

Edgar Filing: Discover Financial Services - Form 424B2

Discover Financial Services
Form 424B2
September 06, 2016

The information in this preliminary pricing supplement is not complete and may be changed. This preliminary pricing supplement and the accompanying prospectus supplement and prospectus are not offers to sell these securities and are not soliciting an offer to buy these securities in any jurisdiction where the offer or sale is not permitted.

Subject to completion

Preliminary Pricing Supplement dated September 6, 2016

Filed under Rule 424(b)(2), Registration Statement No. 333-205280

Preliminary Pricing Supplement No. 25 -Dated
Tuesday, September 6, 2016 (to: Prospectus dated June 26, 2015 and Prospectus Supplement Dated: September 8, 2015)

| Principal Amount | Selling Price | Gross Concession | Net Proceeds | Coupon Type | Coupon Rate | Coupon Frequency | Day Count Basis | Maturity Date | 1st Coupon Date | 1st Coupon Amount | Survivors Option | FL Guar |
|------------------|---------------|------------------|--------------|-------------|-------------|------------------|-----------------|---------------|-----------------|-------------------|------------------|---------|
| | 100.00% | 1.800% | \$ | Fixed | 3.250% | Semi-Annual | 30/360 | 09/15/2026 | 3/15/2017 | \$16.25 | Yes | N |

: Callable in whole or in part, at any time on or after 6/15/2026.

Discover Financial Services may, at its option, at any time on or after 06/15/2026, redeem these Discover Financial Services InterNotes in 100% of the principal amount of the notes to be redeemed, plus accrued and unpaid interest. If fewer than all of these Discover Financial Services InterNotes are to be redeemed, Discover Financial Services will select the Notes for redemption on a pro rata basis, by lot or by such other method in accordance with the DTC's procedures. The redemption price will be the redemption price stated in the prospectus supplement. Unless Discover Financial Services defaults in payment of the redemption price, on and after the redemption date, the redemption price on these Discover Financial Services InterNotes or the portions of these Discover Financial Services InterNotes called for redemption will be the redemption price stated in the prospectus supplement.

Trade Date: Monday, September 12, 2016 @ 12:00 PM ET
Settlement Date: Thursday, September 15, 2016

Discover Financial Services

Minimum Denomination/Increments: \$1,000.00/\$1,000.00

Discover Financial Services InterNotes

Initial trades settle flat and clear SDFS: DTC Book Entry only

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Lead Manager: Incapital LLC

Supplement Dated: September 8, 2015)

Agents: BofA Merrill Lynch, Citigroup , Morgan Stanley , RBC Capital Markets, Wells Fargo Advisors, LLC

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