



Welcome and Opening Remarks

Tim Sloan

Chief Executive Officer and President

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Wells Fargo Vision

“We want to satisfy
our customers’
financial needs and
help them succeed
financially.”

New consumer strategy

We are pursuing a customer experience that is built on the principles of simplicity, ease of use and convenience

Our recently updated Consumer Strategy harnesses the strength of our consumer business to earn and keep customer relationships:

- Accelerating our digital approach and integrating across channels
- Solidifying our status as a premier payments provider
- Enhancing our focus on affluent, emerging affluent and small business customers
- Generating operational efficiencies

Wells Fargo goals

Customer service and advice

Team member engagement

Innovation

Risk management

Corporate citizenship

Shareholder value

The Wells Fargo logo is centered on the page. It consists of a solid red square background. Inside the square, the words "WELLS" and "FARGO" are stacked vertically in a bold, yellow, serif typeface. The letters are evenly spaced and fill most of the square's area.

**WELLS
FARGO**