

Ally Financial Inc.

Barclays Global Financial Services Conference

September 15, 2020

A large purple graphic element on the left side of the slide, consisting of a semi-circle at the top and a vertical line at the bottom, forming a shape that resembles a stylized 'A' or a partial circle. Inside this shape is a white circle containing the Ally logo.

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Contact Ally Investor Relations at (866) 710-4623 or investor.relations@ally.com

Forward-Looking Statements and Additional Information

This presentation and related communications should be read in conjunction with the financial statements, notes, and other information contained in our Annual Reports on Form 10-K, Quarterly Reports on Form 10-Q, and Current Reports on Form 8-K. This information is preliminary and based on company and third-party data available at the time of the presentation or related communication.

This presentation and related communications contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements can be identified by the fact that they do not relate strictly to historical or current facts—such as statements about future effects of COVID-19 and our ability to navigate them, the outlook for financial and operating metrics and performance, and future capital allocation and actions. Forward-looking statements often use words such as “believe,” “expect,” “anticipate,” “intend,” “pursue,” “seek,” “continue,” “estimate,” “project,” “outlook,” “forecast,” “potential,” “target,” “objective,” “trend,” “plan,” “goal,” “initiative,” “priorities,” or other words of comparable meaning or future-tense or conditional verbs such as “may,” “will,” “should,” “would,” or “could.” Forward-looking statements convey our expectations, intentions, or forecasts about future events, circumstances, or results. All forward-looking statements, by their nature, are subject to assumptions, risks, and uncertainties, which may change over time and many of which are beyond our control. You should not rely on any forward-looking statement as a prediction or guarantee about the future. Actual future objectives, strategies, plans, prospects, performance, conditions, or results may differ materially from those set forth in any forward-looking statement. Some of the factors that may cause actual results or other future events or circumstances to differ from those in forward-looking statements are described in our Annual Report on Form 10-K for the year ended December 31, 2019, our subsequent Quarterly Reports on Form 10-Q or Current Reports on Form 8-K, or other applicable documents that are filed or furnished with the U.S. Securities and Exchange Commission (collectively, our “SEC filings”). Any forward-looking statement made by us or on our behalf speaks only as of the date that it was made. We do not undertake to update any forward-looking statement to reflect the impact of events, circumstances, or results that arise after the date that the statement was made, except as required by applicable securities laws. You, however, should consult further disclosures (including disclosures of a forward-looking nature) that we may make in any subsequent SEC filings.

This presentation and related communications contain specifically identified non-GAAP financial measures, which supplement the results that are reported according to U.S. generally accepted accounting principles (“GAAP”). These non-GAAP financial measures may be useful to investors but should not be viewed in isolation from, or as a substitute for, GAAP results. Differences between non-GAAP financial measures and comparable GAAP financial measures are reconciled in the presentation.

Unless the context otherwise requires, the following definitions apply. The term “loans” means the following consumer and commercial products associated with our direct and indirect financing activities: loans, retail installment sales contracts, lines of credit, and other financing products excluding operating leases. The term “operating leases” means consumer- and commercial-vehicle lease agreements where Ally is the lessor and the lessee is generally not obligated to acquire ownership of the vehicle at lease-end or compensate Ally for the vehicle’s residual value. The terms “lend,” “finance,” and “originate” mean our direct extension or origination of loans, our purchase or acquisition of loans, or our purchase of operating leases, as applicable. The term “consumer” means all consumer products associated with our loan and operating-lease activities and all commercial retail installment sales contracts. The term “commercial” means all commercial products associated with our loan activities, other than commercial retail installment sales contracts.

Ally: Who We Are

Leading Financial Service Provider | Top-20 Bank Holding Company

Company Snapshot

Founded 1919

Customers 9M+

Employees 9,100

Assets \$184B

Loans & Leases \$127B

Deposits \$131B

Branches 0

Auto & Insurance

Industry Leader | Adaptable Partner

18.4K Dealer Relationships

92% U.S. Franchised Dealers

4.1M Auto Customers

2.5M Insurance Customers

Consumer + Deposits

Industry Leader | ALL-Digital

2.1M Deposit Customers

\$9.6B Invest: Customer Assets

\$1.2B Home: 2Q Originations

\$75M Lending: 2Q Originations

Corporate Finance

Senior Secured Middle Market Lending

\$6.0B HFI Loans

46% Asset Based Loans



Note: Employees, customers, total assets, loans & leases and deposits as of June 30, 2020. End-of-period balances. Top 20 ranking based on assets as of December 31, 2019

Strategic Priorities

Relentless Customer Focus and 'Do It Right' Culture



- Ongoing optimization of market leading Auto and Insurance business lines
- Sustain our momentum in customer growth and deposit funding profile optimization
- Enhance and grow expanded product offerings
- Efficient & disciplined risk management and capital deployment
- Ongoing focus on continuous execution

Consistent Execution to Drive Long-Term Shareholder Value

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Auto Credit Performance

Retail Auto Credit Metrics

Delinquencies

- ✓ 30+ DLQ Aug'20: **~2.0%**
 - >110bps favorable v. Aug'19
- ✓ 60+ DLQ Aug'20: **~0.4%**
 - >15bps favorable v. Aug'19

Net Charge-offs

- ✓ NCO FY'20: **+/- 1.3%**
 - Favorable v. Prior Outlook of 1.8-2.1%

Auto Servicing & Collections

Staffing

Scalable Staffing Model & Resource Capabilities

Customer Engagement

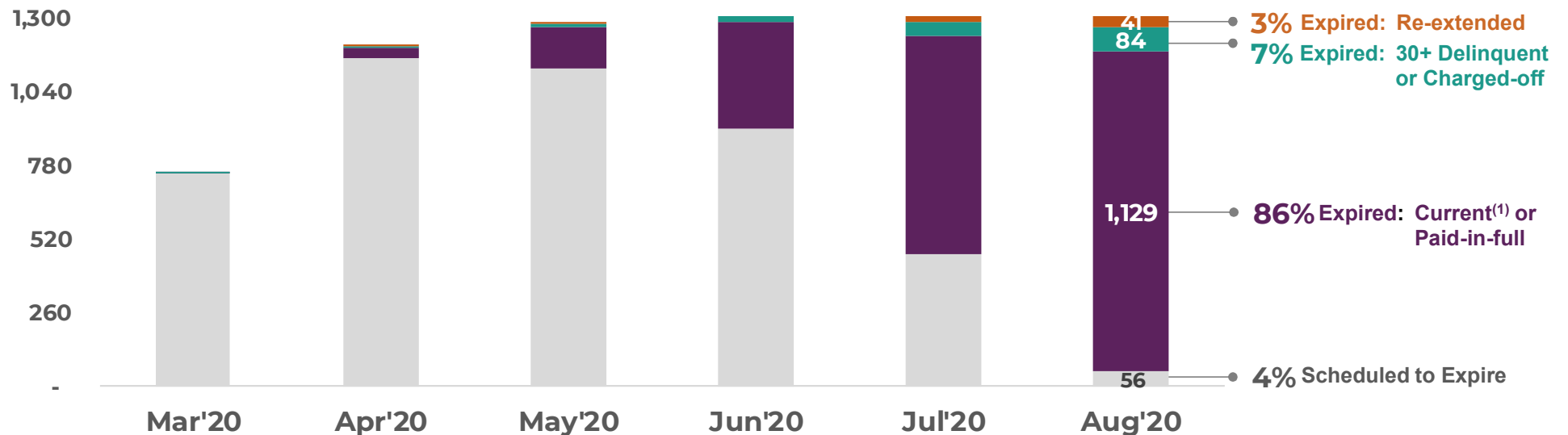
Rolled out **Enhanced Digital Portal + New Communication Tech**

COVID-19 Deferral Program Update

> Ally provided COVID-19 assistance to ~30% or ~1.3M consumer auto accounts | ~96% expired as of 8/31/20

Ally Deferral Population Trends

EOP Consumer Auto Accounts (# thousands) by Status



⁽¹⁾ Current accounts are < 30 days past due

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