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

August 3, 2016
Date of Report
(Date of earliest event reported)

SYNCHRONY FINANCIAL

(Exact name of registrant as specified in its charter)

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

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

06902 (Zip Code)

 $(203)\ 585\text{-}2400$ (Registrant's telephone number, including area code)

 $\label{eq:NA} N/A$ (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 <u>Description</u>

99.1 Synchrony Financial - Quarterly Investor Presentation - 2nd 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: August 3, 2016 By: /s/ Jonathan Mothner

Name: Jonathan Mothner

Title: Executive Vice President, General Counsel and Secretary

EXHIBIT INDEX

<u>Number</u>	<u>Description</u>
99.1	Synchrony Financial - Quarterly Investor Presentation - 2nd Quarter 2016



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," "believes," "sestimates," "will," "should," "may" or words of similar meaning, but these words are not the exclusive means of identifying forward-looking statements forward-looking statements forward-looking statements. For some statements in the second 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. For some statements in 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 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

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 in Synchrony Financial's (the "Company") Quarterly Report on Form 10-Q for our most recently completed fiscal quarter and under the heading "Risk Factors" in the Company's 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

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 our Basel III Tier 1 common ratio, calculated on a fully phased-in basis, to the comparable GAAP component at June 30, 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 reconcilitation of tangible common equity, to total equity reported in accordance with GAAP is included at the end of this presentation in "Appendix-Non-GAAP Reconcilitations."

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

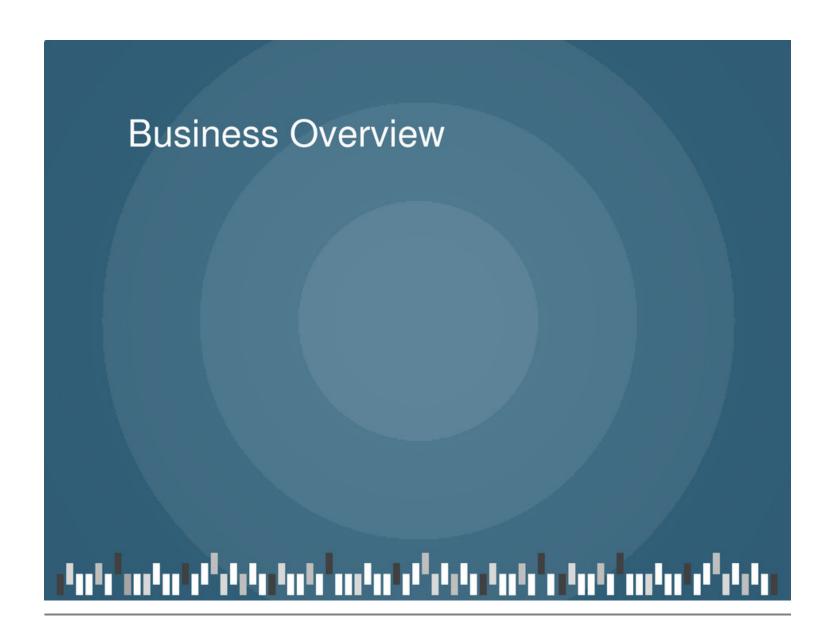
- · Strong receivables growth
- Significant opportunity to leverage longstanding partnerships to increase penetration
- · Opportunity to attract new partners
- Developing broad product suite to build a leading, full-scale online bank

Strong Financial Profile and Operating Performance

- · Solid fundamentals with attractive returns
- Strong capital and liquidity with diverse funding profile
- Announced quarterly common stock dividend of \$0.13 per share and share repurchase program of up to \$952 million for the four quarters ending June 30, 2017



 (a) Source: The Nilson Report (May 2016, Issue #1087) as measured by PLCC purchase volume and receivables, based on 2015 data.



Partner-Centric Business with Leading Sales Platforms

	Retail Card	Payment Solutions	CareCredit		
	Walmart : Lowe's amazon.com PayPal JCPenney	Ashley. MATTRESSIEM LA BOY hogregg oppliances & electronics proprietable of the p	Animal Hospitals Protection of the state of		
	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		
Interest and Fees on Loans ^(a)	\$10,301	\$1,828	\$1,736		
Loan Receivables ^(b)	\$46.7	\$14.0	\$7.6		



⁽a) For period 3Q15 through 2Q16, \$ in millions. (b) \$ in billions, as of June 30, 2016.

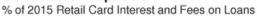
Customized Products

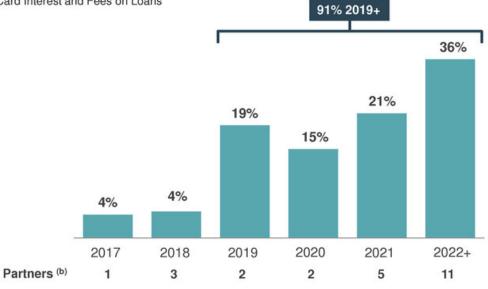
Credit Products Deposit Products Payment Retail Card CareCredit Synchrony Bank Solutions Private Label Dual Card™ Private Label Private Label **Deposits** synchrony Lowe's 000 0000 000000 0 Why be average? Retailer only Accepted at Retailer and private Accepted at provider Fast-growing online bank acceptance network locations network acceptance network locations Affinity to retailer, provides Big-ticket focus, offering FDIC-insured products customized benefits & features promotional financing options Robust product suite · Cash back, discounts · Home Dental · Certificates of Deposit · Credit events & promotions Furniture Vision · Money Market Accounts Electronics Cosmetic · Savings Accounts Reward/best customer programs · IRA Money Market Accounts Luxury Veterinary Power sports · IRA Certificates of Deposit furniture & mattress Credit Card 324 Save special 12 month financing available Earn unlimited cash back." 3% 12% 7% synchrony

Long-Standing Partnerships

	LOWE'S	Sams	AMERICAN EAGLE	GAP	Walmart 🌟	JCPenney	PayPal	amazon.com
Length of Major Partner Relationships (Years) (a)	37	22	20	18	16	16	12	9
Last Renewal	2014	2014	2014	2014	2013	2013	2015	2015

Contractual Expiration (a)







⁽a) As of June 30, 2016.

⁽b) Excludes certain credit card portfolios that were sold, have not been renewed, or expire in 2016 which represent 1% of our total Retail Card interest and fees on loans for the year ended December 31, 2015

Significantly Outpacing Industry Growth

Expansive Opportunity(a)

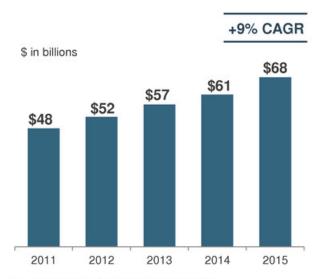
Strong Receivables Growth

U.S. Credit Card Receivables



 Synchrony Financial comprises ~7% of credit card receivables

Synchrony Financial Total Loan Receivables

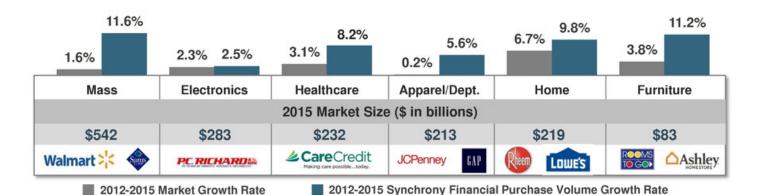


- · Majority of growth is organic
- Targeted marketing programs, digital capabilities, and value propositions helped drive organic growth

(a) Source: Nilson.



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 (2015 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



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

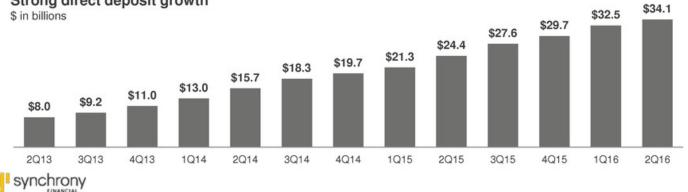
Fast-Growing Online Bank

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



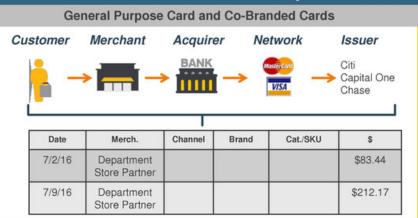
Strong direct deposit growth



Robust Data, Analytics and Digital Capabilities անորել հույնում ըն^արներն անորել հույնում ըն^արներն անորել ու նորել հույնում ըն^արներն ա

Proprietary Closed-Loop Network Advantages

Enables Valuable Data Capture and Eliminates Interchange Fees



Synchrony Financial Closed Loop Network for PLCC and Dual Card™



	Date	Merch.	Channel	Brand	Cat./SKU	\$
	7/2/16	Department Store Partner	In- Store	DKNY	Women's Shoes 468XUTY	\$83.44
	75/9/16	Department Store Partner	Mobile	Coach	Women's Handbags 229HHREO	\$212.17
, syr	chrony				*11	lustrative data

- No interchange fees when Synchrony Financial Private Label Credit Cards or Dual Cards™ are used over our network

- 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

Leverage Data/Analytics to Drive Partner Performance

Recommend products based on

in-store purchase insights



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

retailer delivers insights to drive

customers back in-store

\$20M

Sales

Efficiency

Sales

Efficiency

\$27M

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



Day Symsing





- 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



15

Our innovative digital capabilities drove a 27% increase in online and mobile purchase volume since 2Q15

Financial Performance & Business Highlights անորել հույնում ըն^արներն անորել հույնում ըն^արներն անորել ու նորել հույնում ըն^արներն ա

2Q16 Highlights

Financial Highlights

- · \$489 million Net earnings, \$0.58 diluted EPS
- · Strong growth across the business:
 - Purchase volume +9%
 - Loan receivables +11%
 - Net Interest Income +10%
- · Asset quality metrics:
 - Net charge-offs were 4.49% compared to 4.63% in the prior year
 - 30+ delinquency at 3.79% compared to 3.53% in the prior year
- Expenses +4% driven by growth
 - Efficiency ratio improved to 31.9% from 33.5% in prior year
- Deposits +\$8.7 billion compared to prior year
 - Deposits now 71% of funding
- · Strong capital and liquidity
 - 18.5% CET1^(a) & \$14.0 billion liquid assets

Business Highlights

Renewed key relationships









Signed new partnerships





Launched new programs

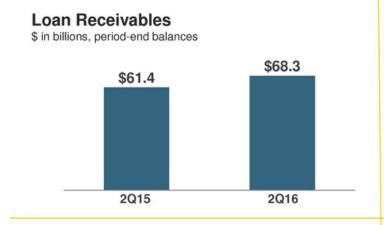


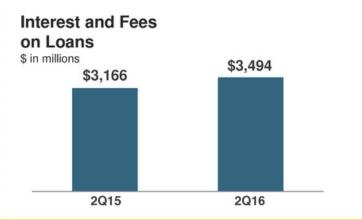


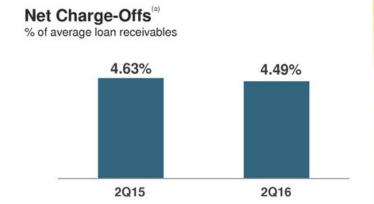
(a) CET1 % calculated under the Basel III transition guidelines



Strong Operating Performance



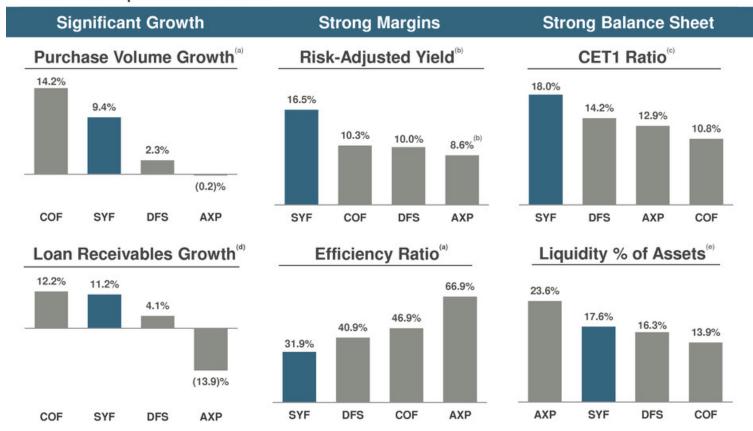






(a) Includes loan receivables held for sale.

Peer Comparison: 2Q16

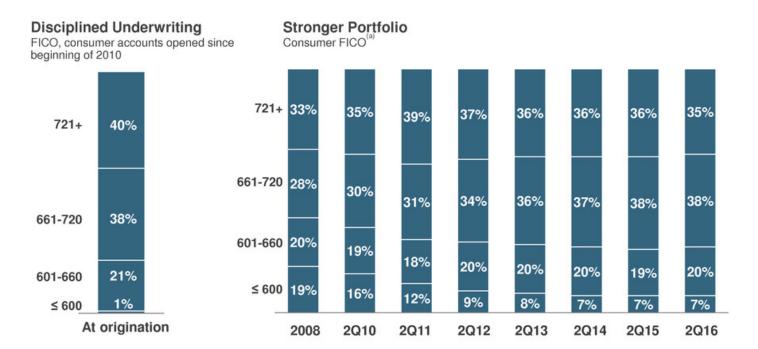


- (a) Segment data for AXP-U.S Consumer Services and COF-Domestic Card. Other data-total company level. AXP efficiency ratio calculated on an operating basis.
- SYF yield calculated as loan receivable yield less net charge-off rate. AXP yield calculated as total card member loan yield less net charge-off rate on card member loans (ex-HFS). Other
- peer information calculated as credit card yield less net charge-off rate on credit cards. 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. Segment data for AXP-0.5 Consumer Services (eXPIPS), COT-Domestic Card, and DT-0-0-10. SYF-total company level.

 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. Purchase volume and loan receivables growth are 2Q16 vs. 2Q15.

Focus on Higher Quality Asset Base

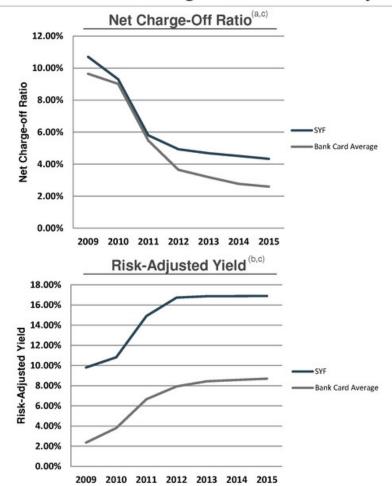


- Synchrony Financial controls underwriting and credit line decisions
- Focus on stronger underwriting has led to higher quality portfolio
 - 73% of loan receivables have FICO > 660



(a) Based on most recent FICO scores available for our customers in each period, weighted by balance, as a % of period-end receivables. If FICO score was not available credit bureau based scores were mapped to a FICO equivalent. If neither score was available, the account was excluded.

Historical Net Charge-Offs & Risk-Adjusted Yield



Delivered Strong Risk-Adjusted Returns

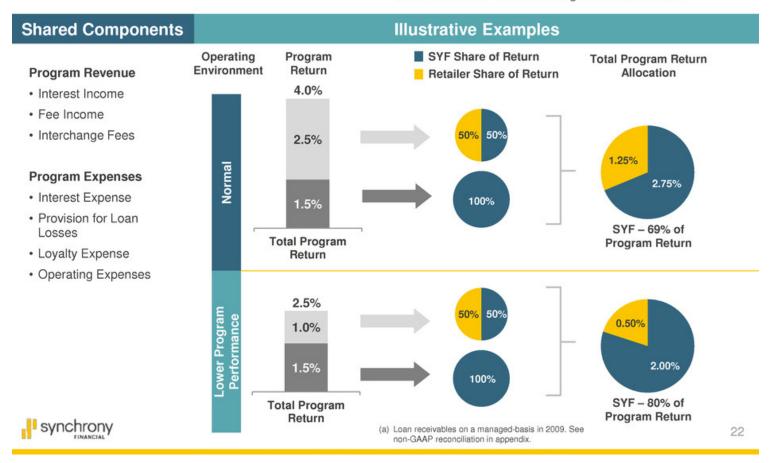
- Net charge-off performance was generally consistent with general purpose card issuers during the financial crisis
- Risk-adjusted yield outperformed general purpose card issuers by >700 bps through the financial crisis
- Risk-adjusted yield outperformance has improved post-crisis to over 800 bps
 -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

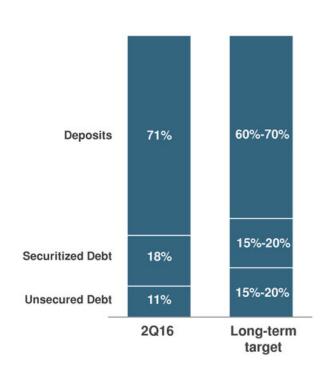
2015 RSAs were **4.4**% of average loan receivables 2009 RSAs were **1.6**% of average loan receivables^(a)



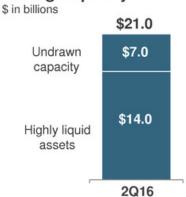
Diverse Funding Sources and Strong Liquidity

Diverse Funding Sources

% of liabilities excluding non-debt liabilities



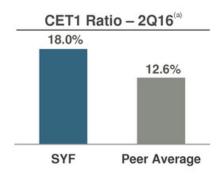
Strong Liquidity Profile

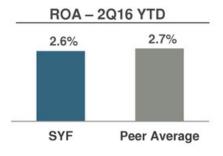


- Substantial liquidity: \$21.0 billion as of 2Q16, including undrawn securitization capacity
- ✓ Diverse and stable funding sources
- ✓ Fast-growing direct deposit platform to support growth
- ✓ Positioned slightly asset sensitive



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
- 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)

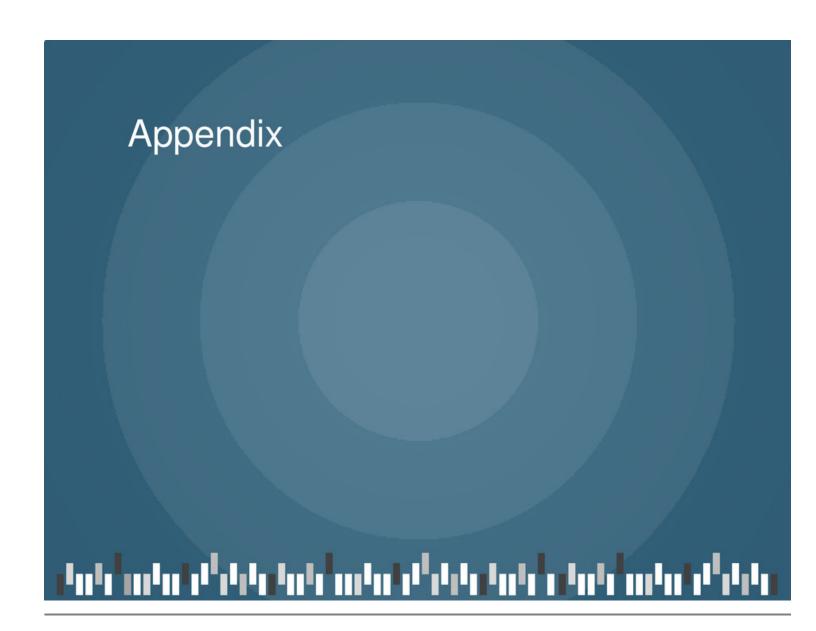
Operate with a strong balance sheet and financial profile

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

Leverage strong capital position

- · Organic growth, program acquisitions, and start-up opportunities
- · Return capital to shareholders via dividend and share repurchase programs
- Invest in capability-enhancing technologies and businesses





Non-GAAP Reconciliation

The following table sets forth a reconciliation of each component of our capital ratios to the comparable GAAP component at June 30, 2016.

\$ in m	\$ in millions at	
COMMON EQUITY MEASURES June	30, 2016	
GAAP Total common equity	\$13,715	
Less: Goodwill	(949)	
Less: Intangible assets, net	(704)	
Tangible common equity	\$12,062	
Adjustments for certain deferred tax liabilities and certain items		
in accumulated comprehensive income (loss)	282	
Basel III - Common equity Tier 1 (fully phased-in)	\$12,344	
Adjustments related to capital components during transition	266	
Basel III - Common equity Tier 1 (transition)	\$12,610	
Risk-weighted assets - Basel III (fully phased-in)	\$68,462	
Risk-weighted assets – Basel III (transition)	\$68,188	



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 f	or 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.

