FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| OMB APPROVAL             |           |  |  |  |  |  |  |
|--------------------------|-----------|--|--|--|--|--|--|
| OMB Number:              | 3235-0287 |  |  |  |  |  |  |
| Estimated average burden |           |  |  |  |  |  |  |
| hours per response:      | 0.5       |  |  |  |  |  |  |

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

|   |   |  |   |  | or Se   | ction 30  | (h) of the li  | rvestment                               | Com  | pany Act o  | f 1940 | )   |  |   |   |   |   |  |
|---|---|--|---|--|---|---|--|---|--|---|--------|---|--|---|---|---|---|--|
| 1. Name and Address of Reporting Person*  QUINDLEN THOMAS M |   |  |   |  | 2. Issuer Name and Ticker or Trading Symbol Synchrony Financial [ SYF ] |   |  |   |  |   |        |   |  | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director 10% Owner  X Officer (give title Other (specify |   |   |   |  |
| (Last)<br>C/O SYNCHR<br>777 LONG RI                         |   | ANCIAL                                     | /liddle)  |  | 3. Date of Earliest Transaction (Month/Day/Year) 02/20/2018             |   |  |   |  |   |        |   |  | below) below) See remarks   |   |   |   |  |
| (Street) STAMFORD   | СТ  | 0  | 4.  | 4. If Amendment, Date of Original Filed (Month/Day/Year) |   |   |  |   |  |   |        |   | Individual or Joint/Group Filing (Check Applicable Line)     X Form filed by One Reporting Person     Form filed by More than One Reporting Person |   |   |   |   |  |
| (City)  | (State)   | ) (Z                                       | (ip)  |  |   |   |  |   |  |   |        |   |  |   |   |   |   |  |
|   |   | 7  | Гable I - Noı   | n-Deriva   | tive S  | Securi  | ties Acc   | juired, l                               | Disp   | osed of   | , or   | Benefic   | ially Ow   | ned   |   |   |   |  |
| 1. Title of Security (Instr. 3)                             |   |  |   | 2. Transaction<br>Date<br>(Month/Day/Year)               |   | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) |  | 3.<br>Transaction<br>Code (Instr.<br>8) |  | 4. Securities Acquired (A) or<br>Disposed Of (D) (Instr. 3, 4 a |        |   | nd 5) Securities<br>Beneficiall<br>Following   |   | 6. Ownership<br>Form: Direct (D)<br>or Indirect (I)<br>(Instr. 4)                                   |   | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership |  |
|   |   |  |   |  |   |   |  |   | v  | Amount  |        | (A) or<br>(D)                                   | Price  | Transaction(s)<br>(Instr. 3 and 4)  |   |   |   | (Instr. 4)   |
| Common Stock <sup>(1)</sup>                                 |   |  |   | 02/20/2  | 2/20/2018   |   |  |   |  | 10,71   | 2      | D   | \$36.73(2)   | 164,024   |   |   | D   |  |
| Common Stock <sup>(1)</sup>                                 |   |  |   | 02/20/2  | 02/20/2018  |   |  |   |  | 3,082   |        | A   | \$29.33  | 167,106   |   |   | D   |  |
| Common Stock <sup>(1)</sup>                                 |   |  |   | 02/20/2  | 02/20/2018  |   |  |   |  | 3,082   |        | D   | \$36.72 <sup>(2)</sup>   | 164,024   |   |   | D   |  |
| Common Stock <sup>(1)</sup>                                 |   |  |   | 02/20/2  | 02/20/2018  |   |  |   |  | 9,578   |        | A   | \$24.55  | 173,602   |   | D   |   |  |
| Common Stock <sup>(1)</sup>                                 |   |  |   | 02/20/2  | 02/20/2018  |   |  |   |  | 9,578   |        | D   | \$36.73(2)   | 164,024   |   |   | D   |  |
| Common Stock <sup>(1)</sup>                                 |   |  |   | 02/21/2  | 2/21/2018   |   |  |   |  | 4,560   |        | A   | \$30.41  | 168,  | 584   | 4 D   |   |  |
| Common Stock <sup>(1)</sup>                                 |   |  |   | 02/21/2  | /21/2018  |   |  | M                                       |  | 4,560   |        | D   | \$37   | 164,024   |   | D   |   |  |
|   |   |  | Table II - I  | Derivativ<br>e.g., put                                   |   |   |  |   |  |   |        |   |  | d   |   |   |   |  |
| 1. Title of<br>Derivative<br>Security (Instr. 3)            | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date<br>if any<br>(Month/Day/Ye | Code (   | 4.<br>Transaction<br>Code (Instr.                                       |   | 5. Number of<br>Derivative<br>Securities<br>Acquired (A) or<br>Disposed of (D)<br>(Instr. 3, 4 and<br>5) |   | 6. Date Exercisable and Expiration Date (Month/Day/Year) |   |        | tle and Am<br>urities Und<br>vative Sec<br>d 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5)   | 9. Number<br>derivative<br>Securities<br>Beneficial<br>Owned<br>Following<br>Reported<br>Transactio | Ownershi Form: Direct (D) or Indirect (I) (Instr. | Ownership   | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|   |   |  |   | Code   | v   | (A)   | (D)  | Date<br>Exercisal                       |  | Expiration<br>Date  | Title  |   | Amount<br>or<br>Number<br>of Shares  |   | (Instr. 4)  |   |   |  |
| Employee Stock<br>Option (right to<br>buy) <sup>(1)</sup>   | \$29.33   | 02/20/2018                                 |   | М  |   |   | 3,082 <sup>(3)</sup>   | (3)                                     |  | 04/01/2026  |        | ommon<br>Stock                                  | 3,082  | \$0   | 27,74   | 1   | D   |  |
| Employee Stock<br>Option (right to<br>buy) <sup>(1)</sup>   | \$24.55   | 02/20/2018                                 |   | М  |   |   | 9,578 <sup>(4)</sup>   | (4)                                     |  | 09/17/2024  |        | ommon<br>Stock                                  | 9,578  | \$0   | 22,34   | 18  | D   |  |
| E 1 0 1   |   |  |   |  |   |   |  |   |  |   |        |   |  |   |   |   |   |  |

## Explanation of Responses:

- 1. These transactions were made pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on November 20, 2017.
- 2. This price is a weighted average price. Information regarding the number of shares sold at each price will be provided upon request.
- 3. The reporting person was awarded 30,823 employee stock options on April 1, 2016, which vest in five equal annual installments of 20% each, beginning on the first anniversary of the grant date.
- 4. The reporting person was awarded 31,926 employee stock options on September 17, 2014, which vest in five equal annual installments of 20% each, beginning on the first anniversary of the grant date.

4,560<sup>(5)</sup>

(5)

04/01/2025

5. The reporting person was awarded 22,800 employee stock options on April 1, 2015, which vest in five equal annual installments of 20% each, beginning on the first anniversary of the grant date.

## Remarks:

Option (right to

buy)(1)

Executive Vice President and Chief Executive Officer-Retail Card

\$30.41

/s/ Danielle Do, as attorney in fact 02/22/2018

4,560

\$0

\*\* Signature of Reporting Person

Date

18.240

D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $^{\star}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

02/21/2018

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.