

Brady Amy G.
Form 4
February 20, 2019

FORM 4

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

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

OMB APPROVAL

OMB
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(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)

02/17/2019

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) |
|---------------------------------------|---|---|--------------------------------------|---|--|--|---|
| Common Shares | 02/17/2019 | | M | 20,056 A | (1) 108,533 (2) | D | |
| Common Shares | 02/17/2019 | | F | 6,341 D | \$ 17.51 102,192 | D | |
| Common Shares | 02/18/2019 | | A | 32,800 A | (3) 134,992 | D | |
| Common Shares | 02/18/2019 | | F | 10,438 D | \$ 17.51 124,554 | D | |

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

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(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 Underlying Securities (Instr. 3 and 4) | | | |
|---|---|---|---|---|--|--|-----|--|--------------------|------------------|-------------------------------------|
| | | | | Code | V | (A) | (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Restricted Stock Units | (1) | 02/17/2019 | | M | | 4,684 | | (4) | (4) | Common Shares | 4,684 (5) |
| Restricted Stock Units | (1) | 02/17/2019 | | M | | 6,687 | | (6) | (6) | Common Shares | 6,687 |
| Restricted Stock Units | (1) | 02/17/2019 | | M | | 3,780 | | (8) | (8) | Common Shares | 3,780 |
| Restricted Stock Units | (1) | 02/17/2019 | | M | | 4,906 | | (10) | (10) | Common Shares | 4,906 |
| Restricted Stock Units | (1) | 02/18/2019 | | A | | 31,982 | | (12) | (12) | Common Shares | 31,982 |
| Option to Buy | \$ 17.51 | 02/18/2019 | | A | | 45,602 | | (13) | 02/18/2029 | Common Shares | 45,602 |

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

02/20/2019

__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 366 common shares acquired under the KeyCorp Amended and Restated Discount Stock Purchase Plan between June 2018 and February 2019.
- (3) These shares were received for no consideration upon the satisfaction of certain performance criteria underlying the performance share units granted on February 15, 2016.
- (4) The restricted stock units, granted on February 16, 2015, vested in four equal annual installments ending on February 17, 2019.
- (5) Includes approximately 141 dividend-equivalent restricted stock units accrued between March and December 2018.
- (6) The restricted stock units, granted on February 15, 2016, vest in four equal annual installments beginning on February 17, 2017.
- (7) Includes approximately 402 dividend-equivalent restricted stock units accrued between March and December 2018.
- (8) The restricted stock units, granted on February 20, 2017, vest in four equal annual installments beginning on February 17, 2018.
- (9) Includes approximately 341 dividend-equivalent restricted stock units accrued between March and December 2018.
- (10) These restricted stock units, granted on February 19, 2018, vest in four equal annual installments beginning on February 17, 2019.
- (11) Includes approximately 590 dividend-equivalent restricted stock units accrued between March and December 2018.
- (12) These restricted stock units, granted on February 18, 2019, vest in four equal annual installments beginning on February 17, 2020.
- (13) The options to buy, granted on February 18, 2019, vest in four equal annual installments beginning on February 17, 2020.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.