

PNC iPad App – Interaction Notes

hnw

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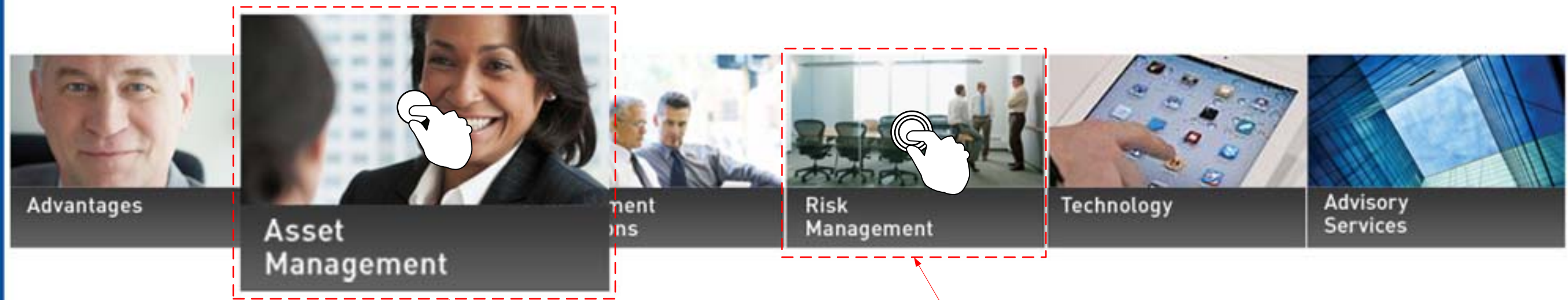
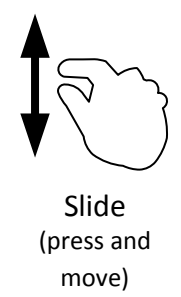
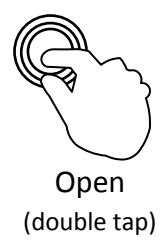
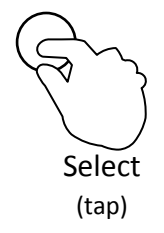
© 2010

PNC Institutional Investments

Home Screen A

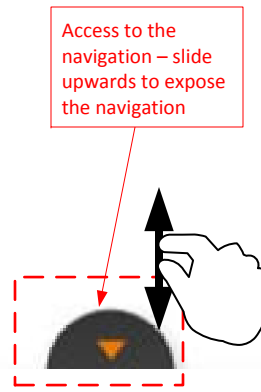
Application Homepage

Design Page Name
- do not include in
application screens



Single tap enlarges image and title - double tap opens the section cover page

Clickable area for each section of the presentation - double tap required to move to section
Transition to the section pages - after double tap - 3 seconds desolve



Access to the navigation - slide upwards to expose the navigation



Double tap on logo always returns to homepage on all pages



User can swipe the content of the page to enforce transition. If no user interaction this page will transition by dissolve to the next page of the section in 3 seconds

ADVANTAGES

This is the default swipe area for all pages for next/previous movements

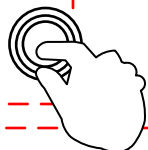


Swipe
(press and move)

Why do clients choose PNC Institutional Investments?

As part of a bank with a more than 150-year heritage as a fiduciary, PNC Institutional Investments provides integrity and vigilance in all market conditions. We know that institutional clients look for a consultative approach and a combination of trusted advice, local delivery and portfolio management expertise. PNC delivers on this.

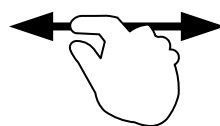
Use dissolve transition
from the section cover to
section content in all
sections



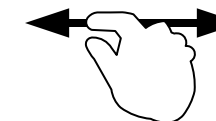
Double tap to open a beginning of the section

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Allow for left and run swipe to move forward and backward



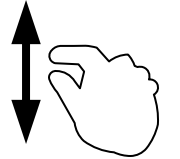
Swipe
(press and move)



Open
(double tap)



- Strong parent organization
- Broad capabilities
- Proven expertise
- Disciplined investment process
- Managed risk culture
- Commitment to client service

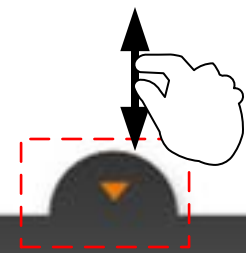


Slide
(press and
move)



Open
(double tap)

Current section is highlighted and double click brings user to the beginning of the section



Advantages

Asset Management

Investment Solutions

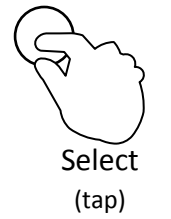
Risk Management

Technology

Advisory Services

Delivering on a broad range of institutional client types and sizes

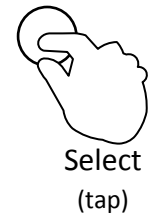
On tap enlarge table cells – see next page – second tap in the cell area or another cell reduces cell size to the original size



Corporate/Retirement	Public Funds	Hospitals/Healthcare
<ul style="list-style-type: none"> - Al J. Schneider Company, KY - Michael Baker Corp., PA - Plant Health Care, PA - RC Tway, KY - Strategic Perspectives, Inc., VA 	<ul style="list-style-type: none"> - City of Naperville Firefighters, IL - City of Naperville Firefighters, IL - Kentucky Higher Education Assistance Association 	<ul style="list-style-type: none"> - Health Alliance Medical Plans, IL - King's Daughters Medical Center, KY - Washington Hospital, PA
Taft-Hartley	Foundations/Endowments/Colleges/Universities	
<ul style="list-style-type: none"> - IBEW Pension Benefit Fund, DC - International Union of Operating Engineers Local Union #66, PA - International Union of Painters and Allied Trades, MD - Laborers' District Council of Western Pennsylvania Pension Fund, PA - National Association of Postal Supervisors, VA - National Electrical Benefit Fund, DC - Steamfitters Local 449, PA - United Steel Workers, PA - Warehouse Employees Union Local 730, MD 	<ul style="list-style-type: none"> - Akron Community Foundation, OH - Archdiocese of Baltimore, MD - Butler Institute of American Art, OH - Butler University, IN - Catholic Charities of Baltimore, MD - FirstEnergy Foundation, OH - Gheens Foundation, Inc., KY - Goodwill Industries of Kentucky - Howard Hospital Foundation, MD - Kentucky Baptist Foundation - PACE School, PA - Presbyterian Church USA, KY 	<ul style="list-style-type: none"> - The Baptist Foundation of South Carolina - The Walters Art Museum, MD - Washington and Jefferson College, PA - Wolf Trap Foundation, VA - Christian Care Communities, KY

This is a partial list of clients of PNC Bank, National Association ("PNC Bank") intended to show a sample of clients using our services. Clients have provided written consent to PNC Bank to use their name in the list. It is not known whether the listed clients approve or disapprove of PNC Bank or the services provided. Performance results were not a factor in producing the list. Data as of 6.30.11.





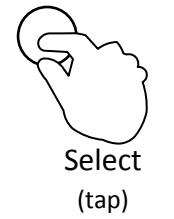
Delivering on a broad range of institutional client types and sizes

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Tapping outside of selected cell returns view to the basic size for all cells

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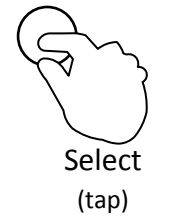
Approach

We have found that one of the keys to successful investing is to employ a consistent, disciplined process over time

- Asset allocation is the cornerstone of our investment process
- PNC's Investment Policy Committee determines and monitors allocation strategies based on risk profiles
- Portfolio managers actively implement reallocation through a proprietary portfolio management system

Strategic Matching ▼	Investment Selection ▼	Tactical Risk Control ▼
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On tap enlarge all table cells – see next page – second tap in the cell area reduces cell size to the original size



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Strategic Matching ▲	Investment Selection ▲	Tactical Risk Control ▲
<ul style="list-style-type: none">• Define client objectives• Develop strategic asset allocation• Match optimal allocation to client objectives.	<ul style="list-style-type: none">• Conduct quantitative analysis• Perform fundamental due diligence	<ul style="list-style-type: none">• Manage asset allocations on an ongoing basis• Seek to preserve the intended level of risk exposure as market conditions change



On tap reduces cell size to the original size



Investment Strategy & Services

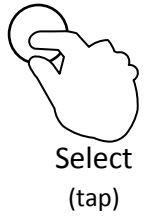
PNC Investment Policy Committee

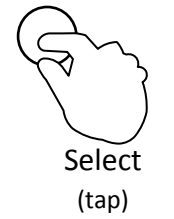
Investment Advisor Research

Key Responsibilities

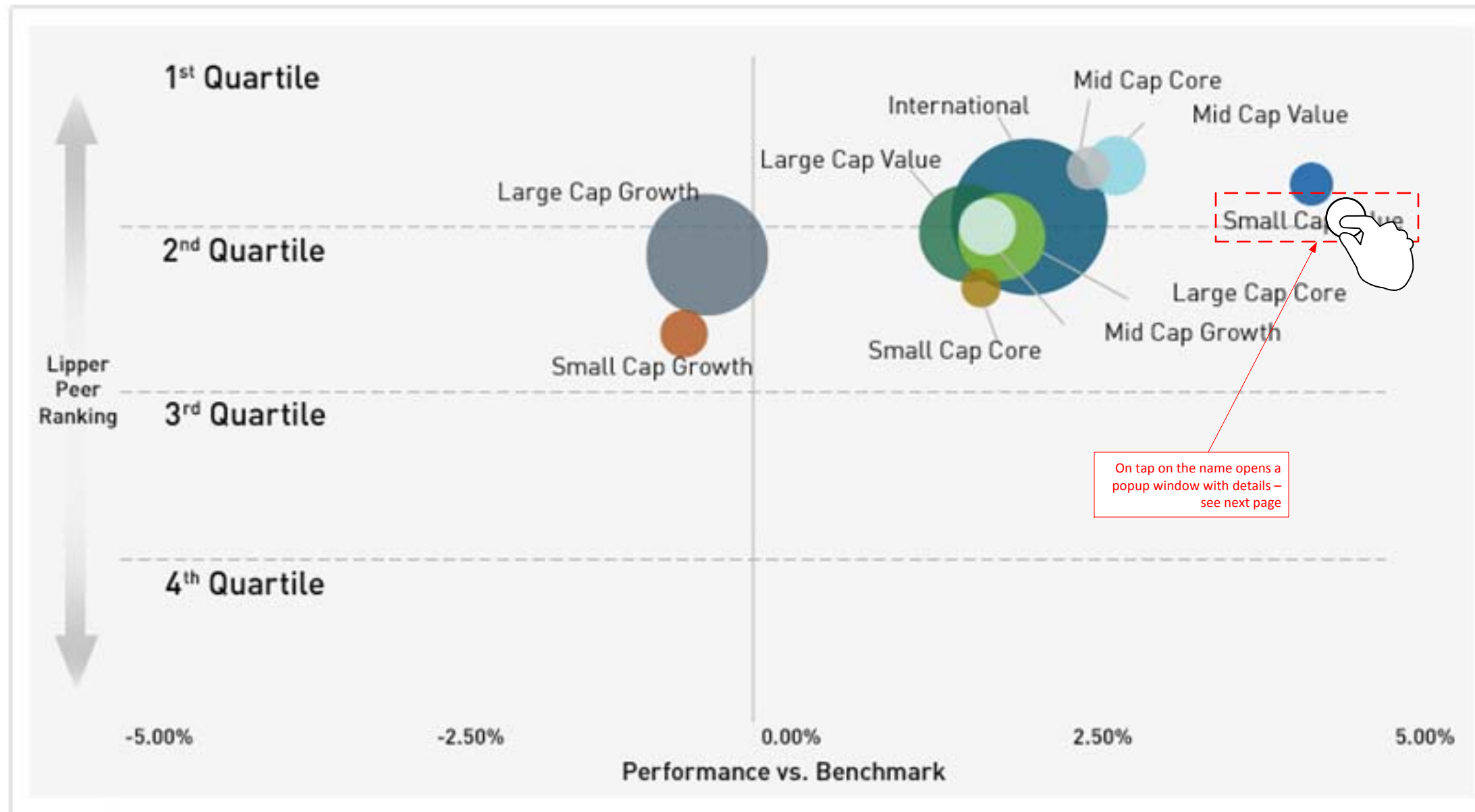
- Develop strategic asset allocations
- Manage asset allocations on an ongoing basis
- Preserve the intended level of risk exposure as market conditions change

On tap moves to the other tab





Three-Year Equity Choice Funds



On tap on the name opens a popup window with details – see next page

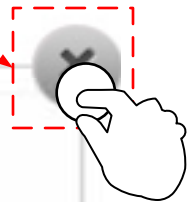
Chart will be animated on load – details to be discussed as per technical and cost limits



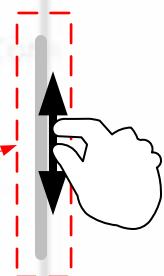
Three-Year Equity Choice Funds



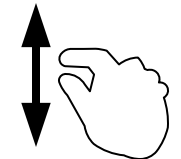
On tap closes the popup window



If needed – insert slide indicator and allow for content scrolling



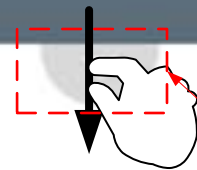
Select (tap)



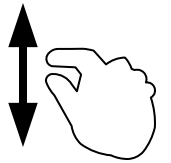
Slide (press and move)

Rigorous manager selection process

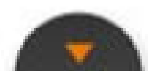
Universe of Managers
4,000 separate account managers • 10,000 mutual funds • 2,000 ETFs • XX alternatives

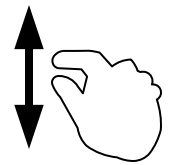


Sliding down reveals next part of the process - this transition works only in one direction



Slide
(press and move)





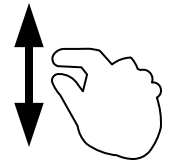
Slide
(press and
move)

Rigorous manager selection process

Universe of Managers

4,000 separate account managers • 10,000 mutual funds • 2,000 ETFs • XX alternatives

Organizational Alignment	Qualitative Analysis	Quantitative Analysis
<ul style="list-style-type: none">- Fees and Expenses- Available Portfolios- Investor/Sales Force Preferences- Account Size- Compatible Platform- Firm Due Diligence	<ul style="list-style-type: none">- Investment Process- Staffing- Manager Tenure- Business Evaluation- Portfolio Sector Analysis	<ul style="list-style-type: none">- Tracking Error- Standard Deviation- Sharpe Ratio- Fund Allocation vs. Benchmark- Information Ratio- Alpha



Slide
(press and
move)

Rigorous manager selection process

Universe of Managers

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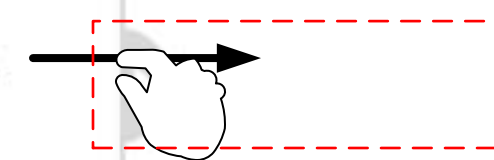
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Continuous Monitoring of PNC's Selected Managers

Quarterly review process typically addressing topics such as:

- Manager's response to the current market environment
- Changes within its organization
- Changes to investment strategy or process

- Performance-related items
- Changes in assets under management
- Regulatory/legal issues



Rigorous manager selection process

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No Action

Watch

Hold

Sell

End of the stepped process
– enable page swipe to
next/previous page



