

KEYCORP /NEW/
Form 3
March 18, 2016

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
Expires: January 31, 2015
Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF 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 * | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Mago Angela G | | (Month/Day/Year) | KEYCORP /NEW/ [KEY] | |
| (Last) | (First) | (Middle) | 03/10/2016 | |
| KEYCORP, 127 PUBLIC SQUARE | | | 4. Relationship of Reporting Person(s) to Issuer | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | | | (Check all applicable) | |
| CLEVELAND, OH 44114 | | | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| (City) | (State) | (Zip) | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
| | | | (give title below) (specify below) | <input type="checkbox"/> Form filed by More than One Reporting Person |
| | | | Co-Head Corporate Bank | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Shares | 27,960 | D | |

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

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
| | Date Exercisable | Title | | | |

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| | | Expiration Date | | Amount or Number of Shares | | or Indirect (I) (Instr. 5) | |
|------------------------|---------------------------|--------------------|------------------|----------------------------------|--------------------|----------------------------------|---|
| Options to Buy | 07/21/2007 ⁽¹⁾ | 07/21/2016 | Common Shares | 3,896 | \$ 36.37 | D | Â |
| Options to Buy | 07/20/2008 ⁽¹⁾ | 07/20/2017 | Common Shares | 3,214 | \$ 36.2 | D | Â |
| Options to Buy | 07/25/2009 ⁽¹⁾ | 07/25/2018 | Common Shares | 5,000 | \$ 11.16 | D | Â |
| Options to Buy | 07/27/2010 ⁽¹⁾ | 07/27/2019 | Common Shares | 6,600 | \$ 5.55 | D | Â |
| Options to Buy | 07/27/2011 ⁽¹⁾ | 07/27/2020 | Common Shares | 3,646 | \$ 8.42 | D | Â |
| Options to Buy | 03/04/2012 ⁽¹⁾ | 03/04/2021 | Common Shares | 5,957 | \$ 9.26 | D | Â |
| Options to Buy | 03/02/2013 ⁽¹⁾ | 03/02/2022 | Common Shares | 13,709 | \$ 7.98 | D | Â |
| Options to Buy | 03/01/2014 ⁽²⁾ | 03/01/2023 | Common Shares | 5,352 | \$ 9.33 | D | Â |
| Options to Buy | 02/17/2015 ⁽²⁾ | 02/17/2024 | Common Shares | 3,612 | \$ 12.92 | D | Â |
| Options to Buy | 02/16/2016 ⁽²⁾ | 02/16/2025 | Common Shares | 15,011 | \$ 14.11 | D | Â |
| Options to Buy | 02/15/2017 ⁽²⁾ | 02/15/2026 | Common Shares | 62,850 | \$ 10.49 | D | Â |
| Restricted Stock Units | Â ⁽³⁾ | Â ⁽³⁾ | Common Shares | 4,213 | \$ ⁽⁴⁾ | D | Â |
| Restricted Stock Units | Â ⁽⁵⁾ | Â ⁽⁵⁾ | Common Shares | 4,616 | \$ ⁽⁴⁾ | D | Â |
| Restricted Stock Units | Â ⁽⁶⁾ | Â ⁽⁶⁾ | Common Shares | 14,982 | \$ ⁽⁴⁾ | D | Â |
| Restricted Stock Units | Â ⁽⁷⁾ | Â ⁽⁷⁾ | Common Shares | 18,204 | \$ ⁽⁴⁾ | D | Â |
| Restricted Stock Units | Â ⁽⁸⁾ | Â ⁽⁸⁾ | Common Shares | 21,299 | \$ ⁽⁴⁾ | D | Â |
| Restricted Stock Units | Â ⁽⁹⁾ | Â ⁽⁹⁾ | Common Shares | 77,447 | \$ ⁽⁴⁾ | D | Â |
| Deferred Shares | Â ⁽¹⁰⁾ | Â ⁽¹⁰⁾ | Common Shares | 2,196 | \$ ⁽¹¹⁾ | D | Â |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|--|---------------|-----------|---------|--------------------------|
| | Director | 10% Owner | Officer | Other |
| Mago Angela G KEYCORP 127 PUBLIC SQUARE CLEVELAND, OH 44114 | ^ | ^ | ^ | Co-Head Corporate Bank ^ |

Signatures

| | |
|--|---------------------|
| Carrie A. Benedict POA for Angela G. Mago | 03/18/2016 |
| <small>__Signature of Reporting Person</small> | <small>Date</small> |

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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) Vested in four equal annual installments, beginning on the date shown. These options have fully vested.
- (2) Vests in four equal annual installments, beginning on the date shown.
- (3) These restricted stock units vest in four equal annual installments. The first installment vested on March 1, 2014.
- (4) Each restricted stock unit represents the right to receive one KeyCorp common share at vesting.
- (5) These restricted stock units vest in four equal annual installments. The first installment vested on February 17, 2015.
- (6) These restricted stock units will vest in full on February 17, 2017.
- (7) These restricted stock units will vest in full on February 17, 2018.
- (8) These restricted stock units vest in four equal annual installments. The first installment vested on February 17, 2016.
- (9) These restricted stock units vest in four equal annual installments, beginning on February 17, 2017.
- (10) Deferred shares held in the Common Share account of the KeyCorp Deferred Savings Plan (the "Plan") are only distributable in accordance with the terms of that Plan, which is not a date certain. Contributions to the Common Share account of the Plan were frozen beginning in 2012.
- (11) Each deferred share represents the right to receive one KeyCorp common share at distribution.

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.