



Extending the Advantage

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All of **us** serving you®



U.S. Bancorp Competitive Advantages

EXTENDING
THE ADVANTAGE 

USB Relative Position

Versus Larger
Competitors

Versus Smaller
Competitors

Business Mix



Low Risk

Risk Profile



Industry Position



Above Market
Growth

Scale



Capital Generation



Industry Leading
Returns

Execution



Advantaged



Competitive



Disadvantaged



Extending the Advantage





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