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       |  |  |  |  |  |  |

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

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person *  GREIG HENRY F   |  |  |   |  | 2. Issuer Name and Ticker or Trading Symbol Synchrony Financial [ SYF ] |   |  |     |   |   |   |       |   |   | Relationship of Reporting Person(s) to Issuer (Check all applicable)  Director 10% Owner         |   |  |  |            |  |
|--|--|--|---|--|---|---|--|-----|---|---|---|-------|---|---|--|---|--|--|------------|--|
| (Last)   | (First)  | (Mi  | iddle)  |  | 3. Date of Earliest Transaction (Month/Day/Year) 09/17/2015             |   |  |     |   |   |   |       | X   | Officer (g<br>below)                                | ive title  |   | Other (s   |  |            |  |
| C/O SYNCHRONY FINANCIAL  |  |  |   |  |   |   |  |     |   |   |   |       |   |   | See Remarks  |   |  |  |            |  |
| 777 LONG RIDGE ROAD  |  |  |   | 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 |   |  |   |  |  |            |  |
| (Street)   |  |  |   |  |   |   |  |     |   |   |   |       |   |   | Form filed by More than One Reporting Person   |   |  |  |            |  |
| STAMFORD   | CT   | 06   | 902   |  |   |   |  |     |   |   |   |       |   |   |  | a 2,o.o   |  | no rioporum  | 9 . 0.00   |  |
| (City)   | (State)  | (Zi <sub>l</sub>                           | p)  |  |   |   |  |     |   |   |   |       |   |   |  |   |  |  |            |  |
|  | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned |  |   |  |   |   |  |     |   |   |   |       |   |   |  |   |  |  |            |  |
| Date   |  |  |   |  | e Enth/Day/Year) i  |   | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year)  |     |   |   | ties Acquired (A) or<br>I Of (D) (Instr. 3, 4 and |       |   | 5. Amount<br>Securities<br>Beneficiall<br>Following | y Owned<br>Reported  | 6. Ownership<br>Form: Direct (D)<br>or Indirect (I)<br>(Instr. 4) |  | 7. Nature of Indirect Beneficial Ownership                         |            |  |
|  |  |  |   |  |   |   |  |     | Code  | v | Amount  |       | (A) or<br>(D)   | Price   | Transaction(s) (Instr. 3 and 4)  |   |  |  | (Instr. 4) |  |
| Common Stock 09/1  |  |  |   |  |   | 5 |  |     | F   |   | 634(1)  | )     | D   | \$30.77   | 127,   | 127,276   |  | D  |            |  |
| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) |  |  |   |  |   |   |  |     |   |   |   |       |   |   |  |   |  |  |            |  |
| 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 Di<br>if any<br>(Month/Day/ | ate,   | 4.<br>Transaction<br>Code (Instr.<br>8)                                 |   | 5. Number of<br>Derivative<br>Securities<br>Acquired (A)<br>or Disposed of<br>(D) (Instr. 3, 4<br>and 5) |     | 6. Date Exercisabl<br>Expiration Date<br>(Month/Day/Year) |   | Securities Under                                  |       | derlying<br>curity  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Numbe<br>derivative<br>Securities<br>Beneficia<br>Owned<br>Following<br>Reported<br>Transacti | e<br>s<br>lly   | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |            |  |
|  |  |  |   |  | Code  |   | (A)  | (D) |   |   | Expiration<br>Date                                | Title | •   | Amount<br>or<br>Number<br>of Shares                 |  | (Instr. 4)  | 0.11(3)  |  |            |  |

## **Explanation of Responses:**

1. Reflects the number of shares of Synchrony Financial (the "Company") common stock withheld by the Company to pay the tax liability of the Reporting Person in connection with the vesting of restricted stock units.

## Remarks

Executive Vice President, Chief Risk Officer

/s/ Danielle Do, as attorney in fact 09/21/2015

\*\* Signature of Reporting Person

Date

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).
- \*\* 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.