Form 13F Filer Information

Filer CIK Filer CCC File Number 12-31-2016
Period

Is this a LIVE or TEST Filing?

Would you like a return copy?

Is this an electronic copy of an official filing submitted in paper format?

YES

Submission Contact Information

Name

Phone

Email Address

Notification Information

Notify via Filing website only? TYES

Notification will automatically be sent to the Login CIK, Submission Contact, and Primary Issuers. Specify additional addresses below.

Notification Email Addresses

United States Securities and Exchange Commission Washington, D.C. 20549

Form 13F

Form 13F Cover Page

Report for the Calendar Year or Quarter Ended: 12-31-2016

Check here if Amendment: Amendment Number:

This Amendment (Check only one.):

is a restatement.

adds new holdings entries.

Institutional Investment Manager Filing this Report:

Name: PNC FINANCIAL SERVICES GROUP, INC.

THE TOWER AT PNC PLAZA

300 FIFTH AVENUE

Address: Pittsburgh PA 15222-2401

Form 13F File Number:

The institutional investment manager filing this report and the person by whom it is signed hereby represent that the person signing the report is authorized to submit it, that all information contained herein is true, correct and complete, and that it is understood that all required items, statements, schedules, lists, and tables, are considered integral parts of this form.

Person Signing this Report on Behalf of Reporting Manager:

Name: /s/ Gregory H. Kozich

Title: Senior Vice President & Controller

Phone: (412) 762-2000

Signature, Place, and Date of Signing:

/s/ Gregory H. Kozich Pittsburgh,PA 02-10-2017
[Signature] [City, State] [Date]

Report Type (Check only one.):

■ 13F HOLDINGS REPORT. (Check here if all holdings of this reporting manager are reported in this report.)

■ 13F NOTICE. (Check here if no holdings reported are in this report, and all holdings are reported by other reporting manager(s).)

■ 13F COMBINATION REPORT. (Check here if a portion of the holdings for this reporting manager are reported in this report and a portion are reported by other reporting manager(s).)

List of Other Managers Reporting for this Manager

[If there are no entries in this list, omit this section.]

Form 13F File Number Name

[Repeat as necessary.]

Do you wish to provide information pursuant to Special Instruction 5? Yes No

Additional Information

Form 13F Summary Page

Report Summary:

Number of Other Included Managers: 5
Form 13F Information table Entry Total: 3795
Form 13F Information table Value Total: 71461536

(thousands)

Confidential information has been omitted from the public Form 13F report and filed separately with the Commission.

List of Other Included Managers:

Provide a numbered list of the name(s) and Form 13F number(s) of all institutional investement managers with respect to which this report is filed, other than the manager filing this report.

No. Form 13F File Number Name

[Repeat as necessary.]

FORM 13F INFORMATION TABLE

[Repeat as Necessary]