

1932

GE founded General Electric Contracts Corporation to help families finance purchases of GE appliances.



General Electric Capital Corporation is established as a broad-based financial services provider unrelated to GE products.

1943

1960s

Formed GECAF (GE Capital Appliance Finance) to build business for independent appliance and consumer electronics merchants.



1970s – Present

Launched credit card programs with leading national and regional retailers. Also developed consumer financing programs for independent merchants in Automotive Care, Home Furnishings and Flooring, Jewelry, Sports Equipment and more.



Established CarCareONE program.

1981

OUR NAME IS NEW but we trace our roots to 1932.



Formerly GE Capital Retail Finance, Synchrony Financial (NYSE: SYF) is one of the premier consumer financial service companies in the United States. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables.*

We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers.

Through our partners' more than 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services.

Our offerings include private label credit cards, promotional financing and installment lending, loyalty programs and Optimizer^{plus} branded FDIC-insured savings products through Synchrony Bank.

More information can be found at www.synchronyfinancial.com and twitter.com/SYFNews.



eService and eBill are launched to provide customers with the convenience of online account management.

2005-2006

2009



Business Center for retail partners and mobile account management are launched.



The Marketing Toolkit is developed to help retailers do their own custom marketing, using their cardholder lists and other tools.

2010

2013

Acquired MetLife Deposits business and introduced award-winning Optimizer^{plus}.

SYNCHRONY BANK
optimizer^{plus}TM

SYF

Synchrony Financial conducts IPO and listed on New York Stock Exchange as "SYF"

2014

*Based on purchase volume and receivables, *The Nilson Report* (April 2014, Issue #1039).