

CUSTOMERS



Small Business RISE! Program

2020 Customer PPP Support

Comerica Works - Financial Fundamentals for Business

Comerica Insights - Customer Education

Comerica provides products and services to meet the financial needs of our customers and our three business segments — The Commercial Bank, The Retail Bank and Wealth Management — are strategically aligned to deliver the right support to meet our customers' requirements.

At Comerica, we strive to deliver experiences that exceed our customers' expectations and proactively understand their needs. We also use the Comerica Customer Promise to guide interactions with current and potential customers and provide them with the service, knowledge and experience they desire, all in an effort to raise the expectations of what a bank can be.

As a reflection of this commitment, in 2020 we established the role of Chief Experience Officer and a dedicated customer experience management practice. The actions support Comerica's relationship-focused approach to business by developing robust customer insights and managing the customer journey.

We are also committed to helping small businesses grow and prosper. Banking centers and Business Banking teams are located in areas where small business customers are concentrated, serving those customers with under \$30 million in annual revenues with our relationship-based approach. Our RISE! Initiative is also aimed at directly supporting the growth of small businesses in our communities.

As a result of the COVID-19 pandemic, a critical part of meeting our customers' needs in 2020 revolved around the Paycheck Protection Program (PPP). A highly dedicated team of colleagues worked to process more than 14,700 applications. This was particularly impactful for small businesses, with 89% of our processed PPP loans going to businesses with fewer than 50 employees. Additional metrics and success highlights are included within the Customers section.

PRIVACY & INFORMATION PROTECTION

Our customers' trust in Comerica is contingent on our success in safeguarding their privacy and financial information. Increasingly, this involves investing in measures to prevent unauthorized access to our information systems. We are committed to maintaining our customers' trust and continually evaluate and enhance our cybersecurity systems to safeguard customer information, protect against fraud attempts and provide a high level of safety and protection. Our industry faces many challenges due to the constantly evolving nature of security technology, with attempts to compromise customers' privacy increasing in both frequency and sophistication. In response, we participate in several industry-wide initiatives to keep abreast of new fraud trends, develop appropriate countermeasures and share this intelligence with our colleagues, customers and community members, as appropriate.

Our engagements with external stakeholders reveal that customer privacy and protection — defined as securing customer data, confidentiality and physical safety — is one of the most important priorities, and cybersecurity was identified as a topic critical to our business success. This reinforces the fact that failure to properly manage our customers' privacy could result in significant risks to Comerica, including financial losses, reputational risk and fines or penalties due to non-compliance. Accordingly, privacy and information protection are managed and discussed together in this section. For further insight into this issue, see Item 1A (Technology Risks, page 16-17) in our [2020 Annual Report](#). Privacy and information protection, and related cybersecurity efforts, are the responsibility of Comerica's comprehensive and frequently updated Enterprise Information Protection Framework.

Comerica's Security
Commitment

Comerica's Privacy
Practices and Policy

Cyber Security and
Fraud Educational
Resources

Comerica Fraud Center

Pandemic Fraud
Prevention



252% Real Time Payments*

**39% Click & Capture
Mobile Deposits***

**14% Number of Mobile
Banking Users***

At Comerica, we utilize technology and innovation to enhance our organization and strengthen our relationship-based approach to banking. We are focused on using innovation to design digital and technological solutions to meet the needs of our customers, employees and the marketplace. Technology teams work closely with business partners across the organization to respond to the unique requirements of our portfolio of diverse banking products. We strive to provide an optimal technology experience for our customers and encourage a continuous learning culture to keep pace with technology developments.

In 2020, our teams responded to the challenges of the COVID-19 pandemic by accelerating innovation and creatively generating unique and responsive solutions. In addition, we remained steadfast in our efforts to provide uninterrupted banking services and ensure customer security was maintained. Technology teams adapted to the changing demands of this new business climate and engineered innovative solutions on both a temporary and permanent basis.

To accommodate the PPP, our technology teams created new computer interfaces for customers, built automation to replace manual application-processing, and engineered a permanent infrastructure which could accommodate an unpredictable demand for loans along with the evolving requirements of the Small Business Administration.

Our progress in 2020 reflects Comerica's ongoing commitment to innovation. Comerica's adaptation to a culture of ingenuity has become the basis for our future, as we set goals to promote innovation throughout our organization. Our colleagues are determined to continually identify opportunities for innovation and build technological solutions for a digital transformation.

* Revised year-end 2020 innovation and technology metrics (updated on 8/31/21)

ESG-RELATED LENDING & INVESTMENT

Environmental, Social and Governance (ESG)-related business activities refer to the ways that a business enhances society through its products, people and practices. At Comerica, ESG-related business activities include supporting diverse segments of our markets, lending to environmentally beneficial companies and projects, and our community investments and development work.

In the summer of 2020, Comerica established our ESG Council. Made up of key senior leaders, this group is advancing Comerica's mission to drive long-term value by executing our ESG strategy with the vision of being a leader among our peers. Two of our key priorities are to provide access to capital focused on underserved communities, women, minorities and small businesses and enhance our ESG-related product and service solutions.

Also in 2020, Comerica began evaluating the climate impacts of its own portfolios by joining the Partnership for Carbon Accounting Financials (PCAF). Our work to better understand and disclose the climate impacts associated with lending activity will assist in moving Comerica toward alignment with the goals of the Paris Climate Agreement.

For details on how we support ESG-Related Lending & Investment at Comerica, refer to the other sections within the report.

Environmentally Beneficial Lending



\$1.2
BILLION

in green loans and commitments

Community Investment & Development

\$1.2 BILLION

in Community and Economic Development loans originated in 2020

Business Resource Groups

\$383 MILLION

in total new account openings from business referrals by Comerica's Business Resource Group teams in 2020

KEY METRICS TABLE

CUSTOMERS	2019	2020
New small business loan commitments (Millions \$)	>1,000	810
SBA lending, including 7a and 504 loans (Millions \$)	128	123
Privacy & Protection		
Number of substantiated complaints received concerning breaches of customer privacy- complaints received from outside parties and substantiated by the organization ³	2	1
Total number of identified leaks, thefts or losses of customer data	55	52
Innovation & Technology		
Real Time Payments average monthly volume (% Change) ⁴	—	252
ACH average monthly volume (% Change) ⁴	—	9
Wire transfers average monthly volume (% Change) ⁴	—	17
Number of Mobile Banking Users (% Change) ⁴	—	14
Click & Capture Mobile Deposits (% Change) ⁴	—	39
Zelle transactions (% Change) ⁴	—	96
Web Bill payment sent electronically (% Change) ⁴	—	1
Checking statements sent electronically / month (% Change) ⁴	—	7
Banker Connect (video teller) machines deployed (Total number of)	54	93
PPP loans closed accomplished by leveraging technology (Number of)	—	14,735
ESG-Related Lending & Investment		
See Environmentally Beneficial Lending Metrics- Environment Section		
See Community and Economic Development Loans and Tax Credit Investment Metrics- Community Section		
See Total in New Account Openings from Business Resource Group (BRG) Business Referrals Metric- Diversity, Equity & Inclusion Section		

³ For 2020, the one substantiated complaint was also included in the total number of identified leaks, thefts or losses of customer data number.

⁴ Revised year-end 2020 innovation and technology metrics (updated on 8/31/21)