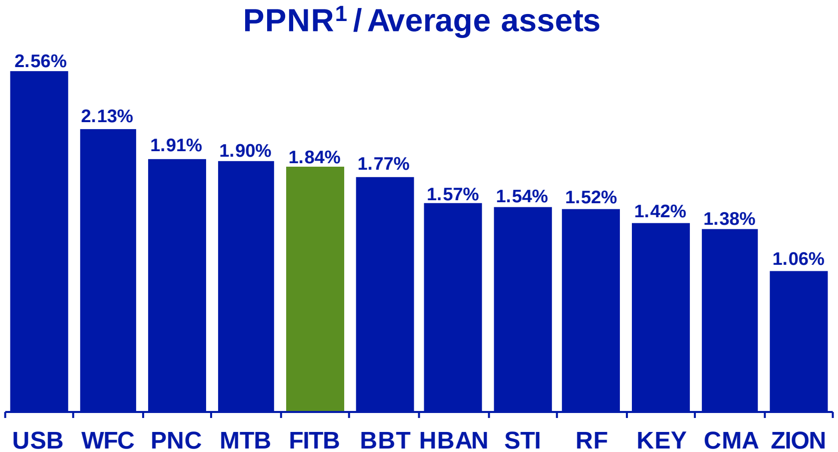
Barclays Capital
Global Financial Services Conference

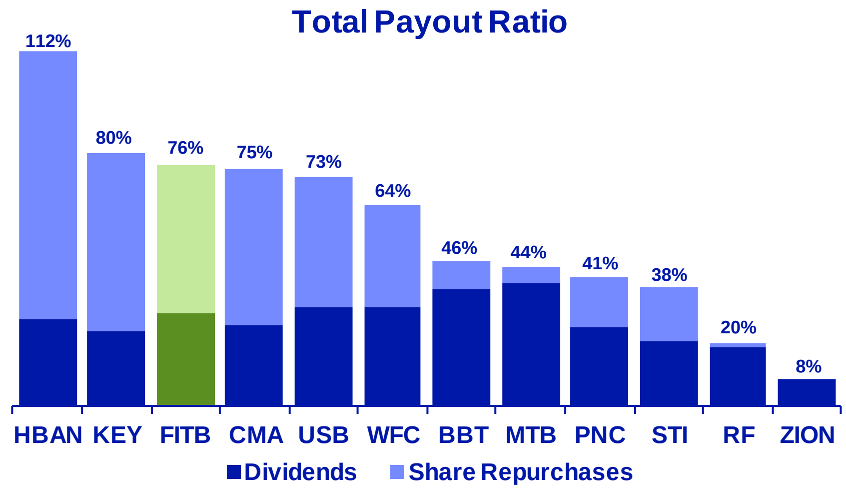
Kevin Kabat
Vice Chair & Chief Executive Officer

September 8, 2014

Refer to earnings release dated July 17, 2014 and 10-Q dated August 7, 2014 for further information

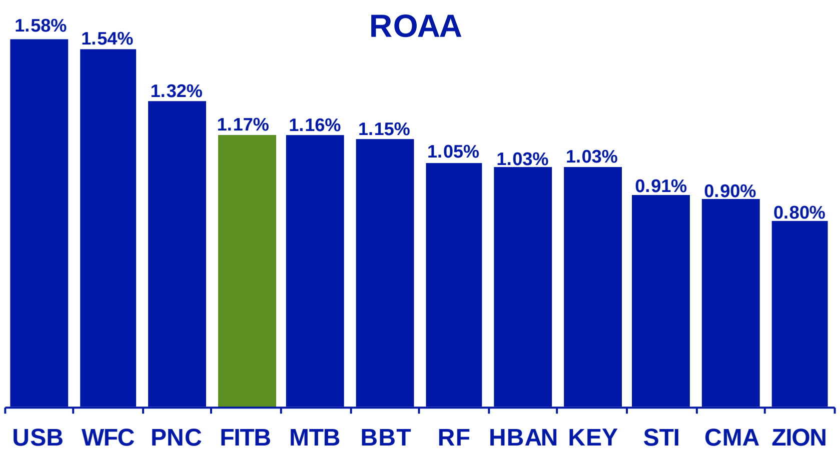
Solid 1H14 profitability results



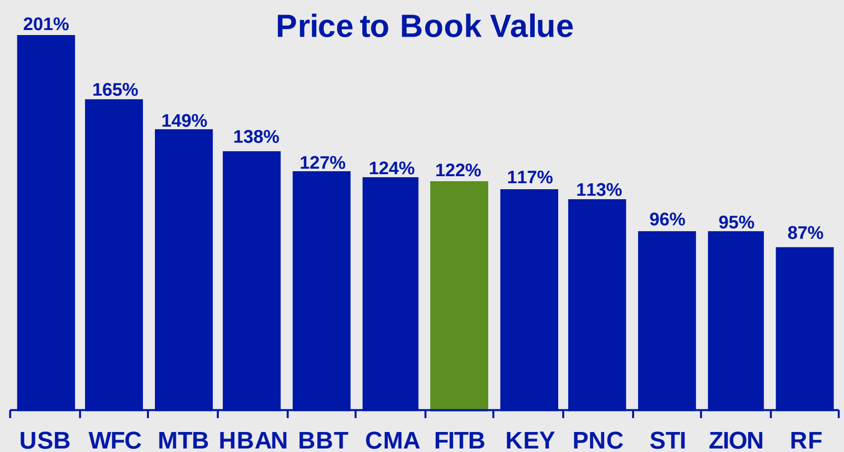


Strong pre-provision profitability…

…supporting strong returns to shareholders…



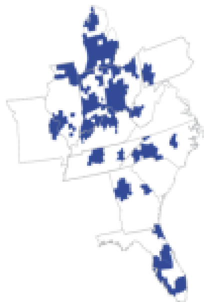
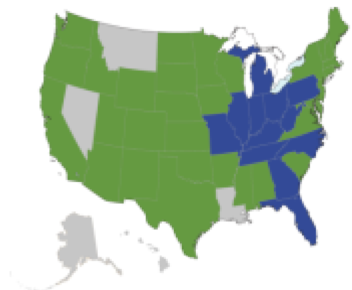
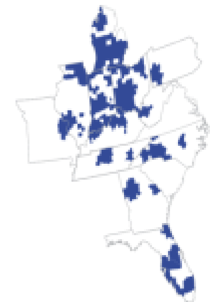
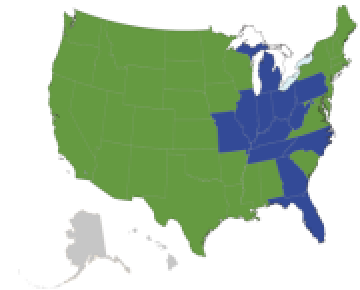
…and driving above average profitability.



Relative position not yet reflected in valuation.

[1] Annualized; excludes securities gains / losses for FITB and peers. Non-GAAP measure; See Reg. G reconciliation in appendix.
Source: SNL Financial and company reports. Data as of 2Q14. Price to Book as of 9/3/14. Total payout ratio calculated based on dividends declared and shares repurchased using average stock price during the period.

Broad scope of products and services addressing the needs of wide array of customers

	Branch Banking	Consumer Lending	Wealth Management	Wholesale Banking
Footprint				
Business Lines	Retail Bank Cards	Mortgage Auto	Private Bank Retail Brokerage Institutional Services	Commercial Bank
Highlights	2013 total revenue of $2.0B 2013 average loans of $17.5B 1,309 banking centers 2,619 ATMs 12 states	2013 total revenue of $1.1B 2013 average loans of $22.2B	2013 total revenue of $560MM 2013 average loans of $2.0B 2013 average core deposits of $8.8B $27B assets under management $305B assets under care	2013 total revenue of $2.6B 2013 average loans of $47.3B 2013 average core deposits of $30.2B

Diversified financial services company with local orientation and strong national businesses

Key strategies in the commercial bank driving success

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

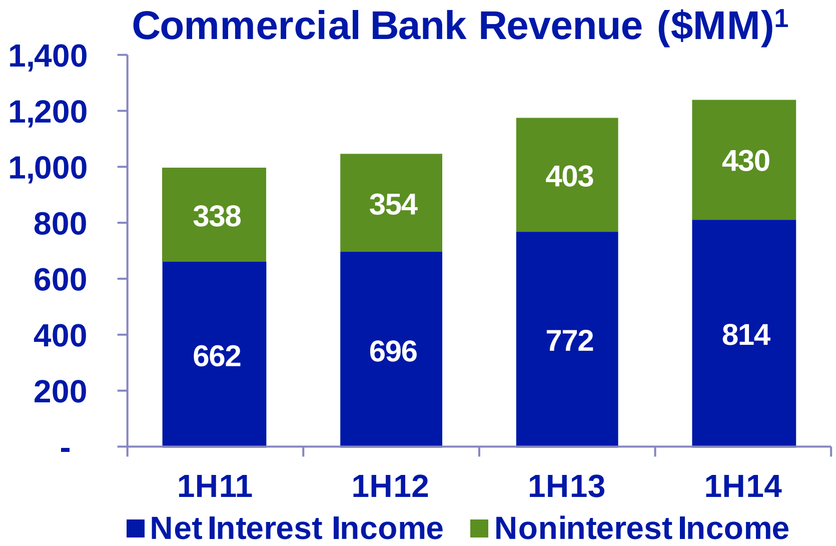
- Innovative cash management solutions simplify cash handling and improve cash flow

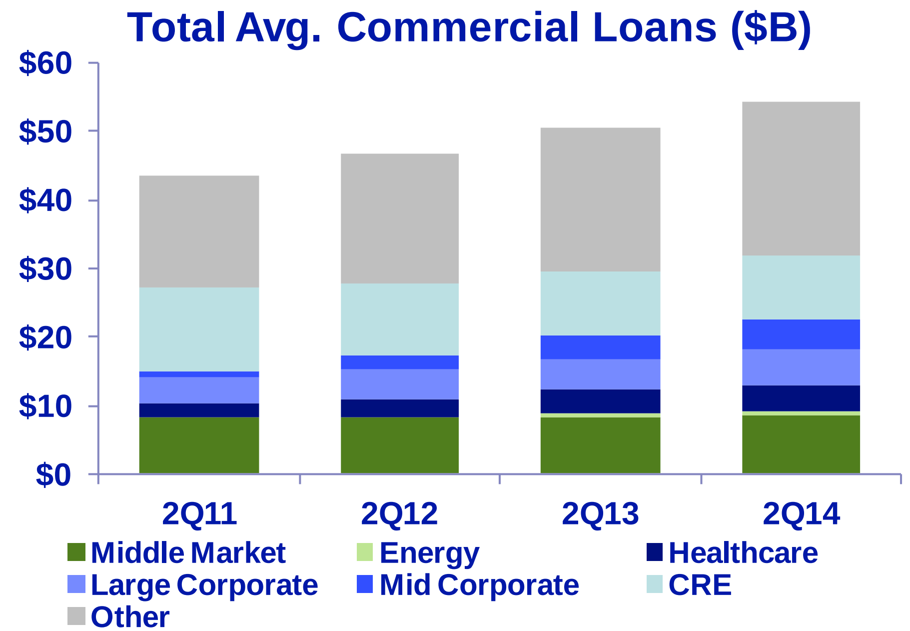
Commercial Card Solutions

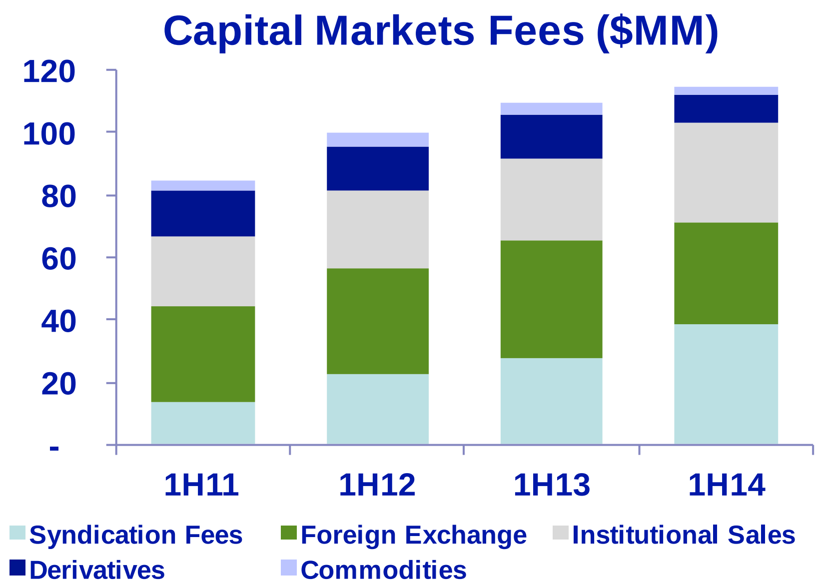
- Streamline processes, reduce costs and maximize convenience

CONSULTATIVE SALES APPROACH

Key strategies in the commercial bank driving success







- Commercial banking total revenue in 1H14 increased 6% vs. 1H13
  - Growth in capital markets fees driven by industry verticals
- Continued focus on C&I lending
  - 76% of 2Q14 total average commercial loans and leases (59% 4 years ago)

[1] 1H11 and 1H12 have not been restated for changes in the structure of the reporting units that occurred in 1Q14.

Repositioning consumer bank with investments and strategic changes

FIFTH THIRD BANK

1 **Maximize the value offered and the revenue earned from every relationship**

- Growth in high value segments
  - Execution consistency
  - Dedicated team of specialists for focused segmentation

2 **Optimize the current distribution model**

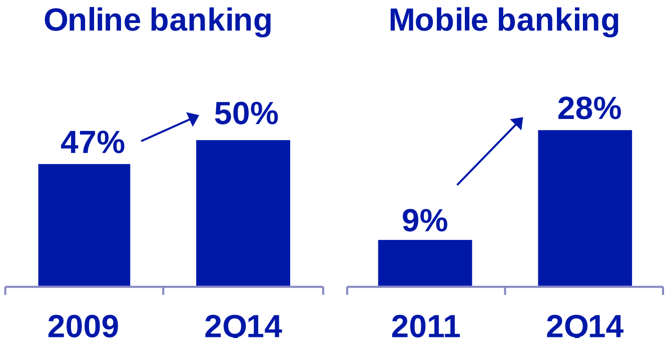
- Redesign branch formats and re-define job categories while preserving revenue streams
- Testing to break through the previous minimum staffing levels by deploying new technologies

3 **Enhance digital capabilities to lower costs while improving the customer experience**

- Enhancement of customer service levels through the ease and convenience of digital banking
- Deliver solutions in digital channels for increased sales effectiveness and drive adoption

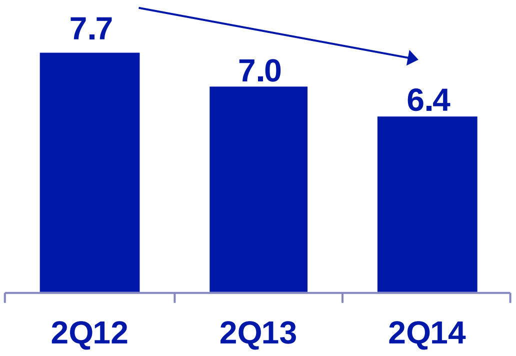
Alternative channel delivery

% of checking households with



Branch transactions

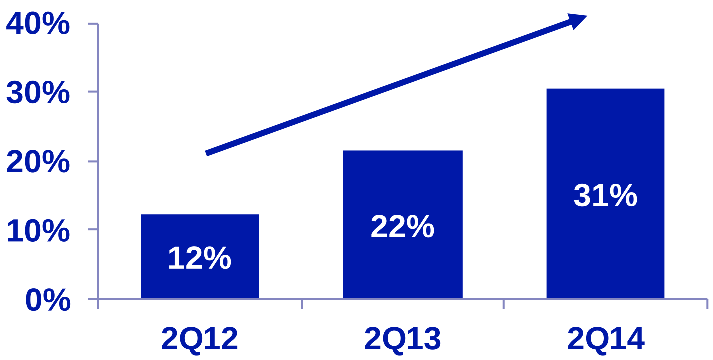
Average monthly trans. in millions



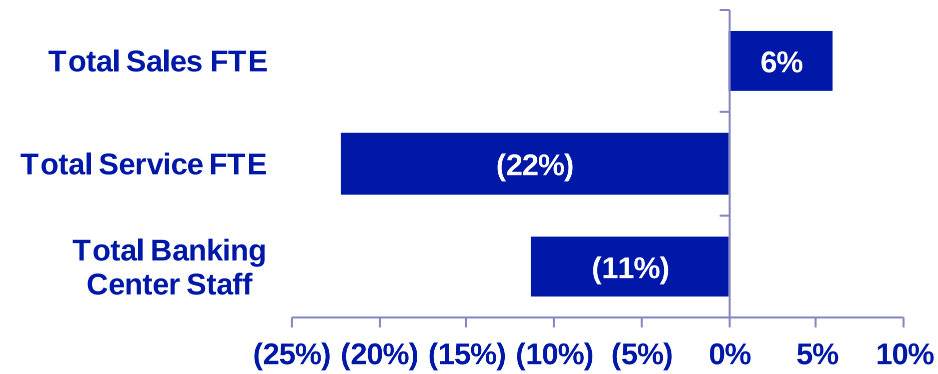
Repositioning consumer bank with investments and strategic changes

Fifth Third Bank

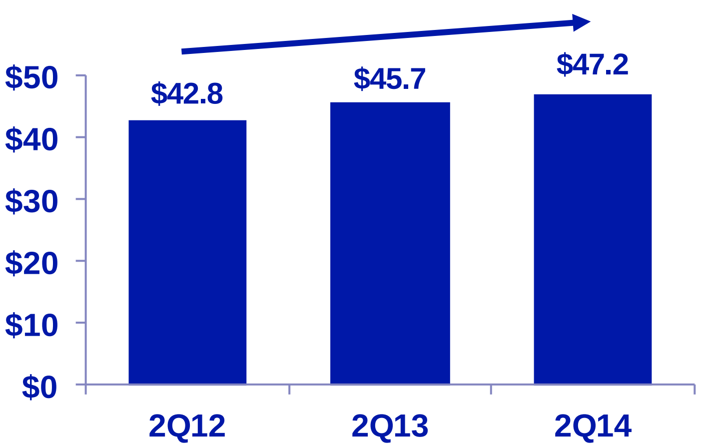
Consumer deposit activity
Transaction volume by ATM and Mobile channels



Retail Banking Headcount
18-month change (Dec. 2012 - June 2014)



Total EOP Consumer Deposits ($B)
excludes CDs



- Remote deposit capture launched in 2012
- All ATMs image-enabled and 49 Smart ATMs deployed with additional consumer-friendly upgrades
  - Touch-screen and dual screen interface
  - Ability to split deposits into two accounts
  - Small denomination withdrawals
- Testing smaller technology-focused branch formats with lower staffing requirements
- Redefining roles of branch personnel and testing hybrid roles

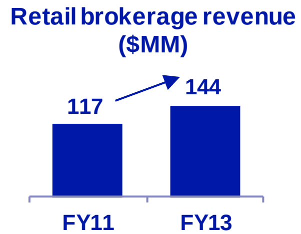
Wealth management contributing to ongoing momentum

FIFTH THIRD BANK

Consumer

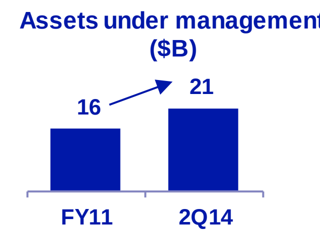
Retail Brokerage

Mass market and mass affluent clients
– Retirement, investment and education planning, managed money, annuities and transactional brokerage services



Private Bank

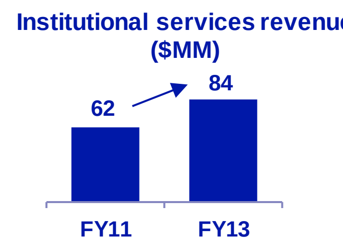
Financial elite clients
– Teams of professionals dedicated to helping clients achieve their financial goals



Wholesale

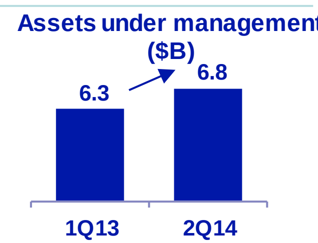
Institutional Services

Consulting, investment and record-keeping services for corporations, financial institutions, foundations, endowments and not-for-profit organizations
– Retirement plans, endowment management, planned giving and custody services



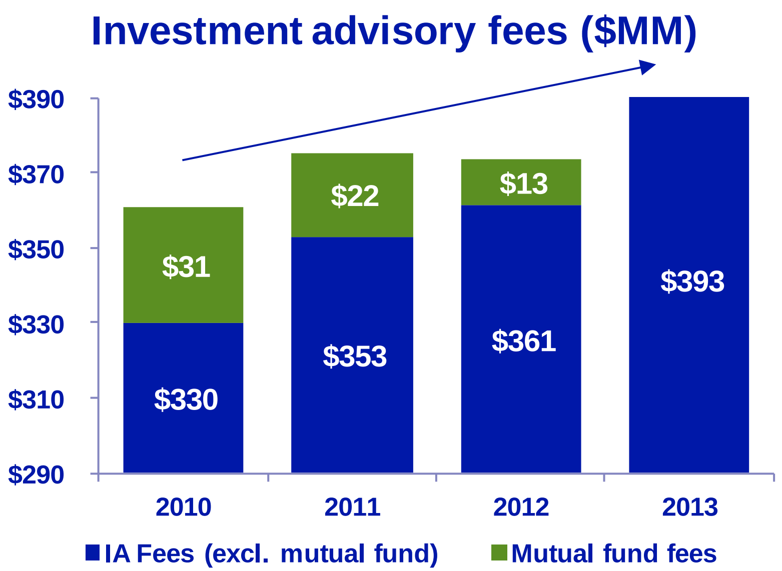
ClearArc Capital

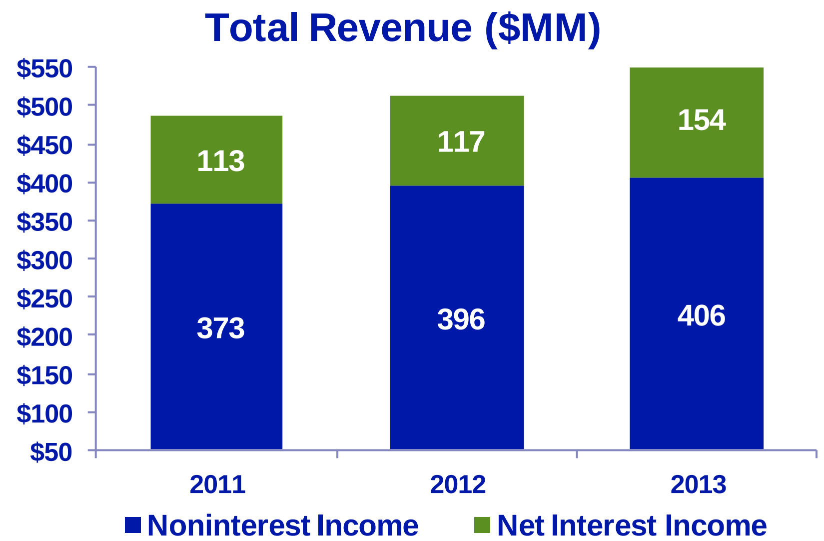
Provides asset management services to institutional clients
– Divested all proprietary mutual funds in 2012 to complete transition to open architecture

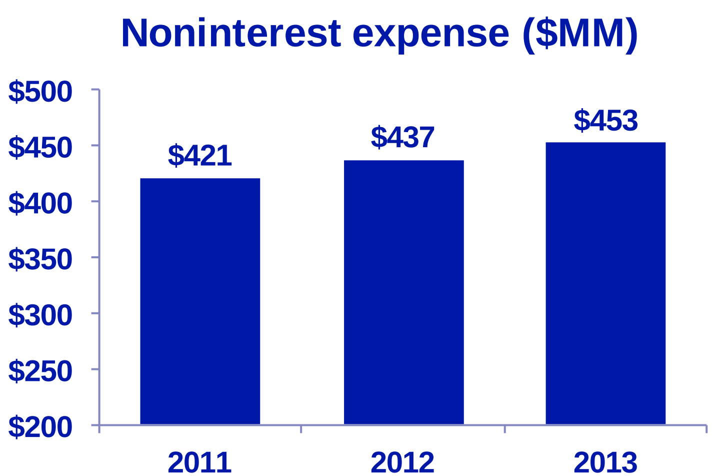


Investment Advisors serves individual and institutional clients with all levels of wealth; provides for significant cross-sell opportunity

Wealth management contributing to ongoing momentum







- Investment advisory fees excluding mutual fund revenue increased 19% FY13 vs FY10; 1H14 up 3% vs 1H13
- Shift towards recurring revenue streams; 77% of total revenue is recurring as of 2Q14 compared with 71% in 2010
- Significant cross-sell opportunity
  - Private Bank revenue per household increased 79% 2Q14 compared with 2012
  - Number of >$1MM households increased 8% in last 12 months

Adding value through newly created Payments and Commerce Solutions division

FIFTH THIRD BANK

Efficiencies Gained

How we will control expenses and grow revenue

- Resource optimization through consolidated card strategy, product development, and operational execution
- Creates a focused and more nimble organization with industry expertise
- Incremental revenue streams reflected on Commercial and Consumer Bank P&L through value-add solution offerings

Competitive Advantage

How we will compete with non-bank entities

- Extensive payments infrastructure
- Scale and experience in enrollment, access, support services, etc.
- Existing customer contacts and relationships
- Shift from opportunistic player to proactive market leader

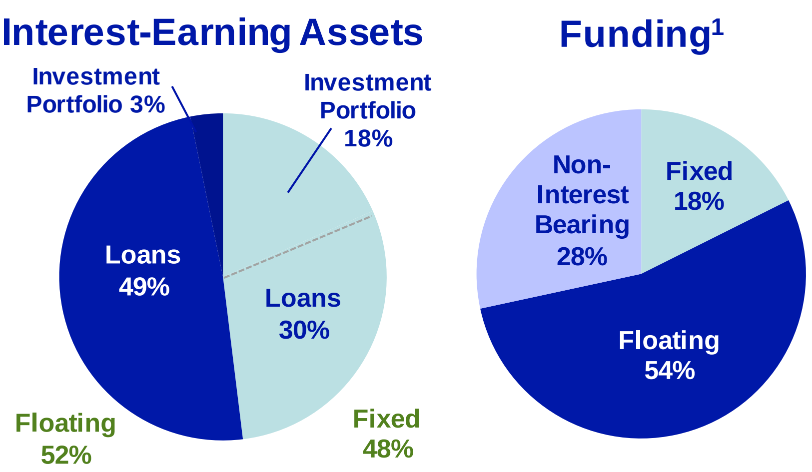
Future Opportunity

How we will increase our value proposition

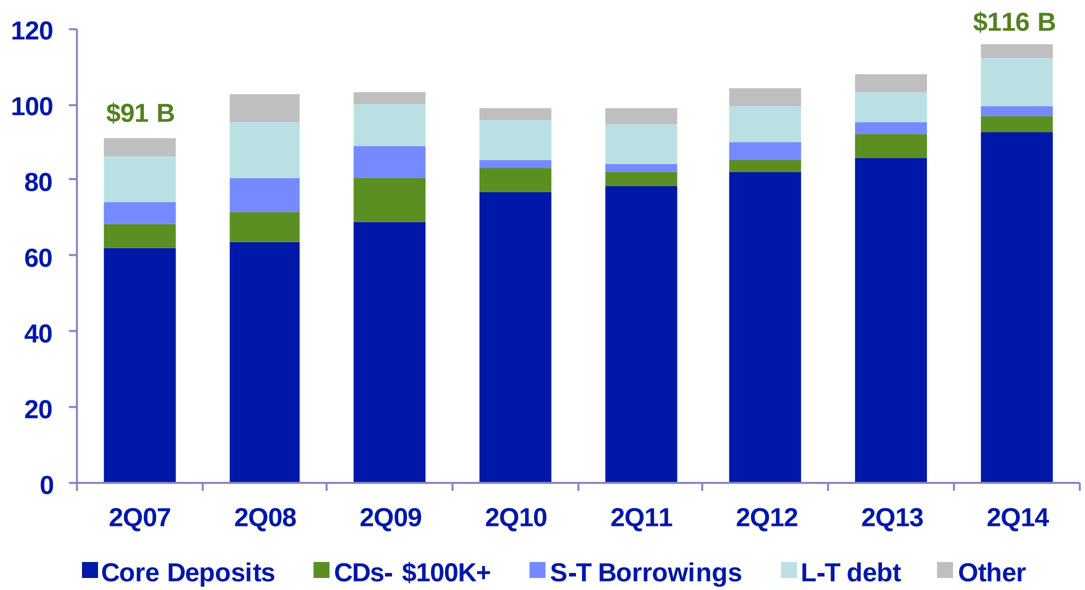
- Growing core existing payments markets
  - Treasury management
  - Financial supply chain management
  - Currency processing solutions
  - Card solutions
- New market development
  - Payment security
  - Mobile payments
  - Cobranded cards and loyalty
- Innovative sector solutions (e.g. Healthcare and Retail)

Balance sheet positioning

Fixed / Floating Portfolio



Total Average Liabilities ($B)



- Asset sensitive positioning
- Mix of asset classes (59% commercial, 41% consumer)
- Disciplined loan growth
  - Focused in areas with strong cross-sell opportunities (verticals, cap. mkts, TM)
- Balance sheet well-positioned for the new LCR rules
  - Additional portfolio leverage or cash levels to be added to generate higher buffer to minimum ratio requirements

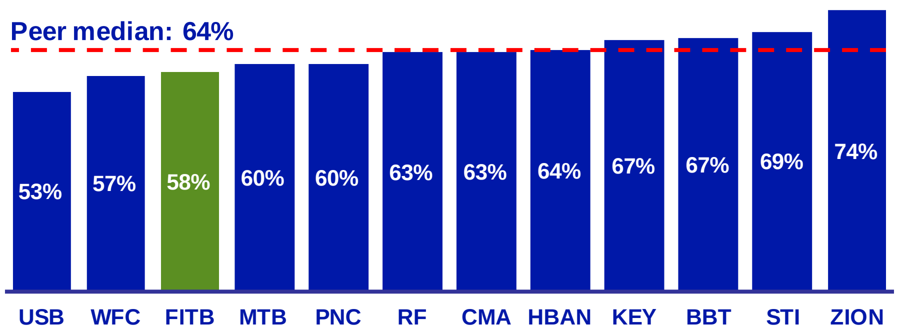
- Minimal reliance on short-term borrowings
  - Represent approximately 2 percent of total liabilities
- Core deposits represent over 80% of total liabilities vs. 68% in 2Q07

[1] *Estimate; funding (DDAs + interest-bearing liabilities); liabilities attributed to fixed or floating using terms and expected beta*

Expense discipline

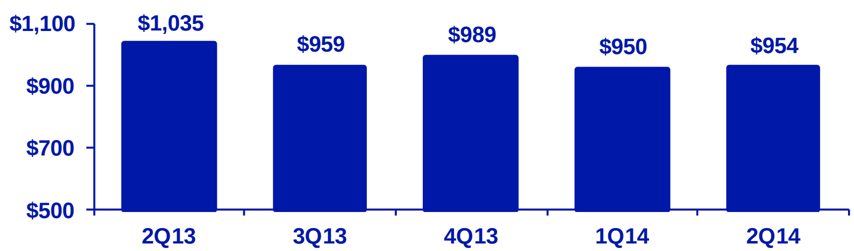
FIFTH THIRD BANK

2Q14 Efficiency ratio



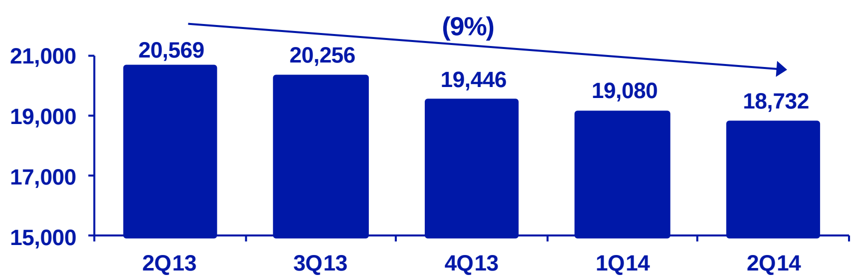
- Operating leverage strategic priority in all environments
- Expect continued improvement in 2014
- Mid-50% efficiency ratio target in normalized interest rate environment

Noninterest expense ($MM)



- Carefully managing expenses in response to revenue environment (total noninterest expense down 8% year-over-year)
- Continued R&D investments with increased technology, communications, and equipment expense in 2014

Total FTE

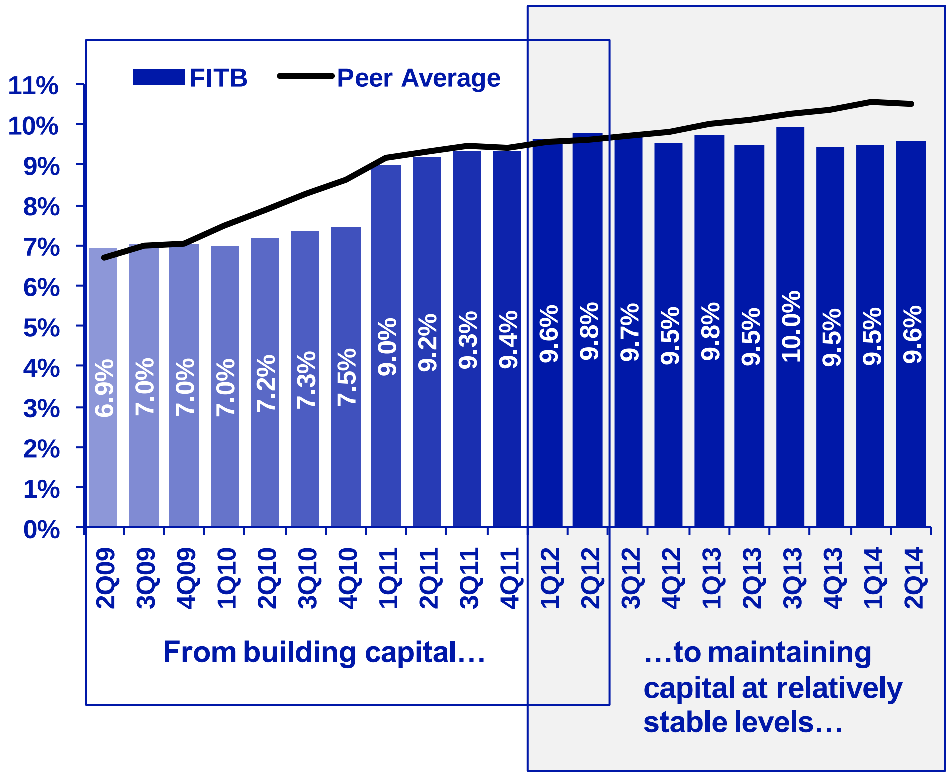


- Reduction in FTE includes the impact of branch and mortgage staffing changes
  - 50% of year-over-year decline in mortgage and 37% in retail

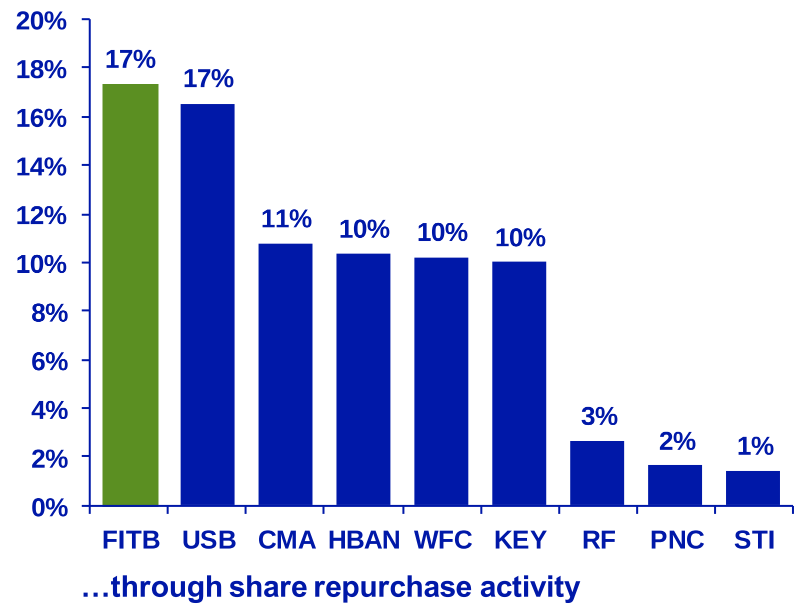
Source: SNL Financial and company reports. Efficiency ratio calculated as reported noninterest expense / (net interest income (fully taxable equivalent)+ noninterest income)

Strong capital position

Tier 1 common equity[1]



1Q12-2Q14 Common Equity Repurchased / 2011 Total Common Equity



Capital generation and overall capital position, well above current and future requirements, support balance sheet growth and continued prudent capital return to shareholders.

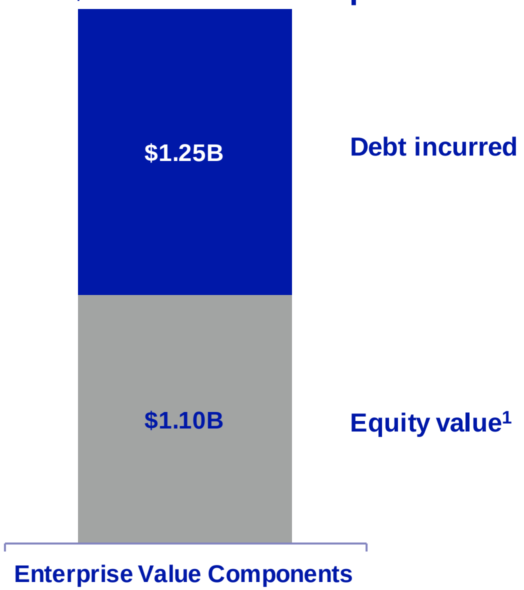
[1] Non-GAAP measure; See Reg. G reconciliation in appendix.
Peer average includes: BBT, CMA, HBAN, KEY, MTB, PNC, RF, STI, USB, WFC, and ZION

Valuable ownership stake in Vantiv, Inc.

March 2009

Significant unrecognized value unlocked

$2.35 billion[1] enterprise value



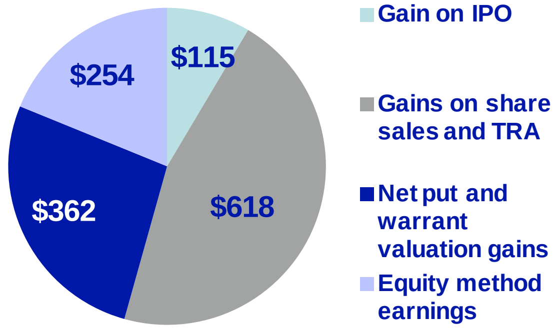
- Equity valuation of $1.1B
  - Including $561MM cash payment related to Advent's 51% ownership and put rights
  - Fifth Third retained 49% ownership with additional warrants
- Pre-tax gain of $1.8B

March 2009 – Present

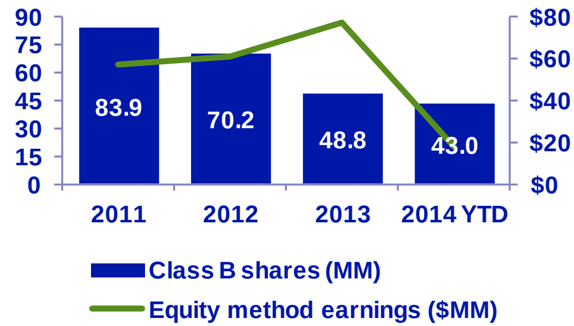
Realizing earning potential

Recognized value to date

($MM pre-tax)



Equity ownership & earnings



Ongoing impact

Positioned well to generate future value

- Currently own 23% interest in Vantiv Holding, LLC, convertible to Vantiv, Inc. shares (NYSE: VNTV)
  - Carrying (book) value of $384MM as of 6/30/14
  - Ownership (market) value of ~$1.4B as of 6/30/14
- Ongoing equity method earnings
- Warrant to purchase additional shares in Vantiv
  - Carried as a derivative asset at fair value of $412MM as of 6/30/14
- Annual payment corresponding with tax benefits accruing to Fifth Third associated with the tax receivable agreement (TRA)
  - FITB realized $9MM in 4Q13

Total gains / earnings recognized ~$3.1 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.*

Investment thesis

Investing in the future of our company	**Managing prudently in the current competitive environment**
Continuously improving all of our business platforms to adapt to changing environment	**Creating shareholder value with long-term focus while optimizing our current opportunities**

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 Fifth Third's investment in, relationship with, and nature of the 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.

Appendix

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				
	June 2014	March 2014	December 2013	September 2013	June 2013
Income before income taxes (U.S. GAAP)	$606	$438	$561	$604	$841
Add: Provision expense (U.S. GAAP)	76	69	53	51	64
Pre-provision net revenue (a)	682	507	614	655	905
Net income available to common shareholders (U.S. GAAP)	416	309	383	421	582
Add: Intangible amortization, net of tax	1	1	1	1	1
Tangible net income available to common shareholders	417	310	384	422	583
Tangible net income available to common shareholders (annualized) (b)	1,673	1,257	1,523	1,674	2,338
Average Bancorp shareholders' equity (U.S. GAAP)	15,157	14,862	14,757	14,440	14,221
Less: Average preferred stock	(1,119)	(1,034)	(703)	(593)	(717)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Average intangible assets	(17)	(19)	(20)	(22)	(24)
Average tangible common equity (c)	11,605	11,393	11,618	11,409	11,064
Total Bancorp shareholders' equity (U.S. GAAP)	15,469	14,826	14,589	14,641	14,239
Less: Preferred stock	(1,331)	(1,034)	(1,034)	(593)	(991)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets	(17)	(18)	(19)	(21)	(23)
Tangible common equity, including unrealized gains / losses (d)	11,705	11,358	11,120	11,611	10,809
Less: Accumulated other comprehensive income	(382)	(196)	(82)	(218)	(149)
Tangible common equity, excluding unrealized gains / losses (e)	11,323	11,162	11,038	11,393	10,660
Total assets (U.S. GAAP)	132,562	129,654	130,443	125,673	123,360
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets	(17)	(18)	(19)	(21)	(23)
Tangible assets, including unrealized gains / losses (f)	130,129	127,220	128,008	123,236	120,921
Less: Accumulated other comprehensive income / loss, before tax	(588)	(302)	(126)	(335)	(229)
Tangible assets, excluding unrealized gains / losses (g)	129,541	126,918	127,882	122,901	120,692
Common shares outstanding (h)	844	848	855	887	851
Ratios:					
Return on average tangible common equity (b) / (c)	14.4%	11.0%	13.1%	14.7%	21.1%
Tangible common equity (excluding unrealized gains/losses) (e) / (g)	8.74%	8.79%	8.63%	9.27%	8.83%
Tangible common equity (including unrealized gains/losses) (d) / (f)	9.00%	8.93%	8.69%	9.42%	8.94%
Tangible book value per share (d) / (h)	$13.86	$13.40	$13.00	$13.09	$12.69

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				
	June 2014	March 2014	December 2013	September 2013	June 2013
Total Bancorp shareholders' equity (U.S. GAAP)	$15,469	$14,826	$14,589	$14,641	$14,239
Goodwill and certain other intangibles	(2,484)	(2,490)	(2,492)	(2,492)	(2,496)
Unrealized gains	(382)	(196)	(82)	(218)	(149)
Qualifying trust preferred securities	60	60	60	810	810
Other	(19)	(18)	19	21	22
Tier I capital	12,644	12,182	12,094	12,762	12,426
Less: Preferred stock	(1,331)	(1,034)	(1,034)	(593)	(991)
Qualifying trust preferred securities	(60)	(60)	(60)	(810)	(810)
Qualifying noncontrolling interest in consolidated subsidiaries	(1)	(1)	(37)	(39)	(38)
Tier I common equity (a)	11,252	11,087	10,963	11,320	10,587
Risk-weighted assets, determined in accordance with prescribed regulatory requirements (b)	117,117	116,622	115,969	113,801	111,559
Ratio:					
Tier I common equity (a) / (b)	9.61%	9.51%	9.45%	9.95%	9.49%

Basel III - Estimated Tier 1 common equity ratio

	June 2014	March 2014	December 2013	September 2013
Tier 1 common equity (Basel I)	11,252	11,087	10,963	11,320
Add: Adjustment related to capital components	96	99	82	88
Estimated Tier 1 common equity under final Basel III rules without AOCI (opt out)(c)	11,348	11,186	11,045	11,408
Add: Adjustment related to AOCI	382	196	82	218
Estimated Tier 1 common equity under final Basel III rules with AOCI (non opt out)(d)	11,730	11,382	11,127	11,626
Estimated risk-weighted assets under final Basel III rules (e)	122,465	122,659	122,074	120,447
Estimated Tier 1 common equity ratio under final Basel III rules (opt out) (c) / (e)	9.27%	9.12%	9.05%	9.47%
Estimated Tier 1 common equity ratio under final Basel III rules (non opt out) (d) / (e)	9.58%	9.28%	9.12%	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.