Credit Suisse
Financial Services Forum

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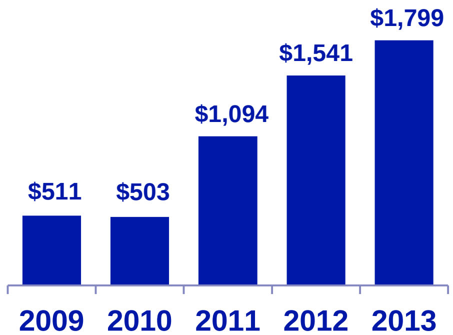
February 12, 2014

Please refer to earnings release dated January 23, 2014 for further information.

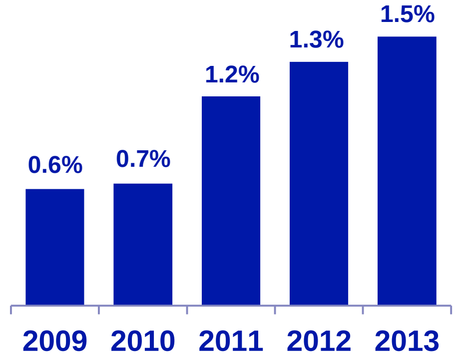
2013: A record year

Net income to common ($MM)



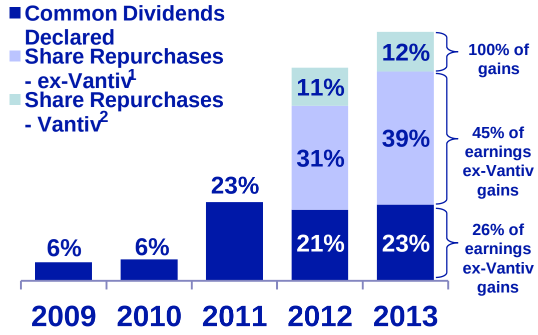
Generated highest level of net income in Company's history

Return on avg. assets



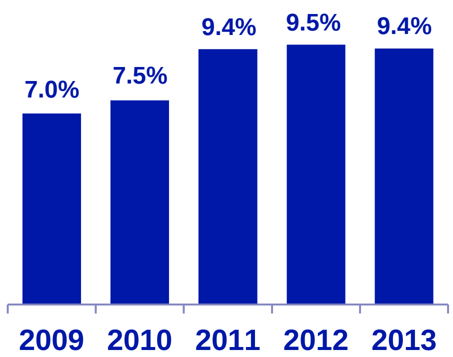
Steadily improving profitability providing positive momentum

Total payout ratio



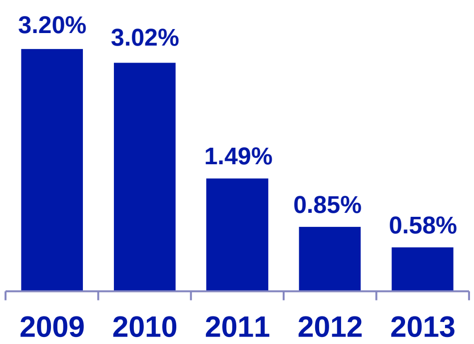
Net payouts to shareholders of $1.3B[2] in 2013

Tier 1 common ratio[3]



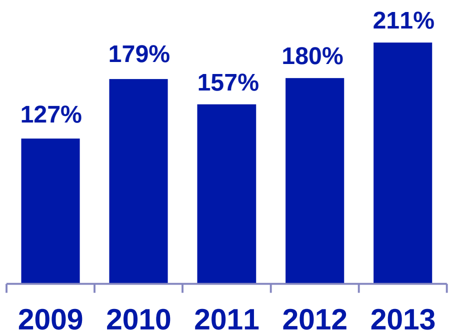
Strong and stable capital ratios

Net charge-off ratio



Problem assets at lowest levels in five years

ALLL / NPLs



Coverage levels among highest in the industry

[1] 2013 is net of the issuance of shares valued at $398MM related to the Series G preferred stock conversion on July 1, 2013.
[2] Repurchases of shares in the amount of after-tax gains on the sale of Vantiv shares.
[3] Non-GAAP measure; see Reg. G reconciliation in appendix; capital ratios estimated; presented under current U.S. capital regulations

Solid fourth quarter 2013 earnings

FIFTH THIRD BANK

Strong Results

- Earnings per diluted share of $0.43
- Strong returns, with sequential growth in NII, deposit fees, payments processing and wealth management, and ongoing disciplined expense management
- Overall credit trends remain favorable with the lowest past-due and nonperforming asset levels since late 2007

Executing on Strategic Plans

- Traditional commercial banking franchise utilizing an affiliate based model supported with strong national businesses
  - Segment and industry specialization in mid-corporate, energy, and healthcare
- Top 3 deposit market share in key markets with focus on further improving share of wallet
- Redesigning retail distribution strategy and prioritizing key segments in consumer bank
- Best-in-class regional wealth management business

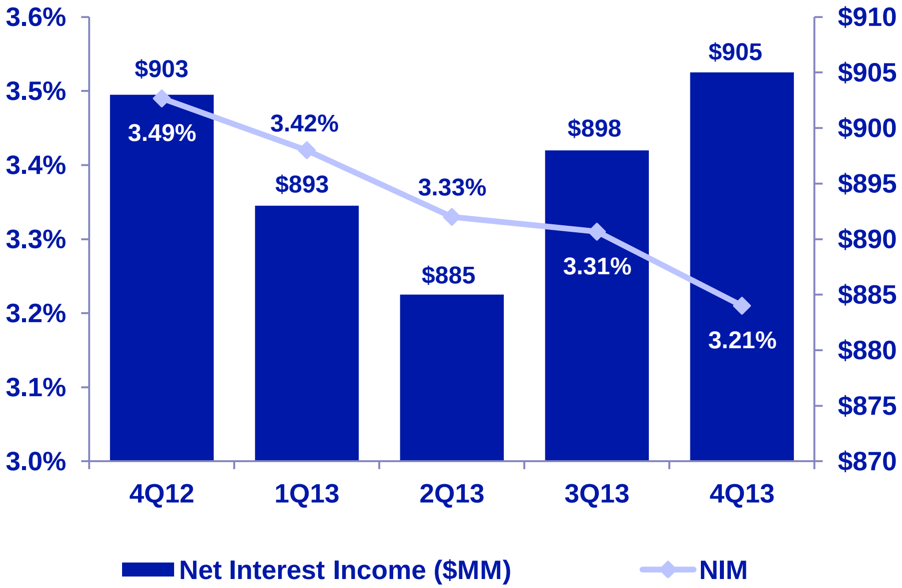
Prudent Capital Management

- Tier 1 common ratio of 9.4% (Basel III pro forma estimate of ~9.0%)[1]
- Continue to execute on capital plans
  - Issued $450MM of Series I preferred stock in 4Q13
  - Redeemed $750MM of outstanding TruPS and issued $750MM of subordinated debt
  - Announced $656MM share repurchase agreements in 4Q13, and $99MM share repurchase agreement in 1Q14

[1] *Non-GAAP measure; see Reg. G reconciliation in appendix. Capital ratios estimated; presented under current U.S. capital regulations. The pro forma Basel III Tier 1 common equity ratio is management's estimate based upon its current interpretation of recent prospective regulatory capital requirements approved in July 2013.*

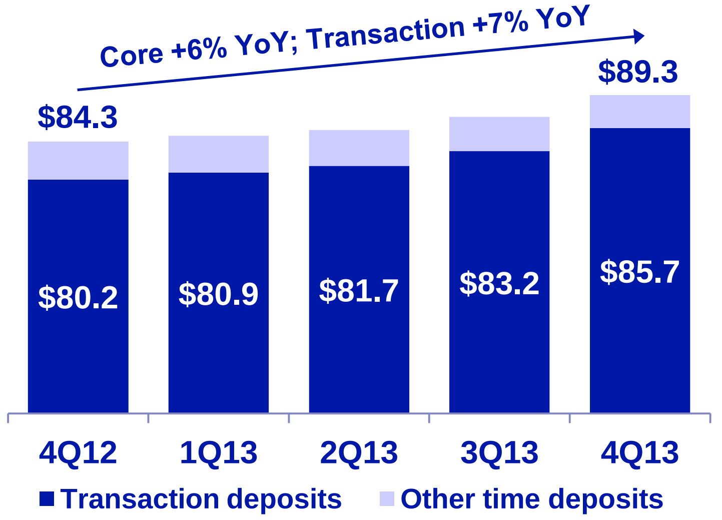
Net interest income, margin & balance sheet

NII and NIM (FTE)

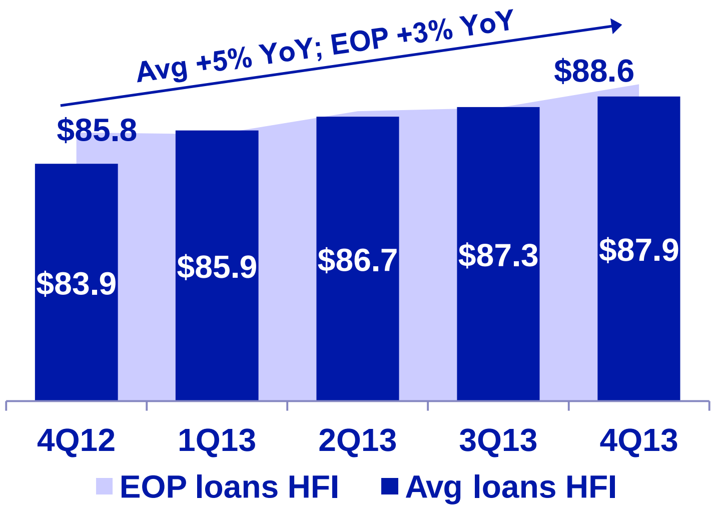


- Growth in NII despite NIM contraction
- Changed composition and size of investment portfolio in 3Q13; expect benefit to NII in future quarters
- New origination spreads remain tight (reflects increased level of competition, impact of better credit, and overall relationship profitability approach)
- Coupons on new fixed rate loan originations continue to converge with portfolio avg. coupons (~40% of loan book is fixed)
- Increase in short-term LIBOR rates key driver for long-term upside on NIM

Average core deposit balances ($B)



Loan balances ($B)



Disciplined expense management

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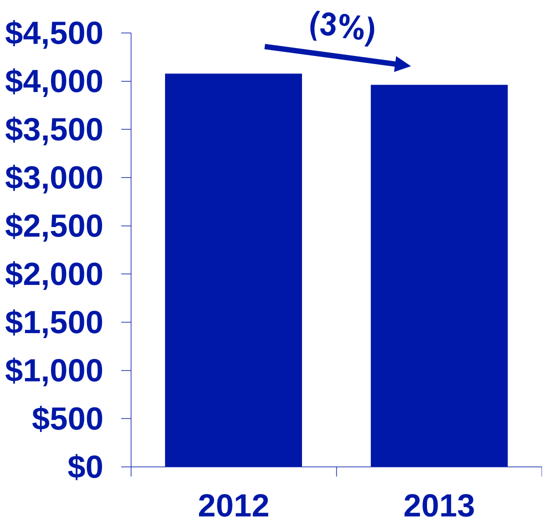
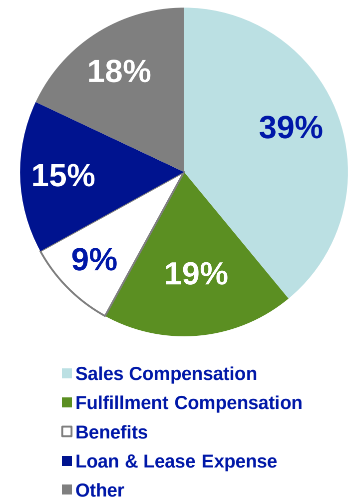
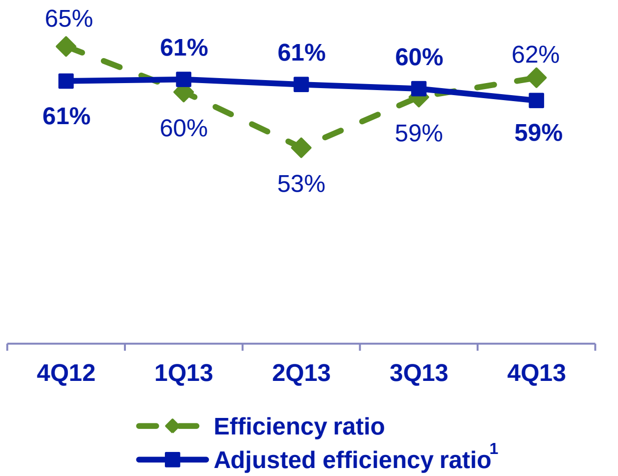
Expense trend ($MM)



2H13 Mortgage Expense Reduction



Efficiency ratio trend



- Full-year expenses declined 3%
  - Included 4% increase in technology and communications expense and $159MM in additions to litigation reserves
- Will continue R&D investments with increased technology, communications, and equipment expense in 2014

- ~$50MM of mortgage-related cost reductions in 2H13
  - Eliminated overtime and contract work, some full-time employee costs and lower incentive comp due to the lower origination volumes
- Will continue to manage expenses in mortgage business efficiently in 2014

- Expect continued improvement in 2014
- Mid-50% efficiency ratio target
  - Normalized interest rate environment

Operating leverage is a strategic priority in all environments

[1] *Significant items reflected in "Adjusted efficiency ratio" for all quarters listed on page 13 in the appendix.*

Repositioning consumer bank with investments and strategic changes

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Key Opportunities

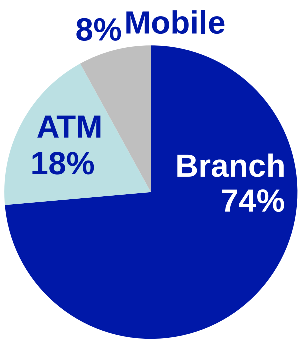
1) **Maximize the value offered and the revenue earned from every relationship**
   - Maturation of consultative sales process
     - Execution consistency
     - State-of-the-art service tools such as Financial Needs Assessment

2) **Continue to grow new households focusing on the most attractive segments**
   - Growth in high value segments
     - Dedicated team of specialists to focus on high value segments
     - Significant focus on training & differentiated products

3) **Evolve our distribution strategy to lower costs while improving the customer experience**
   - Integrated channel strategy
     - Redefine branch operating model & reshape physical distribution model
     - Expanded and upgraded self-service channels (image ATMs & mobile)

Consumer deposit activity

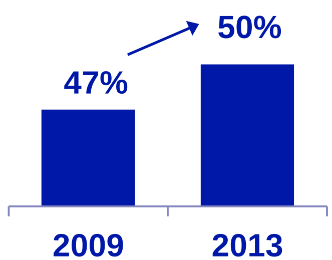
Transaction volume by channel



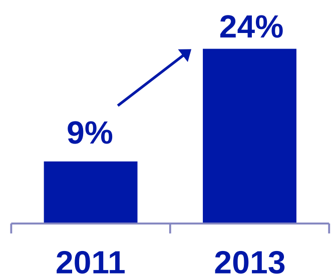
Alternative channel delivery

% of checking households with

Online banking



Mobile banking



Indirect auto originator

#6 Prime Bank Rank by Units Financed[1]

2013

Mortgage origination ranking[2]

#16 → #13

2009 2013

Enhanced distribution capabilities for customers to access our products and services

[1] *Source: Experian Auto Count. Loans (excluding leases) originated by franchised dealers. Prime banks only - excludes captives and non primes. Capital One is excluded because they are primarily non-prime. Ally is excluded because they were primarily a captive.*

[2] *Source: Inside Mortgage Finance*

Commercial Bank – Executing on key strategies

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Segment Specialization

Mid-Corporate

- Target clients: businesses that generate $500MM to $2B in revenue
- Investments in capital markets capabilities
- “Lead left” strategy

Industry Specialization

Healthcare

- Expanded suite of products designed to meet full range of healthcare clients’ needs

Energy

- Launched in 3Q12
- Focused on extraction and distribution (upstream / downstream)

Commercial Real Estate

- Centralized group focused on select opportunities

Treasury Management Capabilities

Currency Processing Solutions

- Innovative cash management solutions simplify cash handling and improve cash flow

Commercial Card Solutions

- Streamline processes, reduce costs and maximize convenience

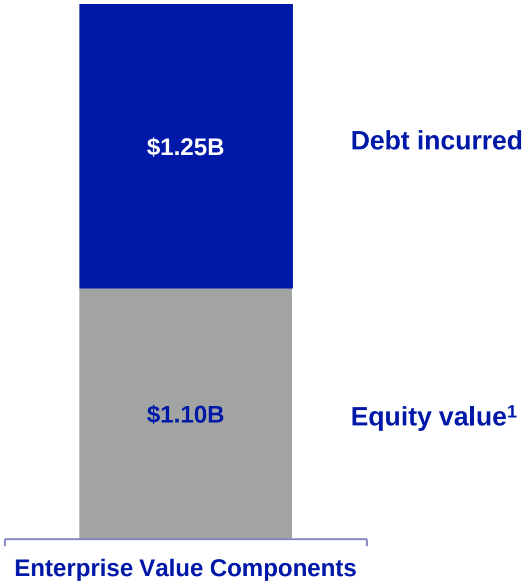
CONSULTATIVE SALES APPROACH

Valuable ownership stake in Vantiv, Inc.

March 2009

Significant unrecognized value unlocked

$2.35 billion[1] enterprise value



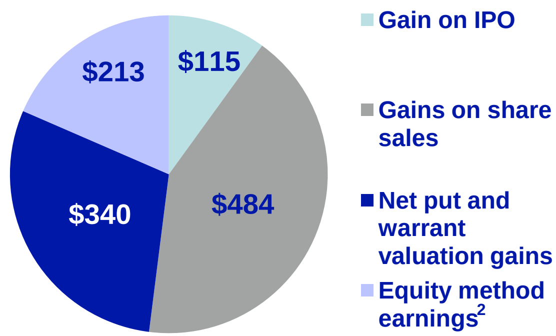
- Equity valuation of $1.1B
  - Including $561MM cash payment related to Advent's 51% ownership and put rights
  - Fifth Third retained 49% ownership with additional warrants
- Pre-tax gain of $1.8B

March 2009 – Present

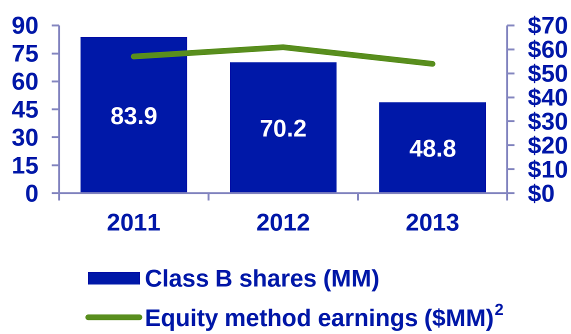
Realizing earning potential

Recognized value to date

($MM pre-tax)



Equity ownership & earnings



Ongoing impact

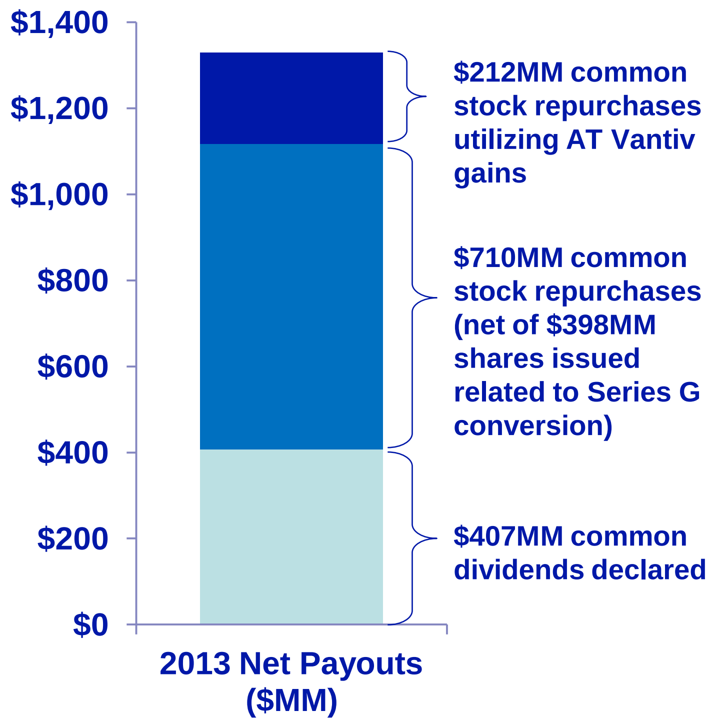
Positioned well to generate future value

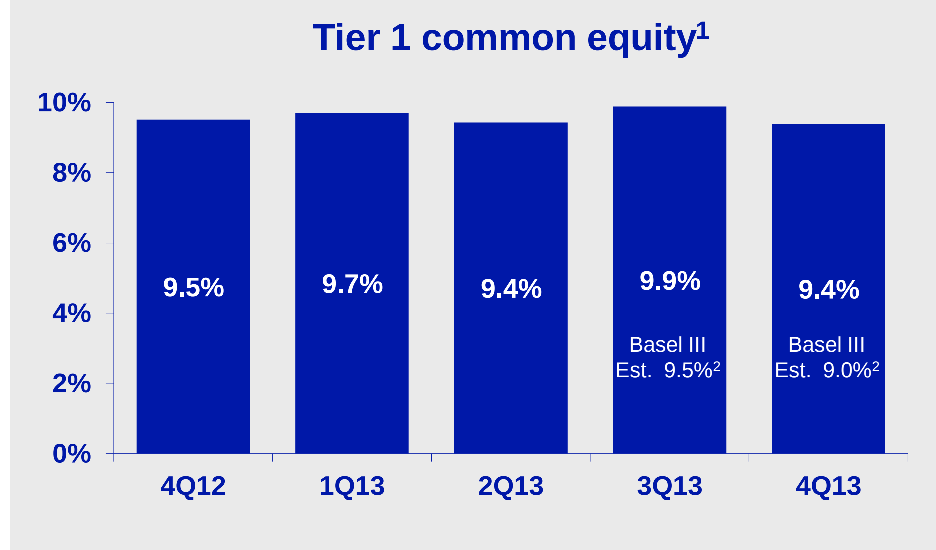
- Currently own 25% interest in Vantiv Holding, LLC, convertible to Vantiv, Inc. shares (NYSE: VNTV)
  - Carrying (book) value of $415MM as of 9/30/13
  - Ownership (market) value of ~$1.6B as of 12/31/13
- Ongoing equity method earnings
- Warrant to purchase additional shares in Vantiv
  - Carried as a derivative asset at fair value of $384MM as of 12/31/13
- Annual payment corresponding with tax benefits accruing to Fifth Third associated with the tax receivable agreement (TRA)
  - Vantiv reported FITB TRA at a gross value of $494MM as of 3Q13
  - $9MM in 4Q13

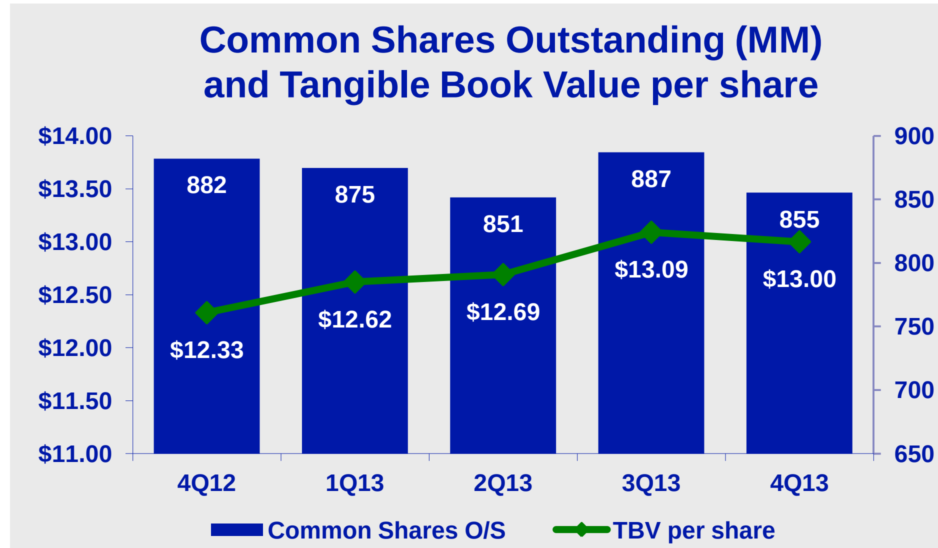
Total gains / earnings recognized ~$3 billion

[1] Before Fifth Third's valuation of warrants, put rights, and minority interest discounts expected to reduce its implied valuation of the business by an estimated $50 million.
[2] 2013 equity method earnings reflect results through 3Q13, as Vantiv has not yet reported 4Q13 results.

Capital management – core focus







- 2014 CCAR plan designed to maintain capital ratios at approximately current levels, managed with share repurchases and dividends consistent with the Federal Reserve's 30% guidance.
  - Consistent with prior plans, would generally intend to repurchase any equity created through Vantiv-related gains
  - Plans contingent on non-objection from the Federal Reserve and on the Board's future decisions

[1] Non-GAAP measure; See Reg. G reconciliation in appendix.
[2] Capital ratios estimated; presented under current U.S. capital regulations. The pro forma Basel III Tier I common equity ratio is management's estimate based upon its current interpretation of recent prospective regulatory capital requirements approved in July 2013.

Investment thesis

- Consistent earnings power with high returns
- Healthy balance sheet with strong growth potential
- Commercial Bank with growing scale and scope of products and services
- Redesign of Consumer Bank for long term profitability
- Growing wealth management and brokerage services
- Long history of disciplined expense management
- Balanced capital management supporting growth and shareholder returns

Cautionary statement

This report contains statements that we believe are “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933, as amended, and Rule 175 promulgated thereunder, and Section 21E of the Securities Exchange Act of 1934, as amended, and Rule 3b-6 promulgated thereunder. These statements relate to our financial condition, results of operations, plans, objectives, future performance or business. They usually can be identified by the use of forward-looking language such as “will likely result,” “may,” “are expected to,” “is anticipated,” “estimate,” “forecast,” “projected,” “intends to,” or may include other similar words or phrases such as “believes,” “plans,” “trend,” “objective,” “continue,” “remain,” or similar expressions, or future or conditional verbs such as “will,” “would,” “should,” “could,” “might,” “can,” or similar verbs. You should not place undue reliance on these statements, as they are subject to risks and uncertainties, including but not limited to the risk factors set forth in our most recent Annual Report on Form 10-K. When considering these forward-looking statements, you should keep in mind these risks and uncertainties, as well as any cautionary statements we may make. Moreover, you should treat these statements as speaking only as of the date they are made and based only on information then actually known to us.

There are a number of important factors that could cause future results to differ materially from historical performance and these forward-looking statements. Factors that might cause such a difference include, but are not limited to: (1) general economic conditions and weakening in the economy, specifically the real estate market, either nationally or in the states in which Fifth Third, one or more acquired entities and/or the combined company do business, are less favorable than expected; (2) deteriorating credit quality; (3) political developments, wars or other hostilities may disrupt or increase volatility in securities markets or other economic conditions; (4) changes in the interest rate environment reduce interest margins; (5) prepayment speeds, loan origination and sale volumes, charge-offs and loan loss provisions; (6) Fifth Third’s ability to maintain required capital levels and adequate sources of funding and liquidity; (7) maintaining capital requirements may limit Fifth Third’s operations and potential growth; (8) changes and trends in capital markets; (9) problems encountered by larger or similar financial institutions may adversely affect the banking industry and/or Fifth Third; (10) competitive pressures among depository institutions increase significantly; (11) effects of critical accounting policies and judgments; (12) changes in accounting policies or procedures as may be required by the Financial Accounting Standards Board (FASB) or other regulatory agencies; (13) legislative or regulatory changes or actions, or significant litigation, adversely affect Fifth Third, one or more acquired entities and/or the combined company or the businesses in which Fifth Third, one or more acquired entities and/or the combined company are engaged, including the Dodd-Frank Wall Street Reform and Consumer Protection Act; (14) ability to maintain favorable ratings from rating agencies; (15) fluctuation of Fifth Third’s stock price; (16) ability to attract and retain key personnel; (17) ability to receive dividends from its subsidiaries; (18) potentially dilutive effect of future acquisitions on current shareholders’ ownership of Fifth Third; (19) effects of accounting or financial results of one or more acquired entities; (20) difficulties from the separation of or the results of operations of Vantiv, LLC; (21) loss of income from any sale or potential sale of businesses that could have an adverse effect on Fifth Third’s earnings and future growth; (22) ability to secure confidential information and deliver products and services through the use of computer systems and telecommunications networks; and (23) the impact of reputational risk created by these developments on such matters as business generation and retention, funding and liquidity.

You should refer to our periodic and current reports filed with the Securities and Exchange Commission, or “SEC,” for further information on other factors, which could cause actual results to be significantly different from those expressed or implied by these forward-looking statements.

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Appendix

Pre-tax pre-provision earnings[1]

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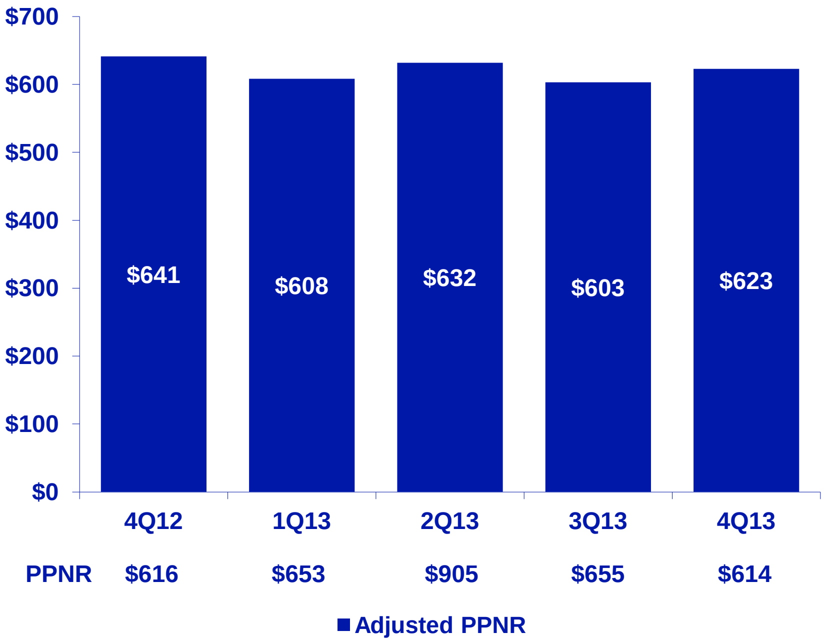
PPNR trend



PPNR reconciliation

($ in millions)	4Q12	1Q13	2Q13	3Q13	4Q13
Income before income taxes (U.S. GAAP) (a)	$540	$591	$841	$604	$561
Add: Provision expense (U.S. GAAP) (b)	76	62	64	51	53
PPNR (a) + (b)	$616	$653	$905	$655	$614
Adjustments to remove (benefit) / detriment[2]:					
In noninterest income:					
Gain from sales of Vantiv shares	(157)	-	(242)	(85)	-
Vantiv warrant & puts	19	(34)	(76)	(6)	(91)
Other Vantiv-related income	-	-	-	-	(9)
Valuation of 2009 Visa total return swap	15	7	5	2	18
Sale of certain Fifth Third funds	-	(7)	-	-	-
BOLI settlement	-	-	(10)	-	-
Securities (gains) / losses	(2)	(17)	-	(2)	(2)
In noninterest expense:					
Debt extinguishment (gains) / losses	134	-	-	-	8
Severance expense	3	3	1	5	8
Large bank assessment fees	-	-	-	5	-
Gain on sale of affordable housing investments	-	(9)	(2)	(1)	-
Donation to Fifth Third Foundation	-	3	-	-	8
Additions to litigation reserves	13	9	51	30	69
Adjusted PPNR	$641	$608	$632	$603	$623
Credit-related items:					
In noninterest income	13	10	6	5	5
In noninterest expense	68	24	35	16	(12)
Credit-adjusted PPNR[3]	$722	$642	$673	$624	$616

PPNR down 6% from 3Q13 and flat to prior year; adjusted PPNR up 3% sequentially and down 3% from prior year

[1] Non-GAAP measure; see Reg. G reconciliation on following pages.
[2] Prior quarters include similar adjustments.
[3] There are limitations on the usefulness of credit-adjusted PPNR, including the significant degree to which changes in credit and fair value are integral, recurring components of the Bancorp's core operations as a financial institution. This measure has been included herein to facilitate a greater understanding of the Bancorp's financial condition.
Note: 4Q13 and 3Q13 also included benefits to the mortgage repurchase provision of $28MM and $4MM, respectively. 2Q13, 1Q13, and 4Q12 also included the impact of $47MM, $30MM, and $21MM in mortgage repurchase provision, respectively. These impacts are reflected in "Credit-related items" listed above.

Regulation G Non-GAAP reconciliation

Fifth Third Bancorp and Subsidiaries
Regulation G Non-GAAP Reconcilation
$ and shares in millions
(unaudited)

	For the Three Months Ended				
	December 2013	September 2013	June 2013	March 2013	December 2012
Income before income taxes (U.S. GAAP)	$561	$604	$841	$591	$540
Add: Provision expense (U.S. GAAP)	53	51	64	62	76
Pre-provision net revenue (a)	614	655	905	653	616
Net income available to common shareholders (U.S. GAAP)	383	421	582	413	390
Add: Intangible amortization, net of tax	1	1	1	1	2
Tangible net income available to common shareholders	384	422	583	414	392
Tangible net income available to common shareholders (annualized) (b)	1,523	1,674	2,338	1,679	1,559
Average Bancorp shareholders' equity (U.S. GAAP)	14,757	14,440	14,221	13,779	13,855
Less: Average preferred stock	(703)	(593)	(717)	(398)	(398)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,417)
Average intangible assets	(20)	(22)	(24)	(26)	(28)
Average tangible common equity (c)	11,618	11,409	11,064	10,939	11,012
Total Bancorp shareholders' equity (U.S. GAAP)	14,589	14,641	14,239	13,882	13,716
Less: Preferred stock	(1,034)	(593)	(991)	(398)	(398)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets	(19)	(21)	(23)	(25)	(27)
Tangible common equity, including unrealized gains / losses (d)	11,120	11,611	10,809	11,043	10,875
Less: Accumulated other comprehensive income	(82)	(218)	(149)	(333)	(375)
Tangible common equity, excluding unrealized gains / losses (e)	11,038	11,393	10,660	10,710	10,500
Total assets (U.S. GAAP)	130,443	125,673	123,360	121,382	121,894
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets	(19)	(21)	(23)	(25)	(27)
Tangible assets, including unrealized gains / losses (f)	128,008	123,236	120,921	118,941	119,451
Less: Accumulated other comprehensive income / loss, before tax	(126)	(335)	(229)	(512)	(577)
Tangible assets, excluding unrealized gains / losses (g)	127,882	122,901	120,692	118,429	118,874
Common shares outstanding (h)	855	887	851	875	882
Ratios:					
Return on average tangible common equity (b) / (c)	13.1%	14.7%	21.1%	15.4%	14.1%
Tangible common equity (excluding unrealized gains/losses) (e) / (g)	8.63%	9.27%	8.83%	9.03%	8.83%
Tangible common equity (including unrealized gains/losses) (d) / (f)	8.69%	9.42%	8.94%	9.28%	9.10%
Tangible book value per share (d) / (h)	13.00	13.09	12.69	12.62	12.33

Regulation G Non-GAAP reconciliation

Fifth Third Bancorp and Subsidiaries
Regulation G Non-GAAP Reconcilation
$ and shares in millions
(unaudited)

	For the Three Months Ended				
	December 2013	September 2013	June 2013	March 2013	December 2012
Total Bancorp shareholders' equity (U.S. GAAP)	$14,589	$14,641	$14,239	$13,882	$13,716
Goodwill and certain other intangibles	(2,492)	(2,492)	(2,496)	(2,504)	(2,499)
Unrealized gains	(82)	(218)	(149)	(333)	(375)
Qualifying trust preferred securities	60	810	810	810	810
Other	19	21	22	23	33
Tier I capital	12,094	12,762	12,426	11,878	11,685
Less: Preferred stock	(1,034)	(593)	(991)	(398)	(398)
Qualifying trust preferred securities	(60)	(810)	(810)	(810)	(810)
Qualifying noncontrolling interest in consolidated subsidiaries	(37)	(39)	(38)	(38)	(48)
Tier I common equity (a)	10,963	11,320	10,587	10,632	10,429
Risk-weighted assets, determined in accordance with prescribed regulatory requirements (b)	116,836	114,544	112,285	109,626	109,699
Ratio:					
Tier I common equity (a) / (b)	9.38%	9.88%	9.43%	9.70%	9.51%

Basel III - Estimated Tier 1 common equity ratio

	December 2013	September 2013
Tier 1 common equity (Basel I)	$10,963	$11,320
Add: Adjustment related to capital components	$82	$88
Estimated Tier 1 common equity under final Basel III rules without AOCI (opt out)(c)	$11,045	$11,408
Add: Adjustment related to AOCI	$82	$218
Estimated Tier 1 common equity under final Basel III rules with AOCI (non opt out)(d)	$11,127	$11,626
Estimated risk-weighted assets under final Basel III rules (e)	122,602	120,447
Estimated Tier 1 common equity ratio under final Basel III rules (opt out) (c) / (e)	9.01%	9.47%
Estimated Tier 1 common equity ratio under final Basel III rules (non opt out) (d) / (e)	9.08%	9.65%

(c), (d) Under the final Basel III rules, non-advanced approach banks are permitted to make a one-time election to opt out of the requirement to include AOCI in Tier 1 common equity. Other adjustments include mortgage servicing rights and deferred tax assets subject to threshold limitations and deferred tax liabilities related to intangible assets.

(e) Key differences under Basel III in the calculation of risk-weighted assets compared to Basel I include: (1) Risk weighting for commitments under 1 year; (2) Higher risk weighting for exposures to securitizations, past due loans, foreign banks and certain commercial real estate; (3) Higher risk weighting for mortgage servicing rights and deferred tax assets that are under certain thresholds as a percent of Tier 1 capital; and (4) Derivatives are differentiated between exchange clearing and over-the-counter and the 50% risk-weight cap is removed.

Regulation G Non-GAAP reconciliation

Fifth Third Bancorp and Subsidiaries
Regulation G Non-GAAP Reconcilation
$ and shares in millions
(unaudited)

		For the Year Ended				
		2013	2012	2011	2010	2009
Total Bancorp shareholders' equity (U.S. GAAP)		$14,589	$13,716	$13,201	$14,051	$13,497
	Goodwill and certain other intangibles	(2,492)	(2,499)	(2,514)	(2,546)	(2,565)
	Unrealized gains	(82)	(375)	(470)	(314)	(241)
	Qualifying trust preferred securities	60	810	2,248	2,763	2,763
	Other	19	33	38	11	(26)
Tier I capital		12,094	11,685	12,503	13,965	13,428
Less:	Preferred stock	(1,034)	(398)	(398)	(3,654)	(3,609)
	Qualifying trust preferred securities	(60)	(810)	(2,248)	(2,763)	(2,763)
	Qualifying noncontrolling interest in consolidated subsidiaries	(37)	(48)	(50)	(30)	-
Tier I common equity (a)		10,963	10,429	9,807	7,518	7,056
Risk-weighted assets, determined in accordance with prescribed regulatory requirements (b)		116,836	109,699	104,945	100,561	100,933
Ratio:						
Tier I common equity (a) / (b)		9.38%	9.51%	9.35%	7.48%	6.99%