Notice

The following slides are part of a presentation by Discover Financial Services (the "Company") and are intended to be viewed as part of that presentation. No representation is made that the information in these slides is complete.

Company financial data presented herein is based on a calendar year. As previously reported, the Company changed its fiscal year end from November 30 to December 31 of each year, effective beginning with the 2013 fiscal year. For historical calendar year financial data, see the Company's Current Report on Form 8-K dated March 5, 2013 and the Company’s Annual Report on Form 10-K for the year ended December 31, 2013.

The information provided herein includes a non-GAAP financial measure: direct banking loans as adjusted for 2009. The number as adjusted assumes that the trusts used in the Company's securitization activities were consolidated into the Company's financial results. For an explanation as to why management believes that the number as adjusted is useful to investors and for a reconciliation of this number to the comparable GAAP figure, see “Management’s Discussion and Analysis of Financial Condition and Results of Operations – Reconciliations of GAAP to As Adjusted Data” in the Company’s Annual Report on Form 10-K for the year ended November 30, 2010, which is available on the Company's website at www.discover.com and on the SEC’s website.

The presentation contains forward-looking statements. You are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date on which they are made, which reflect management’s estimates, projections, expectations or beliefs at that time, and which are subject to risks and uncertainties that may cause actual results to differ materially. For a discussion of certain risks and uncertainties that may affect the future results of the Company, please see "Special Note Regarding Forward-Looking Statements," "Risk Factors," "Business – Competition," "Business – Supervision and Regulation" and "Management’s Discussion and Analysis of Financial Condition and Results of Operations" in the Company's Annual Report on Form 10-K for the year ended December 31, 2014, which is available on the Company’s website and the SEC’s website. The Company does not undertake to update or revise forward-looking statements as more information becomes available.

We own or have rights to use the trademarks, trade names and service marks that we use in conjunction with the operation of our business, including, but not limited to: Discover®, PULSE®, Cashback Bonus®, Discover Cashback Checking®, Discover it®, Freeze It™, Discover® Network and Diners Club International®. All other trademarks, trade names and service marks included in this presentation are the property of their respective owners.
THE DISCOVER® WAY

VISION
To be the leading direct bank and payments partner

MISSION
To help people spend smarter, manage debt better and save more so they can achieve a brighter financial future

KEY PRIORITIES
- Grow Discover® card loans while maintaining leading credit performance
- Expand direct consumer banking products
- Grow global network volume and acceptance
- Optimize funding, cost structure and capital position
- Enhance operating model including effective controls, risk management and leadership development

VALUES
- Doing the Right Thing
- Innovation
- Simplicity
- Collaboration
- Openness
- Volunteerism
- Enthusiasm
- Respect
### Our Progress Over Five Years

<table>
<thead>
<tr>
<th>Category</th>
<th>2009</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct Banking Loans</td>
<td>$13 Bn</td>
<td>$51 Bn&lt;sup&gt;(1)&lt;/sup&gt;</td>
</tr>
<tr>
<td>Direct-to-Consumer Deposits</td>
<td>$13 Bn</td>
<td>$29 Bn</td>
</tr>
<tr>
<td>Network Volume</td>
<td>16 MM</td>
<td>31 MM</td>
</tr>
<tr>
<td>Acceptance Locations</td>
<td>16 MM</td>
<td>31 MM</td>
</tr>
<tr>
<td>Net Income</td>
<td>$1.3 Bn</td>
<td>$2.3 Bn</td>
</tr>
<tr>
<td>Stock Price</td>
<td>$15</td>
<td>$58&lt;sup&gt;(2)&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

<sup>(1)</sup> As adjusted - see Notice slide for more information.

<sup>(2)</sup> As of market close on 4/27/15.
Execution on 2014 Priorities

• Grow Discover card loan share while maintaining leading credit performance
  – 6% growth YOY in ending receivables
  – 2.3% net charge-off rate for 2014
• Expand direct consumer banking products
  – $1.2Bn student loan originations
  – $2.9Bn personal loan originations
• Grow global network volume and acceptance
  – Increased U.S. and rest of world acceptance locations
  – Loss of third party payments volume
• Optimize funding, cost structure and capital position
• Enhance operating model, including risk management and leadership development
Additional Accomplishments

• Expanded Free FICO® Credit Scores
• Enhanced Cashback Bonus
• Introduced Discover® Deals
• Implemented new state-of-the-art banking platform for deposits
• Launched AribaPay™
"Highest in Customer Satisfaction with Credit Card Companies. Tied in 2014."\(^{(1)}\)

\(^{(1)}\) Discover received the highest numerical score among credit card issuers in a tie in the proprietary J.D. Power 2014 Credit Card Satisfaction Study\(^{SM}\). Study based on responses from 19,913 consumers measuring 11 card issuers and measures opinions of consumers about the issuer of their primary credit card. Proprietary study results are based on experiences and perceptions of consumers surveyed in September 2013-May 2014. Your experiences may vary. Visit jdpower.com.
Looking Ahead

Discover it® Miles Card

Freeze It℠

Discover Cashback Checking®

EMV “Chip” Cards
Building on Our Success

• Attractive business model with a solid record of success
• Delivering strong card growth through new accounts, wallet share gain, lower attrition and great credit results
• Proprietary network driving value for Card through brand recognition, expanding global acceptance and rewards
• Leveraging a payments partnership strategy to position the business for growth
• Diversify assets and funding while deploying robust capital
• Continued focus on risk management, compliance and regulatory excellence