

Lloyds Banking Group plc
 Form 424B5
 July 05, 2012

CALCULATION OF REGISTRATION FEE

| Title of Each Class of Securities Offered | Maximum Aggregate Offering Price | Amount of Registration Fee(1) |
|---|----------------------------------|-------------------------------|
| Debt Securities | \$1,030,000 | \$118.04 |
| Guarantee of Debt Securities | - | -(2) |
| Total | \$1,030,000 | \$118.04 |

(1) Calculated in accordance with Rule 457(r)

(2) Pursuant to Rule 457(n), no separate fee is payable with respect to the guarantee

| | |
|--|--|
| Pricing Supplement No. 63 (To Prospectus Supplement dated November 25, 2011 and Prospectus dated December 22, 2010) | Filed Pursuant to Rule 424(b)(5) Registration Nos. 333-167844 and 333-167844-01 July 2, 2012 |
|--|--|

| CUSIP/ ISIN | Aggregate Principal Amount | | Price to Public(1) | Selling Agent's Commission(2) | Net Proceeds | Interest Type | Interest Rate | Interest Payment Frequency | C Fr |
|----------------------------|----------------------------------|--------------|-----------------------|----------------------------------|----------------|------------------|-----------------------|----------------------------------|---------|
| 53944XCQ6/ US53944XCQ60 | \$1,030,000 | Per Note: | \$1,000.00 | \$12.50 | \$987.50 | Fixed | 4.10% per annum | Semi-annually | 30 |
| | | Total: | \$1,030,000.00 | \$12,875.00 | \$1,017,125.00 | | | | |

Redemption Information: Non-Callable

Selling Agent: Barclays Capital Inc.

(1) The proceeds you might expect to receive if you were able to resell the Notes on the Issue Date are expected to be less than the issue price. This is because the issue price includes the selling agent's commission set forth above and also reflects certain hedging costs associated with the Notes. For additional information, see "Risk Factors — The issue price of the notes has certain built-in costs, including the selling agent's commission and our cost of hedging, both of which are expected to be reflected in secondary market prices" on page S-3 of the accompanying prospectus supplement. The issue price also does not include fees that you may be charged if you buy the Notes through your registered investment advisers for managed fee-based accounts.

(2) The Selling Agent may retain all or a portion of this commission or use all or a portion of this commission to pay selling concessions or fees to other dealers. See "Supplemental Plan of Distribution" on page S-26 of the accompanying prospectus supplement.

| | | | |
|--|---|-----------------------|---|
| Offering Dates: T r a d e Date: | June 25, 2012 through July 2, 2012 eJuly 2, 2012 | Notes: Issuer: | Retail Notes, Series B Lloyds TSB Bank plc ("Lloyds Bank") |
|--|---|-----------------------|---|

Edgar Filing: Lloyds Banking Group plc - Form 424B5

Lloyds TSB Bank Issue Date: July 6, 2012

Guarantor: Lloyds Banking Group plc ("LBG")

plc

fully and Minimum Denomination/Increments: \$1,000/\$1,000

unconditionally Settlement and Clearance: DTC; Book-Entry

guaranteed by Listing: The Notes will not be listed or displayed on any securities exchange or quotation system.

Lloyds Banking

Group plc

Retail Notes,

Series B

Survivor's Option Payment Date: Subject to limitations, each February 15 and August 15 of each calendar year. See "Risk Factors — Any Survivor's Option may be limited in amount, and any repayments made with respect to the exercise of a Survivor's Option will not be made immediately" and "Description of the Survivor's Option" starting on page S-6 and page S-17, respectively, in the accompanying prospectus supplement.

Interest Payment Dates: Interest on the Notes will be paid semi-annually in arrears on the 6th day of each July and January (each an "Interest Payment Date") beginning on (and including) January 6, 2013 and ending on the Maturity Date or the Survivor's Option Payment Date, if applicable. For additional information see "Description of the Notes and the Guarantees — Payment of Principal, Interest and Other Amounts Due" starting on page S-10 in the accompanying prospectus supplement.

If an Interest Payment Date, the Maturity Date or the Survivor's Option Payment Date, if applicable, for any Note is not a business day (as defined in the accompanying prospectus supplement), principal, premium, if any, and interest for that Note will be paid on the next business day, and no additional interest will accrue in respect of such payments made on the next business day.

Any payments due on the Notes, including any repayment of principal, will be subject to the creditworthiness of Lloyds Bank, as the Issuer, and LBG, as the Guarantor of the Issuer's obligations under the Notes. On June 21 2012, as part of a ratings review of 114 European financial institutions announced in February 2012, a leading ratings agency downgraded the longer-term senior debt and deposit ratings of the Group and Lloyds Bank by one notch. The ratings agency further announced that the outlook is stable on Lloyds Bank's standalone credit assessment and negative on the senior debt and deposit ratings, reflecting the ratings agency's medium-term view of lower systemic support for UK banks. For more detail on credit ratings risks see "Risk Factors - Risks relating to the notes - You are subject to the credit risk of Lloyds Bank and LBG and their credit ratings and and credit spreads may adversely affect the notes" in the prospectus supplement and "2011 20-F Risk Factors – Financial Soundness Related Risks," in particular "– The Group's borrowing costs and access to the capital markets is dependent on a number of factors, and increased costs or reduction in access could materially adversely affect the Group's results of operations, financial condition and prospects."

LBG and Lloyds Bank have filed a registration statement with the SEC for the offering to which this pricing supplement relates. Before you invest, you should read this pricing supplement together with the prospectus dated December 22, 2010 (the "prospectus") in that registration statement and other documents, including the more detailed information contained in the prospectus supplement dated November 25, 2011 (the "prospectus supplement"), that LBG and Lloyds Bank have filed with the SEC for more complete information about LBG and Lloyds Bank and this offering. You may access these documents on the SEC website at www.sec.gov. LBG's Central Index Key, or CIK, on the SEC website is 1160106 and Lloyds Bank's CIK on the SEC website is 1167831. The prospectus supplement and the prospectus may be accessed as follows (or if such address has changed, by reviewing LBG's and Lloyds Bank's filings for the relevant date on the SEC website):

Edgar Filing: Lloyds Banking Group plc - Form 424B5

· prospectus supplement dated November 25, 2011 and prospectus dated December 22, 2010
http://www.sec.gov/Archives/edgar/data/1160106/000095010311004966/dp27400_424b3.htm

Investing in the Notes involves significant risks. See “Risk Factors” beginning on page S-3 of the accompanying prospectus supplement.

The Notes are not bank deposits and are not insured or guaranteed by the Federal Deposit Insurance Corporation or any other governmental agency.

None of the Securities and Exchange Commission, any state securities commission and any other regulatory body has approved or disapproved of these Notes or passed upon the adequacy or accuracy of this pricing supplement, the accompanying prospectus supplement or the accompanying prospectus. Any representation to the contrary is a criminal offense.

July 2, 2012
