

Brady Amy G.  
Form 4  
February 21, 2018

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Brady Amy G.

(Last) (First) (Middle)

C/O KEYCORP, 127 PUBLIC SQUARE

(Street)

CLEVELAND, OH 44114

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
KEYCORP /NEW/ [KEY]

3. Date of Earliest Transaction (Month/Day/Year)  
02/17/2018

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_ Director \_\_\_ 10% Owner  
\_X\_ Officer (give title below) \_\_\_ Other (specify below)

Chief Information Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
\_X\_ Form filed by One Reporting Person  
\_\_\_ Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V Amount (A) or (D) Price			
Common Shares	02/17/2018		M	19,327 A (1)	92,198 (2)	D	
Common Shares	02/17/2018		F	6,207 D \$ 21.02	85,991	D	
Common Shares	02/19/2018		A	24,373 A (3)	110,364	D	
Common Shares	02/19/2018		F	9,926 D \$ 21.02	100,438	D	
Common Shares	02/20/2018		M	17,941 A (1)	118,379	D	

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Common Shares 02/20/2018 F 5,760 D \$ 20.95 112,619 D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Security (Instr. 3 and 4)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable Expiration Date	Title	
Restricted Stock Units	(1)	02/17/2018		M	4,631	(4) (4)	Common Shares	4,631
Restricted Stock Units	(1)	02/17/2018		M	4,543	(6) (6)	Common Shares	4,543
Restricted Stock Units	(1)	02/17/2018		M	6,486	(8) (8)	Common Shares	6,486
Restricted Stock Units	(1)	02/17/2018		M	3,668	(10) (10)	Common Shares	3,668
Restricted Stock Units	(1)	02/19/2018		A	19,029	(10)(12) (12)	Common Shares	19,029
Option to Buy	\$ 21.02	02/19/2018		A	19,531	(13) 02/19/2028	Common Shares	19,531
Restricted Stock Units	(1)	02/20/2018		M	17,941	(14) (14)	Common Shares	17,941

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other

Brady Amy G.  
C/O KEYCORP  
127 PUBLIC SQUARE  
CLEVELAND, OH 44114

Chief Information Officer

## Signatures

Carrie A. Benedict POA for Amy G.  
Brady

02/21/2018

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Each restricted stock unit represents the right to receive one KeyCorp common share at vesting.
- (2) Includes approximately 260 common shares acquired under the KeyCorp Amended and Restated Discount Stock Purchase Plan between August 2017 and February 2018.
- (3) These shares were received for no consideration upon the satisfaction of certain performance criteria underlying the performance share units granted on February 16, 2015.
- (4) The restricted stock units, granted on February 17, 2014, vested in four equal annual installments ending on February 17, 2018.
- (5) Includes approximately 93 dividend-equivalent restricted stock units accrued between March and December 2017.
- (6) The restricted stock units, granted on February 16, 2015, vest in four equal annual installments beginning on February 17, 2016.
- (7) Includes approximately 183 dividend-equivalent restricted stock units accrued between March and December 2017.
- (8) The restricted stock units, granted on February 15, 2016, vest in four equal annual installments beginning on February 17, 2017.
- (9) Includes approximately 391 dividend-equivalent restricted stock units accrued between March and December 2017.
- (10) These restricted stock units, granted on February 20, 2017, vest in four equal annual installments beginning on February 17, 2018.
- (11) Includes approximately 295 dividend-equivalent restricted stock units accrued between March and December 2017.
- (12) These restricted stock units, granted on February 19, 2018, vest in four equal annual installments beginning on February 17, 2019.
- (13) The options to buy, granted on February 19, 2018, vest in four equal annual installments beginning on February 17, 2019.
- (14) These restricted stock units, granted on February 20, 2017, vest in three equal annual installments beginning on February 20, 2018.
- (15) Includes approximately 1,081 dividend-equivalent restricted stock units accrued between March and December 2017.

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