3Q13 Earnings Conference Call

October 17, 2013

Please refer to earnings release dated October 17, 2013 for further information.

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.

3Q13 in review

- Net income available to common shareholders of $421MM ($0.47 per diluted share), vs. $582MM ($0.65 per share) in 2Q13 and $354MM ($0.38 per share) in 3Q12

Significant items in 3Q13 results

$ in MM, except per share data	Net income impact		After tax EPS
	Pre-tax	After tax	impact
Gain on sale of Vantiv shares	$85	$55	
Mortgage representation & warranty reserve reduction	$15	$9	
Valuation adjustment on Vantiv warrant	$6	$4	
Severance expense	($5)	($3)	
Large bank assessment fee	($5)	($3)	
Expense to increase litigation reserves	($30)	($19)	
Total	$66	$43	$0.05

  - Return on average assets of 1.35%; return on average common equity of 12.1%; return on average tangible common equity** of 14.7%
- Credit trends remain favorable
  - Net charge-offs of $109MM (0.49% of loans and leases) down $3MM (2 bps) vs. 2Q13; lowest net-charge-off ratio since 1Q07
  - Provision expense of $51MM, down $13MM vs. 2Q13
  - Loan loss allowance down $58MM sequentially; allowance to loan ratio of 1.92%
  - Total nonperforming assets of $1.0B including loans held-for-sale, down $140MM, or 12%, from 2Q13; NPA ratio of 1.16% down 16 bps from 2Q13, nonperforming loans ratio of 0.88% down 16 bps from 2Q13
- Strong capital ratios*
  - Tier 1 common ratio 9.89%**, up 46 bps sequentially, includes 37 bps benefit from conversion of Series G preferred stock; Basel III pro forma estimate of ~9.5%**
  - Tier 1 risk-based capital ratio 11.15%, Total risk-based capital ratio 14.36%, Leverage ratio 10.58%
  - Tangible common equity ratio** of 9.27% excluding unrealized gains/losses; 9.42% including them
  - Book value per share of $15.84; tangible book value per share** of $13.09 up 3% from 2Q13 and 8% from 3Q12
  - Previously announced $539MM common stock repurchase agreement settled on October 1, 2013 with an additional 4.3MM shares repurchased upon completion of the agreement

** 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.*
*** Non-GAAP measure; see Reg. G reconciliation in appendix.*

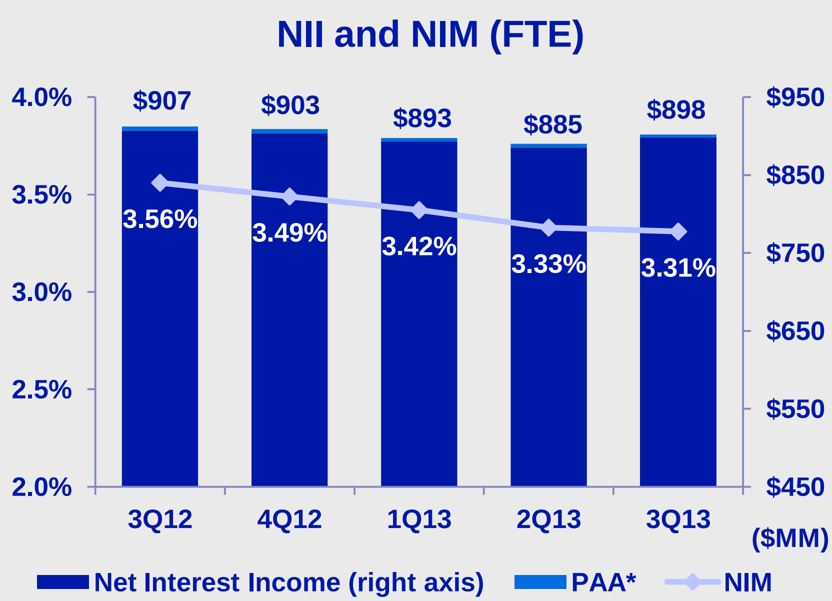
Financial summary

($ in millions)	Actual 3Q12	2Q13	3Q13	Seq. Δ $	%	YOY Δ $	%
Average Balances							
Commercial loans*	$46,901	$50,513	$50,771	$258	1%	$3,870	8%
Consumer loans*	35,987	36,194	36,501	307	1%	514	1%
Total loans & leases*	**$82,888**	**$86,707**	**$87,272**	**$565**	**1%**	**$4,384**	**5%**
Core deposits	**$81,722**	**$85,537**	**$86,921**	**$1,384**	**2%**	**$5,199**	**6%**
Income Statement Data							
Net interest income (taxable equivalent)	$907	$885	$898	$13	2%	($9)	(1%)
Provision for loan and lease losses	65	64	51	(13)	(20%)	(14)	(22%)
Noninterest income	671	1,060	721	(339)	(32%)	50	7%
Noninterest expense	1,006	1,035	959	(76)	(7%)	(47)	(5%)
Net income attributable to Bancorp	**$363**	**$591**	**$421**	**($170)**	**(29%)**	**$58**	**16%**
Net income available to common shareholders	**$354**	**$582**	**$421**	**($161)**	**(28%)**	**$67**	**19%**
Pre-provision net revenue (PPNR)^	**$568**	**$905**	**$655**	**($250)**	**(28%)**	**$87**	**15%**
Earnings per share, diluted	**$0.38**	**0.65**	**0.47**	**($0.18)**	**(28%)**	**$0.09**	**24%**
Net interest margin	**3.56%**	**3.33%**	**3.31%**	**(2bps)**	**(1%)**	**(25bps)**	**(7%)**
Return on average assets	**1.23%**	**1.94%**	**1.35%**	**(59bps)**	**(30%)**	**12bps**	**10%**
Return on average common equity	**10.4%**	**17.3%**	**12.1%**	**(520bps)**	**(30%)**	**170bps**	**15%**
Return on average tangible common equity^	**12.8%**	**21.1%**	**14.7%**	**(640bps)**	**(31%)**	**190bps**	**14%**

- **PPNR^ of $655 million, included $91 million in Vantiv-related gains, $30 million in charges to increase litigation reserves, and $15 million reduction in mortgage representation and warranty reserve**
- **ROAA of 1.4% including Vantiv-related gains, 1.2% excluding them; ROATCE^ of 14.7% including Vantiv-related gains, 12.6% excluding them**
- **11th consecutive quarter of sequential average portfolio loan growth; EOP portfolio loan balances highest in company history**

** Excluding loans held-for-sale*
^ Non-GAAP measure; see Reg. G reconciliation in appendix.
Note: Numbers may not sum due to rounding and percentages in all of the tables in this presentation are calculated on actual dollar amounts not the rounded dollar amounts.

Net interest income

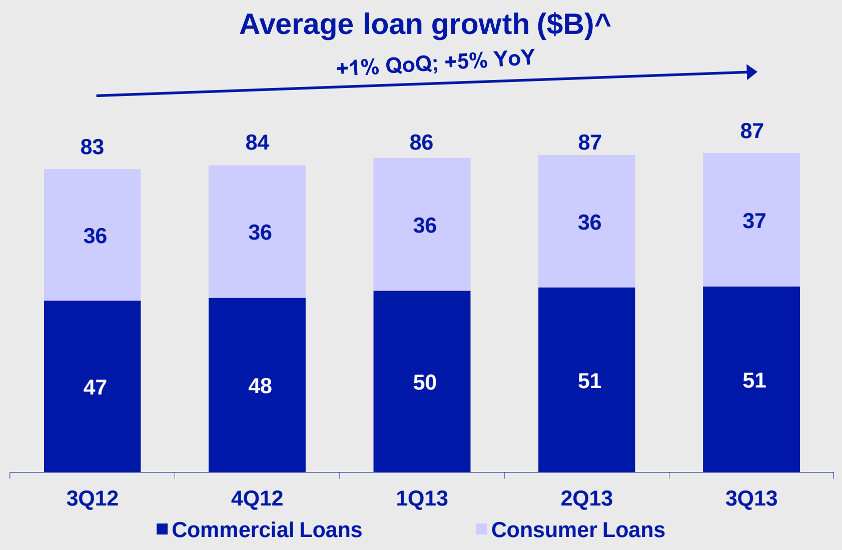


Yield Analysis	3Q12	2Q13	3Q13	Seq. Δ (bps)	YoY Δ (bps)
Commercial and industrial loans	4.08%	3.58%	3.49%	(9)	(59)
Commercial mortgage loans	3.76%	3.65%	3.60%	(5)	(16)
Commercial construction loans	2.83%	3.41%	3.71%	30	88
Commercial leases	3.62%	3.36%	3.22%	(14)	(40)
Residential mortgage loans	4.03%	3.91%	3.87%	(4)	(16)
Home equity	3.78%	3.76%	3.74%	(2)	(4)
Automobile loans	3.61%	3.16%	3.02%	(14)	(59)
Credit card	9.82%	9.97%	9.93%	(4)	11
Other consumer loans and leases	49.00%	39.49%	42.84%	335	(616)
Total loans and leases	**4.21%**	**3.89%**	**3.83%**	**(6)**	**(38)**
Taxable securities	3.41%	3.09%	3.20%	11	(21)
Tax exempt securities	3.29%	5.01%	5.08%	7	179
Other short-term investments	0.25%	0.24%	0.26%	2	1
Total interest-earning assets	**4.03%**	**3.73%**	**3.68%**	**(5)**	**(35)**
Total interest-bearing liabilities	**0.67%**	**0.57%**	**0.54%**	**(3)**	**(13)**
Net interest spread	**3.36%**	**3.16%**	**3.14%**	**(2)**	**(22)**

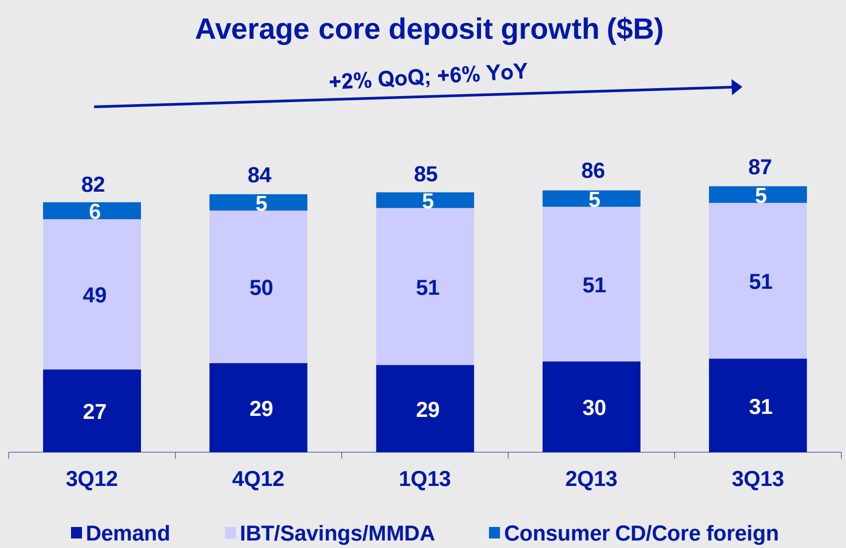
- **Net interest income up $13MM from 2Q13 and down $9MM from 3Q12**
  - **Sequential increase due to higher balances and higher yields in investment securities, lower interest expense, and the benefit of an extra day in the quarter, partially offset by the effects of loan repricing, lower held-for-sale loans, and the 2Q13 maturity of interest rate floors.**
  - **Year-over-year decline reflected lower asset yields partially offset by higher average loan balances, lower long-term debt expense, and run-off in higher-priced CDs.**
- **NIM declined 2 bps sequentially due to lower loan yields, the 2Q13 maturity of interest rate floors, and the impact of one extra day in the quarter, partially offset by the effects of lower funding rates and higher securities yields.**

** Represents purchase accounting adjustments included in net interest income.*

Balance sheet



- C&I loans up 1% sequentially and 15% from 3Q12
  - Commercial line utilization 30%; potential source of future growth
- CRE loans down 3% sequentially and 12% from 3Q12
  - Commercial construction balances up $100MM+ year-to-date
- Consumer loans up 1% sequentially and year-over-year
- Lower production reduced average warehoused residential mortgage loans held-for-sale to $1.8B in 3Q13 versus $2.7B in 2Q13



- Core deposit to loan ratio of 100%
  - DDAs up 3% sequentially and up 13% from 3Q12
  - Consumer average transaction deposits down 1% sequentially and up 5% year-over-year
  - Commercial average transaction deposits up 6% sequentially and up 10% year-over-year
- Short-term wholesale borrowings represent only 2% of total funding

^ Excludes loans held-for-sale
Note: Numbers may not sum due to rounding

Noninterest income

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Noninterest income

($ in millions)	Actual 3Q12	Actual 2Q13	Actual 3Q13	Seq. Δ $	Seq. Δ %	YOY Δ $	YOY Δ %
Service charges on deposits	$128	$136	**$140**	$4	3%	12	10%
Corporate banking revenue	101	106	**102**	(4)	(4%)	1	1%
Mortgage banking net revenue	200	233	**121**	(112)	(48%)	(79)	(40%)
Investment advisory revenue	92	98	**97**	(1)	(2%)	5	6%
Card and processing revenue	65	67	**69**	2	2%	4	6%
Other noninterest income	78	414	**185**	(229)	(55%)	107	NM
Securities gains, net	2	-	**2**	2	NM	-	56%
Securities gains, net - non-qualifying hedges on MSRs	5	6	**5**	(1)	(12%)	-	5%
Total noninterest income	**$671**	**$1,060**	**$721**	**($339)**	**(32%)**	**$50**	**7%**

- **3Q13 results included an $85MM gain on the sale of Vantiv shares, a $6MM positive valuation adjustment on the Vantiv warrant, and a $2MM negative valuation on the Visa total return swap.**
- **2Q13 results included a $242MM gain on the sale of Vantiv shares, a $76MM positive valuation adjustment on the Vantiv warrant, a $10MM benefit from a settlement related to a previously surrendered BOLI policy, and a $5MM negative valuation on the Visa total return swap.**
- **Credit costs recorded in noninterest income:**

($ in millions)	Actual 3Q12	Actual 2Q13	Actual 3Q13
Gain / (loss) on sale of loans	$2	($0)	**$-**
Commercial loans HFS FV adjustment	(3)	(1)	**0**
Gain / (loss) on sale of OREO properties	(11)	(5)	**(5)**
Mortgage repurchase costs	(2)	(1)	**0**
Total credit-related revenue impact	**($14)**	**($6)**	**($5)**

Note: Numbers may not sum due to rounding

Noninterest expense

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Noninterest expense

($ in millions)	Actual 3Q12	Actual 2Q13	Actual 3Q13	Seq. Δ $	Seq. Δ %	YOY Δ $	YOY Δ %
Salaries, wages and incentives	$399	$404	**$389**	($15)	(4%)	(10)	(2%)
Employee benefits	79	83	**83**	-	-	4	4%
Net occupancy expense	76	76	**75**	(1)	(2%)	(1)	(1%)
Technology and communications	49	50	**52**	2	5%	3	6%
Equipment expense	28	28	**29**	1	6%	1	5%
Card and processing expense	30	33	**33**	-	(2%)	3	9%
Other noninterest expense	345	361	**298**	(63)	(18%)	(47)	(14%)
Total noninterest expense	**$1,006**	**$1,035**	**$959**	**($76)**	**(7%)**	**($47)**	**(5%)**

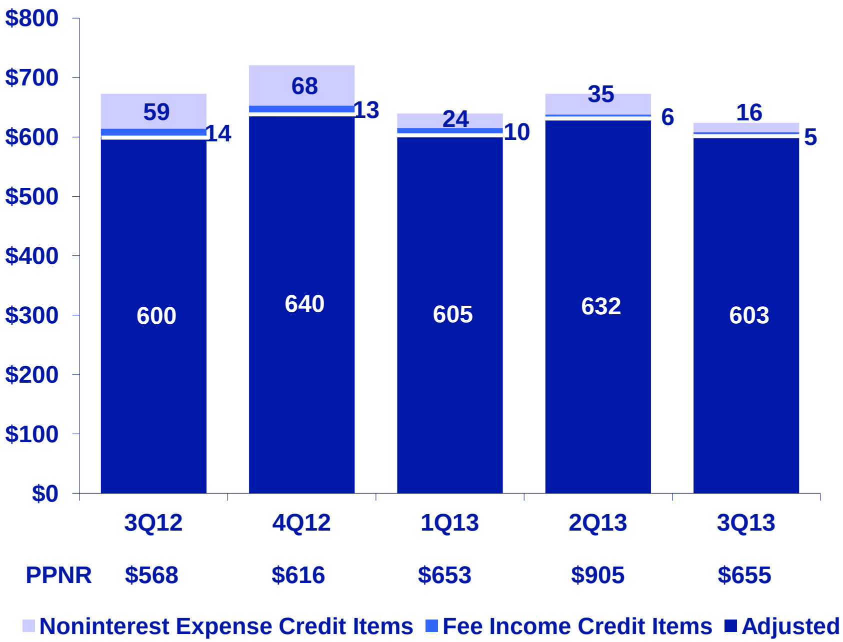
- **3Q13 results included $30MM in charges to increase litigation reserves, $5MM in severance expense, $5MM in large bank assessment fees, and a $4MM seasonal pension settlement charge. Results also included a $15MM reduction in the mortgage representation and warranty reserve.**
- **2Q13 results included $51MM in charges to increase litigation reserves and $1MM in severance expense. Results also included $9MM of charges to increase the mortgage representation and warranty reserve.**
- **Credit costs recorded in noninterest expense:**

($ in millions)	Actual 3Q12	Actual 2Q13	Actual 3Q13
Mortgage repurchase expense	$36	$20	**($4)**
Provision for unfunded commitments	(2)	(2)	**1**
Derivative valuation adjustments	(2)	0	**-**
OREO expense	6	3	**5**
Other problem asset related expenses	21	14	**14**
Total credit-related operating expenses	**$59**	**$35**	**$16**

Note: Numbers may not sum due to rounding

Pre-tax pre-provision earnings*

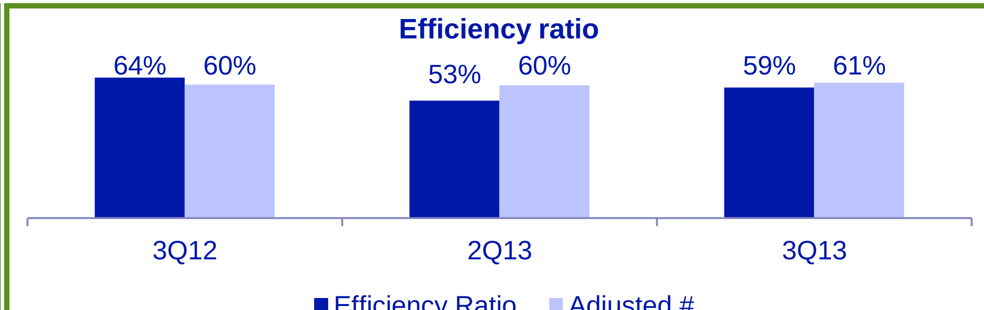
PPNR trend



PPNR reconciliation

($ in millions)	3Q12	4Q12	1Q13	2Q13	3Q13
Income before income taxes (U.S. GAAP) (a)	$503	$540	$591	$841	$605
Add: Provision expense (U.S. GAAP) (b)	65	76	62	64	51
PPNR (a) + (b)	$568	$616	$653	$905	$655
Adjustments to remove (benefit) / detriment^:					
In noninterest income:					
Gain from sales of Vantiv shares	-	(157)	-	(242)	(85)
Valuation of 2009 Visa total return swap	1	15	7	5	2
Vantiv warrant & puts	16	19	(34)	(76)	(6)
Sale of certain Fifth Third funds	(13)	-	(7)	-	-
BOLI settlement	-	-	-	(10)	-
Securities (gains) / losses	(2)	(2)	(17)	-	(2)
In noninterest expense:					
Debt extinguishment (gains) / losses	26	134	-	-	-
Severance expense	2	3	3	1	5
Sale of certain Fifth Third funds	2	-	-	-	-
Large bank assessment fees	-	-	-	-	5
Gain on sale of affordable housing	(5)	-	(9)	(2)	(1)
Litigation reserve additions	5	13	9	51	30
Adjusted PPNR	$600	$640	$605	$632	$603
Credit-related items^^:					
In noninterest income	14	13	10	6	5
In noninterest expense	59	68	24	35	16
Credit-adjusted PPNR**	$673	$721	$639	$673	$624

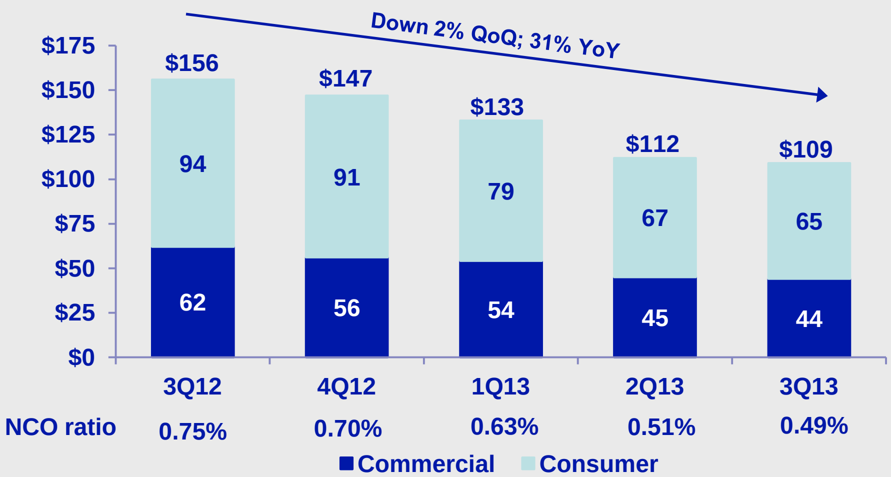
- **PPNR of $655MM down 28% from 2Q13 levels and up 15% from prior year**
- **Adjusted PPNR of $603MM, down 5% sequentially and up 1% from prior year**



** Non-GAAP measure; see Reg. G reconciliation in appendix.*
*** 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.*
^ Prior quarters include similar adjustments.
^^ See Slide 7 and Slide 8 for detailed breakout of credit-related items.
 # 3Q13 also included a $15 million reduction in the mortgage representation and warranty reserve; 2Q13, and 3Q12 also included mortgage repurchase reserve builds of $9 million and $24 million, respectively related to additional guidance received from Freddie Mac. These impacts are reflected in "Credit-related items in noninterest expense" listed above.

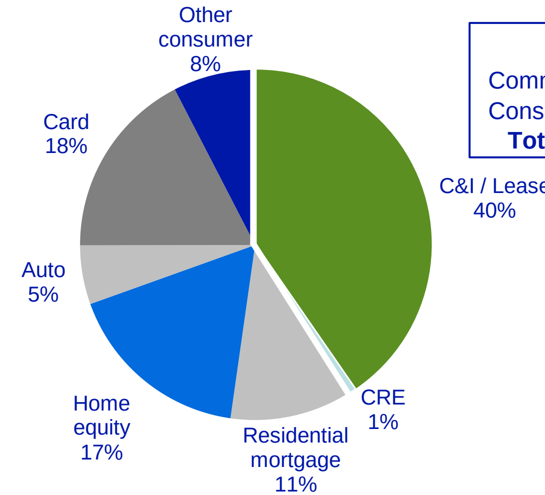
Net charge-offs

Net charge-offs ($MM)



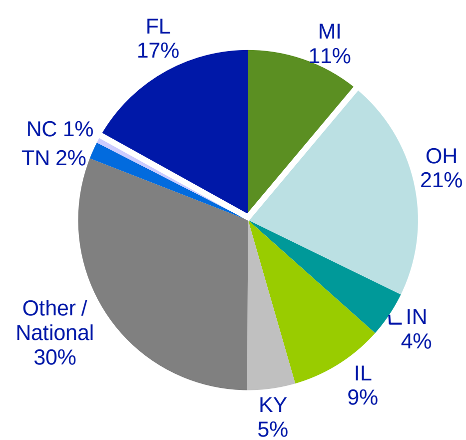
($ in millions)	Actual 3Q12	Actual 2Q13	Actual 3Q13	Seq. Δ $	Seq. Δ %	YOY Δ $	YOY Δ %
C&I	$29	$33	$44	$11	33%	$15	52%
Commercial mortgage	28	10	2	(8)	(80%)	(26)	(93%)
Commercial construction	4	-	(2)	(2)	NM	(6)	(150%)
Commercial lease	1	2	-	(2)	(100%)	(1)	(100%)
Commercial	**$62**	**$45**	**$44**	**($1)**	**(2%)**	**($18)**	**(29%)**
Residential mortgage loans	26	15	12	(3)	(20%)	(14)	(54%)
Home equity	37	23	19	(4)	(17%)	(18)	(49%)
Automobile	7	5	6	1	20%	(1)	(14%)
Credit card	18	19	19	-	NM	1	6%
Other consumer	6	5	9	4	(80%)	3	50%
Consumer	**$94**	**$67**	**$65**	**($2)**	**(3%)**	**($29)**	**(31%)**
Total net charge-offs	**$156**	**$112**	**$109**	**($3)**	**(2%)**	**($47)**	**(31%)**

Net charge-offs by loan type



	$MM	%
Commercial	$44	41%
Consumer	$65	59%
Total	$109	100%

Net charge-offs by geography



	$MM	%
Florida	$18	17%
Michigan	12	11%
Subtotal	$30	28%
Other	79	72%
Total	$109	100%

Year-over-year charge-offs down significantly due to improving credit trends

Note: Numbers may not sum due to rounding.

Nonperforming assets

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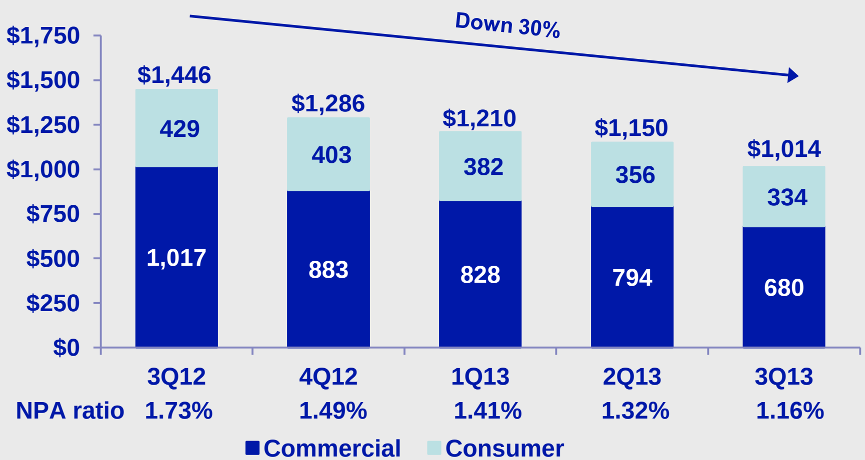
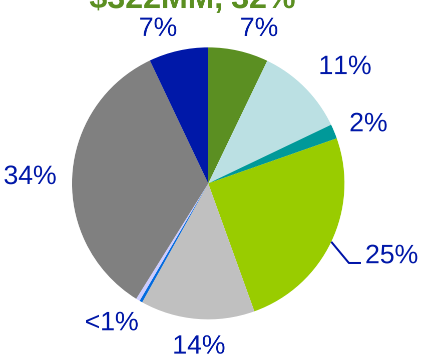
Nonperforming assets ($MM)



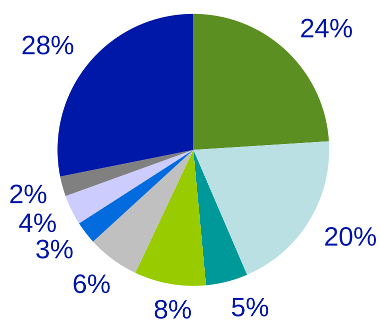
Nonperforming assets continue to improve

- **NPAs of $1.0B excluding held-for-sale down 30% year-over-year**
- **Commercial NPAs of $680MM, down 33% from the previous year**
  - **Homebuilder / developer NPAs of $53MM; represent 8% of total commercial NPAs**
- **Consumer NPAs of $334MM, down 22% from the previous year**
- **NPAs in held-for-sale of $11MM**

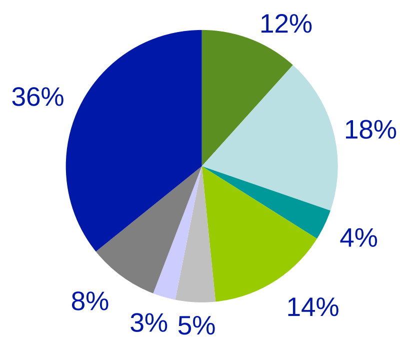
C&I / Lease
$322MM, 32%



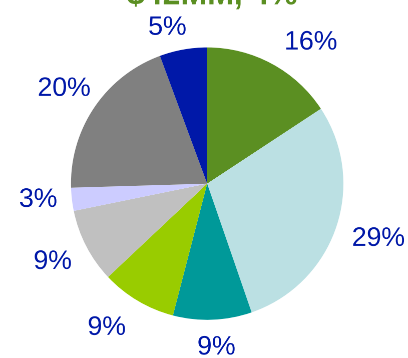
CRE
$358MM, 35%



Residential Mortgage
$292MM, 29%



Other Consumer
$42MM, 4%



MICHIGAN | OHIO | INDIANA | ILLINOIS | KENTUCKY | TENNESSEE | NORTH CAROLINA | OTHER / NATIONAL | FLORIDA

NPAs exclude loans held-for-sale.

NPL Rollforward

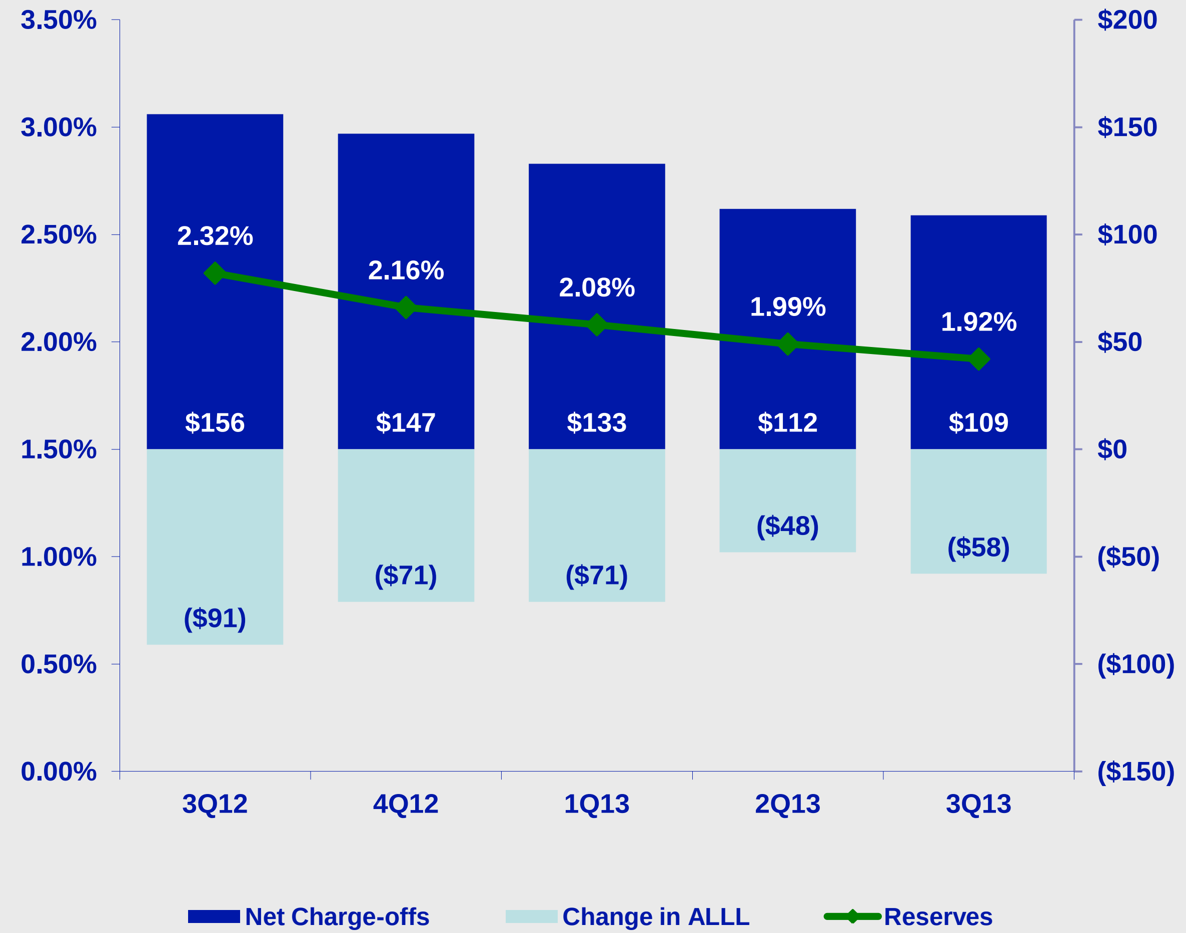
NPL HFI Rollforward					
Commercial					
	3Q12	**4Q12**	**1Q13**	**2Q13**	**3Q13**
Beginning NPL amount	983	806	697	639	623
Transfers to nonperforming	**120**	**68**	**80**	**151**	**71**
Transfers to performing	(17)	(4)	(1)	(6)	(1)
Transfers to performing (restructured)	(20)	(5)	(4)	(7)	(2)
Transfers to held-for-sale	(7)	-	(1)	(2)	-
Loans sold from portfolio	(18)	(6)	(3)	(2)	(14)
Loan paydowns/payoffs	(159)	(89)	(53)	(80)	(101)
Transfers to other real estate owned	(35)	(22)	(27)	(28)	(14)
Charge-offs	(62)	(55)	(54)	(45)	(44)
Draws/other extensions of credit	21	4	5	3	3
Ending Commercial NPL	806	697	639	623	521
Consumer					
	3Q12	**4Q12**	**1Q13**	**2Q13**	**3Q13**
Beginning NPL amount	359	347	332	314	286
Transfers to nonperforming	**161**	**146**	**124**	**116**	**95**
Transfers to performing	(29)	(28)	(26)	(31)	(29)
Transfers to performing (restructured)	(37)	(34)	(29)	(28)	(24)
Transfers to held-for-sale	-	-	-	-	-
Loans sold from portfolio	-	-	-	-	-
Loan paydowns/payoffs	(38)	(36)	(27)	(33)	(39)
Transfers to OREO/other repossessed property	(17)	(18)	(17)	(21)	(28)
Charge-offs	(53)	(47)	(46)	(30)	(13)
Draws/other extensions of credit	1	1	1	(1)	-
Ending Consumer NPL	347	332	312	286	248
Total NPL	**1,153**	**1,029**	**951**	**909**	**769**
Total new nonaccrual loans - HFI	**281**	**214**	**204**	**267**	**166**

Significant improvement in NPL inflows over past year

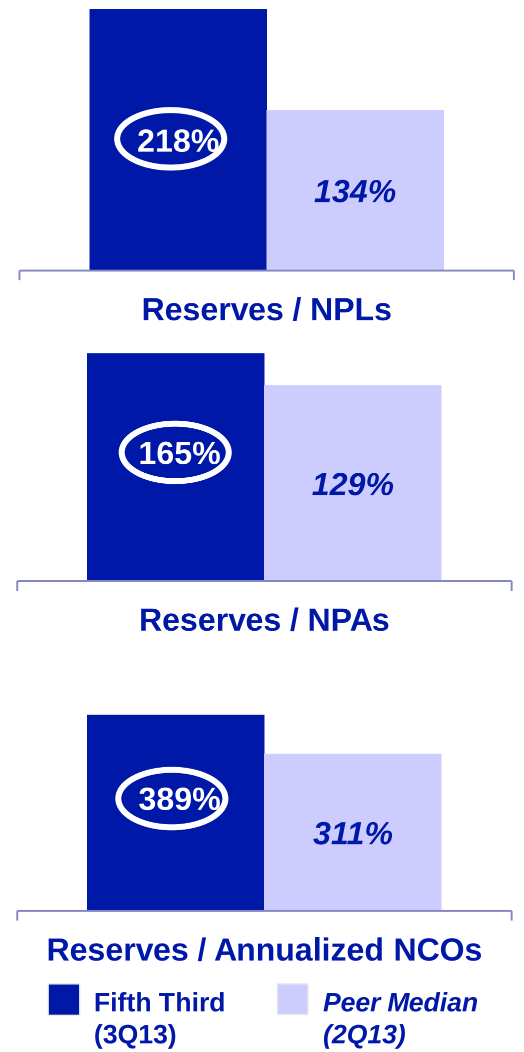
Note: Numbers may not sum due to rounding

Strong reserve position

Industry leading reserve levels



3Q13 coverage ratios strong relative to peers *(2Q13)*



Peer median includes: BBT, CMA, HBAN, KEY, MTB, PNC, RF,STI, USB, WFC, and ZION

Source: SNL and company reports. NPAs / NPLs exclude held-for-sale portion for all banks as well as covered assets for BBT, USB, and ZION

Mortgage repurchase overview

- 3Q13 balances of outstanding claims decreased 7.5% from 2Q13
- Virtually all sold loans and the majority of new claims relate to agencies
  - 99% of outstanding balance of loans sold
  - 92% of current quarter outstanding claims
- Approximately 88% of outstanding balances of the serviced for others portfolio relates to origination activity in 2009 and later
- Private claims and exposure relate to whole loan sales (no outstanding first mortgage securitizations)
  - Preponderance of private sales prior to 2006
- 2004-2008 vintages account for ~84% of total life to date losses of $440MM from sold portfolio
- $18MM decrease in repurchase reserves resulting from improvements in the underlying repurchase metrics

Repurchase Reserves* ($ in millions)

	3Q12	4Q12	1Q13	2Q13	3Q13
Beginning balance	$75	$99	$131	$133	$139
Net reserve additions	39	47	22	20	(4)
Repurchase losses	(15)	(15)	(20)	(14)	(13)
Ending balance	$99	$131	$133	$139	$121

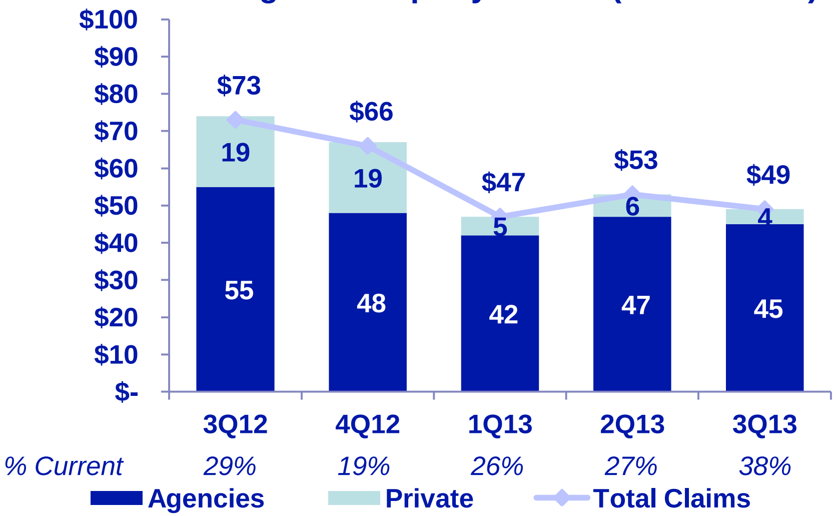
Outstanding Balance of Sold Loans ($ in millions)

	Fannie	Freddie	GNMA	Private	Total
2003 and Prior	$387	$1,704	$122	$132	$2,345
2004	162	623	23	97	906
2005	148	736	32	98	1,014
2006	198	580	29	158	965
2007	291	962	38	134	1,425
2008	357	707	281	-	1,346
2009	901	4,356	2,273	1	7,529
2010	2,167	4,921	2,189	-	9,278
2011	2,831	5,270	1,777	-	9,878
2012	5,144	9,815	4,261	49	19,269
2013	3,299	6,397	5,049	286	15,031
Grand Total	$15,886	$36,072	$16,073	$956	$68,987

8%

1.4%

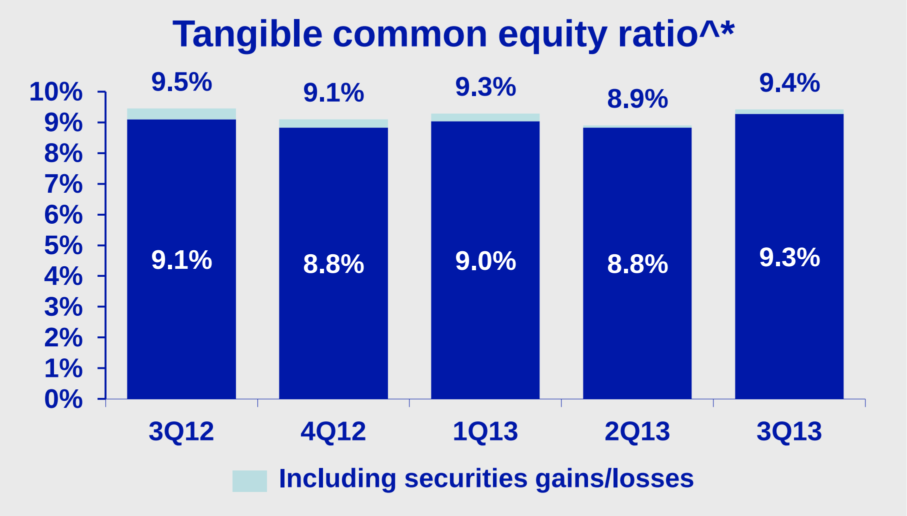
Outstanding Counterparty Claims ($ in millions)

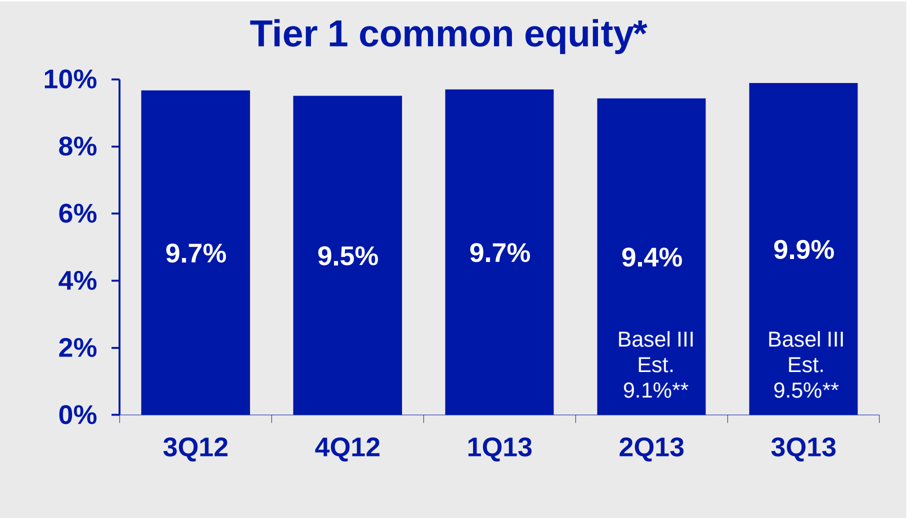


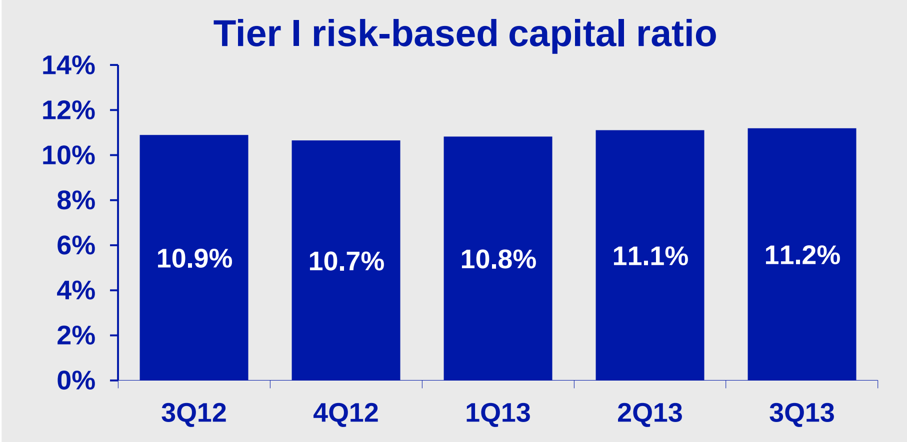
** Includes representation and warranty reserve ($103MM) and reserve for loans sold with recourse ($18MM)*

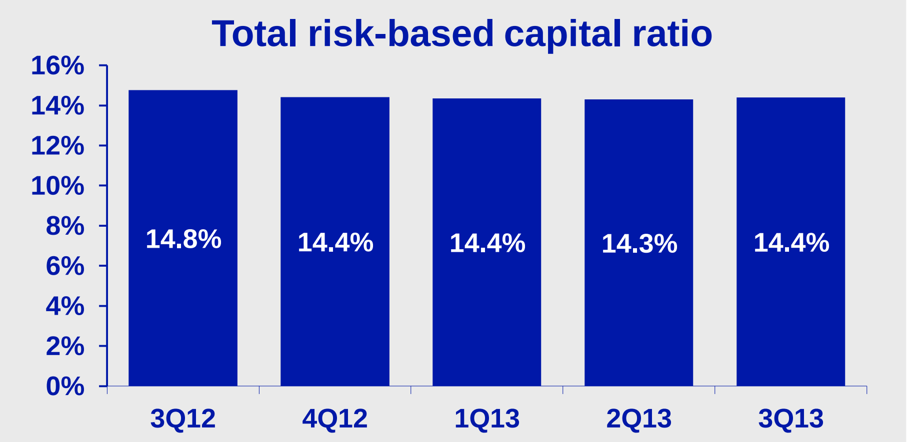
Note: Numbers may not sum due to rounding

Strong capital position









Capital ratios remained strong during the quarter

** 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 I common equity ratio is management's estimate based upon its current interpretation of recent prospective regulatory capital requirements approved in July 2013.*

^ Tangible common equity ratio excluding (dark blue) and including (light blue) unrealized securities gains / losses after-tax

Current period regulatory capital data ratios are estimated.

Fifth Third: Outlook

Category	2012-Adjusted#	2013 Outlook#
Balance Sheet:		
• Average loans & leases (excl. HFS)	$82.7B	Mid single digit growth
• Average transaction deposits	$78.1B	Mid single digit growth
Income Statement:		
• Net interest income*	$3.6B	Consistent with FY2012
• Net interest margin*	3.55% (3.31% 3Q13)	~3.33% +/-
• Noninterest income#	$2.7B	Consistent with FY2012
• Noninterest expense#	$3.9B	Consistent with FY2012
• Pre-provision net revenue**#	$2.4B	Consistent with FY2012
• ROA#	~1.25%	~1.25% +/-
• Effective tax rate #	~28.5%	~29%
Asset Quality:		
• Net charge-offs	$704MM (0.85%^^)	Down ~$225MM-250MM (<0.55%^^)
• Loan loss allowance^	$1.9B (2.16%)	Lower vs. 4Q12
• Nonperforming assets^	$1.3B (1.49%)	Down ~25% vs. 4Q12
Tier 1 common equity^^^**	9.51%	Consistent with 4Q12

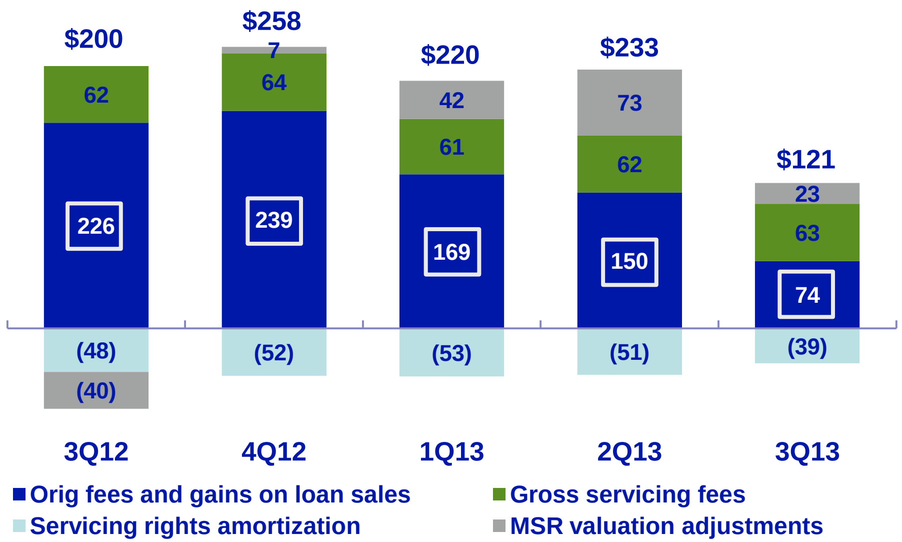
Outlook as of October 17, 2013;
please see cautionary statement on slide 2 for risk factors related to forward-looking statements

 # 2012 results exclude a net $305 million benefit from gains on Vantiv share issuance, Vantiv warrants, and Vantiv debt refinancing costs as well as $169 million in FHLB and TruPS debt extinguishment costs. 2013 outlook does not include Vantiv share sale and warrant gains totaling $443 million or potential but currently unforecasted items, such as any potential additional Vantiv gains, future capital actions, or change in regulatory guidance for treatment of Chapter 7 bankrupt borrowers.
** Presented on a fully-taxable equivalent basis.*
*** Non-GAAP measure; see Reg. G reconciliation on slides 28-29.*
^ Ratio as a percent of loans excluding held-for-sale; allowance expectation assumes current expectation for credit and economic trends and is subject to review in each period.
^^ As a percentage of loans and leases.
^^^ Current period capital ratios estimated. Tier 1 common equity ratio outlook assumes generally stable common equity levels managed through asset growth and share repurchases. Repurchases subject to ongoing evaluation under the Federal Reserve's CCAR process.

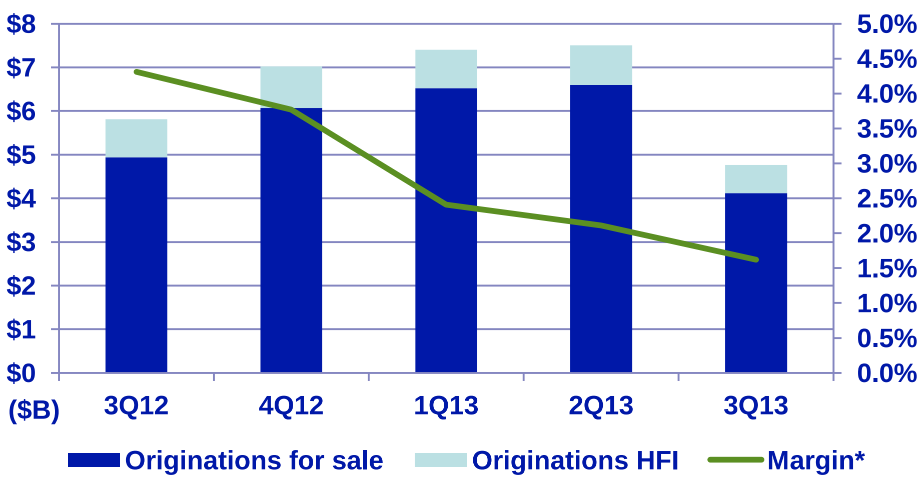
Appendix

Mortgage banking results

Mortgage Banking Net Revenue ($MM)



Mortgage originations and gain-on-sale margin*



**Gain-on-sale margin represents gains on all loans originated for sale.*

- 3Q13 mortgage components
  - MSR valuation adjustments of positive $23 million partially offset by lower gains on sale
  - Gains down 50% due to lower gain on sale margins and lower origination volumes
  - Gain on sale margins declined significantly due to rising mortgage rates; pressure moderated in second half of the quarter
- Expect lower mortgage gain on sale revenue on lower volume due to:
  - Impact of higher mortgage rates
  - Competitive pressure on industry margins
  - Lower HARP volumes
- Potential for better mortgage servicing results as rates increase

 Note: numbers may not sum due to rounding

European Exposure

European Exposure

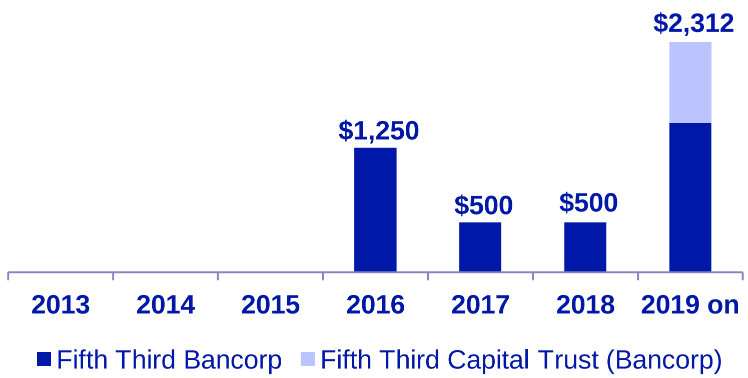
($ in millions)		Sovereigns Total Exposure	Sovereigns Funded Exposure	Financial Institutions Total Exposure	Financial Institutions Funded Exposure	Non-Financial Institutions Total Exposure	Non-Financial Institutions Funded Exposure	Total Total Exposure[(a)]	Total Funded Exposure
Peripheral Europe[(b)]	$	-	-	10	-	184	107	**194**	**107**
Other Eurozone[(c)]		-	-	45	25	1,847	1,107	**1,892**	**1,132**
Total Eurozone		-	-	**55**	**25**	**2,030**	**1,214**	**2,085**	**1,239**
Other Europe[(d)]		-	-	118	14	879	522	**997**	**536**
Total Europe	$	**-**	**-**	**173**	**39**	**2,909**	**1,736**	**3,082**	**1,775**

- **International exposure primarily related to trade finance and financing activities of U.S. companies with foreign parent or overseas activities of U.S. customers**
- **No European sovereign exposure (total international sovereign exposure $3MM)**
- **Total exposure to European financial institutions <$200MM**
- **Total exposure to five peripheral Europe countries ~$200MM**
- **~$1.2B in funded exposure to Eurozone-related companies (~1% of total loan portfolio)**

(a) Total exposure includes funded and unfunded commitments, net of collateral; funded exposure excludes unfunded exposure
(b) Peripheral Europe includes Greece, Ireland, Italy, Portugal and Spain
(c) Eurozone includes countries participating in the European common currency (Euro)
(d) Other Europe includes European countries not part of the Euro (primarily the United Kingdom and Switzerland)
Data above includes exposure to U.S. subsidiaries of Europe-domiciled companies

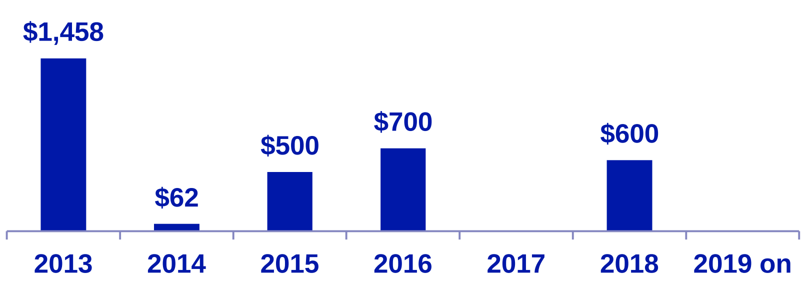
Strong liquidity profile

Holding company unsecured debt maturities ($MM)



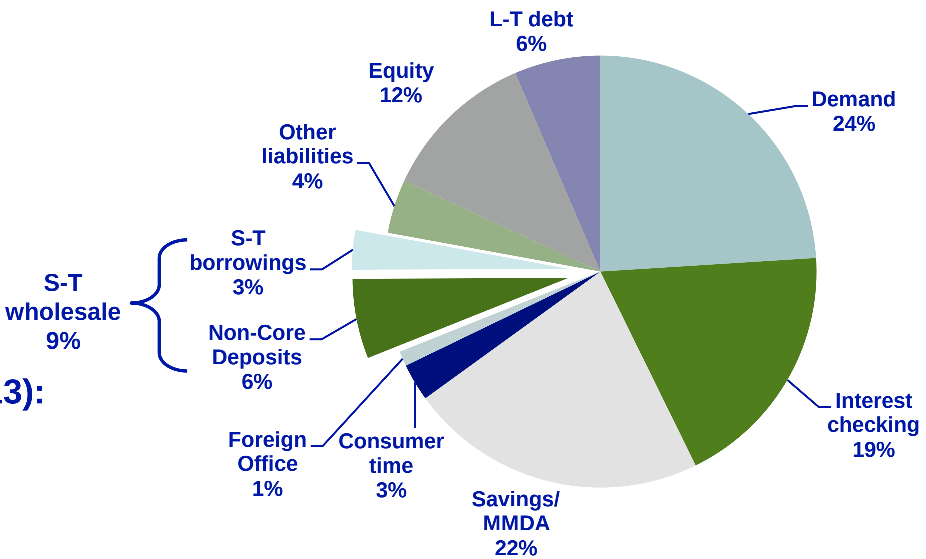
- Holding Company cash at 9/30/13: $1.9B
- Cash currently sufficient to satisfy all fixed obligations in a stressed environment for over 2 years (debt maturities, common and preferred dividends, interest and other expenses) without accessing capital markets; relying on dividends from subsidiaries or any other discretionary actions

Bank unsecured debt maturities ($MM – excl. Brokered CDs)



- Available and contingent borrowing capacity (3Q13):
  - FHLB ~$9B available, ~$11B total
  - Federal Reserve ~$28B

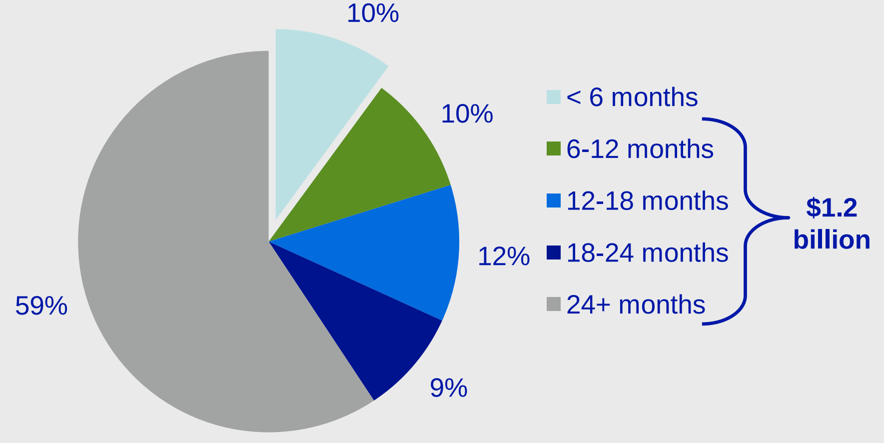
Heavily core funded



Troubled debt restructurings overview

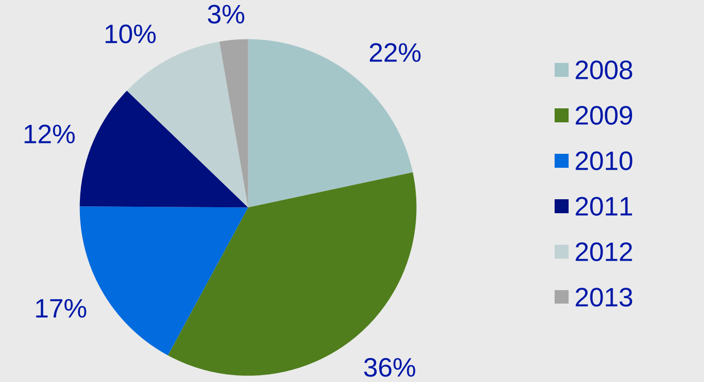
- **Successive improvement in vintage performance during 2008 and 2009 as volume of modification increased**
- **Of $1.8B in consumer TDRs, $1.7B were on accrual status and $138MM were nonaccruals**
  - **$1.2B of TDRs are current and have been on the books 6 or more months; within that, ~$1B of TDRs are current and have been on the books for more than a year**
- **As current TDRs season, their default propensity declines significantly**
  - **We see much lower defaults on current loans after a vintage approaches 12 months since modification**

$1.4B current consumer TDRs (%)

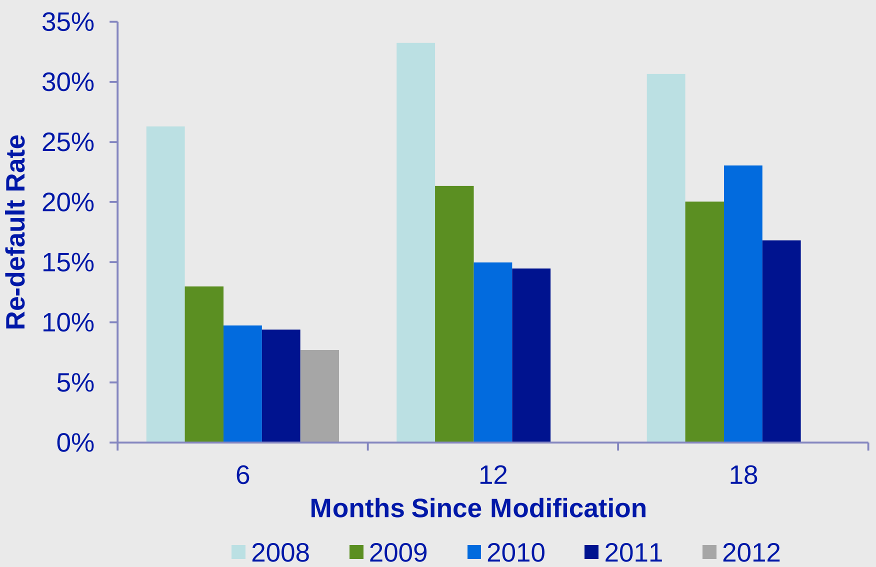


TDR performance has improved in newer vintages

Mortgage TDR Volume by Vintage



Mortgage TDRs that are past due 60 days or more trend by vintage*



Source: Fifth Third and OCC/OTS data through 1Q13

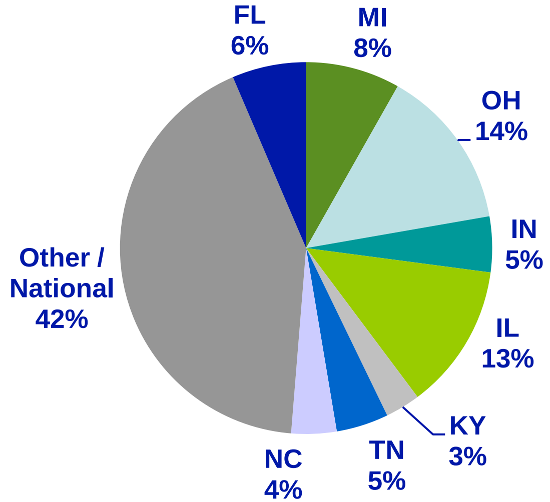
** Fifth Third data includes changes made to align with OCC/OTS methodology (i.e. excludes government loans, closed loans and OREO from calculations)*

Commercial & industrial

Credit trends

C&I ($ in millions)	3Q12	4Q12	1Q13	2Q13	3Q13
EOP Balance*	$33,344	$36,038	$36,757	$37,856	$38,253
Avg Loans*	$33,111	$34,301	$36,395	$37,630	$38,133
90+ days delinquent	$1	$1	$1	-	$3
as % of loans	NM	NM	NM	NM	0.01%
NPAs*	$406	$352	$332	$361	$321
as % of loans	1.22%	0.98%	0.90%	0.95%	0.84%
Net charge-offs	$29	$36	$25	$33	$44
as % of loans	0.36%	0.42%	0.28%	0.35%	0.46%

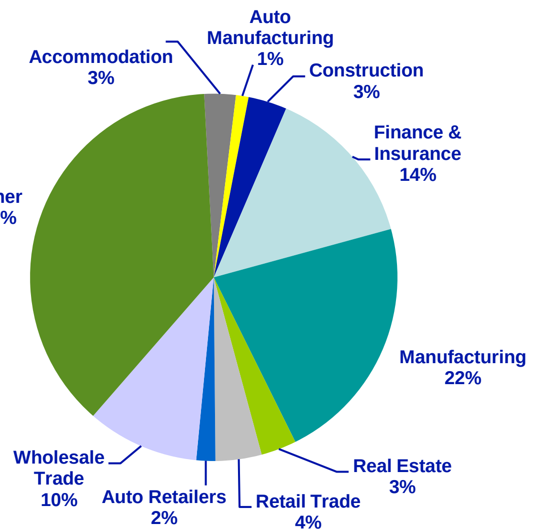
Loans by geography



Comments

- **Commercial & industrial loans represented 44% of total loans and 40% of net charge-offs**
- **FL represented 6% of loans, 25% of 3Q13 losses**

Loans by industry



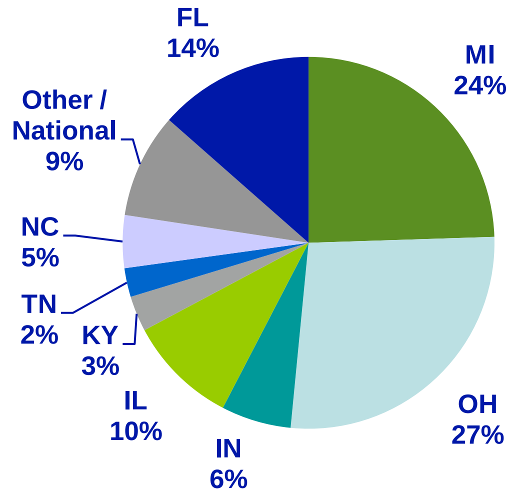
** Excludes loans held-for-sale.*

Commercial mortgage

Credit trends

	Commercial mortgage				
($ in millions)	3Q12	4Q12	1Q13	2Q13	3Q13
EOP Balance*	$9,348	$9,103	$8,766	$8,443	$8,052
Avg Loans*	$9,567	$9,193	$8,965	$8,618	$8,273
90+ days delinquent	$22	$22	-	-	-
as % of loans	0.24%	0.24%	NM	NM	NM
NPAs*	$489	$434	$409	$355	$296
as % of loans	5.15%	4.69%	4.59%	4.15%	3.62%
Net charge-offs	$28	$17	$26	$10	$2
as % of loans	1.15%	0.70%	1.18%	0.50%	0.14%

Loans by geography

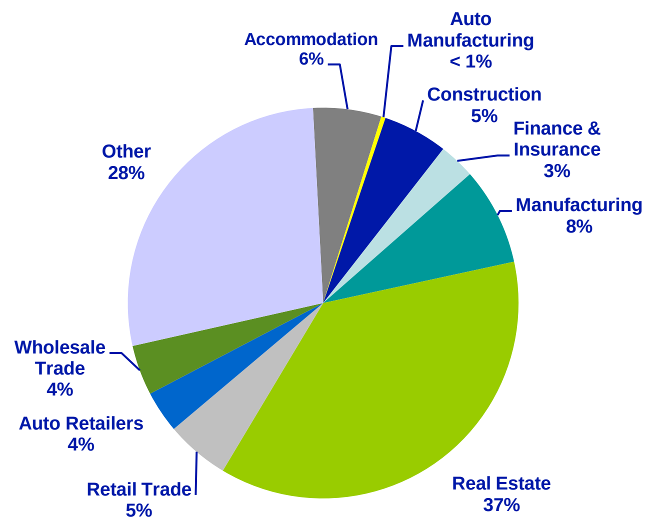


Comments

- **Commercial mortgage loans represented 9% of total loans and 2% of net charge-offs**
- **Owner occupied 3Q13 NCO ratio of 0.3%, non-owner occupied 3Q13 NCO ratio of (0.1%)**
- **Loans from FL/MI represented 38% of portfolio loans, 53% of portfolio losses in 3Q13**

** Excludes loans held-for-sale.*

Loans by industry

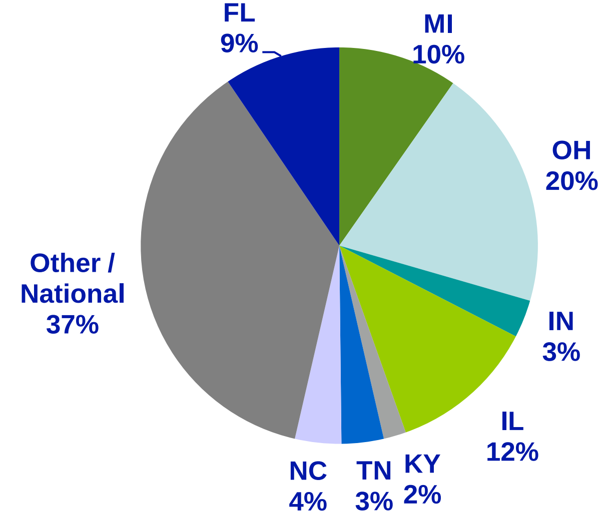


Commercial construction

Credit trends

	Commercial construction				
($ in millions)	3Q12	4Q12	1Q13	2Q13	3Q13
EOP Balance*	$672	$698	$694	$754	$875
Avg Loans*	$742	$686	$695	$713	$793
90+ days delinquent	-	$1	-	-	-
as % of loans	NM	0.14%	NM	NM	NM
NPAs*	$110	$88	$78	$69	$62
as % of loans	15.77%	12.37%	11.12%	8.88%	6.86%
Net charge-offs	$4	$4	$3	-	($2)
as % of loans	2.29%	1.91%	1.44%	(0.04%)	(1.16%)

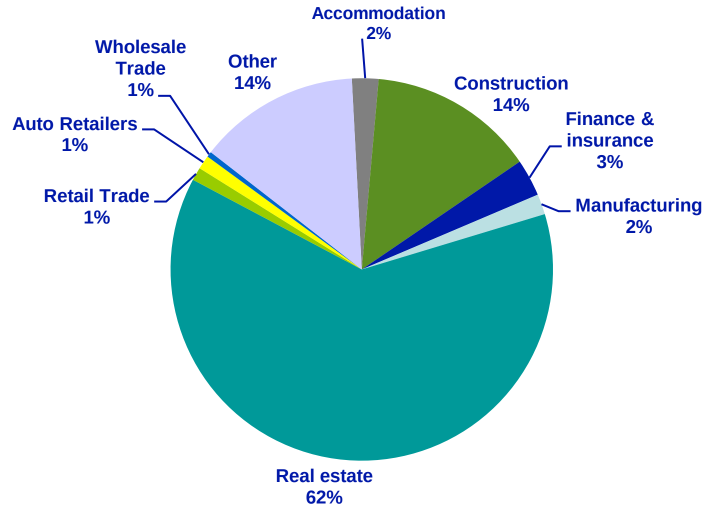
Loans by geography



Comments

- **Commercial construction loans represented 1% of total loans and increased 16% from 2Q13**
- **Loans from FL/MI represented 19% of portfolio loans**

Loans by industry



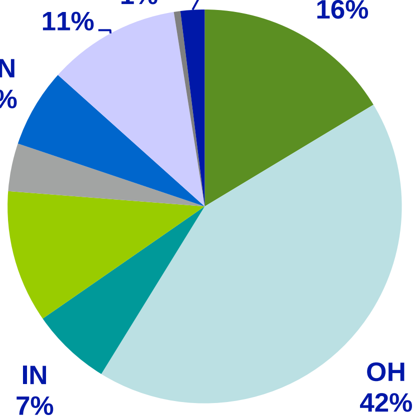
** Excludes loans held-for-sale.*

Homebuilders/developers
(included in previous slides)

Credit trends

	Homebuilders/developers				
($ in millions)	3Q12	4Q12	1Q13	2Q13	3Q13
EOP Balance*	$376	$318	$309	$285	$226
90+ days delinquent	-	-	-	-	-
as % of loans	NM	NM	NM	NM	NM
NPAs*	$104	$88	$79	$63	$53
as % of loans	23.96%	24.19%	22.44%	22.00%	20.85%
Net charge-offs	$3	-	$1	($1)	($1)
as % of loans	2.85%	0.28%	1.57%	(0.84%)	(0.96%)

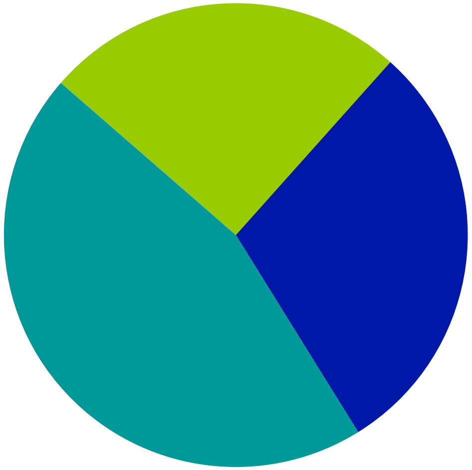
Loans by geography



Comments

- Originations of builder/developer loans suspended in 2007
- Remaining portfolio balance of $226MM, down 93% from peak of $3.3B in 2Q08; represents <1% of total loans and <1% of commercial loans
- $53MM of NPAs (61% commercial mortgage, 27% commercial construction, 12% C&I)

Loans by industry



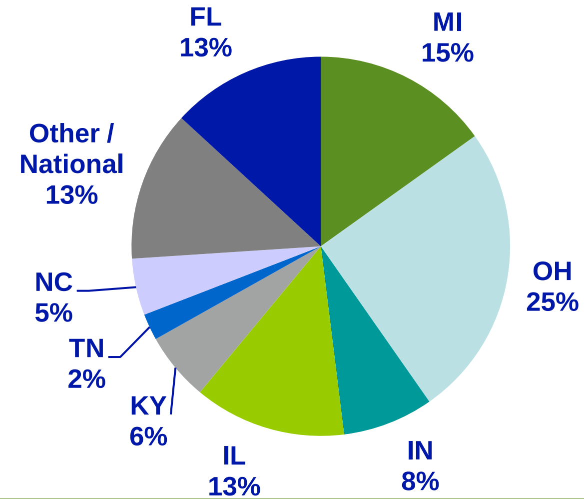
** Excludes loans held-for-sale.*

Residential mortgage

Credit trends

($ in millions)	3Q12	4Q12	1Q13	2Q13	3Q13
Residential mortgage					
EOP Balance*	$11,708	$12,017	$12,091	$12,400	$12,534
Avg Loans*	$11,578	$11,846	$12,096	$12,260	$12,486
90+ days delinquent	$76	$75	$74	$71	$73
as % of loans	0.65%	0.62%	0.61%	0.57%	0.58%
NPAs*	$317	$290	$275	$255	$229
as % of loans	2.71%	2.41%	2.27%	2.06%	1.83%
Net charge-offs	$26	$23	$20	$15	$12
as % of loans	0.90%	0.77%	0.69%	0.48%	0.39%

Loans by geography



Comments

- **Residential mortgage loans represented 14% of total loans and 11% of net charge-offs**
- **FL portfolio 13% of residential mortgage loans and 23% of portfolio losses; MI portfolio 15% of residential mortgage loans and 15% of portfolio losses**

Portfolio details

- **1st liens: 100%; weighted average LTV: 72.6%**
- **Weighted average origination FICO: 753**
- **Origination FICO distribution: <660 6%; 660-689 5%; 690-719 9%; 720-749 14%; 750+ 57%; Other^ 9%**

  (note: loans <660 includes CRA loans and FHA/VA loans)
- **Origination LTV distribution: <=70 39%; 70.1-80 36%; 80.1-90 7%; 90.1-95 4%; >95 14%**
- **Vintage distribution: 2013: 19%; 2012 24%; 2011 16%; 2010 8%; 2009 4%; 2008 4%; 2007 5%; 2006 5%; 2005 7%; 2004 and prior 8%**
- **13% originated through broker; performance similar to direct**

^ Includes acquired loans where FICO at origination is not available
** Excludes loans held-for-sale*

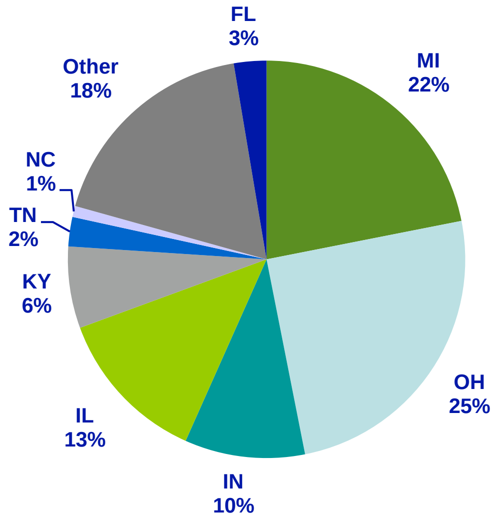
Home equity

Credit trends

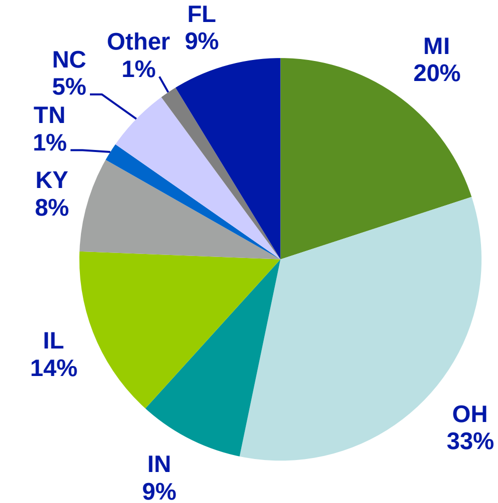
Home equity - brokered					
($ in millions)	3Q12	4Q12	1Q13	2Q13	3Q13
EOP Balance*	$1,414	$1,366	$1,321	$1,275	$1,231
90+ days delinquent	$16	$14	$13	$11	$11
as % of loans	1.16%	1.05%	1.02%	0.89%	0.88%
Net charge-offs	$13	$12	$10	$7	$6
as % of loans	3.62%	3.48%	3.08%	2.30%	1.91%

Home equity - direct					
($ in millions)	3Q12	4Q12	1Q13	2Q13	3Q13
EOP Balance*	$8,824	$8,652	$8,406	$8,256	$8,125
90+ days delinquent	$49	$44	$40	$37	$35
as % of loans	0.55%	0.50%	0.47%	0.44%	0.43%
Net charge-offs	$24	$22	$20	$16	$13
as % of loans	1.09%	1.01%	0.93%	0.76%	0.64%

Brokered loans by geography



Direct loans by geography



Comments

- Home equity loans represented 11% of total loans and 17% of net charge-offs
- Approximately 13% of portfolio in broker product generated 31% total loss
- Approximately one third of Fifth Third 2nd liens are behind Fifth Third 1st liens
- 2005/2006 vintages represent approximately 25% of portfolio; account for 45% of losses

Portfolio details

- 1st liens: 33%; 2nd liens: 67%
- Weighted average origination FICO: 751
- Origination FICO distribution^: <660 3%; 660-689 7%; 690-719 12%; 720-749 17%; 750+ 53%; Other 8%
- Average CLTV: 73%; Origination CLTV distribution: <=70 40%; 70.1-80 23%; 80.1-90 19%; 90.1-95 6%; >95 12%
- Vintage distribution: 2013: 5%; 2012 5%; 2011 3%; 2010 3%; 2009 4%; 2008 10%; 2007 10%; 2006 13%; 2005 12%; 2004 and prior 35%
- % through broker channels: 13% WA FICO: 734 brokered, 754 direct; WA CLTV: 88% brokered; 71% direct

Note: Brokered and direct home equity net charge-off ratios are calculated based on end of period loan balances

^ Includes acquired loans where FICO at origination is not available

** Excludes loans held-for-sale*

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				
	September 2013	June 2013	March 2013	December 2012	September 2012
Income before income taxes (U.S. GAAP)	$604	$841	$591	$540	$503
Add: Provision expense (U.S. GAAP)	51	64	62	76	65
Pre-provision net revenue (a)	655	905	653	616	568
Net income available to common shareholders (U.S. GAAP)	421	582	413	390	354
Add: Intangible amortization, net of tax	1	1	1	2	2
Tangible net income available to common shareholders	422	583	414	392	356
Tangible net income available to common shareholders (annualized) (b)	1,674	2,338	1,679	1,559	1,416
Average Bancorp shareholders' equity (U.S. GAAP)	14,440	14,221	13,779	13,855	13,887
Less: Average preferred stock	(593)	(717)	(398)	(398)	(398)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,417)	(2,417)
Average intangible assets	(22)	(24)	(26)	(28)	(31)
Average tangible common equity (c)	11,409	11,064	10,939	11,012	11,041
Total Bancorp shareholders' equity (U.S. GAAP)	14,641	14,239	13,882	13,716	13,718
Less: Preferred stock	(593)	(991)	(398)	(398)	(398)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,417)
Intangible assets	(21)	(23)	(25)	(27)	(30)
Tangible common equity, including unrealized gains / losses (d)	11,611	10,809	11,043	10,875	10,873
Less: Accumulated other comprehensive income / loss	(218)	(149)	(333)	(375)	(468)
Tangible common equity, excluding unrealized gains / losses (e)	11,393	10,660	10,710	10,500	10,405
Total assets (U.S. GAAP)	125,673	123,360	121,382	121,894	117,483
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,417)
Intangible assets	(21)	(23)	(25)	(27)	(30)
Tangible assets, including unrealized gains / losses (f)	123,236	120,921	118,941	119,451	115,036
Less: Accumulated other comprehensive income / loss, before tax	(335)	(229)	(512)	(577)	(720)
Tangible assets, excluding unrealized gains / losses (g)	122,901	120,692	118,429	118,874	114,316
Common shares outstanding (h)	887	851	875	882	897
Ratios:					
Return on average tangible common equity (b) / (c)	14.7%	21.1%	15.4%	14.1%	12.8%
Tangible common equity (excluding unrealized gains/losses) (e) / (g)	9.27%	8.83%	9.03%	8.83%	9.10%
Tangible common equity (including unrealized gains/losses) (d) / (f)	9.42%	8.94%	9.28%	9.10%	9.45%
Tangible book value per share (d) / (h)	13.09	12.69	12.62	12.33	12.12

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				
		September 2013	June 2013	March 2013	December 2012	September 2012
Total Bancorp shareholders' equity (U.S. GAAP)		$14,641	$14,239	$13,882	$13,716	$13,718
	Goodwill and certain other intangibles	(2,492)	(2,496)	(2,504)	(2,499)	(2,504)
	Unrealized gains	(218)	(149)	(333)	(375)	(468)
	Qualifying trust preferred securities	810	810	810	810	810
	Other	21	22	23	33	38
Tier I capital		12,762	12,426	11,878	11,685	11,594
Less:	Preferred stock	(593)	(991)	(398)	(398)	(398)
	Qualifying trust preferred securities	(810)	(810)	(810)	(810)	(810)
	Qualifying noncontrolling interest in consolidated subsidiaries	(39)	(38)	(38)	(48)	(51)
Tier I common equity (a)		11,320	10,587	10,632	10,429	10,335
Risk-weighted assets, determined in accordance with prescribed regulatory requirements (b)		114,472	112,285	109,626	109,699	106,858
Ratio:						
Tier I common equity (a) / (b)		9.89%	9.43%	9.70%	9.51%	9.67%

Basel III - Estimated Tier 1 common equity ratio

		September 2013	June 2013
Tier 1 common equity (Basel I)		$11,320	$10,587
Add:	Adjustment related to Capital components	$88	$86
Estimated Tier 1 common equity under final Basel III rules without AOCI (opt out)(c)		$11,408	$10,673
Add:	Adjustment related to AOCI	$218	$149
Estimated Tier 1 common equity under final Basel III rules with AOCI (non opt out)(d)		$11,626	$10,822
Estimated risk-weighted assets under final Basel III rules (e)		120,322	117,366
Estimated Tier 1 common equity ratio under final Basel III rules (opt out) (c) / (e)		9.48%	9.09%
Estimated Tier 1 common equity ratio under final Basel III rules (non opt out) (d) / (e)		9.66%	9.22%

(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 capial; and (4) Derivatives are differentiated between exchange clearing and over-the-counter and the 50% risk-weight cap is removed.