FIFTH THIRD BANK

1Q15 Earnings Conference Call

April 21, 2015

Refer to earnings release dated April 21, 2015 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 and adequate sources of funding and liquidity 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.

1Q15 in review

($ in millions)	1Q15	Seq. Δ	YOY Δ
Average Balances			
Total loans & leases[1, 2]	**$90,508**	**($533)**	**$978**
Core deposits	**$98,194**	**$1,844**	**$6,682**
Income Statement Data			
Net interest income (taxable equivalent)	$852	(4%)	(5%)
Provision for loan and lease losses[2]	69	(30%)	-
Noninterest income	660	1%	17%
Noninterest expense	923	1%	(3%)
Net income attributable to Bancorp	**$382**	**(1%)**	**20%**
Net income available to common shareholders	**$367**	**1%**	**19%**
Financial Ratios			
Earnings per share, diluted	**0.44**	**2%**	**22%**
Net interest margin	**2.86%**	**(10bps)**	**(36bps)**
Efficiency ratio	**61.0%**	**140bps**	**(390bps)**
Return on average assets	**1.12%**	**(1bp)**	**12bps**
Return on avg common equity	**10.3%**	**30bps**	**130bps**
Return on avg tangible common equity[3]	**12.3%**	**20bps**	**130bps**
Tangible book value per share[3]	**$14.87**	**3%**	**11%**

- **Significant pre-tax items in 1Q15 results (~$0.07 positive after-tax EPS impact):**
  - **$70MM positive valuation adjustment on Vantiv warrant**
  - **$37MM gain on sale of TDRs**
  - **$17MM negative valuation adjustment on Visa total return swap**
- **1Q15 operating results solid despite continued low interest rate environment; reflect typical 1Q seasonality in fee income and benefits expense**
- **Sequential comparisons reflect impact of TDR transfer to held-for-sale in 4Q14**
  - **Reduced average loan balance by $694MM**
  - **4Q14 included $23MM of provision expense related to the transfer**
- **Credit quality continues to improve**
  - **NCO ratio 41bps of loans as of 1Q15**
  - **NPAs down $90MM compared with 4Q14; NPA ratio 76bps**
- **Strong capital ratios; tangible book value per share[3] up 11% from 1Q14**

Balancing current earnings results with prudent decisions to increase long-term shareholder value

Note: The percentages in all of the tables in this presentation are calculated on actual dollar amounts and not the rounded dollar amounts.

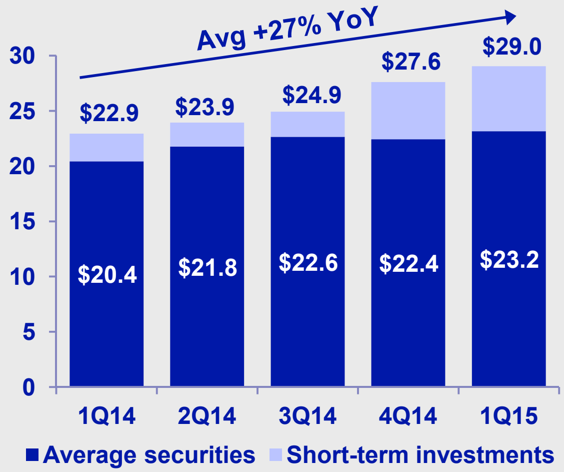
[1] Excludes loans held-for-sale

[2] Includes impact of TDR loans moved to held-for-sale in 4Q14

[3] Non-GAAP measure; see Reg. G reconciliation in appendix

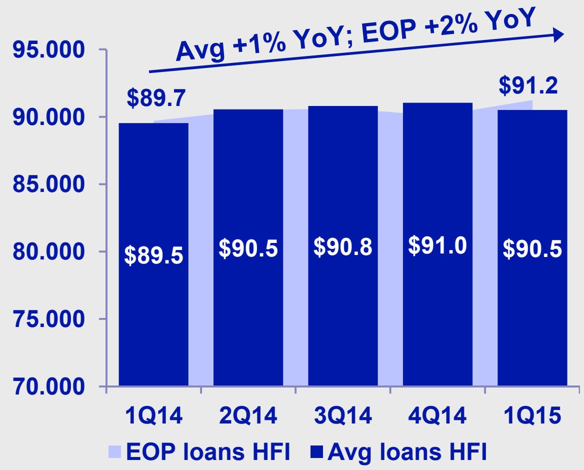
Balance sheet

Average securities and short-term investments ($B)



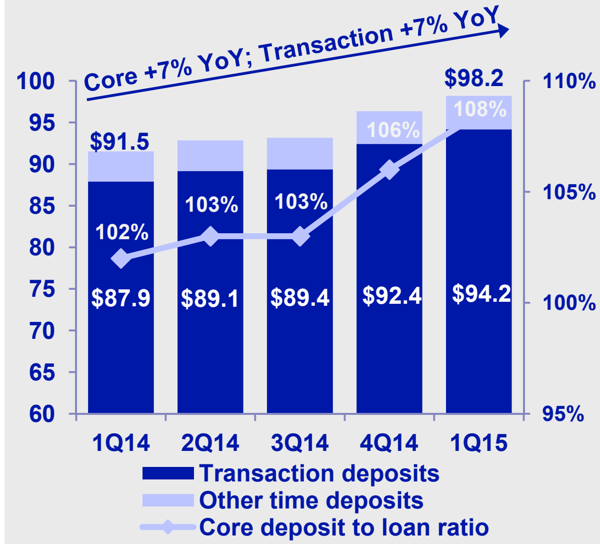
- Average securities up $2.7B from 1Q14 reflecting purchase of securities
- Securities portfolio / total assets of 19.2% in 1Q15, up from 16.4% a year ago
- Average other short-term investments increased $3.4B year-over-year reflecting higher cash balances at the Federal Reserve

Loan balances ($B)



- Continuing to target prudent risk/reward profile in lending
- Average commercial loans up 1% sequentially and up 3% year-over-year
  - Year-over-year growth primarily driven by C&I and commercial construction, partially offset by lower commercial mortgage
  - End of period commercial line utilization 32%; flat sequentially
- Average consumer loans declined 2% sequentially and 1% year-over-year; includes impact of mortgage loans transferred to held for sale at the end of 4Q14

Average core deposit balances ($B)

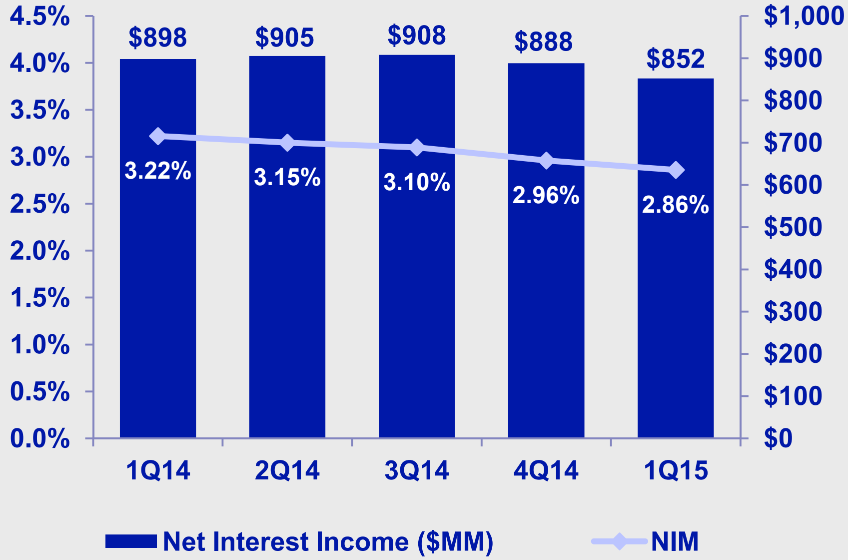


- Average transaction deposits up $1.8B sequentially with increases in interest checking, money market and demand deposit balances
  - Consumer average transaction deposits up 2% sequentially and up 6% year-over-year
  - Commercial average transaction deposits up 1% sequentially and up 8% year-over-year
- Core deposit to loan ratio of 108%

Note: Numbers may not sum due to rounding.

Net interest income

NII and NIM (FTE)



Yield Analysis	1Q14	4Q14	1Q15	Seq. Δ (bps)	YoY Δ (bps)
Commercial and industrial loans	3.35%	3.21%	3.16%	(5)	(19)
Commercial mortgage loans	3.43%	3.28%	3.27%	(1)	(16)
Commercial construction loans	3.48%	3.30%	3.23%	(7)	(25)
Commercial leases	3.09%	2.96%	2.90%	(6)	(19)
Residential mortgage loans	3.94%	3.80%	3.83%	3	(11)
Home equity	3.74%	3.68%	3.66%	(2)	(8)
Automobile loans	2.86%	2.73%	2.68%	(5)	(18)
Credit card	9.90%	10.08%	10.22%	14	32
Other consumer loans and leases	39.93%	31.97%	10.79%	(2,118)	(2,914)
Total loans and leases	**3.72%**	**3.58%**	**3.46%**	**(12)**	**(26)**
Taxable securities	3.33%	3.28%	3.30%	2	(3)
Tax exempt securities	5.51%	4.42%	5.24%	82	(27)
Other short-term investments	0.26%	0.26%	0.25%	(1)	(1)
Total interest-earning assets	**3.58%**	**3.38%**	**3.28%**	**(10)**	**(30)**
Total interest-bearing liabilities	**0.51%**	**0.61%**	**0.60%**	**(1)**	**9**
Net interest spread	**3.07%**	**2.77%**	**2.68%**	**(9)**	**(39)**

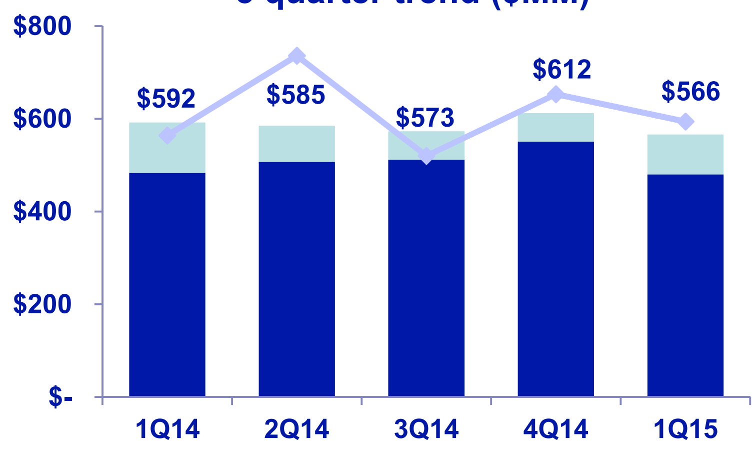
- **Net interest income down $36MM from 4Q14**
  - **Decrease driven by the impact of changes to deposit advance product ($21MM) and negative impact from lower day count ($13MM); decrease in deposit costs and increased investment securities balances offset negative effect of loan repricing**
- **NIM decreased 10 bps primarily sequentially reflecting changes to deposit advance product (7bps)**
- **Year-over-year NII decreased $46MM and NIM decreased 36 bps**
  - **NII decrease driven by changes to deposit advance product and loan repricing**
  - **NIM decrease primarily driven by the impact of loan repricing**

Noninterest income

Components of noninterest income

($ in millions)	1Q15	Seq. ∆	YOY ∆
Service charges on deposits	$135	(5%)	2%
Corporate banking revenue	92	(23%)	(11%)
Mortgage banking net revenue	86	40%	(21%)
Investment advisory revenue	108	7%	6%
Card and processing revenue	71	(6%)	5%
Other noninterest income[1]	164	9%	NM
Securities gains, net	4	16%	(34%)
Total noninterest income	**$660**	**1%**	**17%**

5 quarter trend ($MM)



Compared with 4Q14

- **Record investment advisory revenue reflected seasonally strong tax-related private client services and higher securities and brokerage fees**
- **Corporate banking revenue included a $21 million decline in syndication fees due to decreased market activity and strong 4Q14 results**
- **Mortgage banking revenue results reflected higher gain on sale margins, slightly higher originations and higher MSR valuation adjustment**

Compared with 1Q14

- **Decrease in mortgage banking revenue reflected increased servicing asset amortization and lower MSR valuation adjustments in 1Q15**
- **Corporate banking revenue results driven by decline in syndication fees, institutional sales revenue, and lease remarketing fees, offset by increased foreign exchange fees**

Adjustments to remove (benefit) / detriment

	1Q14	2Q14	3Q14	4Q14	1Q15
Reported noninterest income	**$564**	**$736**	**$520**	**$653**	**$660**
Gain on sale of Vantiv shares	-	(125)	-	-	-
Vantiv warrant valuation	36	(63)	53	(56)	(70)
Other Vantiv-related items	-	12	-	-	-
Valuation of Visa total return swap	(1)	16	3	19	17
Gain on sale of TDRs	-	-	-	-	(37)
Land valuation adjustments	-	17	-	-	-
Securities (gains) / losses	(7)	(8)	(3)	(4)	(4)
Adjusted noninterest income	**$592**	**$585**	**$573**	**$612**	**$566**

- **4Q14 include $23MM of payments received from Vantiv pursuant to TRA**

[1] Net credit-related costs recognized in other noninterest income were $1MM in1Q15. This compares with $1MM net credit-related costs in 4Q14, immaterial costs in 3Q14, $4MM in 2Q14 and $10MM in 1Q14.

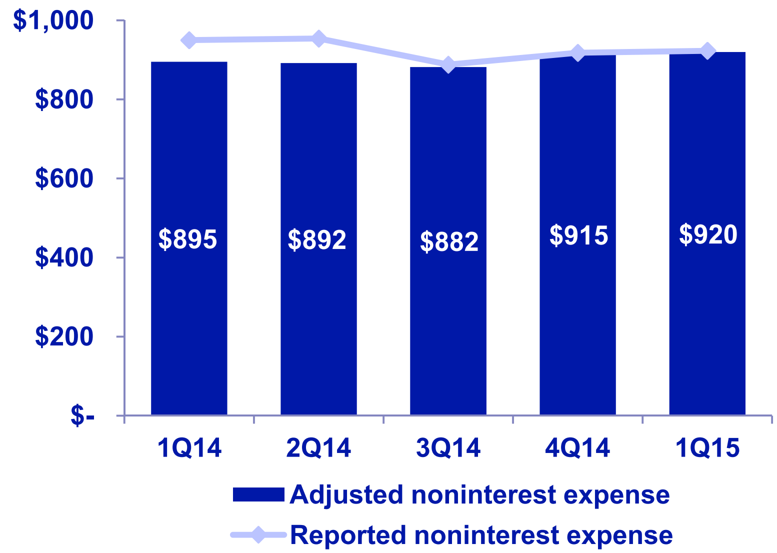
Noninterest expense

Components of noninterest expense

($ in millions)	1Q15	Seq. Δ	YOY Δ
Salaries, wages and incentives	$369	1%	3%
Employee benefits	99	26%	(3%)
Net occupancy expense	79	2%	(1%)
Technology and communications	55	2%	3%
Equipment expense	31	1%	3%
Card and processing expense	36	(2%)	14%
Other noninterest expense[1]	254	(7%)	(13%)
Total noninterest expense	**$923**	**1%**	**(3%)**

- Expenses were up 1% sequentially, driven by a seasonal increase in FICA and unemployment tax expense recorded in employee benefits, partially offset by lower credit-related costs[1]
- Excluding litigation reserve charges, year-over-year expenses increased 2%, driven by higher incentive-based compensation expense and increased credit-related costs[1]

5 quarter trend ($MM)



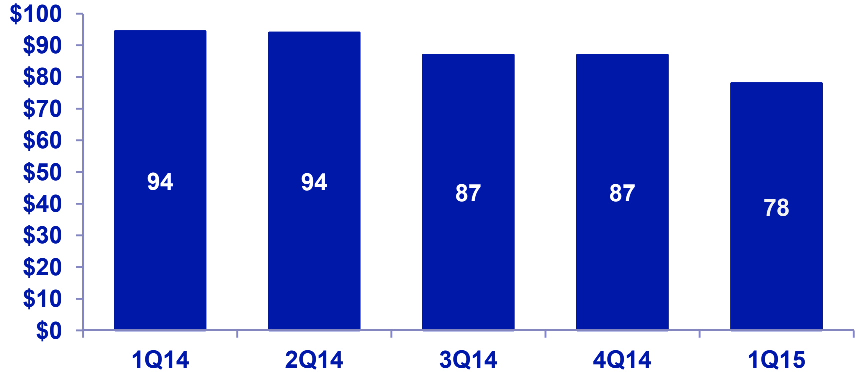
Adjustments to remove benefit / (detriment)

	1Q14	2Q14	3Q14	4Q14	1Q15
Reported noninterest expense	**$950**	**$954**	**$888**	**$918**	**$923**
Litigation reserve charges	(51)	(61)	(4)	3	(2)
Severance expense	(4)	(1)	(2)	(6)	(1)
Adjusted noninterest expense	**$895**	**$892**	**$882**	**$915**	**$920**

[1] Net credit-related costs recognized in other noninterest expense were $14MM in 1Q15. This compares with net credit-related costs of $33MM in 4Q14, $13MM in 3Q14, $6MM in 2Q14 and $9MM in 1Q14.

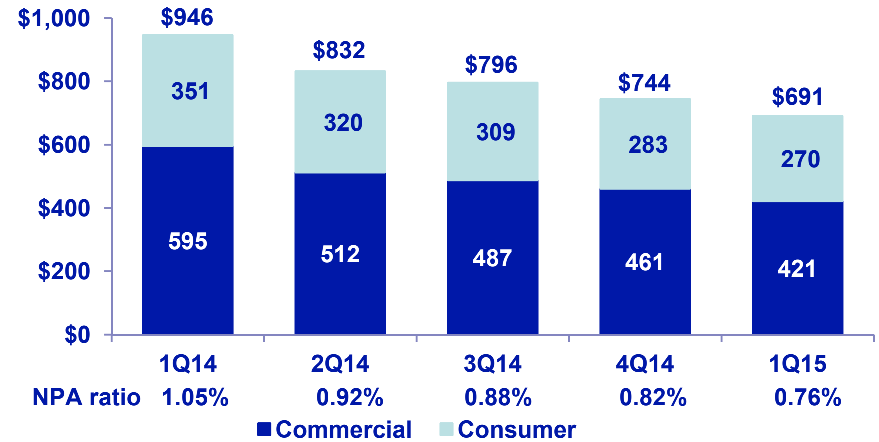
Credit quality overview

Accruing 90+ Days Past Due ($MM)



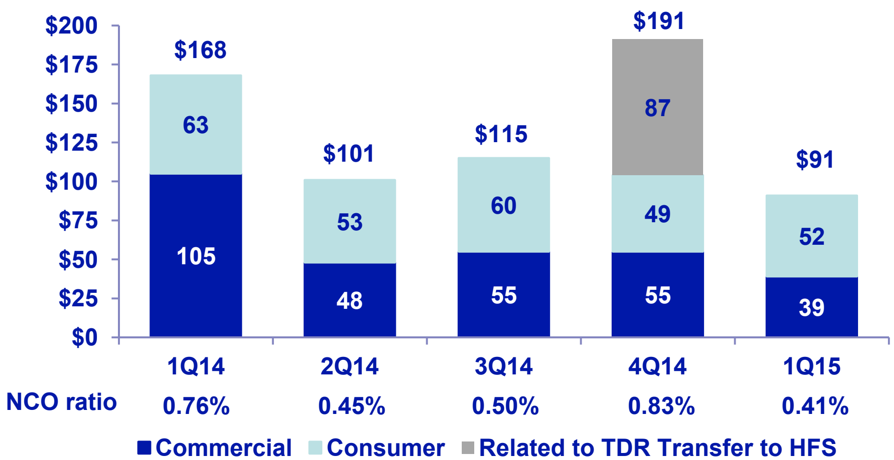
90 + delinquencies declined 17% from 1Q14

HFI Nonperforming assets ($MM)



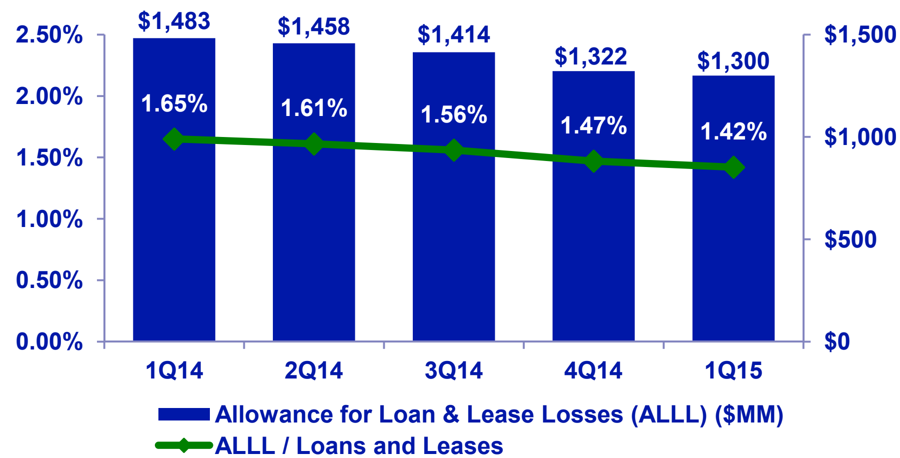
NPAs down 7% sequentially and 27% from 1Q14; lowest level since 2007

Net charge-offs ($MM)



Net charge-offs down 52% sequentially and 46% year-over-year; 4Q14 included $87MM related to TDR transfer to held-for-sale

Reserve Coverage



Includes 1Q15 provision expense of $69MM, reserve coverage levels remain solid

Strong capital position

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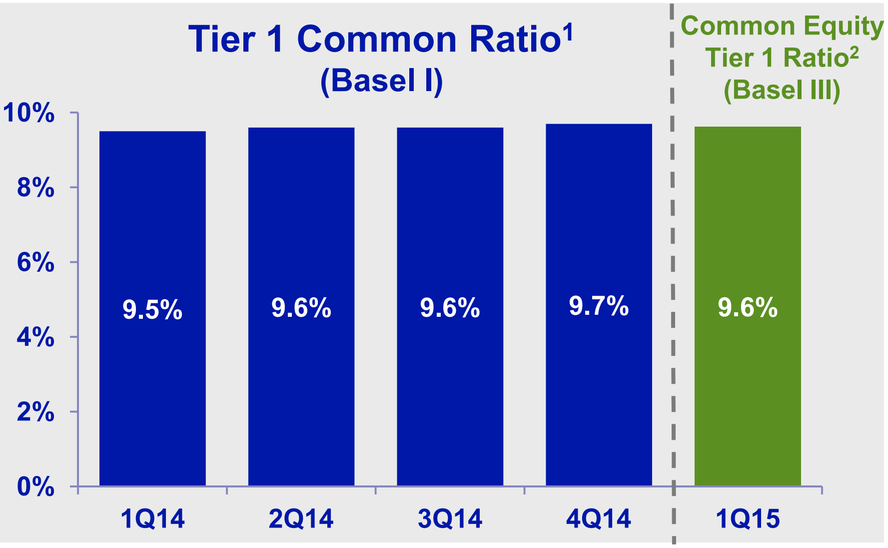
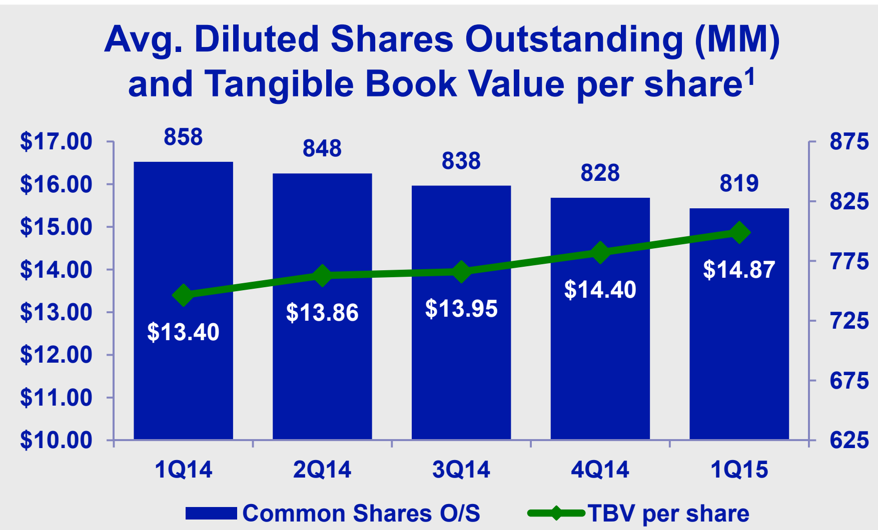


Capital Actions

- Received non-objection from Federal Reserve on 2015 CCAR plan
- 2015 CCAR plan included:
  - — the potential repurchase of common shares in an amount up to $765MM
  - — a potential increase in the quarterly common stock dividend to $0.14 in 2016
- Announced $180MM of share repurchases in 1Q15 under 2014 CCAR plan; expected to be completed on or before 4/23/15



Impact of Share Repurchases

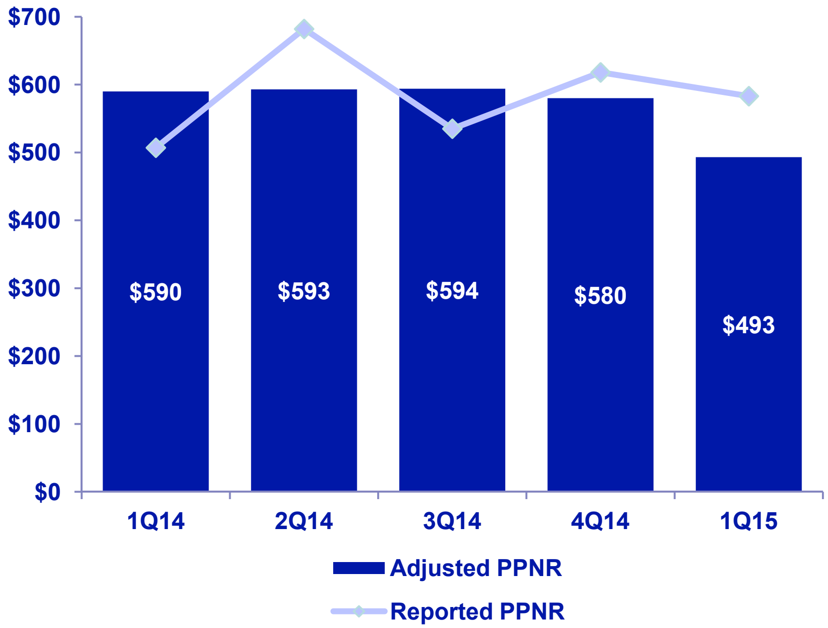
	EOP share impact (MM)		Average share impact (MM)		
	4Q14	1Q15	4Q14	1Q15	2Q15
$225MM ASR	1.9	-	4.0	0.3	-
$180MM ASR	8.3	0.8	6.3	2.7	0.1
$180MM ASR	-	8.5	-	6.0	2.6
	10.2	9.3	10.5	9.0	2.7

[1] Non-GAAP measure; See Reg. G reconciliation in appendix.
[2] Represents Basel III common equity tier 1 ratio under the final capital rule, subject to phase-in periods. Fifth Third will make a one-time permanent election to not include AOCI in common equity tier 1 capital in the March 31, 2015 regulatory filings.

Appendix

Pre-tax pre-provision earnings[1]

PPNR trend

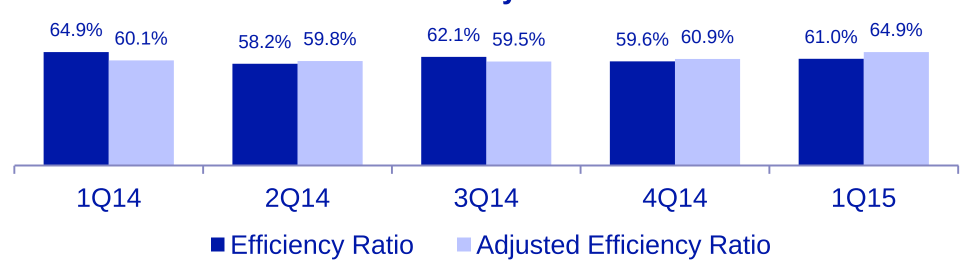


PPNR reconciliation

($ in millions)	1Q14	2Q14	3Q14	4Q14	1Q15
Income before income taxes (U.S. GAAP) (a)	$438	$606	$464	$519	$515
Add: Provision expense (U.S. GAAP) (b)	69	76	71	99	69
PPNR (a) + (b)	$507	$682	$535	$618	$584
Adjustments to remove (benefit) / detriment[2]:					
In noninterest income:					
Gain from sales of Vantiv shares	-	(125)	-	-	-
Vantiv warrant valuation	36	(63)	53	(56)	(70)
Reduction in equity method income from interest in Vantiv	-	12	-	-	-
Land valuation adjusments	-	17	-	-	-
Gain from sales of troubled debt restructurings	-	-	-	-	(37)
Valuation of 2009 Visa total return swap	(1)	16	3	19	17
Securities (gains) / losses	(7)	(8)	(3)	(4)	(4)
In noninterest expense:					
Severance expense	4	1	2	6	1
Litigation reserve charges	51	61	4	(3)	2
Adjusted PPNR	$590	$593	$594	$580	$493
Credit-related items:					
In noninterest income	10	4	(0)	1	1
In noninterest expense	9	6	13	33	14
Credit-adjusted PPNR[3]	$609	$603	$607	$614	$508

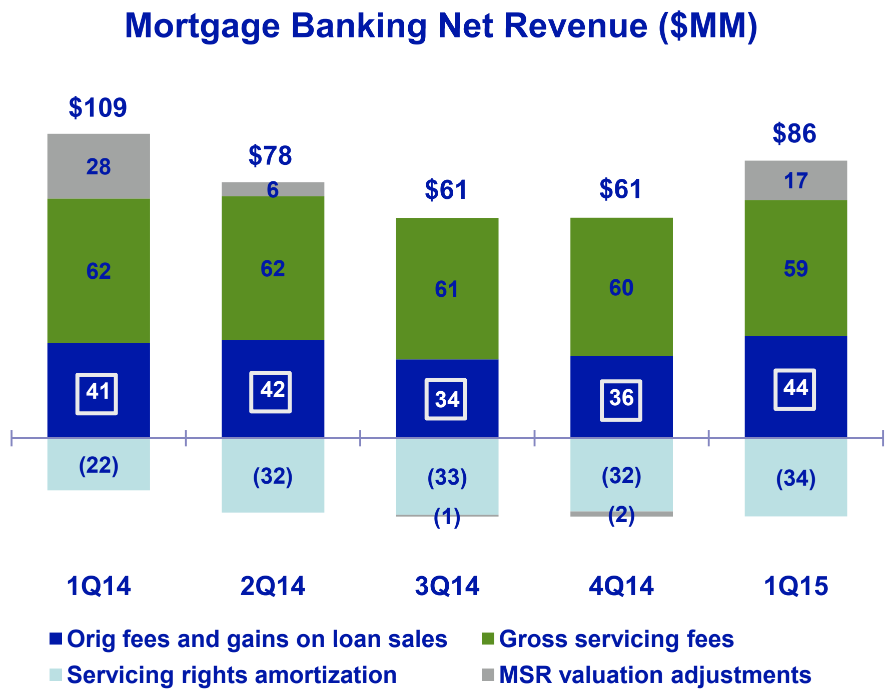
PPNR decreased 6% sequentially, reflecting impact of $91MM in net benefit in 1Q15 and $38MM in 4Q14 from significant items. Excluding those items, adjusted PPNR decreased 15% sequentially, reflecting lower NII in 1Q15 and a benefit of $23MM from Vantiv TRA payment in 4Q14

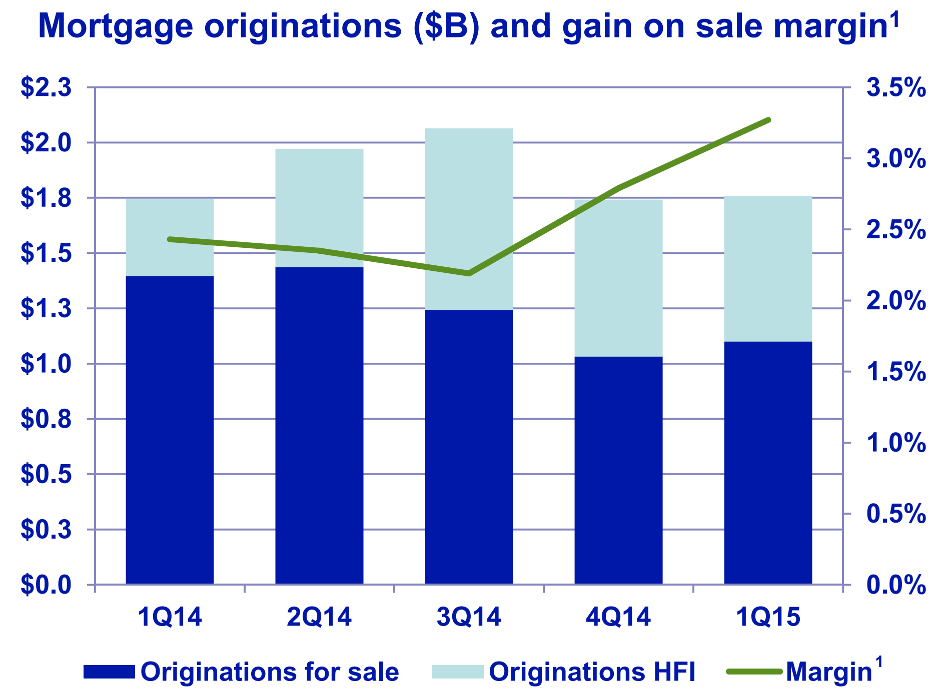
Efficiency ratio



[1] Non-GAAP measure; see Reg. G reconciliation in appendix.
[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: 1Q15 included $3MM in mortgage repurchase provision. 4Q14 included an immaterial amount while 3Q14, 2Q14, and 1Q14 included the impact of $3MM, $1MM, and $3MM, respectively in mortgage repurchase provision. These impacts are reflected in "Credit-related items" and "Adjusted Efficiency Ratio" listed above.

Mortgage banking results





- $1.8B in originations; 40% purchase volume
  - Discontinued broker channel originations in 1Q14
- 1Q15 mortgage drivers:
  - Origination fees and gain on sale revenue up $8MM
    - Gain on sale margin up 48 bps sequentially driven by increased refinance activity given the low level of interest rates during the quarter
    - Retaining conforming ARMs and shorter-term fixed-rate production on balance sheet
  - MSR valuation adjustments of positive $17MM; servicing rights amortization of $34MM
  - $59MM in gross servicing fees

Note: Numbers may not sum due to rounding.

[1] Gain on sale margin represents gains on all loans originated for sale.

Strong liquidity profile

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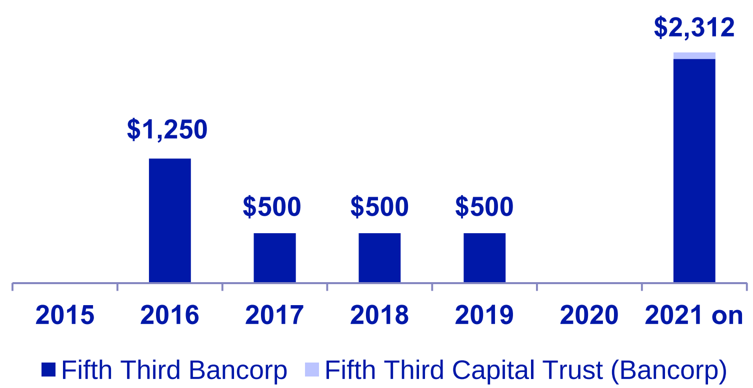
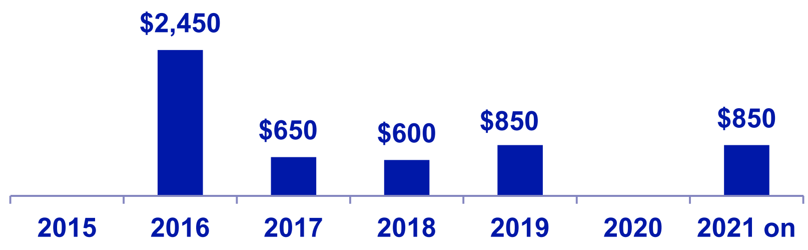
Holding company unsecured debt maturities ($MM)



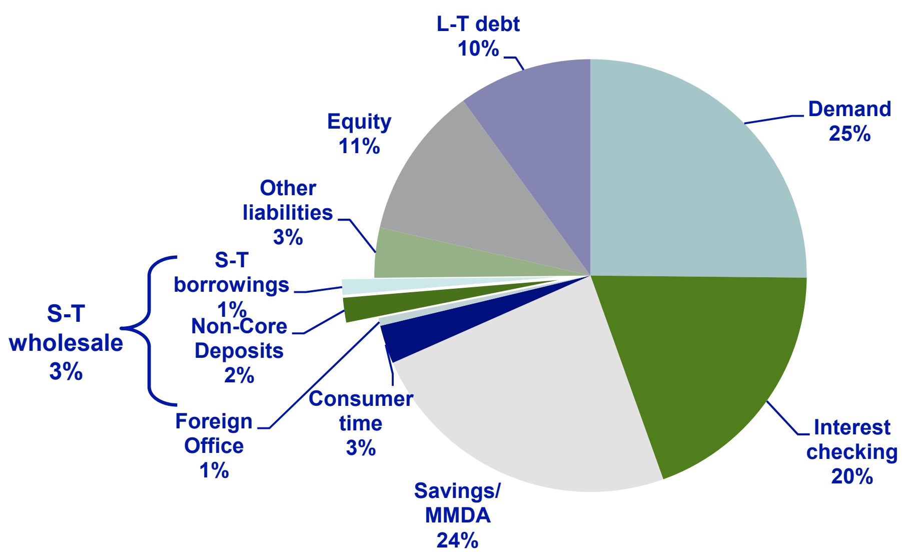
- Holding Company cash at 3/31/15: $2.5B
- Cash currently sufficient to satisfy all fixed obligations in a stressed environment for more than 18 months (debt maturities, common and preferred dividends, interest and other expenses) without accessing capital markets, relying on future dividends from subsidiaries, or any other discretionary actions

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



- Available and contingent borrowing capacity (1Q15):
  - FHLB ~$14.2B available, ~$16.0B total
  - Federal Reserve ~$26.6B

Heavily core funded



Interest rate risk management

Well-positioned for rising rates

- **NII benefits from asset re-pricings in a rising rate environment**
  - **64% of total loans are floating rate (81% of commercial and 39% of consumer)**
  - **Investment portfolio duration of approximately 4.3 years**
  - **Short-term wholesale funding represents only about 1.5% of total funding**
  - **Approximately $12B in non-core funding re-prices beyond one year**

- **Interest rate sensitivities are based on conservative deposit assumptions**
  - **70% beta on all interest-bearing deposit and sweep balances (~50% betas experienced in 2004 – 2006 Fed tightening cycle)**
  - **No modeled re-pricing lag**
  - **Modeled non-interest bearing commercial DDA runoff of approximately $2.5B (about 10%) for each 100 bps increase in rates**
  - **DDA runoff rolls into an interest bearing product with a 100% beta**

ESTIMATED NII SENSITIVITY PROFILE

	Percent Change in NII (FTE)		ALCO Policy Limit	
Change in Interest Rates	12 Months	13 to 24 Months	12 Months	13 to 24 Months
+200 bps Ramp	**1.54%**	**6.80%**	**(4.00%)**	**(6.00%)**
+100 bps Ramp	**0.83%**	**4.26%**	**-**	**-**

ESTIMATED EVE SENSITIVITY PROFILE

Change in Interest Rates	Change in EVE	ALCO Policy Limit
+200 bps Shock	**(3.85%)**	**(12.00%)**
+100 bps Shock	**(1.33%)**	
+25 bps Shock	**(0.20%)**	
-25 bps Shock	**0.11%**	

ESTIMATED NII SENSITIVITY with DEMAND DEPOSIT BALANCE CHANGES

	Percent Change in NII (FTE)			
	$1B Balance Decline		$1B Balance Increase	
Change in Interest Rates	12 Months	13 to 24 Months	12 Months	13 to 24 Months
+200 bps Ramp	**1.26%**	**6.23%**	**1.82%**	**7.36%**
+100 bps Ramp	**0.69%**	**3.98%**	**0.97%**	**4.55%**

ESTIMATED NII SENSITIVITY with DEPOSIT BETA CHANGES

	Percent Change in NII (FTE)			
	Betas 25% Higher		Betas 25% Lower	
Change in Interest Rates	12 Months	13 to 24 Months	12 Months	13 to 24 Months
+200 bps Ramp	**(1.54%)**	**0.47%**	**4.62%**	**13.12%**
+100 bps Ramp	**(0.67%)**	**1.29%**	**2.32%**	**7.24%**

Note: In ramp scenarios, rate changes occur evenly over the first four quarters. Estimated results as of 1Q15, actual results may vary from these simulated results due to differences between forecasted and actual balance sheet composition, timing, magnitude, and frequency of interest rate changes, as well as changes in market conditions and management strategies. Repricing percentage or "beta" is the estimated change in yield over 12 months as a result of a shock or ramp 100 bps parallel shift in the yield curve.

NPL rollforward

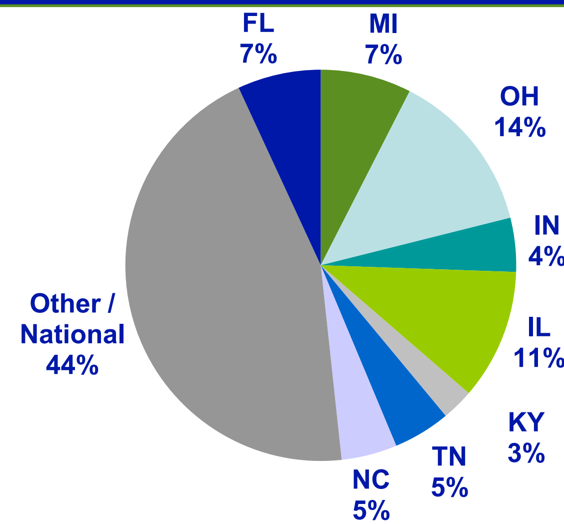
NPL HFI Rollforward					
Commercial					
	1Q14	**2Q14**	**3Q14**	**4Q14**	**1Q15**
Beginning NPL amount	458	464	396	385	367
Transfers to nonperforming	164	141	116	99	80
Transfers to performing	(3)	(67)	-	(1)	(1)
Transfers from held for sale	-	-	-	-	-
Transfers to held for sale	-	(1)	(3)	-	-
Loans sold from portfolio	(2)	(24)	(12)	(5)	(5)
Loan paydowns/payoffs	(43)	(54)	(39)	(45)	(62)
Transfers to other real estate owned	(7)	(18)	(9)	(7)	(9)
Charge-offs	(105)	(46)	(66)	(62)	(45)
Draws/other extensions of credit	2	1	2	3	-
Ending Commercial NPL	464	396	385	367	325
Consumer					
	1Q14	**2Q14**	**3Q14**	**4Q14**	**1Q15**
Beginning NPL amount	293	269	244	235	212
Transfers to nonperforming	93	85	90	86	54
Transfers to performing	(50)	(44)	(40)	(33)	(23)
Transfers from held for sale	-	-	-	-	5
Transfers to held for sale	-	-	-	(24)	-
Loans sold from portfolio	-	-	-	-	-
Loan paydowns/payoffs	(29)	(11)	(5)	(5)	(8)
Transfers to OREO/other repossessed property	(24)	(24)	(21)	(20)	(17)
Charge-offs	(15)	(30)	(33)	(27)	(22)
Draws/other extensions of credit	1	(1)	-	-	-
Ending Consumer NPL	269	244	235	212	201
Total NPL	733	640	620	579	526
Total new nonaccrual loans - HFI	257	226	206	185	134

Commercial & industrial

Credit trends

	C&I				
($ in millions)	1Q14	2Q14	3Q14	4Q14	1Q15
EOP Balance*	$40,591	$41,299	$41,072	$40,765	$42,052
Avg Loans*	$40,377	$41,374	$41,477	$41,277	$41,426
90+ days delinquent	$1	-	-	-	$2
as % of loans	NM	NM	NM	NM	NM
NPAs*	$304	$265	$278	$246	$216
as % of loans	0.75%	0.64%	0.68%	0.60%	0.58%
Net charge-offs	$97	$31	$50	$44	$38
as % of loans	0.97%	0.30%	0.48%	0.43%	0.38%

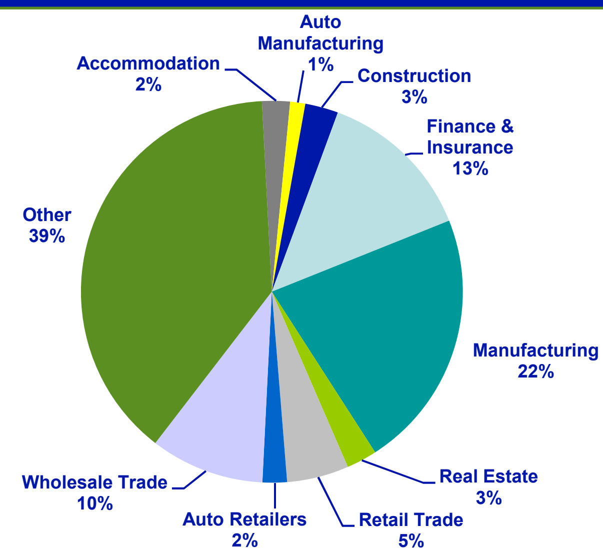
Loans by geography



Comments

- **Commercial & industrial loans represented 46% of total loans and 42% of net charge-offs**
- **C&I loans were up 3% sequentially and up 4% since 1Q14**

Loans by industry



** Excludes loans held-for-sale.*

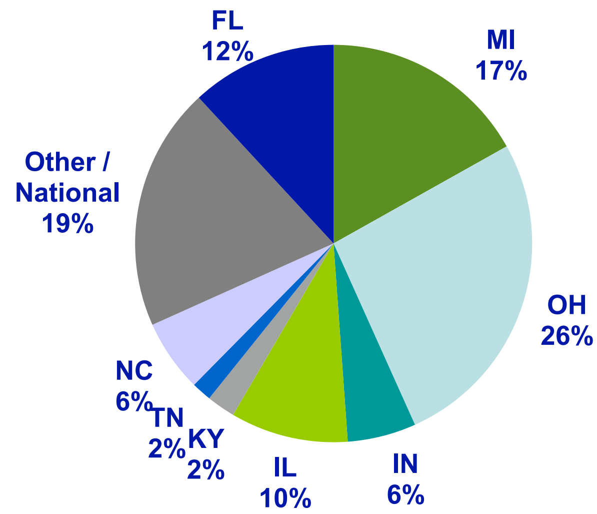
Commercial real estate

Credit trends

Commercial mortgage ($ in millions)	1Q14	2Q14	3Q14	4Q14	1Q15
EOP Balance*	$7,958	$7,805	$7,564	$7,399	$7,209
Avg Loans*	$7,981	$7,885	$7,633	$7,480	$7,241
NPAs*	$240	$212	$186	$195	$186
as % of loans	2.98%	2.69%	2.43%	2.62%	2.56%
Net charge-offs	$3	$9	$5	$10	$1
as % of loans	0.16%	0.44%	0.24%	0.53%	0.05%

Commercial construction ($ in millions)	1Q14	2Q14	3Q14	4Q14	1Q15
EOP Balance*	$1,218	$1,424	$1,702	$2,069	$2,302
Avg Loans*	$1,116	$1,362	$1,563	$1,909	$2,197
NPAs*	$46	$31	$19	$16	$16
as % of loans	3.68%	2.17%	1.09%	0.75%	0.67%
Net charge-offs	$5	$8	-	-	-
as % of loans	1.66%	2.26%	(0.11%)	(0.01%)	(0.06%)

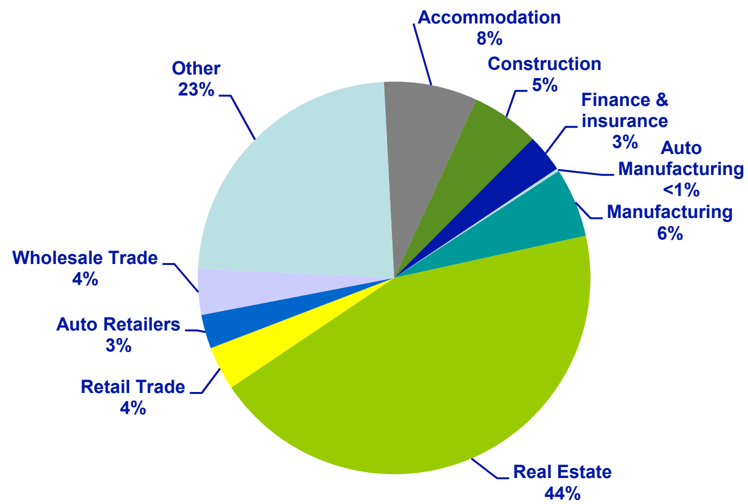
Loans by geography



Comments

- **Commercial mortgage loans represented 8% of total loans**
  - **Non-owner occupied 1Q15 NCO ratio of (0.2%)**
  - **Loans from FL/MI represented 34% of portfolio loans and $1MM of portfolio losses in 1Q15**
- **Commercial construction loans represented 2% of total loans**
  - **Portfolio focused on large professional developers**
    - **Top 3 categories: Apartments, office and REIT**

Loans by industry



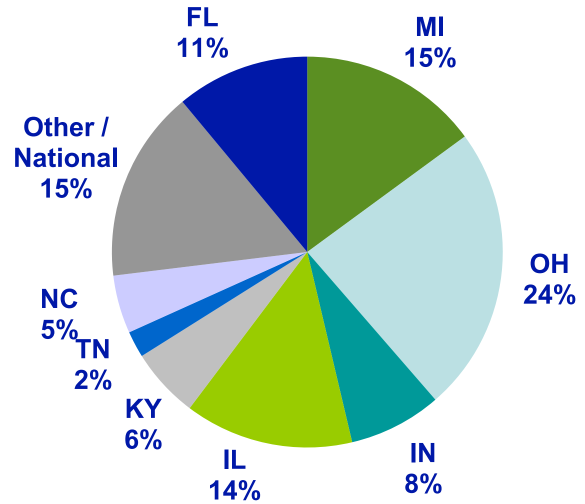
** Excludes loans held-for-sale.*

Residential mortgage

Credit trends

($ in millions)	Residential mortgage 1Q14	2Q14	3Q14	4Q14	1Q15
EOP Balance*	$12,626	$12,652	$12,941	$12,389	$12,569
Avg Loans*	$12,659	$12,611	$12,785	$13,046	$12,433
90+ days delinquent	$56	$60	$57	$56	$48
as % of loans	0.44%	0.47%	0.44%	0.44%	0.38%
NPAs*	$201	$172	$164	$126	$113
as % of loans	1.59%	1.36%	1.27%	1.01%	0.91%
Net charge-offs	$15	$8	$9	$94	$6
as % of loans	0.49%	0.24%	0.28%	2.87%	0.19%

Loans by geography



Comments

- **Residential mortgage loans represented 14% of total loans and 7% of net charge-offs**
- **Net charge-offs decreased by $1MM sequentially excluding $87MM in 4Q14 related to the transfer of TDRs to held-for-sale**
  - **MI, IL, and IN account for 34%, 18%, and 14% of residential mortgage net charge-offs, respectively**

Portfolio details

- **1st liens: 100%; weighted average LTV: 72.9%**
- **Weighted average origination FICO: 756**
- **Origination FICO distribution: <660 5%; 660-689 5%; 690-719 9%; 720-749 14%; 750+ 61%; Other^ 6%**

  (note: loans <660 includes CRA loans and FHA/VA loans)
- **Origination LTV distribution: <=70 39%; 70.1-80 35%; 80.1-90 7%; 90.1-95 5%; >95 14%**
- **Vintage distribution: 2015: 5%, 2014: 18%, 2013: 20%; 2012 19%; 2011 12%; 2010 6%; 2009 4%; 2008 3%; 2007 3%; 2006 2%; 2005 4%; 2004 and prior 4%**
- **14% originated through 3rd party; performance similar to direct**

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

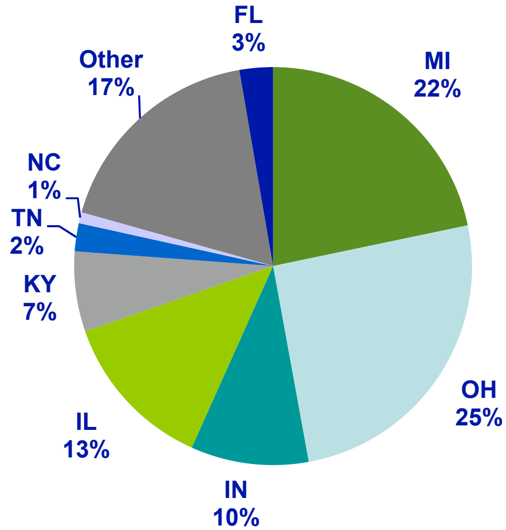
Home equity

Credit trends

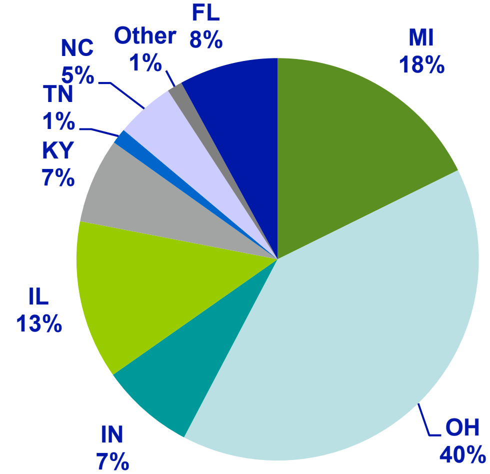
Home equity - brokered					
($ in millions)	1Q14	2Q14	3Q14	4Q14	1Q15
EOP Balance*	$1,155	$1,131	$1,094	$1,062	$1,028
90+ days delinquent	-	-	-	-	-
as % of loans	NM	NM	NM	NM	NM
Net charge-offs	$5	$7	$4	$3	$3
as % of loans	1.85%	2.35%	1.42%	1.05%	1.11%

Home equity - direct					
($ in millions)	1Q14	2Q14	3Q14	4Q14	1Q15
EOP Balance*	$7,970	$7,925	$7,893	$7,824	$7,686
90+ days delinquent	-	-	-	-	-
as % of loans	NM	NM	NM	NM	NM
Net charge-offs	$11	$11	$10	$8	$11
as % of loans	0.55%	0.58%	0.51%	0.42%	0.59%

Brokered loans by geography



Direct loans by geography



Comments

- Home equity loans represented 10% of total loans and 15% of net charge-offs
- Approximately 12% of portfolio in broker product generated 20% total loss
- 38% of Fifth Third 2nd liens are behind Fifth Third 1st liens
- 2005/2006 vintages represent approximately 23% of portfolio; account for 37% of losses

Portfolio details

- 1st liens: 35%; 2nd liens: 65%
- Weighted average origination FICO: 753
- Origination FICO distribution^: <660 3%; 660-689 7%; 690-719 12%; 720-749 16%; 750+ 54%; Other 8%
- Average CLTV: 72%; Origination CLTV distribution: <=70 41%; 70.1-80 24%; 80.1-90 18%; 90.1-95 6%; >95 11%
- Vintage distribution: 2015: 1%; 2014: 8%, 2013: 6%; 2012 4%; 2011 3%; 2010 2%; 2009 3%; 2008 9%; 2007 9%; 2006 12%; 2005 11%; 2004 and prior 32%
- % through broker channels: 12% WA FICO: 734 brokered, 756 direct; WA CLTV: 88% brokered; 70% 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				
	March 2015	December 2014	September 2014	June 2014	March 2014
Income before income taxes (U.S. GAAP)	515	519	464	606	438
Add: Provision expense (U.S. GAAP)	69	99	71	76	69
Pre-provision net revenue	584	618	535	682	507
Net income available to common shareholders (U.S. GAAP)	367	362	328	416	309
Add: Intangible amortization, net of tax	-	1	1	1	1
Tangible net income available to common shareholders	367	363	329	417	310
Tangible net income available to common shareholders (annualized) (a)	1,488	1,440	1,305	1,673	1,257
Average Bancorp shareholders' equity (U.S. GAAP)	15,820	15,644	15,486	15,157	14,862
Less: Average preferred stock	(1,331)	(1,331)	(1,331)	(1,119)	(1,034)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Average intangible assets and other servicing rights	(15)	(17)	(16)	(17)	(19)
Average tangible common equity (b)	12,058	11,880	11,723	11,605	11,393
Total Bancorp shareholders' equity (U.S. GAAP)	15,885	15,626	15,404	15,469	14,826
Less: Preferred stock	(1,331)	(1,331)	(1,331)	(1,331)	(1,034)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets and other servicing rights	(15)	(16)	(16)	(17)	(18)
Tangible common equity, including unrealized gains / losses (c)	12,123	11,863	11,641	11,705	11,358
Less: Accumulated other comprehensive income	(588)	(429)	(301)	(382)	(196)
Tangible common equity, excluding unrealized gains / losses (d)	11,535	11,434	11,340	11,323	11,162
Total assets (U.S. GAAP)	140,499	138,706	134,188	132,562	129,654
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets and other servicing rights	(15)	(16)	(16)	(17)	(18)
Tangible assets, including unrealized gains / losses (e)	138,068	136,274	131,756	130,129	127,220
Less: Accumulated other comprehensive income / loss, before tax	(905)	(660)	(463)	(588)	(302)
Tangible assets, excluding unrealized gains / losses (f)	137,163	135,614	131,293	129,541	126,918
Common shares outstanding (g)	815	824	834	844	848
Ratios:					
Return on average tangible common equity (a) / (b)	12.3%	12.1%	11.1%	14.4%	11.0%
Tangible common equity (excluding unrealized gains/losses) (d) / (f)	8.41%	8.43%	8.64%	8.74%	8.79%
Tangible common equity (including unrealized gains/losses) (c) / (e)	8.78%	8.71%	8.84%	9.00%	8.93%
Tangible book value per share (c) / (g)	$14.87	$14.40	$13.95	$13.86	$13.40

Regulation G Non-GAAP reconciliation

FIFTH THIRD BANK

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

	For the Three Months Ended				
	March 2015	December 2014	September 2014	June 2014	March 2014
Total Bancorp shareholders' equity (U.S. GAAP)	N/A	15,626	15,404	15,469	14,826
Goodwill and certain other intangibles	N/A	(2,476)	(2,484)	(2,484)	(2,490)
Unrealized gains	N/A	(429)	(301)	(382)	(196)
Qualifying trust preferred securities	N/A	60	60	60	60
Other	N/A	(17)	(18)	(19)	(18)
Tier I capital	N/A	12,764	12,661	12,644	12,182
Less: Preferred stock	N/A	(1,331)	(1,331)	(1,331)	(1,034)
Qualifying trust preferred securities	N/A	(60)	(60)	(60)	(60)
Qualifying noncontrolling interest in consolidated subsidiaries	N/A	(1)	(1)	(1)	(1)
Tier I common equity (a)	N/A	11,372	11,269	11,252	11,087
Risk-weighted assets, determined in accordance with	Basel III	Basel I			
prescribed regulatory requirements (b)	120,248	117,878	116,917	117,117	116,622
Ratio:					
Tier I common equity (a) / (b)	N/A	9.65%	9.64%	9.61%	9.51%

Basel III - Estimated Tier 1 common equity ratio

	March 2015[3]	December 2014	September 2014	June 2014	March 2014
Tier 1 common equity (Basel I)	N/A	11,372	11,269	11,252	11,087
Add: Adjustment related to capital components	N/A	84	99	96	99
Estimated Tier 1 common equity under final Basel III rules without AOCI (opt out)(1)	N/A	11,456	11,368	11,348	11,186
Estimated risk-weighted assets under final Basel III rules (2)	N/A	122,018	122,219	122,465	122,659
Estimated Tier 1 common equity ratio under final Basel III rules (opt out) (1) / (2)	N/A	9.39%	9.38%	9.27%	9.12%

(1) Fifth Third will make a one-time permanent election to not include AOCI in common equity tier I capital in the March 31, 2015 FFIEC 031 and Y-9C filings.

(2) 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.

(3) The Bancop became subject to the Basel III Final Rule, on January 1, 2015. This codified in the federal banking regulations the risk-based capital ratios the Bancorp is now subject to, as such these ratios are no longer considered Non-GAAP measures.