

BB&T CORP
Form FWP
June 14, 2013

Filed Pursuant to Rule 433

Registration No. 333-175538

June 14, 2013

BB&T Corporation

Pricing Term Sheet

Medium-Term Notes (Senior), Series C

\$600,000,000 million

2.05% Senior Notes due 2018

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|--------------------------------------|--|
| Issuer | BB&T Corporation |
| Security | 2.05% Senior Notes due June 19, 2018 |
| Ratings | A2 (Moody s) / A- (S&P) / A+ (Fitch) / AH (DBRS) |
| Currency | USD |
| Size | \$600,000,000 |
| Security Type | SEC Registered Medium-Term Notes, Series C (Senior) |
| Maturity | June 19, 2018 |
| Coupon | 2.05% |
| Payment Frequency | Semi-Annually |
| Day Count Convention | 30/360 |
| Redemption Date | May 15, 2018 |
| Redemption Terms | Redeemable in whole or in part on or after the Redemption Date at 100% of the principal amount of the Senior Notes (par), plus accrued and unpaid interest thereon to the date of redemption. We shall provide 10 to 60 calendar days notice of redemption to the registered holder of the Senior Notes. |
| Benchmark Treasury | 1.000% US Treasury due May 31, 2018 |
| Spread to Benchmark Treasury | +105 bps |
| Benchmark Treasury Spot and Yield | 99-27 ¹ / ₄ ; 1.031% |
| Price to Public | 99.854% of face amount |
| Yield to Maturity | 2.081% |
| Proceeds (Before Expenses) to Issuer | \$297,924,000 (99.654%) |
| Interest Payment Dates | June 19 and December 19 of each year, commencing |

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|-------------------|---|
| | December 19, 2013 |
| Trade Date | June 14, 2013 |
| Settlement Date | June 19, 2013 (T+3) |
| Denominations | \$2,000 x \$1,000 |
| CUSIP / ISIN | 05531FAN3 / US05531FAN33 |
| Joint Bookrunners | BB&T Capital Markets, a division of BB&T Securities, LLC Deutsche Bank Securities Inc. Goldman, Sachs & Co. |

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 pricing supplement, a prospectus supplement and a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read those documents and the 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 website at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the pricing supplement, the prospectus supplement and the prospectus if you request them by calling BB&T Capital Markets, a division of BB&T Securities, LLC at 804-787-8221; Deutsche Bank Securities Inc. toll-free at 1-800-503-4611 or Goldman, Sachs & Co. at 866-471-2526.