



innovating for economic mobility for everyone.

A relentless ally for social
impact in the community



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message from our CEO.



I'm pleased to present our 2019 CSR report, which documents Ally's social impact initiatives for the year and the programs, processes, and policies that help us embed environmental, social, and governance (ESG) focus and effort across our enterprise.

Before I get into the accomplishments and points of progress we made in the past calendar year, I want to take a moment to address the more recent and deeply disturbing social injustices we continue to see in our country.

Systemic racism has prevailed for far too long. At Ally, we have zero tolerance, and we proudly stand in solidarity with our Black and Brown teammates, customers, and communities. Discrimination based on an individual's skin color, sexual orientation, religious belief, or origin is in direct opposition to everything we stand for as a company.

Fostering inclusion, building understanding, and celebrating differences are core to our culture.

In support of this mission in 2019, 1,745 Ally employees signed the D&I Leadership Pledge: a personal oath that demonstrates their commitment to making the workplace and our community more inclusive. I also reaffirmed the CEO Action Pledge for Diversity & Inclusion, a commitment to advance workplace diversity and inclusion.

We believe all companies have a role in helping society move forward on these and other social issues that build inclusivity, promote equality, and grow equity. This is not a special project or initiative. It's who we are, and it is what's right.

Case in point: Last year was impact-making, and I am incredibly enthusiastic about the new high-water marks we set operationally, financially — and culturally. This is now our third CSR report, and it's almost impossible to quantify how much we have learned in such a short time and the extent to which it's motivated us to continue to strive to go even further for our neighbors.

In 2019, we continued to make significant strides in our primary corporate citizenship focus — economic mobility. A number of initiatives contributed to that success, including the launch of the Moguls in the Making program — a collective effort to help equip students at historically Black colleges and universities (HBCUs) with the skills needed to achieve economic success. As we continue to push ourselves on toward bigger and better ESG goals, we're even more focused on creating opportunities to help mobilize the next generation of entrepreneurs.

Throughout last year, we also challenged our team to Be Better — our new mantra to motivate Ally's giving back efforts to support our communities. And I'm proud to say that our teammates went above and beyond. Through charitable grants and sponsorships, the employee giving program, CRA efforts, and The Ally Challenge, Ally collectively donated approximately \$9.8 million to our communities. And Ally employees surpassed 33,000 volunteer hours, an increase of 57% over 2018.

Last year, Ally celebrated numerous anniversaries, including 100 years in the auto finance business, 10 years since the creation of Ally Bank, 20 years in corporate finance, and five years since our IPO. As significant as these milestones are, we're keenly aware that none of them could have been achieved without the support of our customers and communities. That's why we continue to push ourselves with the Ally culture as our foundation. It's built on three pillars: Do It Right, Tirelessly Innovate, and Obsess Over the Customer. It's also why we remain devoted to making a real and lasting difference in the lives of our customers and communities.

As we move forward with all of our programs in 2020 and beyond, we will continue to improve and report those results to all of our stakeholders. Thank you again for your support. I'm inspired by what we've already achieved together and look forward to continuing to push for even greater impact for our communities in the year ahead.

Jeffrey J. Brown
Chief Executive Officer



This report highlights our accomplishments from 2019, but we recognize that 2020 has brought about significant challenges for our customers, employees, and communities.

In response to the global COVID-19 pandemic, Ally launched a comprehensive set of financial support initiatives for our customers including deferred payment up to 120 days for auto and mortgage customers and the option to delay first payment for 90 days for new auto customers. We also committed \$3 million in financial aid to local communities and organizations and launched an employee relief fund to help workers who earn \$125,000 or less and are in need of financial assistance to support critical needs (including food, shelter, utilities, and childcare) that were not provided by or covered with any other Ally benefits.

In June 2020, as our communities took to the streets to speak out against racism, bigotry, and discrimination, we reaffirmed our own commitment to social justice and financial inclusion. At Ally, we believe racial injustice and inequity must be actively recognized, confronted, and addressed — not just today, but in all the days ahead. Our senior-most leaders and board of directors collectively pledged to our entire organization: We are committed to doing our part to help our nation and communities heal and build a future where differences are heard, valued, and celebrated.

Our support of near- and long-term strategies to address racism and promote financial social inclusion, such as building economic mobility to address generational poverty, will continue to grow through financial resources, as well as the energies of our active and committed employee population.

You can learn more about these commitments in the Ally newsroom (media.ally.com).

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“The only way we permanently disrupt the flaws in our system is by each individual making the commitment to change now and after the headlines grow less frequent.”

Jeffrey J. Brown
Chief Executive Officer

highlights from ally's 2019 csr report.

- We continued to build on our social impact commitment, “Innovating for Economic Mobility for Everyone.” Ally, its employees and The Ally Challenge collectively donated \$9.8 million to a range of nonprofit organizations and causes through charitable grants, sponsorships, our employee giving program, and Community Reinvestment Act (CRA) efforts.
- Ally deployed approximately \$1 billion into our communities through various loans and investments that supported affordable housing development and preservation, local nonprofit partnerships, and financing for small businesses.
- We continued to build a culture that sets Ally apart. Our Employee Resource Group (ERG) participation increased to include more than 3,000 employees (up ~20% from 2018), representing more than one-third of our total employee base and our colleagues volunteered more than 33,000 hours in the community, an increase of more than 57%.
- We launched FutureFest, Ally’s first enterprise-wide innovation competition seeking ideas to help us Be Better and encouraging everyone at Ally to think critically, creatively, and collaboratively for the future. The inaugural event was an overwhelming success, with more than 10% of Ally employees submitting unique and thoughtful ideas to ensure our brand remains synonymous with innovation.
- We were included on several “Best Place to Work” lists and received a perfect score on the Human Rights Campaign’s (HRC) Corporate Equality Index for the third straight year, earning the designation as a Best Place to Work for LGBTQ Equality. The HRC index is regarded as the nation’s premiere benchmarking tool for LGBTQ workplace equality.
- More than 20% of the Ally team signed the D&I Leadership Pledge, joining CEO Jeffrey J. Brown who reaffirmed the CEO Action Pledge for Diversity & Inclusion in 2019. These pledges are a united commitment to advance workplace diversity and inclusion.
- Ally celebrated 100 years in Auto Finance, 10 years of Ally Bank, 20 years in Corporate Finance, and five years since our IPO. Ally Bank grew to more than \$120.8 billion in total deposits and our Auto Finance business originated \$36.3 billion in consumer financing and leases.



about this report.

Ally Financial Inc. (also, together with its subsidiaries, referred to as Ally) is pleased to share our 2019 Corporate Social Responsibility (CSR) Report. This report showcases how we serve as relentless allies to create positive social impact.

This report details Ally's environmental, social, and governance (ESG) initiatives throughout 2019. It was compiled by our Social Impact Squad, a cross-functional team that gathered data and engaged colleagues in conversation across the organization to document our ESG impact.

Ally's CSR efforts, as well as this reporting process, have been guided by international ESG standards, including those of the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB). The initiatives described in this report embody Ally's vision, social impact framework, and organizational culture.

Ally's commitment to ESG impact lives beyond the pages of the CSR report. We are committed to Do It Right for our customers, colleagues, communities, and shareholders, who, along with sound business practices, make us who and what we are.



For additional information regarding this report and its contents, please visit our website at ally.com or contact GivingBack@ally.com.



forward-looking statements and defined terms.

This Corporate Social Responsibility Report and any 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 targets and expectations for future plans or programs.

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.

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. The term “partnerships” means business arrangements rather than partnerships as defined by law.



**company
profile.**

ally financial at a glance – brand and culture.

Ally is a leader in digital financial services with assets of \$180.6 billion (as of December 31, 2019). We began with a vision of being a consumer-first brand, operating differently than traditional brick-and-mortar financial institutions. Ally's story is one of resilience, which helps shape our brand and culture.

The Ally Brand

Since Ally was reinvented in 2009-2010, our brand has been an important differentiator that's been carefully cultivated. In 2019, we achieved all-time high brand awareness, had a 91%+ customer satisfaction rate, and doubled brand value for the second year in a row, for which Brand Finance recognized Ally as the third fastest growing U.S. banking brand.

Our well-respected brand emphasizes our relentless focus on our customers and is centered around three pillars:

- Do It Right
- Tirelessly Innovate
- Obsess Over the Customer

All of our efforts for stakeholders are measured against these core tenets.

- **For our customers:** We deliver innovative products and services to give them the confidence and freedom to make positive financial choices.
- **For our shareholders:** We are focused on driving long-term value.
- **For our employees:** We cultivate a working environment and culture that embraces diverse talent and unique perspectives, where colleagues feel valued as individuals and team members.
- **For our communities:** We are relentless allies for social impact, focused on building economic mobility to improve well-being for individuals, families, and communities.



the ally culture.

Ally's culture is who we are — a team that works with integrity. We work hard. We give back. We influence one another. All 8,700* of us.

Since 2012, our LEAD core values have been at the heart of our culture:

- L** **Look externally:** We're focused on innovation and strive to meet the needs of our customers by anticipating changes and responding quickly.
- E** **Execute with excellence:** Good enough is never enough. We continually look for ways to improve and to do things better.
- A** **Act with professionalism:** We operate with integrity, hold each other accountable, treat others with respect, and embrace diversity and inclusion.
- D** **Deliver results:** We're driven to win for our customers. We measure our performance not only by our success, but also by how we achieve it.

In 2019, our strong, purpose-driven culture was reflected in a number of ways, including a significant increase in ERG participation amongst our team — up almost 20% to more than 3,000 Ally team members.

And because we believe in order to be an ally to our customers, we need to also position our employees for a bright future, several new programs, processes, and policies were introduced in 2019. These include student loan debt repayment assistance, monthly 529 savings plan contributions, and enhanced tuition reimbursement. Our employees are the foundation of our culture, and we strive to create an environment where they can thrive both inside and outside of the workplace.



As Ally CEO Jeffrey J. Brown reminds us,
“Our culture is the backbone of our company and sets us apart. We are purpose-driven and that is reflected in our commitment to work with integrity, accountability, and uphold our LEAD core values in the workplace and in the community.”



*Total represents Ally employees at the end of 2019



**an ally for
inclusion.**

q&a with ally's chief diversity officer, reggie willis.



In 2017, Reggie Willis spearheaded the launch of our Diversity and Inclusion efforts and two years later was named our first Chief Diversity Officer. As an organization, we understand the importance and value of elevating diverse voices within our organization. As we embark on this next chapter of our organization's diversity and inclusion (D&I) efforts, we asked Reggie to share some of his thoughts on Ally, D&I, and what's next.

What brought you to Ally?

When I first joined Ally, I had worked with many on its leadership team at my previous position at a different financial institution. I had experienced and understood the culture they were endeavoring to build (and already succeeding with) at Ally. I wanted to be a part of that.

In the almost 10 years I've been with Ally, I've seen every corner of this organization and am proud of the diverse and inclusive culture fostered throughout all business lines and functions. I am beyond honored to lead the charge to build on these successes and ensure these values continue to be at the core of Ally's culture.

What does diversity and inclusion mean to Ally?

In 2016, Ally began an organized and concerted effort to establish diversity and inclusion within our organization. That really started with inclusion and the belief that if we build an environment where people have a sense of belonging and feel like their opinions really count, we would also create a culture that lends itself to diversity.

Our mission now is to weave that diversity and inclusion strategy into all of the human capital work that we do as an organization. Whether that's our mentorship program or sponsorship opportunities, we want to be certain that from the time someone joins the Ally team, this critical piece of our culture is crystal clear and accessible to all.

By bringing together people with different backgrounds and perspectives, genders, ethnicities, and races and creating an atmosphere of equal opportunity and inclusion, we know we'll not only attract — but also retain — a diverse team.

Global events in 2020 have reaffirmed the need for this strong focus on D&I. As we watched our communities protest and demand social justice, we, like many organizations, have taken a hard look at our own culture and practices. We recognize that our efforts need to be direct and purposeful for Black and Brown communities, while also maintaining a balanced approach where everyone is welcomed. The question we asked ourselves: How do we act more effectively on those principles?

That starts with creating the space to have courageous conversations and giving our teams the chance to speak, listen, and learn as we navigate these difficult discussions. We must also take a critical look at ourselves. We know that to affect real change, we need to do more than just talk about the issues — there must be action. As an organization, we are working to enact policies, practices, and products to give our teams the tools they need.

One step we're taking is helping our team members explore unconscious biases. By empowering our employees and being conscious of the role we've played as an organization, we hope to create real change both within our organization and our communities.

How is Ally prioritizing diversity and inclusion for its employees?

This starts at the top where our CEO Jeffrey Brown (JB) has set the tone — early and often. He continues to make our values as an organization known and is out front with how we stand for what we believe in.

That goes all the way back to his statements about the Charlottesville protests and the more recent events of 2020, categorically denouncing racial injustice. JB continues to be a driving force, making sure that when we think about inclusion, we continuously push ourselves to be better.

And these are not just things we talk about. We put them into practice and measure our action through engagement surveys and programming to make sure our teams have opportunities to engage, and continually adjust our approaches to push ourselves to Be Better for our teams. We're also committed to making sure our employees have access to leadership and are heard.

That commitment to listening guided our focus for 2019 and we acted in a more deliberate manner about engagement with diverse partners. This includes a new relationship with the Association of Latino Professionals for America, engaging with more veterans organizations, and finding strategic partners for employees with disabilities.

How is Ally promoting diversity and inclusion within its communities?

We are always looking for new opportunities to support our communities where we live and work. Whether that's through events or partnerships with local organizations, Ally's communities are critical to who we are as an organization.

Last year, we continued to deepen our relationship with the Thurgood Marshall College Fund (TMCf) through a number of programs, including the launch of Moguls in the Making, and our \$1 million donation to Smithsonian's National Museum of African American History and Culture. TMCf also honored Jeffrey Brown as its CEO of the Year, and we were thrilled to welcome 12 TMCf students to the Ally team as both interns and full-time employees.

We couldn't do any of this without our employee resource groups (ERGs). They are our feet on the street and key to how we engage the community. In 2019, our ERGs supported numerous projects and events, including:

- Efforts for the LGBTQ community, such as Ally-sponsored pride parades in all our locations
- Participation in Autism Speaks walks
- Veteran support, including veterans' parades in many of our locations
- Back-to-school drives to collect supplies and funding for local schools and teachers
- Dragon boat races to amplify the importance of diversity within our organization while engaging our communities

What is Ally's vision for the future of diversity and inclusion within its organizations and larger communities?

We are certainly proud of the progress we made in D&I in 2019, but we also understand we have a long way to go. Holding ourselves accountable is the only way we'll continue to grow as an organization and a community.

In 2020 and beyond, we will continue the push to make sure financial social inclusion is front and center in our conversations. We won't just engage in dialogue, but take meaningful actions.

We believe these goals will keep us on course to continue to prioritize D&I within Ally and our communities:

- Continue to build upon our existing diversity and inclusion programs
- Introduce line of business and functional champions as an extension of the D&I team to align our values with business strategy
- Expand on opportunities for inclusion with the development of networks to connect those with shared experiences
- Broaden analytics and reporting to allow for greater transparency on our continued journey for inclusion and belonging

We are proud of our work to promote diversity and inclusion, supplier diversity, employee development and address economic mobility in our communities, but know we can and must do more. We don't have all of the answers, but we are committed to being a part of the solution. As we listen and learn, we will continue to evolve our approach and strategy and look forward to engaging our employees and communities to Be Better.



**social impact
framework.**

why social impact is important to ally.

As a digital-only bank, Ally seeks to be accessible to everyone, providing financial products fairly and transparently. We strive to improve people's lives by promoting economic mobility in the communities we serve through our customer services, philanthropy, strategic investments, and our volunteer efforts.

In 2018, we turned our attention to the devastating persistence of intergenerational poverty in the United States and in the years since, have expanded our efforts to focus on this disturbing inequity. Our economic mobility initiative includes three core focus areas:

- Affordable Housing
- Digital Job Training and Workforce Preparedness
- Financial Education

How We Implement Our Social Impact Commitment

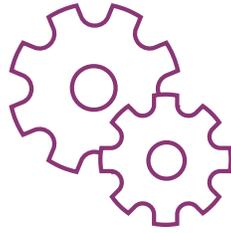
To implement our social impact commitment, we first spoke to internal stakeholders to learn about their perspectives and experiences with ESG issues and their interactions with external stakeholders. This knowledge has and continues to be critical in identifying and providing solutions for the social, economic, and environmental challenges that affect our communities.

We then assessed ESG material issues (those that could affect key internal and external stakeholders) to ensure we are focused on the areas of highest relevance and

importance to our business and our stakeholders. Those four key issues are:

- *Economic mobility*
- *ESG disclosure*
- *Diversity and inclusion*
- *Governance*





Next, we worked with Ally's Social Impact Squad to set goals for improving our ESG commitment. From there, we developed a Social Impact Framework to build upon baseline goals and data identified in our first CSR report in 2017. This framework structures our social impact initiatives around four pillars (which are grounded by strong governance policies and practices):

- Communities
- Customers
- Employees
- Environment

Every year, we measure, report, and analyze our results and refine our goals as needed. In 2018, we adapted those goals to better align with the international ESG reporting standards and frameworks of the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards Board (SASB).

A Content Index can be found in the appendix of this report for easier ESG data identification by stakeholders. For a more in-depth discussion of both our Social Impact Framework and our ESG material issues, see pages 15 to 18 of our 2017 CSR report at ally.com/about/social-impact.



“Ally Financial intends to continue to evolve the process of identifying, implementing, and reporting on ESG priorities over time, including development and measurement of specific goals within each of the Social Impact Framework pillars.”

Jacqueline Howard
Senior Director of Corporate Citizenship



community.

social impact — elevating people and communities.

Consistent with our mission to be a true ally to our communities, in 2019 Ally deepened its commitment to helping people achieve their financial dreams through economic mobility. This included a collective \$9.8 million donated by the Ally team through grants, sponsorships, employee giving, and our community reinvestment act (CRA) efforts. Ally also deployed approximately \$1 billion into our communities through loans and investments.

Defined as the ability of an individual, family, or other group to improve their economic status, usually measured by income, our economic mobility strategy focuses on three core areas:

- Affordable Housing
- Workforce Preparedness/Digital Job Training
- Financial Education

Our commitment is more than just throwing dollars at societal problems. It's about connecting, collaborating, and working with the community, colleagues, and customers to provide greater access to opportunities and resources that reduce barriers to economic mobility and improve economic circumstance.

At the heart of our initiatives is a commitment to Do It Right for our society. Our actions and initiatives educate, disrupt negative cycles, encourage positive behavior, and will help end generational poverty.



“This year, we shifted our mindset and approach to year-round giving and a more refined focus on economic mobility and the results were incredible: a 57% increase in volunteer hours and \$9.8 million donated.”

Jeffrey J. Brown, CEO
Chief Executive Officer

Ally at a Glance:

Ally Corporate Grant and Sponsorships to 501(c)(3) organizations in 2019

Focus Area	% per Focus Area
Financial Education/ Education	30%
Community Services*	55%
Affordable Housing	5%
Digital Job Training/Workplace Preparedness	10%
Grand Total	100%

*Community Services accounts for 55% of grants or \$3.2MM, of which nearly 50% came from The Ally Challenge.

Employee Giving: Ally encourages employees to give back volunteering and donations, matching up to \$10,000 for group activities and \$1,000 for individual activities. In 2019, Ally employees rose to the occasion with:

- \$571,000 donated and nearly \$430,000 matched by Ally
- More than 33,000 hours of volunteer time and \$656,500 match from Ally through our Give Your 8 challenge, which encourages employees to use 8 hours of Volunteer Time Off (VTO) annually. Compared to 2018, our 2019 efforts resulted in:
 - 7% increase in employee participation
 - 10% increase in the number Giving Back events
 - 17% employees logged at least 8 hours
 - 57% increase in total volunteer hours
 - 45% employee giving participation

• Diversity – ERGs contributed their time and resources with:

- 125 team events
- 5,137 hours
- 22% participation

A substantial aspect of our economic mobility commitment is Ally's Community Reinvestment Act program which works to support underrepresented communities in gaining access to affordable housing, opportunities for economic growth, and access to critical community services such as food, healthcare, and education. Ally Bank's Community Reinvestment Act program has a current rating of "Outstanding" from the Federal Reserve Bank of Chicago.



Our specific CRA loans and investments to support our commitment to economic mobility include:

affordable housing.

In 2019, we invested close to \$600 million in affordable housing initiatives that build, preserve, or rehabilitate our nation's housing inventory. As part of these efforts, Ally committed \$20 million to SDS Supportive Housing Fund ("SDS Fund"), a first-of-its-kind community impact fund designed to address California's homelessness crisis. SDS Fund will build permanent supportive housing for the homeless while revitalizing some of California's most distressed communities through a collaborative partnership with local African-American churches, government agencies, and nonprofit organizations.

Ally also made a \$35 million low-interest loan to provide financing to housing developers for the purpose of constructing multi-family housing in rural areas. Often these communities struggle to construct new housing or rehabilitate existing housing stock due to high costs and lack of investment. The new developments will qualify for low-income tax credits that will increase access to new affordable housing.



small business.

Ally is committed to helping small businesses gain access to capital to support job creation and economic growth. In 2019, we provided more than \$50 million to financial intermediaries that invest in small businesses allowing them to thrive and grow. That included a \$5 million investment in Huntington Capital (now HCAP Partners), a licensed Small Business Investment Company investment fund.

HCAP provides debt capital to small- and medium-sized businesses mostly focused in the healthcare, IT, and business services industries and is recognized as an Impact50 fund for its intentional impact strategy known as the Gainful Jobs Approach. It works with portfolio companies to assess existing job quality standards and identify and implement workplace initiatives aimed at creating and maintaining high quality jobs that promote upward mobility (e.g., paid sick days, retirement options, educational benefits, advancement opportunities).

Ally also made a \$20 million investment into Kickstart Seed Fund's (KSF) fifth investment fund, a community development venture capital fund. KSF invests in seed-, early-, and growth-stage companies, and has been a catalyst in building Utah's small business ecosystem since 2008. Since then, they've made more than 100 investments into companies that employ approximately 5,000 people. KSF is also building the next generation of young investors with an educational program targeted to Utah's college students.

community development.

In 2019, Ally provided more than \$350 million in community development loans that financed housing developments, schools, and other public facilities that serve local communities. Community development investments included more than \$5 million in loans issued by Ally Bank that will help revitalize a distressed area in downtown Salt Lake City. This funding will be used to construct a new nonprofit facility for Spy Hop, an organization committed to mentoring young people in the digital media arts to help them find their voice, tell their stories, and be empowered to affect positive change. Ally Bank also made a multi-year grant to Spy Hop's capital campaign.

In 2019, Ally also participated in a \$9.9 million new markets tax credit leveraged loan and a \$2.2 million real estate loan for the construction of a new public library in Kearns, Utah. The new building will replace the existing outdated 54-year-old library and will include free public access to Wi-Fi and computers, Spanish-language services, and free meeting space that will be offered to both individuals and organizations of the community.



Community Standout Stories 2019

Last year, we were proud to be a part of an incredible number of initiatives to support our neighbors and communities where we work and live. We've selected a few of the year's highlights here:

moguls in the making.

Ally teamed up with entrepreneur and entertainer Big Sean and the Sean Anderson Foundation, along with the Thurgood Marshall College Fund (TMCf), to launch Moguls in the Making, an entrepreneurial competition for students at historically Black colleges and universities (HBCUs). Fifty students were selected to participate in the weekend-long event in Detroit that included a pitch competition and significant time spent learning financial acumen.

- More than 500 students from HBCUs across the country submitted applications
- 50 students were selected from 10 HBCUs
 - Alabama A&M University, Florida

A&M University, Elizabeth City State University, Howard University, Jackson State University Morgan State University, North Carolina A&T State University, Norfolk State University, Tennessee State University, Virginia State University

- Internships were offered to all 50 students at the end of the program
 - Ally hired 16 interns in 2019 (15 summer, 1 fall)



national museum of african american history and culture.

In October 2019, Ally announced a donation of \$1 million to the Smithsonian's National Museum of African American History and Culture. We were also thrilled to have 24 students from the TMCF 18th Annual Leadership Institute join us for the official check presentation, which included a learning session on design thinking and a tour of the museum.

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“Championing diversity and inclusion is a cornerstone of our culture at Ally and at the foundation of what it means to Do It Right. An important part of this includes education and an understanding of the rich fabric of diversity. The National Museum of African American History and Culture tells the story of America through the lens of black history and culture, and we are proud to be able to help support them in that mission.”

Jeffrey J. Brown, CEO
Chief Executive Officer



the ally challenge.

The 2019 [Ally Challenge](#), our annual fundraising golf tournament, was one for the record books with the support of more than 150 Ally volunteers who raised \$1.5 million to support United Way of Genesee County, Habitat for Humanity, and other Michigan charities.

- Money Magic shows and “Planet Zee and the Money Tree” readings for nearly 1,500 students in Genesee County Area
- A Wallet Wise credit session with teens at the Boys & Girls Club of Greater Flint and 40 brand new bikes
- More than 60 Ally employees volunteered with Habitat for Humanity
 - Construction of mix-used property
 - Demolition of vacant home



affordable housing in charlotte, n.c.

In January 2019, Ally, in partnership with Bank of America and Barings, announced a [combined investment of \\$70.75 million](#) for affordable housing in Charlotte and the surrounding community. The initiative is the largest private-public project of its kind in the area, and our hope is it will incentivize other businesses to make similar investments. Over the past two decades, this part of the country has experienced explosive growth, driving housing costs up and causing a shortage of affordable housing for working families.

“

“As the Charlotte economy has grown, low- to moderate-income families have to pay a disproportionate percentage of their take-home pay for decent housing in safe and stable neighborhoods. We’re excited to be a part of these important first steps, along with Bank of America and Barings, to increase affordable housing here in Charlotte and improve visibility for this important initiative.”

Jeffrey J. Brown, CEO
Chief Executive Officer



code to success with the boys & girls clubs.

Last summer, we welcomed a new group of campers to “Code to Success.” Our continued partnership with Success in Education, a foundation created by the Garff Automotive Group, provides grants to local Boys & Girls Clubs in Charlotte and Detroit to teach underserved high school students the basics of computer programming. During the six-week course, 21 students learned to write code for websites and apps and furthered their interest in information technology, giving them a foundation for relevant, real-world job skills.

“



“Programs like Code to Success help prepare kids who might not otherwise have the resources or support for the tech jobs of the future. Exposure to career opportunities at a young age can help improve intergenerational poverty – with resources and support, our youth are more likely to pursue educational opportunities, gain employment, and move out of poverty.”

Jacqueline Howard
Senior Director, Corporate Citizenship

our economic mobility signature program with local initiatives support corporation.

In December 2019, we teamed up with the Local Initiatives Support Corporation (LISC) to provide budding entrepreneurs and prospective homeowners with the financial skills and resources they need to achieve their goals. The program represents a three-year, \$3 million commitment to fuel entrepreneurship and homeownership, focusing particularly on people who might not otherwise have access to the capital and support they need to succeed.

The new initiative will fund a bundled set of financial and business coaching services for an estimated 4,400 people in Charlotte, Detroit, Jacksonville., and Philadelphia. It is structured to help people with low-to-moderate incomes stabilize their financial outlook, build their assets, and strengthen their communities.

“

“This partnership with LISC gets to the heart of Ally’s Corporate Citizenship efforts: building economic mobility and addressing inequality in the communities where we live and work. As a digital financial services company, Ally is in a unique position to give program participants a hand up to get their lives on a more stable path.”

Alison Summerville
Business Administration Executive and Head of Corporate Citizenship

financial education.



Through our community initiatives, we strive to give our neighbors the tools they need to meet their financial goals. Many of our efforts have been ongoing for years:

- **Wallet Wise:** Free online courses and live events to improve financial literacy and help everyone master their finances.
 - More than 22,800 sessions for more than 127,800 participants since 2011
 - More than 7,400 participants joined nearly 260 Wallet Wise sessions in 2019
- **Money Smart Week (MSW):** A national public education program coordinated by the Federal Reserve Bank of Chicago to empower people with the key financial pillars of saving, spending, borrowing, and planning.
 - Second year as national sponsor of MSW Kids Read program
 - Distributed 21,000 Ally-branded copies of “Count on Pablo” to students in Georgia, Indiana, Iowa, North Carolina, and Wisconsin
 - Sponsored MSW Michigan Money Magic Shows that were presented to 9,000 underserved kids

2019 community impact awards and recognition.

- Corporate Partner of the Year for the Detroit Public Schools Foundation
- Thurgood Marshall College Fund CEO of the Year

Goals

In our 2017 and 2018 CSR reports, we identified the following community goals:	We are enthusiastic to report the progress made in 2019:
Identify a new signature program in 2018 and introduce it by 2019 to demonstrate significant social impact focused on economic mobility.	We announced our national partnership with the Local Initiatives Support Corporation (LISC) to develop programs that provide aspiring entrepreneurs and prospective homeowners in under-resourced communities in Charlotte, Detroit, Jacksonville, and Philadelphia with financial skills and resources to build assets toward achieving their goals.
Increase employee volunteer hours to 40,000 hours by 2020.	To shift our employee giving to a more year-around approach, we launched the Give Your 8 Challenge. Already, Ally employees volunteered more than 33,000 in 2019, making significant progress towards our goal.
Enhance student participation for “Planet Zeee and the Money Tree” by 10%.	In 2019, we continued helping students to learn about good money habits with Planet Zeee readings percent and began the expansion of our financial literacy content for children, including additions to the Adventures in Money series.

what's next.

To build on our progress in 2020, we are committed to:

- Establishing a corporate foundation
- Under our CRA program Ally will continue to commit about \$1 billion annually to meet community needs while promoting affordable housing, economic development, and community stabilization and revitalization. Ally will further social justice and address disparate systems and policies through an intentional approach to its philanthropy, volunteerism, board service, and CRA initiatives including loans, investments and partnerships





customers.

a relentless ally for your financial well-being.

With more than a century of experience under our belt, we've learned many valuable lessons. But the one that has always been — and will always be — most important to us: nothing matters more than helping our customers achieve their financial goals. We're committed to delivering innovative products and services that give our customers the confidence and freedom to make positive financial choices and a real difference in their own lives and the lives of those around them.

That's why we offer award-winning online banking, rewarding credit and lending experiences, leading auto financing products and services, and a growing wealth management and brokerage platform. As the country's leading branchless digital bank, Ally seeks to be accessible to everyone, and we strive to improve people's lives by emphasizing the importance of economic mobility.

Ally at a Glance

In 2019, we focused on helping our customers reach new heights throughout all of our lines of business:



Retail Banking

Approximately \$103.7 billion in retail deposits.*



Auto Finance

Financed nearly 1.4 million vehicles through our relationships with more than 90% of franchised automotive dealers across the country*



Insurance

Total written premiums up 12% to \$1.3 billion



Home Loans

Posted \$2.7 billion of direct-to-consumer originations in 2019, more than four times the origination volume in 2018



Invest

- Grew self-directed trading accounts by 15%
- Removed most trading commissions, which makes investing more affordable.
- Launched a robo managed portfolio with zero advisory fees, removing a barrier that holds people back from investing



Corporate Finance

Total net financing revenue increased 17% to \$239 million

*As of December 31, 2019

customer standout stories 2019.

Our focus on economic mobility compels us not only help our customers reach their financial goals, but also to do our part to support innovation and give our customers the educational tools they need. In 2019, Ally worked with many incredible organizations to push ourselves even further. We've included many of the highlights here:

Investing in Innovation

A critical piece of driving innovation in financial services for our customers is investing in the future of finance. At Ally, we do that in a number of ways – from investments in promising startups and rapid product ideation and prototyping, to supporting forward-looking organizations and sharing our time and resources with our customers and communities.

In 2019, Ally invested in a number of companies working on the leading edge of transformation in the financial realm, including:

- **Better.com:** A direct lender dedicated to providing a fast, transparent digital mortgage experience.
- **Status Money:** A personal finance management company that lets users anonymously compare finances using peers as a benchmark.
- **Lively:** A modern Health Savings Account (HSA) platform for employers and individuals.
- **Canapi Ventures:** A venture capital fund that invests in companies that are at the forefront of financial services innovation.

The Ally team works to bring innovation opportunities into our communities through a variety of initiatives, including our TM Studio in Ally's Charlotte community.

TM Studio

Ally teams regularly rotate through this innovation incubator for rapid design and prototyping of new consumer banking concepts. After launching in 2018, we recognized the need to expand this space in 2019. The additional square footage provides us with more collaboration space and served as a workspace for many Class of 2019 summer interns.



Ally also supports innovation as a member of numerous organizations working to drive innovation and advancements in financial services, including:

Plug and Play

This accelerator program and innovation platform connects some of the best technology startups with the world's largest corporations. Through our partnership, we're able to identify commercial opportunities and investments at earlier stages of development and stay ahead of the innovation curve. Learn more at plugandplaytechcenter.com.

The Partnership for NYC

This nonprofit organization works together with the government, labor, and nonprofit sectors in New York City to promote economic growth and maintain the city's position as a global center of commerce and innovation. As a member, Ally works with other financial services companies with offices in New York City as part of the [FinTech Innovation Lab](https://www.fintechinnovationlab.com), which is run by the Partnership Fund for NYC & Accenture. Learn more at pfnyc.org.

Carolina Fintech Hub

As an anchor member of this nonprofit organization, Ally supports its mission to promote fintech companies and talent to grow the ecosystem, making the Carolina region a global fintech destination. As part of the Workforce Investment Network (WIN) program, Ally and other Carolina Fintech Hub anchor partners have teamed up with community and national leaders to create new pathways for untapped talent to find great work in technology. In 2019, Ally hired three associates and made a commitment to hire additional people in 2020. Learn more about this organization's work in Charlotte and beyond at carolinafintechhub.org.

We also understand the of our communities and customers in driving innovation in financial services. In 2019, Ally organized and participated in many initiatives meant to inspire and support innovation in our communities, including:

girls who count.

In the spring of 2019, Ally hosted about 100 young female “mathletes” from local Charlotte area high schools at a recognition luncheon celebrating National Pi Day (March 14 or 3.14). Many of Ally’s female executives were in attendance, including Di Morais President, Consumer & Commercial Banking Products at Ally Bank, and the celebration featured a stellar speaker lineup including Charlotte Mayor Vi Lyles, personal finance expert Jean Chatzky, and Joylette Hylick, the daughter of former NASA mathematician Katherine Johnson, whose historic career was featured in the Academy Award-winning film “Hidden Figures.”



“

“The Girls Who Count celebration is Ally’s way of encouraging young women to continue pursuing their passion for math and developing their skills so they’ll be prepared to explore multiple career paths and take control of their financial futures.”

Diane Morais
President of Consumer and Commercial
Banking Products

random acts of rightness.

This Ally initiative is focused on giving back to our local communities. Every month, we look for opportunities to support customers and community members. We’ve surprised customers with awards (and an extra \$500, just to say thank you), helped a local Girl Scout troop attend a robotics competition, fulfilled technology requests for teachers in Charlotte and Detroit, and more.

ally + monopoly®.

Through our 2019 Monopoly game, we promoted financial literacy in a fun and engaging way by turning six American cities into a live augmented reality board game (complete with a chance to win \$50,000 in cash, a new Jeep® Wrangler, and other prizes totaling \$1 million). Through this campaign, Ally donated \$110,000 to Junior Achievement USA \$50,000 to the Junior Achievement of Southeastern Michigan, located in Detroit) and \$15,000 each to chapters in Charlotte, Chicago, Dallas, and New York City.



“

“Ally + MONOPOLY® is part of our ongoing strategy to make the ‘money talk’ less intimidating – giving people the confidence to talk about saving and spending, making investments, buying a home, and how to recover if they have a financial stumble.”

Andrea Brimmer
Chief Marketing and Public Relations Officer



driving change.

Car ownership can be a huge hurdle on the road to achieving economic mobility. We work tirelessly along with our dealer customers to create a smoother path for consumers and in 2019 we were thrilled to introduce a number of initiatives focused primarily on Ally Auto, including:

Disaster Relief

Hurricanes, wildfires, and the government shutdown all created serious challenges for many Ally Auto retail customers in 2019. For customers who were financially impacted, we offered assistance through payment extensions, rewrites, fee waivers, and more. In total, Auto Servicing processed just over 10,000 total extensions for special programs in 2019:

- 62% of the volume was from the government shutdown in Q1.
- 32% of the volume was between September and November for Hurricane Dorian assistance.
- About 5% of the volume was from all other programs combined including Hurricane Barry and the California wildfires.
- Ally Auto completed 8,788 rewrite modifications in 2019, up 29% from 2018.

Jimmie Johnson Foundation and Hendrick Motorsports

Since we began sponsoring the Hendrick Motorsports' No. 48 NASCAR car, we've collaborated with its superstar driver, Jimmie Johnson on a number of community projects. Leading the pack is Ally Fueling Futures, where we introduced local students in North Carolina and Michigan to career opportunities in engineering, marketing, automotive tech, computer science, and personal finance. In May 2019, we also lent a hand as Johnson honored our nation's military heroes with a military-themed tribute to Army Sgt. Richard Donlan, who died in combat during the Vietnam War.



"For as far back as I can remember, my parents instilled a certain framework for my brothers and me. It was all about maintaining a solid grade point average in school and handling our responsibilities around the house. I'm so thankful they did and today, I instill the same values in my daughters. I'm so impressed with Ally's Fueling Futures initiative and proud to be a part of a program that gives back to kids in the community, teaching them important life skills."

Jimmie Johnson
Seven-Time NASCAR Champion

Auto Leadership Academy in Nashville, Tenn.

In 2019, dealers gathered in Nashville at the Ally Auto Leadership Academy (AALA) for a week long of educational and development experience. Since the program also focuses on giving back to local communities, Ally colleagues teamed with dealer participants in a charitable giving event. Together they built 40 wagons, which Ally then donated to the Boys & Girls Club of Nashville, along with an additional \$5,000 donation.

2019 TIME Dealer of the Year

Together with TIME magazine and the National Automobile Dealers Association (NADA), Ally bestowed the honor of TIME Dealer of the Year on John Alfirevich of Apple Chevrolet in Tinley Park, Ill., continuing our nearly decade-long partnership with TIME. As part of the honor, Ally gave \$10,000 to the charity of Alfirevich's choice, as well as \$5,000 to the nonprofits selected by the four finalists and the state Automotive Trade Association Executive who nominated the Dealer of the Year recipient. And in recognition of their achievements and generosity, Ally donated \$1,000 to the charities of choice for all 51 nominees for the award. For more information, please visit allydealerheroes.com.



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“After 100 years in the auto business, we’ve witnessed a lot of change in the industry. One thing has never changed – the significant impact dealers have on their communities. I’m proud to recognize John and all the nominees for their dedication to their employees and communities, exemplifying how to “Do it Right” every day in their dealerships.”

Doug Timmerman
President of Ally Auto

“ally sees her” award.

In July 2019, we presented our second annual Ally Sees Her Award, along with the National Association of Minority Auto Dealers, to recognize emerging minority women leaders at auto dealerships. The 2019 honor went to Amber L. Martin of the Martin Management Group in Bowling Green, Ky., in recognition of her dedication to giving back to her community and her leadership in promoting the next generation of minority dealers.



2019 banking business awards.



Bankrate: Best Online Bank



GoBankingRates: Best Online Bank



Kiplinger's Personal Finance: Best Internet Bank



MONEY® Magazine: Best Online Bank



NerdWallet: Best Banks List



Mintel: Human Touch on Mortgages and Loans



MagnifyMoney: Top Online Bank

MagnifyMoney: Best Overall Bank

goals.

In our 2018 CSR reports, we identified the following customer goals:	We are enthusiastic to report the progress made in 2019:
Grow customer emotional attachment to Ally by 10% and be a top 5 bank in customer emotional attachment as measured by E-Score Brand.	Emotional Connection grew 14% between Q2 2018 and Q1 2019, reaching 79%, putting Ally among the top 30% of all brands measured and making Ally a Top 3 bank in customer emotional support.
Deepen relationships with automotive associations – NADA, NAMAD, AFSA – and associations for auto manufacturer minority dealers to improve and further the reach of programs aimed at helping improve financial awareness and economic mobility, especially for diverse groups, women, and children.	Continue support of Ally Sees Her Award with \$10,000 sponsorship commitment and virtual awards ceremony. Develop virtual dealer training sessions that help NAMAD members succeed in 2020. (Training will include expense management, virtual sales and digital/advertising spending.)
Encourage innovation, creativity, and cross-company collaboration in our 100th year with the creation of an enterprise-wide shark-tank innovation competition to encourage new product ideas that address customer needs, drive more efficiencies, or simplify how we do things.	Launched FutureFest, Ally's first enterprise wide innovation contest that saw teams bring creative, simplifying and customer-centric ideas to an onstage pitch competition.
Help customers who are facing financial hardship and have long-term unpaid auto loan payments keep their vehicles through loan rewrites.	More than 8,700 rewrite modifications were completed in 2019, which was a 28% increase from 2018.

What's Next

To build on our progress, in 2020, we are committed to:

- Continue encouraging innovation, creativity, and cross-company collaboration through year two of FutureFest to encourage new product ideas that address customer needs, drive more efficiencies, or simplify how we do things.



employees.

relentless allies for customers, communities, and each other.

Our employees — more than 8,700 team members strong — bring our commitment to “Do It Right” to life for our customers and communities. It’s because of them that we’re relentless about building and fostering a culture where employees are engaged and feel cared for as individuals in an environment that supports all areas of diversity, while continuing to build Ally as a place where employees can pursue a career with meaning and purpose.

In 2019, these continuing efforts were recognized by a number of organizations, including:

SourceMedia’s Best Fintechs to Work For

Ally ranked #42 out of the 50 companies. SourceMedia praised our wellness programs, HSA contributions to eligible employees, annual eight hours of volunteer time off (VTO), and how employees read “Planet Zee and the Money Tree” to thousands of children as part of our financial literacy outreach.

LGBTQ Best Place to Work

In 2019, Ally earned the designation as a Best Place to Work for LGBTQ Equality from Human Rights Campaign, considered one of the nation’s premiere benchmarking sources for LGBTQ workplace equality. We also received a perfect score on the Human Rights Campaign’s (HRC) Corporate Equality Index for the third straight year.



More importantly, we saw and heard the results directly from our own team. We believe being a relentless ally for our employees isn't just the right thing to do - it's critical to building strong teams that can better serve our customers, our communities, and each other. The positive impact of these efforts is seen throughout Ally:

High engagement:

In 2019, we surveyed our employees and found enterprise engagement scores were 80 in April and 81 in November, 8 and 9 points higher respectively than the financial services benchmark of 72.

Belonging:

In the November 2019 survey, the belonging score — indicating that employees feel they can bring their authentic selves to work and be accepted — was 77, 8 points higher than the financial services benchmark.

Recommending Ally as a great place to work:

Employee recommendation scores, which indicates an employee would recommend Ally as an employer of choice, were 81 in April and 82 in November, 9 and 10 points higher respectively than the financial services benchmark of 72.

Strong retention of high performers:

Voluntary turnover rate was 5% for high-performing employees, which was half the rate of the overall employee population.

These strong data points aren't the result of a single action or event. They're the outcome of our ongoing commitment to our teams and continuous focus on our employees and their needs. We look forward to continuing to find new ways to empower our employees, create an inclusive culture and be a place where people want to work and where they can grow both professionally and personally as they innovate for our customers.

In 2019 we pushed ourselves to **Be Better** — individually and collectively — for ourselves, our teammates, our communities, our shareholders, and our customers. To further that mission, we focused on educating and empowering employees through a number of efforts:

Growth Mindset

We worked throughout the year to embrace this mindset through various programs. Most notably, we launched FutureFest — Ally's first enterprise-wide innovation competition seeking ideas to help us Be Better. This team-based event, which was introduced to celebrate Ally's 100 years as a company, encouraged all employees to think critically, creatively, and collaboratively with a view toward the next 100 years. With more than 10% of our passionate Ally employees submitting unique and thoughtful ideas to ensure our brand remains synonymous with innovation, the inaugural event was an overwhelming success.

Own It

In late 2019, Ally announced that every employee would become an owner of Ally through the #ownit award: a one-time grant of 100 shares of Ally Restricted Stock Units (RSU's). Ally leadership wanted to reward employees for all of their efforts in a year that was full of major milestones. This initiative reinforces a founder's mentality and exemplifies how each and every employee, as owners of the company, can help position Ally to succeed in the long-term.

To support our employees' financial well-being over the long-term, Ally provides generous 401(k) contributions - a company match, a retirement contribution, and a discretionary contribution totaling up to 10% of eligible compensation. And our Employee Stock Purchase Program gives employees the option to purchase Ally common stock at a 15% discount twice a year.

In 2018, we expanded our resources for employees with the launch of the Financial Learning Center, which includes a financial wellbeing assessment; a variety of calculators, tools, and resources; and free, unlimited access to Certified Financial Planners. But we wanted to Be Better for our employees' financial well-being, so in 2019 we took it a step further.



relentless allies for employees' financial well-being.

The upgrade began with the introduction of MyFiTage, a tool that helps identify the age when retirement resources and savings will cover financial needs for life and how much is needed to be saved in the meantime. In addition, more than 100 free financial planning workshops were offered to all Ally employees on topics ranging from budgeting and personal finance basics to college and insurance planning.

But we also knew that higher education, whether saving for tuition or paying down student loans, is one of the largest expenses out there. That's why in late 2019, Ally announced educational expenses assistance for employees in three ways:

- A \$100 monthly contribution, up to a lifetime maximum of \$10,000, toward an employee's student loan
- A \$100 monthly contribution, up to a lifetime maximum of \$10,000, toward a 529 savings plan account for an employee or their loved one
- An increase to \$10,000 in tuition reimbursement for doctoral, graduate, and undergraduate degree courses each calendar year

In 2019, our employees made extensive use of these resources:

- More than 4,500 employees completed a financial wellness assessment through the Financial Learning Center
- More than 3,800 employees utilized the MyFiTage tool and its various resources
- Nearly 300 employees took advantage of the free, unlimited access to Certified Financial Planners
- More than 2,200 employees attended at financial planning workshops



- As of December 2019, 1,272 employees had signed up for student loan assistance and 1,544 employees had signed up for 529 contributions beginning January 2020

Our benefits make Ally an even more attractive place to work. We further support our employees personally and professionally by offering:

- 8 hours of volunteer time off per year and generous paid time off
- 12 weeks of 100% paid parental leave and 2 weeks of 100% paid caregiver leave
- Up to 10 days bereavement leave
- Up to \$1,000 in well-being incentives

employee standout stories 2019.

Building upon our diverse, inclusive, and supportive environment for everyone at Ally has resulted in high engagement and tremendous energy that our teammates use to serve our customers, our communities, and each other. This is the result of collective efforts throughout our organization from D&I to improving our benefits to mentoring. Some of the highlights are:

Diversity and Inclusion

As part of our continued commitment to diversity and inclusion in 2019, more than 20% of our workforce - about 1,745 Ally employees - signed the D&I Leadership Pledge: a personal commitment to make the workplace and our community more inclusive. Our CEO Jeff Brown also reaffirmed the [CEO Action Pledge for D&I](#), joining a united commitment to advance these values in the workplace. You can learn more about our diversity and inclusion efforts in an interview with Ally's Chief Diversity Officer, Reggie Willis, on page 12.

Mentorship and Internship Programs

At Ally, mentoring relationships can broaden an employee's knowledge of different business areas, facilitate connections to expand networks, and help in mapping out a career plan to reach their goals. Ally's mentoring program is always available and employee driven, meaning at any time, employees can find a mentor through an online resource that allows them to search by location and interests and skills that they determine is a fit for their mentoring and career goals.



Additionally, our internship programs provide an opportunity for us to give back to the next generation of talent in our communities. Ally and its employees provide mentorship and learning opportunities to students in the communities where we live and work. Our external mentorship programs include:

Wayne State

Since 2012, Ally has sponsored the Corporate Mentor Program of Wayne State University's Mike Ilitch School of Business in Detroit. During the 2018-19 school year, 11 Ally teammates in Detroit served as mentors to 69 students, working one-on-one with them throughout the academic year, providing guidance on how to succeed in the corporate world after they graduate. Eighty-three percent of the participants reported new career-related internships, full-time jobs, or admission to graduate school and three students secured internships with Ally. And since beginning the program with WSU, 86% of the graduating students obtained a new internship, full-time position, or acceptance into graduate school as of September 2019.

Michigan Council of Women in Technology and GET-IT

Ally is a proud sponsor of the Detroit International Academy's Girls Exploring Together Information Technology program (GET-IT) with the Michigan Council of Women in Technology (MCWT). Participating students receive structured, hands-on learning that helps them better understand careers in technology. Specifically, Ally employees teach girls how to code HTML and prepare them for an annual website design competition that Ally sponsors for MCWT. The mentor program also includes field trips to the Detroit Institute of Arts, North American International Auto Show and the Ally Detroit offices.

Cristo Rey Co-Op Program

Since 2013, Ally has participated in the Cristo Rey high school co-op program in Detroit, Chicago, and Atlanta. Through this program, Cristo Rey students work in the office and one-on-one with Ally employees to gain valuable work experience to prepare them for college and help guide their career decisions. Ally's Itasca office near Chicago recently hired a student who had participated in the program into a full-time role.

2019 employee recognition and awards.

- Detroit Free Press Top Workplaces
- Human Rights Campaign Corporate Equality Index – Best Places to Work for LGBTQ Equality
- 2019 DiversityInc Top 50 (Up and Coming Companies)



Goals

In our 2017 and 2018 CSR reports, we identified the following employee goals:	We are pleased to report the progress made in 2019:
Create and foster a diverse talent pipeline with a goal to increase early talent to 50% female and 33% BIPOC, using the baseline year of 2018.	In 2019 our early talent pipeline - 143 candidates - was 38% female, and 33% BIPOC.
Broaden Employee Resource Group (ERG) outreach so that at least 25% of employees are enrolled in an ERG.	During 2019, 1,009 employees joined an ERG, resulting in 35% of the Ally team participating in an ERG by year's end.
Expand our partnerships with diverse organizations.	In 2019, we expanded our partnerships with the National Black MBA Association, Thurgood Marshall College Fund (TMCf) and the Association of Latino Professionals for America (ALPFA) to develop early talent roles for workforce development programs. Ally attended 44 Diversity & Inclusion related events in 2019 both on and off campus.
Develop affinity group partnerships that align with our Employee Resource Groups, as well as a first-generation focus.	Deepened relationships with TMCf, ALPFA, GenOne, Campus Pride, and Opportunity Network. Additionally, we are continuing to develop relationships with local colleges and universities focusing on mentoring first generation students.

What's Next

To build on our progress, in 2020, we are committed to:

- Our ERGs playing a critical role in pipelining talent into the organization through their Talent Pillar focus. As we continue to advance our strategy they will have a more deliberate focus in align the business and Talent Acquisition.
- Create candidate connections during the interview process with ERG employees to enhance candidate experience.



environment.

digital foundation for sustainability.

We recognize making decisions that are right for our customers, communities, employees, and other stakeholders also need to be right for the planet.

We strive to limit our environmental impact and promote sound, sustainable business practices and solutions while fostering economic growth, rationalizing operational expenses, and supporting economic mobility. As a digital bank with no brick-and-mortar branches, we are favorably positioned to achieve these aims.

Sustainability of Our Facilities

In 2019, we saw progress toward many of our environmental goals, including a significant milestone in the construction of the Ally Charlotte Center tower, which reached the end of its vertical construction. When completed in 2021, this innovative, technologically progressive, and sustainable 25-story high-rise will be LEED- (Leadership in Energy and Environmental Design) and WELL- (the world's first building certification focused on human health and wellness) certified.



Utilities Tracking

At Ally's five largest locations, three had a decrease in energy consumption over prior year while two experienced an increase. We care deeply about our sustainability goals and are working with our workplace teams to improve and expand our efforts toward enabling a sustainable future.

Location	Electric Usage (kWh) 2018	Electric Usage (kWh) 2019	kWh/SqFt 2018	kWh/SqFt 2019	kWh/SqFt % Change 2019 vs. 2018	Comments
Detroit	2,843,955	3,400,737	9.0	10.3	15%	2019 - 1Q spike due to prolonged bldg. HVAC repairs by landlord which required system to run around the clock. Additional sqft acquired by Ally for new fitness center which opened in 4Q.
Charlotte-Church St	4,030,728	3,839,557	21.1	20.1	-5%	2018- 458 ETFs added from Jan-Dec. Additional 25.8K sqft for 4th flr and partial 5th flr.
Jacksonville-Lakeside IV	3,164,356	3,183,000	25.7	25.8	1%	
Lewisville	2,680,008	2,666,202	16.4	16.3	-1%	
Little Rock	2,106,100	1,895,729	29.1	26.2	-10%	2019- 1Q LED lighting retrofit project completed

environment standout stories 2019.

Our commitment to sustainable business practices remained as strong as ever in 2019, and we're delighted with the many projects and processes we have initiated, such as:

Green Cleaning

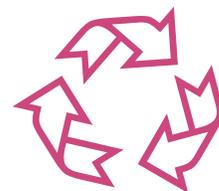
For the five office buildings where Ally contracts directly for janitorial services (29% of the leased square footage that houses 2,260 employees), Ally worked with their suppliers to confirm green cleaning programs. This requires the use of chemicals that are certified by organizations such as Green Seal and meet the standards for human health and reduced environmental impact, while still providing excellent performance. Green Cleaning also includes specific cleaning procedures and personnel training.

Lighting Retrofit Project – Little Rock

In January 2019, Ally partnered with the landlord of the Ally Little Rock Operations Center to replace outdated T-12 fluorescent lights with energy-efficient LED bulbs. The retrofit improved energy efficiency and contributed to an overall energy reduction of 16% over the same time period of the previous year. The upgrade also boosted quality and distribution of lighting for the 491 employees.

Ally Occupant Sustainability Awareness

Corporate Workplace enhanced its new site welcome packet to include a sustainability section to familiarize teams with the green elements (i.e. recycling programs, EV charging stations) at new locations. This update was introduced for the relocation of the Ally office in Cranberry Township, Pennsylvania, and was conducted using electronic distribution, saving 1,183 sheets of paper.



In our 2017 and 2018 CSR reports, we identified the following environment goals:	We are enthusiastic to report the progress made in 2019:
By year-end 2023, have more than 30% of the Ally portfolio in LEED-certified buildings and 25% in WELL-certified buildings.	By the end of 2019, 25.2% of the square footage leased by Ally was in LEED-certified buildings. Our LEED improvement can be attributed to two relocations, which increased our LEED footprint by 34,505 square feet. Ally is also on track to achieve our WELL-certified building usage goal.
Track usage actuals for gas, electric, water, and waste, in the five largest Ally locations, (which have a combined physical presence of 5,000+ employees) and benchmark annually against industry standards.	In 2019, Ally determined the best approach and tools for tracking consumption data along with options for data management.
Incorporate environmental sustainability topics into our lease negotiations through the request for proposal (RFP) process. Elements would include energy efficiency components such as LED lighting, plumbing fixtures, building management systems, low VOC materials, etc.	Green lease language is a part of the existing RFP, and sustainability questionnaires are distributed to prospective landlords. We've also added a green lease rider to enable Ally to effectively implement and benefit from efficiency projects and track consumption data.

What's Next

To build on our progress, in 2020, we are committed to:

- CWP Sustainability team to train 100% of Corporate Workplace to ensure deliverables are consistently in alignment with Ally's sustainability goals.
- Including the new sustainability section in all new site welcome packets for the five Ally locations moving in 2020. Employee awareness is critical to Ally's sustainability goals.
- Developing and implementing a property management questionnaire that will be used by our company's facilities managers. This document will collect current state data for all sites greater than 50,000 square feet with a lease expiration of 2022 or later.
- Expanding Ally's footprint in Jacksonville from 191,400 square feet to 235,600 square feet. This presents a strategic opportunity to benchmark this location's energy and water usage by registering it in ENERGY STAR Portfolio Manager in 2020, with additional Ally sites under consideration for inclusion for 2021.
- Ally has evaluated the potential for additional disclosures that would more closely align to the recommendations from the Task Force on Climate-related Financial Disclosures (TCFD). The purpose of the TCFD recommendations is to increase market transparency and promote stability as companies and investors evaluate the impacts of climate related risks and opportunities. Ally recognizes the increasing importance of looking for ways to reduce global emissions in response to climate change and the need to provide our stakeholders with a clearer view of how we intend to consider and respond to the changing environment, including regulatory developments, emergence of new technologies and shifting consumer demand. We are committed to being thoughtful about incorporating climate change risk impacts into our overall risk management framework and are reviewing the available reporting options that align to TCFD recommendations and how they could impact our reporting of more comprehensive climate-related data in 2021 and beyond.



governance.



transparency for our stakeholders.

Governance plays a critical role in financial services and is central to all of Ally's operations. We value transparency throughout all levels of our organization as an essential piece of our mission to "Do It Right." This commitment to proper governance drives the reporting of our CSR and social impact efforts. The practices we have in place to maintain our commitment include:

Strong Oversight

Our Board of Directors is responsible for overseeing and directing the management of business and affairs. This includes overseeing our strategy while taking into account our risk appetite, resources, and controls. It also includes establishing a strong tone at the top, for our culture and values.

Our Board is composed of diverse and skilled business leaders, who have been carefully identified by the Compensation, Nominating, and Governance Committee of the Board and elected by our shareholders. Key demographics of the board as of December 31, 2019:

- Average age: 61 years old, with a range from 40s to 70s
- Average tenure: 6.4 years, with a range of less than 2 years to over 10+ years
- 42% women and BIPOC (Black, Indigenous and People of Color)
- Members have an array of experience and backgrounds, including:
 - 92% public-company board
 - 67% Technology
 - 75% Finance/Accounting
 - 100% Risk Management
 - 75% Regulatory/Governmental
 - 100% Senior Leadership/CEO

LEAD

The Board reviews and approves our Code of Conduct and Ethics, which is grounded in our LEAD core values as outlined in the Company Profile section of this report. The Code is designed to help Ally employees and representatives understand the standards of conduct that Ally requires and to meet other fundamental obligations that are vital to Ally's success. Creating clear expectations for ethical behavior is an essential component of proper governance and Doing It Right.

Diversity & Inclusion

Within senior management, governance for diversity and inclusion resides with our CEO and the Diversity and Inclusion Council, which includes Employee Resource Group (ERG) Chairs, as well as all Executive Council (EC) members (see the Employees section of this report). In 2019, 27% of Ally's EC members were women, including the chief financial officer, the chief marketing and public relations officer, chief human resources officer, the chief audit executive, the business administration executive, and the president of consumer and commercial banking.



Policies and Charters

We have made a large collection of governance resources available to the public. To view our governance documents please visit ally.com/about/investor/policies-charters/. There you'll find:

- Code of Conduct and Ethics
- Board of Directors Governance Guidelines
- Bylaws
- Audit Committee Charter
- Compensation, Nominating, and Governance Committee Charter
- Digital Transformation Committee Charter
- Risk Committee Charter

governance standout story 2019.

We actively seek out opportunities to improve governance and transparency throughout Ally. Achievements in 2019 include:

Enabling Even More, Transparent Financial Data Practices

As the need to collect financial data continues to grow, the need for standardized secure processes is more imperative than ever. That's why in 2019, Ally joined the Financial Data Exchange (FDX). This nonprofit organization is dedicated to unifying the financial industry around a common, interoperable, royalty-free standard for secure and convenient consumer and business access to financial data members.

Through our membership, Ally hopes to help drive increased transparency in financial data collection and promote secure best practices across industries. You can learn more about FDX at financialdataexchange.org.

2019 Governance Recognition

- An Institutional Shareholder Services Inc. (ISS) Governance Quality Score of One

Goals

In our 2017 and 2018 CSR reports, we identified the following governance goals:	We are enthusiastic to report the progress made in 2019:
Report ESG goals and results using international and industry standards and frameworks.	Began to more holistically incorporate ESG considerations in our enterprise risk management framework.
Develop internal processes so that Ally can complete and submit responses to third-party ESG institutions.	Ally has expanded its internal ESG working team to better identify, prioritize, and establish processes to respond to third-party ESG Measurement Organizations that aggregate data and provide scores and ranking to investors and other stakeholders.

What's Next

We look forward to continuing to build on these goals in 2020 with better processes and continued transparency with all of our stakeholders.



conclusion.

our ongoing journey.

In 2019, we continued to learn from our customers, communities, employees, and other stakeholders. In the three years since we began our CSR efforts, we've continually worked to live up to our own expectations and give back to those who make what we do matter. It's nearly impossible to put into words what the response has meant to us, and we hope this report has helped you better understand the impact of these programs.

While this report reflects 2019, the events of 2020 have taught us so much as we continue to push ourselves to be an ally for our customers, communities, and other stakeholders. Thank you for your interest in our 2019 Corporate Social Responsibility Report. We look forward to sharing 2020's achievements with you next year.

If you have questions or would like additional information on our environmental, social, and governance programs, policies, and practices, please visit our website at ally.com or send your comments to givingback@ally.com, and be sure to follow us on Facebook and Twitter.



gri content index – ally financial.

The Global Reporting Initiative (GRI) Context Index is a tool to help stakeholders better access Ally's environmental, social, and governance information. This report has been prepared in consultation with the GRI Standards: Core option.

Disclosure	Response or Link	Page or Notes
102-1 Name of the Organization	Ally Financial, Inc	
102-2 Activities, brands, products, and services	10-K (2019)	
102-3 Location of headquarters	10-K (2019)	
102-4 Location of operations	10-K (2019)	
102-5 Ownership and legal form	10-K (2019)	
102-6 Markets served	10-K (2019)	
102-7 Scale of the organization	10-K (2019)	
102-8 Information on employees and other workers	10-K (2019)	
102-10 Significant changes to the organization and its supply chain	10-K (2019)	
102-12 External initiatives	Ally aligns with and/or incorporates principles and disclosures from the following external environmental and social initiatives: <ul style="list-style-type: none"> - CEO Action Pledge for Diversity and Inclusion - Global Reporting Initiative (GRI) - Sustainability Accounting Standards Board (SASB) 	
Strategy		
102-14 Statement from senior decision-maker		
102-15 Key impacts, risks, and opportunities	10-K (2019)	
Ethics and Integrity		
102-16 Values, principles, standards, and norms of behavior	CSR Report 2019: The Ally Culture	p.9 - 10
102-17 Mechanisms for advice and concerns about ethics	Ally Policies and Charters - Code of Conduct & Ethics	
Governance		
102-18 Governance structure	Ally Policies and Charters - Board of Directors Governance Guidelines	
102-20 Executive-level responsibility for economic, environmental, and social topics	Business Administrative Executive and Head of Corporate Citizenship	
102-21 Consulting stakeholders on economic, environmental, and social topics	CSR Report 2019: Social Impact Framework	p.15 - 17
102-22 Composition of the highest governance body and its committees	Ally Policies and Charters - Board of Directors Governance Guidelines	

Disclosure	Response or Link	Page or Notes
102-23 Chair of the highest governance body	Ally Policies and Charters - Board of Directors Governance Guidelines	
102-24 Nominating and selecting the highest governance body	Ally Policies and Charters - Compensation, Nominating, and Governance Committee Charter	
102-25 Conflicts of interest	Ally Policies and Charters - Code of Conduct & Ethics	
102-26 Role of highest governance body in setting purpose, values, and strategy	Ally Policies and Charters - Board of Directors Governance Guidelines	
102-27 Collective knowledge of highest governance body	CSR Report 2019: Governance	p.57
102-28 Evaluating the highest governance body's performance	Ally Policies and Charters - Compensation, Nominating, and Governance Committee Charter	
102-29 Identifying and managing economic, environmental, and social impacts	CSR Report 2019: Social Impact Framework	p.15 - 17
102-30 Effectiveness of risk management processes	Ally Policies and Charters - Risk Committee Charter	
102-31 Review of economic, environmental, and social topics	CSR Report 2019: Social Impact Framework	p.15 - 17
102-32 Highest governance body's role in sustainability reporting	The Executive Council, consisting of the CEO and other senior leaders, is the highest governance body to review the sustainability report.	
102-35 Remuneration policies	Proxy Proposal	
102-36 Process for determining remuneration	Proxy Proposal	
102-37 Stakeholders' involvement in remuneration	Proxy Proposal	
102-38 Annual total compensation ratio	Proxy Proposal	
102-39 Percentage increase in annual total compensation ratio	Proxy Proposal	
Stakeholder Engagement		
102-40 List of stakeholder groups	CSR Report 2019: Social Impact Framework	p.15 - 17
102-42 Identifying and selecting stakeholders	CSR Report 2019: Social Impact Framework	p.15 - 17
102-43 Approach to stakeholder engagement	CSR Report 2019: Social Impact Framework	p.15 - 17
102-44 Key topics and concerns raised	CSR Report 2019: Social Impact Framework	p.15 - 17

Disclosure	Response or Link	Page or Notes
Reporting Process		
102-45 Entities included in the consolidated financial statements	10-K (2019)	
102-46 Defining report content and topic boundaries	The scope of this report is limited to where Ally holds exclusive operational control of day-to-day decision-making.	
102-47 List of material topics	CSR Report 2019: Social Impact Framework	p.15 - 17
102-48 Restatements of information	Electrical usage at our Charlotte - Church St location during reporting year 2018 has been restated. Electricity usage on page 53 has been revised from 3,153,869 kWh to 4,030,728 kWh. This is due to an improved data collection process.	
102-49 Changes in reporting	No changes in reporting.	
102-50 Reporting period	January 1, 2019 - December 31, 2019	
102-51 Date of most recent report	November 20, 2019	
102-52 Reporting cycle	Annual	
102-53 Contact point for questions regarding the report	givingback@ally.com	
102-55 GRI content index	CSR Report 2019	p.62 - 65
102-56 External assurance	No external assurance.	
Economic Disclosures		
Management Approach to Economic Disclosures		
103-1 Explanation of the material topic and its boundary	CSR Report 2019: Customers 10-K (2019) Ally Bank CRA Strategic Plan	p.34
103-2 The management approach and its components	10-K (2019) Ally Bank CRA Strategic Plan	p. 11
103-3 Evaluation of the management approach	CSR Report 2019: Customers 10-K (2019) Ally Bank CRA Strategic Plan	p. 43
Economic Performance		
201-1 Direct economic value generated and distributed	10-K (2019)	
Indirect Economic Impact		
203-1 Infrastructure investments and services supported	Ally Bank CRA Strategic Plan	
203-2 Significant indirect economic impacts	Ally Bank CRA Strategic Plan	

Disclosure	Response or Link	Page or Notes
Environmental Disclosures		
Management Approach for Environment Disclosures		
103-1 Explanation of the material topic and its boundary	CSR Report 2019: Social Impact Framework CSR Report 2019: Environment	p.15 - 17 p.53
103-2 The management approach and its components	CSR Report 2019: Social Impact Framework	p.15 - 17
103-3 Evaluation of the management approach	CSR Report 2019: Social Impact Framework CSR Report 2019: Environment Goals	p.15 - 17 p.55
Energy		
302-1 Energy consumption within the organization	CSR Report 2019: Environment	p.53
302-3 Energy intensity	CSR Report 2019: Environment	p.53
302-4 Reduction of energy consumption	CSR Report 2019: Environment	p.53
Supplier Environmental Assessment		
308-1 New suppliers that were screened using environmental criteria	CSR Report 2019: Environment	p. 54
Social Disclosures		
Management Approach for Social Disclosures		
103-1 Explanation of the material topic and its boundary	CSR Report 2019: Q & A with Ally's Chief Diversity Officer CSR Report 2019: Social Impact Framework CSR Report 2019: Community CSR Report 2019: Employees	p.2 - 14 p.15 - 17 p.19 - 23 p.45
103-2 The management approach and its components	CSR Report 2019: Social Impact Framework	p.15 - 17
103-3 Evaluation of the management approach	CSR Report 2019: Social Impact Framework CSR Report 2019: Goals (Community) CSR Report 2019: Goals (Employees)	p.15 - 17 p.31 p.51
Employment		
401-3 Parental leave	CSR Report 2019: Employees	p.48
Training and Education		
404-2 Programs for upgrading employee skills and transition assistance programs	CSR Report 2019: Employees	p.47 - 48
Diversity and Equal Opportunity		
405-1 Diversity of governance bodies and employees	CSR Report 2019: Our Culture CSR Report 2019: Governance	p. 10 p.57
Local Communities		
413-1 Operations with local community engagement, impact assessments, and development programs	Ally Bank CRA Strategic Plan CSR Report 2019: Community	p.18 - 32
Customer Privacy		
418-1 Substantiated complaints regarding concerning breaches of customer privacy and losses of customer data	Ally Policies and Charters: Digital Transformation Committee Charter	