

NATIONAL RURAL UTILITIES COOPERATIVE FINANCE CORP /DC/  
Form 424B3  
July 20, 2016

Rule 424 (b) (3)  
Registration No. 333-199914

CALCULATION OF REGISTRATION FEE

Title of Each Class of Securities Offered	Maximum Aggregate Offering Price	Amount of Registration Fee(1)(2)
Subordinated Debt Securities	\$1,000,000.00	\$100.70

(1) Calculated in accordance with Rule 457(r) of the Securities Act of 1933.

(2) The amount in this column has been transmitted to the SEC in connection with the securities offered by means of this pricing supplement.

TRADE DATE: July 20, 2016  
PRICING SUPPLEMENT NO. 701  
DATED July 20, 2016  
TO PROSPECTUS SUPPLEMENT DATED November 10, 2014  
AND BASE PROSPECTUS DATED November 6, 2014

NATIONAL RURAL UTILITIES  
COOPERATIVE FINANCE  
CORPORATION (“National Rural”)

MEMBER CAPITAL SECURITIES

Principal Amount: \$1,000,000.00

Issue Price: 100% of Principal Amount

Original Issue Date: 07/25/2016

Maturity Date: 07/25/2046

Interest Rate: 5.00%

Regular Record Dates: Each  
March 15  
and  
September  
15

Interest Payment Dates: Each  
April 1  
and  
October  
1

First Coupon Date: 10/01/2016

Product Ranking: Subordinate to all  
existing and future  
senior indebtedness of  
National Rural and all  
subordinated  
indebtedness of  
National Rural that is  
held by or  
transferable by  
non-members of  
National Rural.

Optional Redemption Redeemable at the  
option of National  
Rural, in whole or in  
part, at any time after  
July 25, 2026 at a  
redemption price  
equal to 100% of the  
principal amount to  
be  
redeemed together  
with accrued and  
unpaid interest, if  
any, to the  
redemption date.

Option to Extend  
Interest  
Payment Period: National Rural will  
have the right to  
extend the interest  
payment period to a  
period not  
exceeding 10  
consecutive  
semi-annual interest  
payment periods. At

the end of a deferral period, National Rural must pay all interest then accrued and unpaid together with interest thereon at the same rate as specified for the securities.

Restrictions on Transfer:

The securities can only be sold or transferred to other National Rural voting members upon the written consent of National Rural.

Agent's Commission: None

Form of Note:  
(Book-Entry or Certificated)

Certificated

Denominations / Multiples:

\$25,000 / \$5,000

Listing:

None

Member Capital Securities may be issued by the Company in an unlimited aggregate principal amount.

Validity of the Member Capital Security

In the opinion of Hogan Lovells US LLP, as counsel to the Company, when the notes offered by this pricing supplement have been executed and

issued by the Company and authenticated by the trustee pursuant to the indenture, and delivered against payment as contemplated herein, such notes will constitute valid and binding obligations of the Company, subject to bankruptcy, insolvency, reorganization, receivership, moratorium and other laws affecting creditors' rights (including, without limitation, the effect of statutory and other law regarding fraudulent conveyances, fraudulent transfers and preferential transfers), and by the exercise of judicial discretion and the application of principles of equity, good faith, fair dealing, reasonableness, conscionability and materiality (regardless of whether the applicable agreements are considered in a proceeding in equity or at law).

This opinion is based as to matters of law solely on applicable provisions of the following, as currently in effect: (i) the District of Columbia Cooperative Association Act, as amended (the "Cooperative Association Act") and (ii) the laws of the State of New York (but not including any laws, statutes, ordinances, administrative decisions, rules or regulations of any political subdivision below the state level). In addition, this opinion is subject to customary assumptions about the trustee's authorization, execution and delivery of the indenture and its authentication of the notes and the validity, binding nature and enforceability of the indenture with respect to the trustee, all as stated in the letter of such counsel dated November 10, 2014, which has been filed as an exhibit to a Current Report on Form 8-K by the Company on November 10, 2014.