

# COMMUNITY

A woman with dark hair is sitting cross-legged on a light-colored surface, looking down at a book she is holding. In front of her is a tall stack of several books. The background is a plain, light color. The entire image is overlaid with a semi-transparent blue filter.

The vibrancy of the communities we serve is vital to our growth, and the economic development in these communities is a key element of our mission. Our ongoing vision to assist entrepreneurs in starting and managing their businesses has been realized through our support of Community Development Financial Institutions (CDFIs), Technical Assistance Providers, small business lending, and affordable housing and new market tax credit investments. Additionally, we partner, volunteer with and donate to nonprofit organizations in the communities where we operate to help maximize our positive impact.

Thriving communities help us succeed. Our community investment strategy is designed to create shared value by supporting the viability and well-being of the businesses and people that make up the communities where we operate. We focus our efforts through small business and community development lending programs and investments in programs, which positively change the economic landscape of the communities we serve.

To further our community commitment, in January 2020, Comerica appointed Irvin Ashford, Jr. as Comerica's [Chief Community Officer](#) and in October 2020, Beatrice Kelly joined Comerica as [Director of Community Development Lending](#).

For more on Comerica's community investment and partnerships and information on our COVID-19 community response, visit the [Comerica Bank Community Update-COVID-19 Response Report](#) or the [Corporate Responsibility web page](#).

# FINANCIAL INCLUSION & FINANCIAL EDUCATION

## FINANCIAL INCLUSION

Comerica thrives when our customers are successful and our communities prosper. We can support this aim and drive shared value by providing financial services that enable customers to access their money easily, and provide vehicles to save as well as borrow. We work hard to expand financial inclusion, including improving accessibility of our banking centers, providing remote banking channels, such as Comerica Web Banking® and Comerica Mobile Banking®, and providing appropriate products to help meet the needs of the underbanked.

We have tailored products, such as the Comerica Secured Credit Card, which is an entry-level, cash-secured credit card that helps those who do not qualify for a traditional credit card build credit history. In addition to helping expand our customers' access to credit, we offer the Access Checking account with a flat monthly fee or no fee with direct deposit. Comerica Bank is also the exclusive issuer of the Direct Express® debit card for federal benefit recipients.

## FINANCIAL EDUCATION

We want to serve as a trusted resource for financial education, especially for the unbanked and underbanked portions of the communities within our key markets. Comerica provides financial support to nonprofit organizations dedicated to developing financially literate communities, including organizations such as Project Still I Rise and the Arizona Hispanic Chamber, to teach personal finance basics to people in underbanked areas. Comerica continues to expand its Comerica \$ense financial education programs to include Money \$ense, Business \$ense, Education \$ense, Sport \$ense and Elder \$ense.

**503**  
hosted financial  
education events  
impacting  
35,765  
individuals

Comerica's Financial Education Brigade (CFEB) is designed to meet the growing need for more financial education in our communities. This team of trained Comerica colleagues is committed to delivering on the Comerica Promise in low- and moderate-income communities in all our markets. The CFEB capitalizes on what we have been doing for years, reaching across business lines to help address critical needs in the community.

Comerica Financial  
Education Center

Business \$ense Boot Camp  
With GROW Support

# COMMUNITY INVESTMENT & DEVELOPMENT

## COMMUNITY REINVESTMENT ACT (CRA)

In 2020, Comerica originated \$1.2 billion in community and economic development loans. The bank's community development strategy is a collaborative effort between Executive Management and the External Affairs Department that consists of the Chief Community Officer, External Affairs Managers, CRA Data and CRA Compliance officers. CRA-related guidance and recommendations are made based on feedback received from our Community Development Advisory Councils, other trusted community partners, data analysis, peer analysis, research related to current market conditions, and the results of our CRA examinations.

**\$1.2** BILLION   
in Community and Economic  
Development loans originated in 2020

Comerica participates in peer bank meetings across our markets to benchmark our performance and share best practices in addressing CRA regulations and to achieve the greatest possible impact in our community development efforts. We also require new External Affairs staff to take our in-house CRA training. For more information, refer to the [Community Reinvestment Act](#) page on Comerica.com.

Comerica Partners  
With Minority Deposit  
Institutions

## INVESTING IN NEIGHBORHOOD REVITALIZATION AND SMALL BUSINESSES

To support the small businesses and entrepreneurs that make up the backbone of local economies, Comerica provides loan capital to microenterprise loan funds and community development financial institutions where we operate. We also look for opportunities to fund organizations that provide technical assistance and financial education to small business.

**\$10** MILLION   
investment in \$41 Million New  
Market Tax Credit Fund in 2020

Through investments in tax credit-financed real estate, Comerica provided \$85 million of equity in 2020 to community development projects, which address specific needs in low-income communities by creating quality housing, nearby employment opportunities and social/educational services.

# VOLUNTEERISM & PHILANTHROPY

## VOLUNTEERISM

We encourage colleagues to share their time and expertise to support our commitment to the communities in which we operate. Our volunteer programs help drive Comerica's success by improving the lives of individuals, groups and communities in which we do business by building and managing relationships and strategic partnerships. Our colleague volunteers give their time and talent generously by participating on boards, conducting financial education training and providing services requested by local community groups, all helping to improve the communities we serve.

 OVER **30,000** HOURS  
of volunteer time equating to \$773,112 donated to nonprofits by Comerica colleagues

## PHILANTHROPY

CIVIC 50 Listed for 5th Consecutive Year

Through our Philanthropic Investment, we are raising expectations in the communities in which we operate. Our Core Values of Collaboration and Involvement have led us to achieve strong partnerships with charitable organizations within our markets through our financial, in-kind and volunteer support.

 **\$11** MILLION

pledged to support business needs and community service organizations by Comerica Bank and Comerica Charitable Foundation

Our three-fold mission is to (1) target issues that are important to both our communities and the company, (2) address diversity needs, and (3) create pride and loyalty for Comerica colleagues. It is our priority when giving to assist low- and moderate-income individuals and families in a manner that aligns with our overall business approach and supports our strategic direction as a financial services provider. For more information, visit [Comerica Charitable Giving](#) on Comerica.com.

 **\$1** MILLION committed over four years to National Business League to launch the Black Capital Access Program 

We also support the Comerica Cares Fund Relief Program, which includes individual colleague donations supplemented by Comerica to help our colleagues experiencing financial hardships.

Comerica Invests in COVID Relief Efforts

# KEY METRICS TABLE

COMMUNITY	2019	2020
Financial Inclusion & Financial Education		
Number of ATMs	577	584
Number of U.S. banking centers	435	432
Comerica Secured Credit Cards (Number of) for low- and moderate-income customers <sup>24</sup>	770	823
Number of Access Checking Customers (low- and moderate-income) <sup>24/25</sup>	8,819	6,822
Access Checking Balances (Millions \$) (low- and moderate-income customers) <sup>24/25</sup>	28	23
Number of low- and moderate-income individuals reached through Comerica-sponsored financial education events with nonprofit partners	35,766	35,765
Community Investment & Development		
Community and economic development loans (Millions \$)	327	1,233
Low-income housing tax credit investment deals (Millions \$)	81	75
New market tax credit investment deals (Millions \$)	—	10
Percentage of projects that benefited from Comerica's tax credit investments that were LEED-certified housing projects (Percent)	4	5
Number of micro-enterprise loan funds supported	28	28

<sup>24</sup> Tailored retail banking products within our CRA Assessment areas in Arizona, California, Florida, Michigan and Texas

<sup>25</sup> Access Checking account has no monthly fee with direct deposit.

# KEY METRICS TABLE

<b>COMMUNITY (Continued)</b>	<b>2019</b>	<b>2020</b>
Volunteerism & Philanthropy		
Charitable gifts and corporate contributions (Millions \$)	8.4	13.2
Employee United Way contributions (Millions \$)	1.7	1.6
Employee time volunteered (hours)	71,376	39,368
Corporate-wide employee volunteer goal (hours) <sup>26</sup>	64,000	64,000
Number of employee volunteers	2,490	1,892
Approximate worth of employee volunteer time (Millions \$)	1.8	1.0

<sup>26</sup> Annual corporate-wide employee volunteer goal is equivalent to approximately eight hours per employee