

BB&T CORP
Form FWP
October 23, 2017

Filed Pursuant to Rule 433

Registration No. 333-219092

October 23, 2017

BB&T Corporation

Pricing Term Sheet

October 23, 2017

Medium-Term Notes, Series G (Senior)

\$1,000,000,000

2.850% Senior Notes due October 26, 2024

Issuer	BB&T Corporation
Security	2.850% Senior Notes due October 26, 2024
Ratings	A2 (Moody s) / A- (S&P) / A+ (Fitch) / AH (DBRS)
Currency	USD
Size	\$1,000,000,000
Security Type	SEC Registered Medium-Term Notes, Series G (Senior)
Maturity	October 26, 2024
Coupon	2.850%
Payment Frequency	Semi-Annually
Day Count Convention	30/360
Redemption Date	September 26, 2024
Redemption Terms	Redeemable in whole or in part on or after the Redemption Date at 100% of the principal amount of the notes (par), plus accrued and unpaid interest thereon to, but excluding, the date of redemption. BB&T Corporation shall provide 10 to 60 calendar days notice of redemption to the registered holder of the Senior Notes.
Benchmark Treasury	2.125% US Treasury due September 30, 2024
Spread to Benchmark Treasury	+65 bps
Benchmark Treasury Spot and Yield	99-14; 2.213%

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Price to Public	99.918% of face amount
Proceeds (Before Expenses) to Issuer	\$997,680,000 (99.768%)
Interest Payment Dates	April 26 and October 26 of each year, commencing April 26, 2018
Trade Date	October 23, 2017

Settlement Date	October 26, 2017 (T+3)
Denominations	\$2,000 x \$1,000
CUSIP / ISIN	05531FBB8 / US05531FBB85
Joint Book-Running Managers	BB&T Capital Markets, a division of BB&T Securities, LLC Goldman Sachs & Co. LLC Morgan Stanley & Co. LLC UBS Securities LLC
Co-Managers	Academy Securities, Inc. Samuel A. Ramirez & Company, Inc.

Note: A securities rating is not a recommendation to buy, sell or hold securities and should be evaluated independently of any other rating. The rating may be subject to revision or withdrawal at any time by the assigning rating organization.

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling BB&T Capital Markets, a division of BB&T Securities, LLC toll-free at (844) 499-2713, Goldman Sachs & Co. LLC toll-free at (866) 471-2526, Morgan Stanley & Co. LLC toll-free at (866) 718-1649 or UBS Securities LLC toll-free at (888) 827-7275.