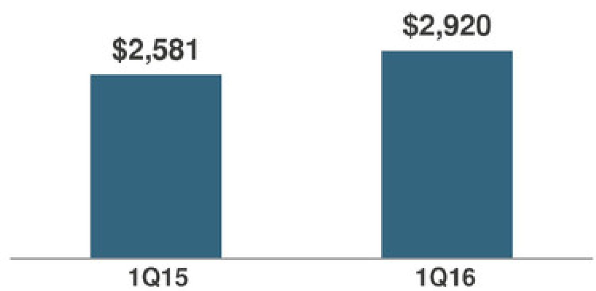
+ 13%



Platform Revenue[a]

$ in millions

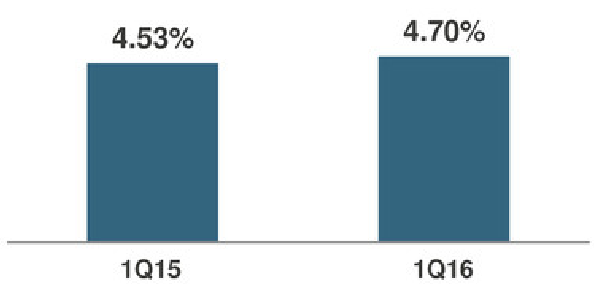
+ 13%



Net Charge-Offs[b]

% of average loan receivables

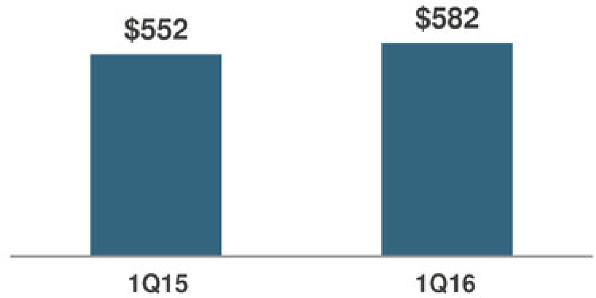
Relatively Stable



Net Earnings

$ in millions

+ 5%

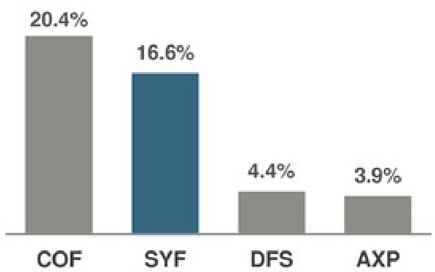


(a) Platform revenue is the sum of "interest and fees on loans," plus "other income," less "retailer share arrangements". See non-GAAP reconciliation in appendix.
(b) Includes loan receivables held for sale.

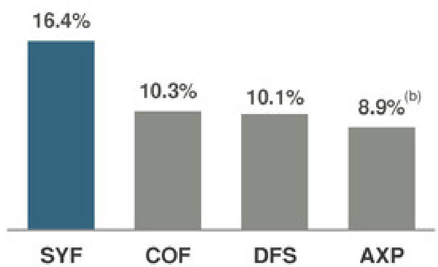
Peer Comparison: 1Q16

Significant Growth	Strong Margins	Strong Balance Sheet

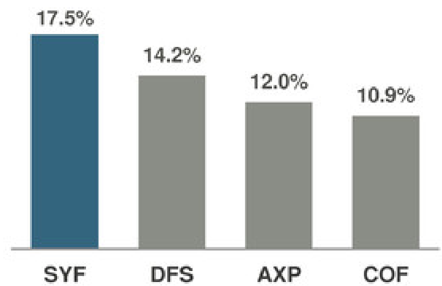
Purchase Volume Growth[(a)]



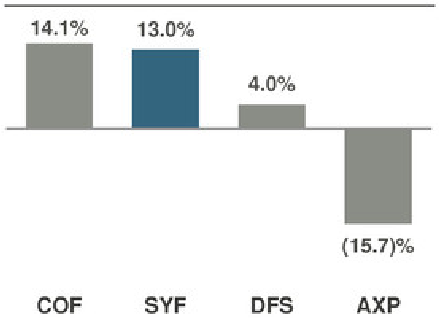
Risk-Adjusted Yield[(b)]



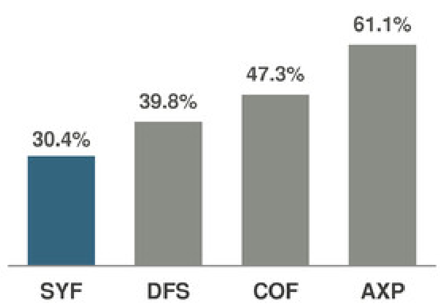
CET1 Ratio[(c)]



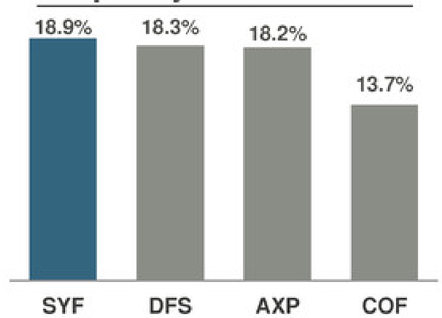
Loan Receivables Growth[(d)]



Efficiency Ratio[(a)]



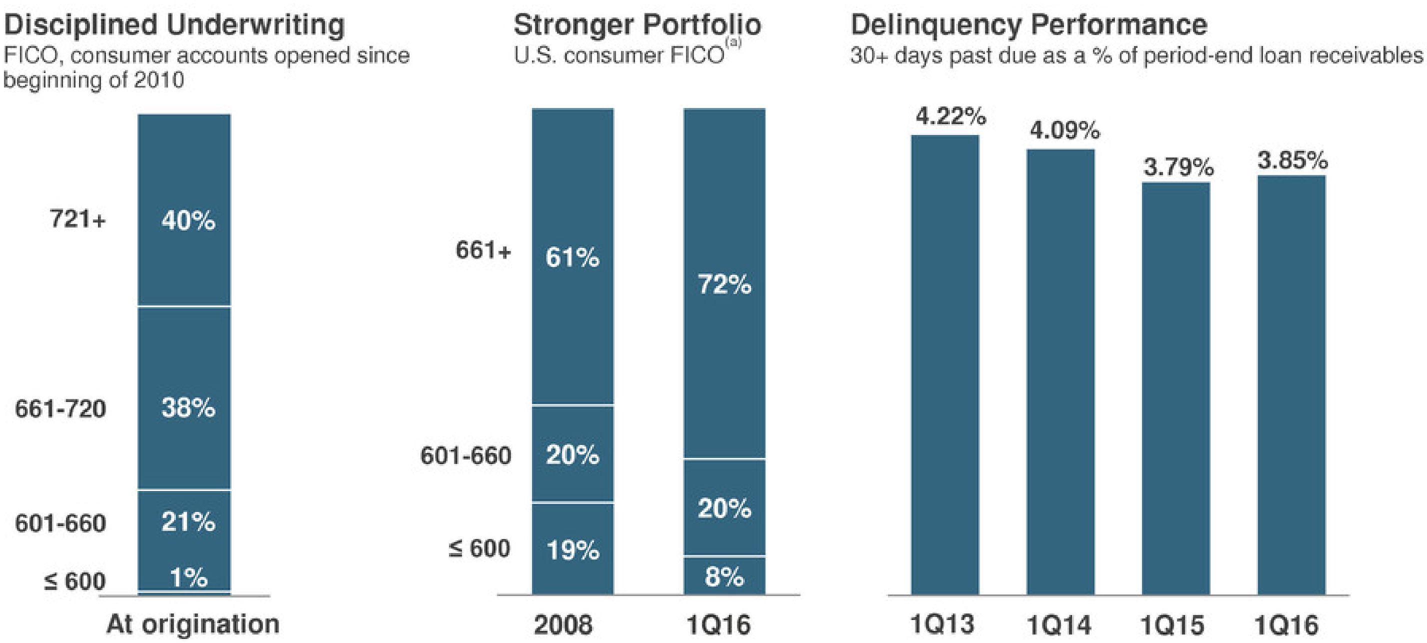
Liquidity % of Assets[(e)]



(a) Segment data for AXP-U.S Consumer Services and COF-Domestic Card. Other data-total company level.
(b) SYF yield calculated as loan receivable yield less net charge-off rate. AXP-U.S. Consumer Services yield calculated as total card member loan yield less net charge-off rate on card member loans (ex-HFS). Other peer information calculated as credit card yield less net charge-off rate on credit cards.
(c) CET1 ratios are on an estimated, fully phased-in basis. See non-GAAP reconciliation in appendix.
(d) Segment data for AXP-U.S Consumer Services (ex-HFS), COF-Domestic Card, and DFS-Credit Card. SYF-total company level.
(e) For AXP, DFS, and SYF calculated as: (cash and cash equivalents + investment securities) / total assets. COF calculated as: (cash and cash equivalents + AFS securities) / total assets.

Sources: Company filings and SNL. Risk-adjusted yield, efficiency ratio, and liquidity % of assets metrics involved calculations by SYF based upon company filings.
Purchase volume and loan receivables growth are 1Q16 vs. 1Q15.

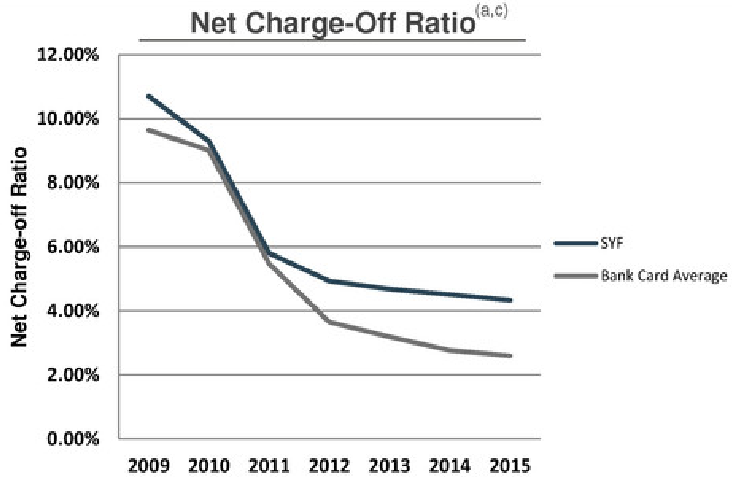
Focus on Higher Quality Asset Base

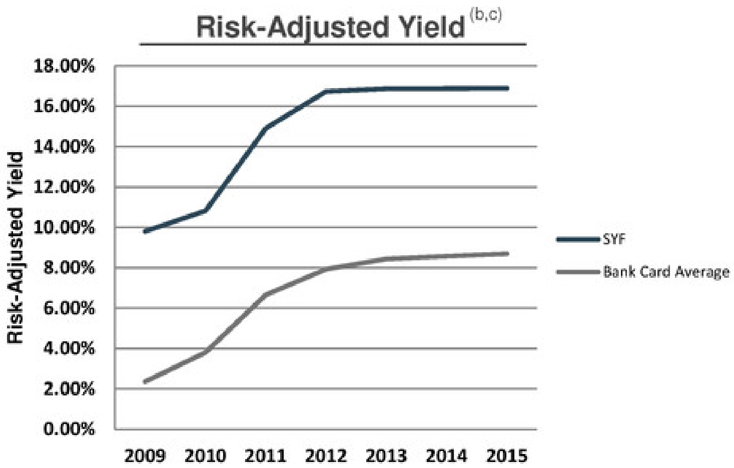


- Synchrony Financial controls underwriting and credit line decisions
- Focus on stronger underwriting has led to higher quality portfolio
  - 72% of loan receivables have FICO > 660

(a) Prior to 3Q12 a proprietary scoring model was used and converted to a FICO equivalent score.

Historical Net Charge-Offs & Risk-Adjusted Yield





Delivered Strong Risk-Adjusted Returns

- **Net charge-off performance was generally consistent with general purpose card issuers during the financial crisis**
- **Risk-adjusted yield outperformed general purpose card issuers by >700 bps through the financial crisis**
- **Risk-adjusted yield outperformance has improved post-crisis to over 800 bps**

(a) Peers include: AXP US Card Services, BAC US Credit Card, C Citi-Branded Cards North America, COF Domestic Card, DFS Credit Card, JPM Credit Card, and WFC Consumer Credit Card. SYF – total company level.

(b) Peers include: AXP US Card Services, BAC US Credit Card, C Citi-Branded Cards North America, COF Domestic Card, DFS Credit Card, and WFC Consumer Credit Card. SYF – total company level. SYF yield calculated as loan receivable yield less net charge-off rate. Peer information calculated as credit card yield less net charge-off rate on credit cards. Citi-Branded Card yield calculated as average quarterly yield less net charge-off rate on credit cards (average quarterly net charge-off rate for 2015).

(c) Data on a managed-basis for 2009. See non-GAAP reconciliation in appendix.

Sources: Company filings. Risk-adjusted yield involved calculations by SYF based upon company filings.

Retailer Share Arrangements (RSA)

Provides a countercyclical buffer in stressed environments: 2015 RSAs were **4.4%** of average loan receivables
2009 RSAs were **1.6%** of average loan receivables[a]

Shared Components

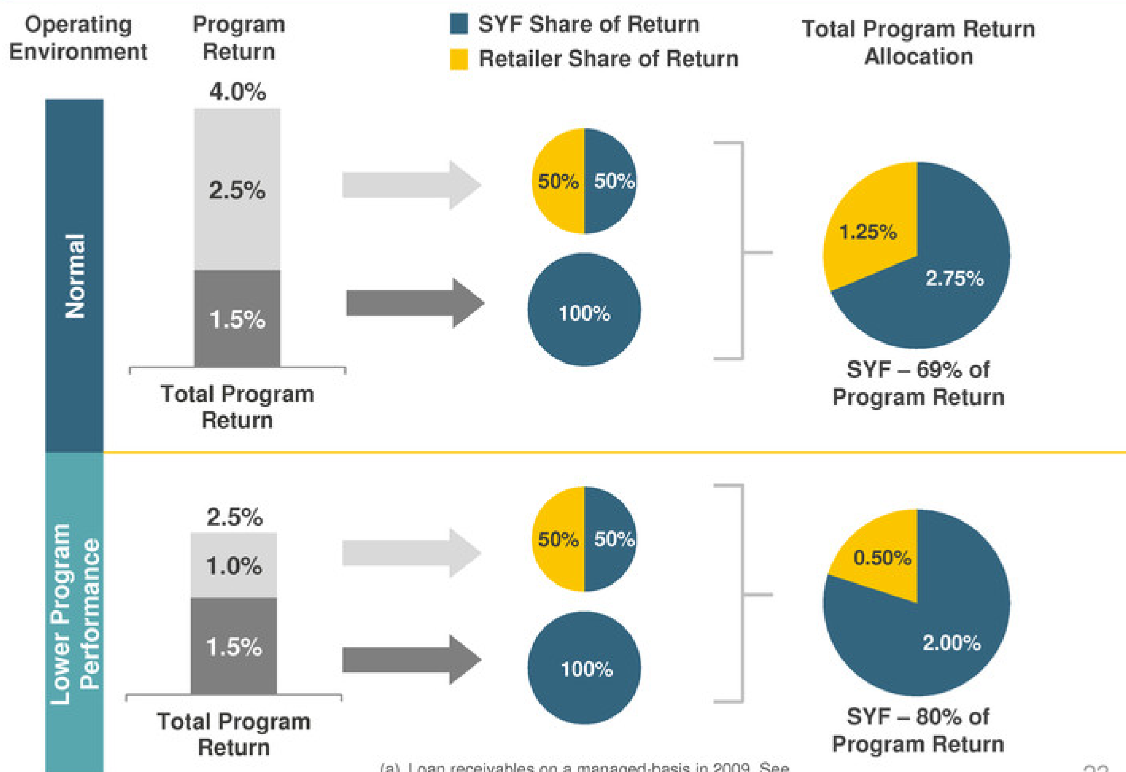
Program Revenue

- Interest Income
- Fee Income
- Interchange Fees

Program Expenses

- Interest Expense
- Provision for Loan Losses
- Loyalty Expense
- Operating Expenses

Illustrative Examples

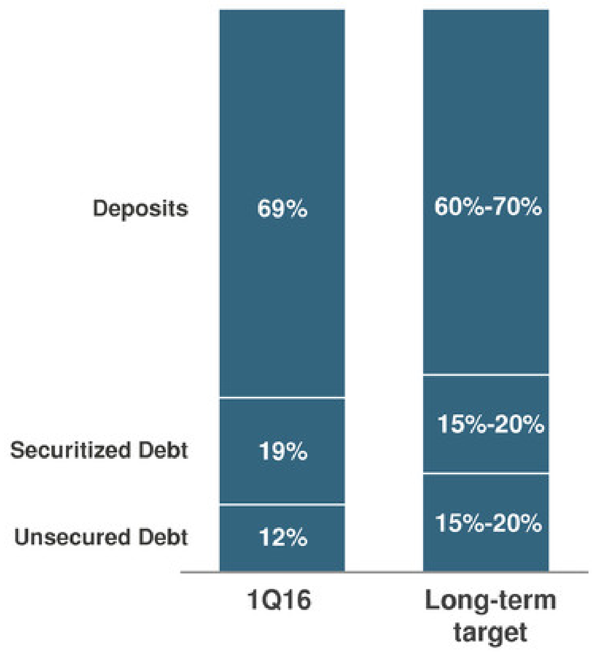


(a) Loan receivables on a managed-basis in 2009. See non-GAAP reconciliation in appendix.

Diverse Funding Sources and Strong Liquidity

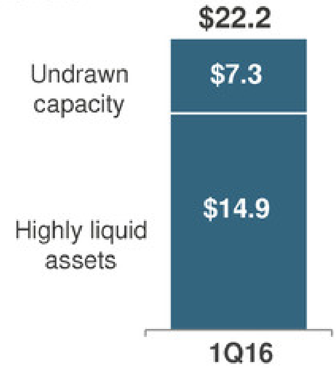
Diverse Funding Sources

% of liabilities excluding non-debt liabilities



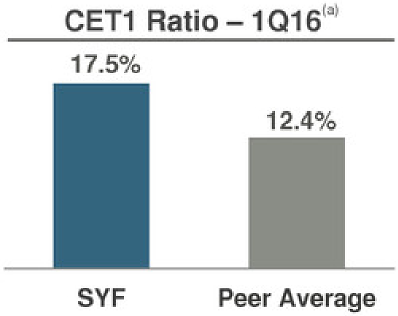
Strong Liquidity Profile

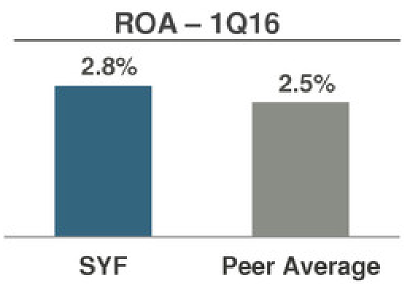
$ in billions



- ✓ Substantial liquidity: $22.2 billion as of 1Q16, including undrawn securitization capacity
- ✓ Diverse and stable funding sources
- ✓ Fast-growing direct deposit platform to support growth
- ✓ SYF positioned slightly asset sensitive

Strong Capital Profile





Strong Position Relative to Peers

- Current level of capital well above peers
- Generating solid relative earnings power
- Significant capital return opportunity over the long-term[b]

Capital Deployment Priorities

1. Organic growth
2. Program acquisitions
3. Dividends
4. Share buybacks
5. M&A opportunities

Peers include AXP, DFS, and COF.
(a) CET1 ratios are on an estimated, fully phased-in basis. See non-GAAP reconciliation in appendix.
(b) Subject to board and regulatory approval.
Sources: Company filings and SNL.

Strategic Priorities

Grow our business through our three sales platforms

- Grow existing retailer penetration
- Continue to innovate and provide robust cardholder value propositions
- Add new partners and programs with attractive risk and return profiles

Expand robust data, analytics and digital capabilities

- Accelerate capabilities: marketing, analytics and loyalty
- Continue to leverage SKU level data and invest in CRM to differentiate marketing capabilities
- Deliver leading capabilities across digital and mobile technologies

Position business for long-term growth

- Build Synchrony Bank into a leading full-scale online bank—develop broad product suite to increase loyalty, diversify funding and drive profitability
- Explore opportunities to expand the core business (e.g., grow small business platform)

Operate with a strong balance sheet and financial profile

- Maintain strong capital and liquidity
- Deliver earnings growth at attractive returns

Leverage strong capital position

- Organic growth, program acquisitions, and start-up opportunities
- Establish dividend and share repurchase programs, subject to Board and regulatory approvals
- Invest in capability-enhancing technologies and businesses

Appendix

Non-GAAP Reconciliation

The following table sets forth each component of our platform revenue for periods indicated below.

	Quarter Ended					Twelve Months Ended	
($ in millions)	Mar 31, 2015	Jun 30, 2015	Sep 30, 2015	Dec 31, 2015	Mar 31, 2016	Dec 31, 2015	Mar 31, 2016
Platform Revenue							
Total:							
Interest and fees on loans	$3,140	$3,166	$3,379	$3,494	$3,498	$13,179	$13,537
Other income	101	120	84	87	92	392	383
Retailer share arrangements	(660)	(621)	(723)	(734)	(670)	(2,738)	(2,748)
Platform revenue	$2,581	$2,665	$2,740	$2,847	$2,920	$10,833	$11,172
Retail Card:							
Interest and fees on loans	$2,337	$2,335	$2,508	$2,594	$2,614	$9,774	$10,051
Other income	86	107	70	76	79	339	332
Retailer share arrangements	(651)	(606)	(708)	(723)	(661)	(2,688)	(2,698)
Platform revenue	$1,772	$1,836	$1,870	$1,947	$2,032	$7,425	$7,685
Payment Solutions:							
Interest and fees on loans	$403	$412	$442	$462	$457	$1,719	$1,773
Other income	5	4	5	3	4	17	16
Retailer share arrangements	(8)	(14)	(13)	(10)	(7)	(45)	(44)
Platform revenue	$400	$402	$434	$455	$454	$1,691	$1,745
CareCredit:							
Interest and fees on loans	$400	$419	$429	$438	$427	$1,686	$1,713
Other income	10	9	9	8	9	36	35
Retailer share arrangements	(1)	(1)	(2)	(1)	(2)	(5)	(6)
Platform revenue	$409	$427	$436	$445	$434	$1,717	$1,742

Non-GAAP Reconciliation

The following table sets forth a reconciliation of each component of our capital ratios to the comparable GAAP component at March 31, 2016.

COMMON EQUITY MEASURES	$ in millions at March 31, 2016
GAAP Total common equity	$13,204
Less: Goodwill	(949)
Less: Intangible assets, net	(702)
Tangible common equity	**$11,553**
Adjustments for certain deferred tax liabilities and certain items in accumulated comprehensive income (loss)	281
Basel III – Common equity Tier 1 (fully phased-in)	**$11,834**
Adjustments related to capital components during transition	265
Basel III – Common equity Tier 1 (transition)	**$12,099**
Risk-weighted assets – Basel III (fully phased-in)	**$67,697**
Risk-weighted assets – Basel III (transition)	**$66,689**

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Non-GAAP Reconciliation

The following table sets forth a reconciliation between GAAP results and non-GAAP managed-basis results for 2009.

	Twelve months ended December 31, 2009
Net charge-offs as a % of average loan receivables, including held for sale:	
GAAP	11.3%
Securitization adjustments	(0.6)%
Managed-basis	10.7%
Interest and fees on loans as a % of average loan receivables, including held for sale:	
GAAP	19.7%
Securitization adjustments	0.8%
Managed-basis	20.5%
Retailer share arrangements as a % of average loan receivables, including held for sale:	
GAAP	3.4%
Securitization adjustments	(1.8)%
Managed-basis	1.6%
Risk-adjusted yield[a]:	
GAAP	8.4%
Securitization adjustments	1.4%
Managed-basis	9.8%

(a) Risk-adjusted yield is equal to interest and fees on loans as a % of average loan receivables less net charge-offs as a % of average loan receivables.