

PNC FINANCIAL SERVICES GROUP, INC.  
 Form 3  
 July 10, 2014

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

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |         |          |                                      |   |  |
|---|---------|----------|--------------------------------------|---|--|
| 1. Name and Address of Reporting Person * |         |          | 2. Date of Event Requiring Statement | 3. Issuer Name <b>and</b> Ticker or Trading Symbol  | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Last)                                    | (First) | (Middle) | (Month/Day/Year)                     | PNC FINANCIAL SERVICES GROUP, INC. [PNC]  |  |
| 249 FIFTH AVENUE, MAILSTOP: P1-POPP-30-1  |         |          | 07/01/2014                           | 4. Relationship of Reporting Person(s) to Issuer  |  |
| (Street)                                  |         |          |                                      | (Check all applicable)  |  |
| PITTSBURGH, PA 15222-2707                 |         |          |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner  | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)                                    | (State) | (Zip)    |                                      | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |          |                                      | Executive Vice President  | <input type="checkbox"/> Form filed by More than One Reporting Person  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| \$5 Par Common Stock            | 4,116 <sup>(1)</sup>                                  | D  | Â   |
| \$5 Par Common Stock            | 2,800 <sup>(2)</sup>                                  | D  | Â   |
| \$5 Par Common Stock            | 2,026 <sup>(3)</sup>                                  | I  | 401(k)  |

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

SEC 1473 (7-02)

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

|  |   |  |               |              |                                  |
|--|---|--|---------------|--------------|----------------------------------|
| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date | 3. Title and Amount of Securities Underlying | 4. Conversion | 5. Ownership | 6. Nature of Indirect Beneficial |
|--|---|--|---------------|--------------|----------------------------------|

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| (Month/Day/Year)                       | Derivative Security (Instr. 4) | or Exercise Price of Derivative Security | Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5) | Ownership (Instr. 5) |
|--|--------------------------------|--|--|----------------------|
| Date Exercisable                       | Expiration Date                | Title                                    | Amount or Number of Shares   |                      |
| 02/09/2012                             | 02/09/2021                     | \$5 Par Common Stock                     | 3,000  | \$ 64.21 D           |
| Employee Stock Option (Right-to-Buy) Â |                                |  |  |                      |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                            |       |
|--|---------------|-----------|----------------------------|-------|
|  | Director      | 10% Owner | Officer                    | Other |
| Henn Vicki C.<br>249 FIFTH AVENUE<br>MAILSTOP: P1-POPP-30-1<br>PITTSBURGH, PA 15222-2707 | Â             | Â         | Â Executive Vice President | Â     |

## Signatures

Christi Davis, Attorney-in-Fact for Vicki C. Henn  
Date: 07/10/2014

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Includes 1,200 shares of restricted stock that were previously granted and will vest on February 7, 2015.
- (2) Represents restricted share units payable solely in stock. Vesting of the Restricted Share Units will take place on two different dates. 1,200 Restricted Share Units will vest on February 14, 2016 and 1,600 Restricted Share Units will vest on February 13, 2017.
- (3) The amount of securities beneficially owned represents the number of shares of common stock indirectly held for the account of the reporting person under The PNC Financial Services Group, Inc. ("PNC") Incentive Savings Plan (the "ISP"). Shares of PNC common stock are not directly allocated to ISP participants, but instead are held in a unitized fund, approximately 98% of which consists of PNC common stock, and the remainder of which is invested in a money market fund. The percentage of assets in the unitized fund investment option that are deemed to be invested in PNC common stock may vary from time to time.

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**Remarks:**  
See attached footnotes page.

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