3Q14 Earnings Conference Call

October 16, 2014

Refer to earnings release dated October 16, 2014 for further information.

© Fifth Third Bank | All Rights Reserved

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.

© Fifth Third Bank | All Rights Reserved

3Q14 in review

FIFTH THIRD BANK

($ in millions)	3Q14	Seq. Δ	YOY Δ
Average Balances			
Total loans & leases[1]	**$90,799**	**$250**	**$3,527**
Core deposits	**$93,160**	**$319**	**$6,239**
Income Statement Data			
Net interest income (taxable equivalent)	$908	-	1%
Provision for loan and lease losses	71	(7%)	40%
Noninterest income	520	(29%)	(28%)
Noninterest expense	888	(7%)	(7%)
Net income attributable to Bancorp	**$340**	**(22%)**	**(19%)**
Net income available to common shareholders	**$328**	**(21%)**	**(22%)**
Financial Ratios			
Earnings per share, diluted	**$0.39**	**(20%)**	**(17%)**
Net interest margin	**3.10%**	**(5bps)**	**(21bps)**
Efficiency ratio	**62.1%**	**390bps**	**290bps**
Return on average assets	**1.02%**	**(32bps)**	**(33bps)**
Return on avg common equity	**9.2%**	**(270bps)**	**(290bps)**
Return on avg tangible common equity[2]	**11.1%**	**(330bps)**	**(360bps)**

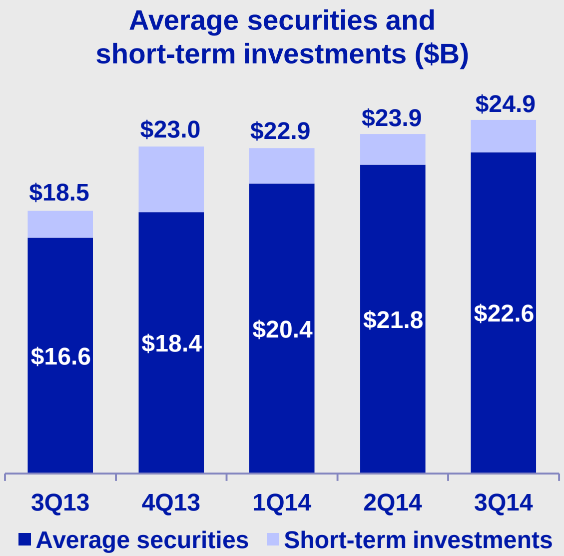
- **Significant pre-tax items in 3Q14 results (~$0.04 negative after-tax EPS impact):**
  - **($53MM) valuation adjustment on Vantiv warrant**
    - **Reflects sequential decline in Vantiv's stock price**
    - **$181MM net positive valuation adjustments recorded 1Q13-3Q14**
- **3Q14 operating results stable with balance sheet growth and well-controlled expenses**
  - **Adjusted efficiency ratio of 59.5%[3]**
- **Issued $850MM of fixed-rate long-term debt**
- **Credit trends at low levels, with NCOs of 0.50% and NPAs of 0.88%; strong reserve coverage of 1.56% of loans and leases**
- **Strong capital ratios with tangible book value per share up 7% from 3Q13**

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

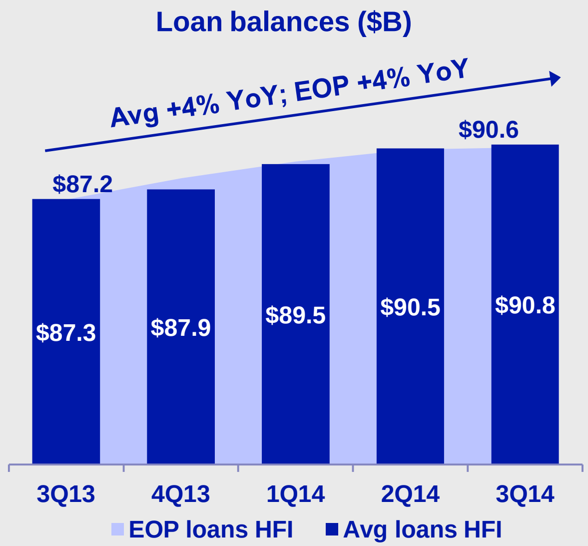
Note: The percentages in all of the tables in this presentation are calculated on actual dollar amounts and not the rounded dollar amounts.
[1] Excludes loans held-for-sale
[2] Non-GAAP measure; see Reg. G reconciliation in appendix
[3] Adjusted efficiency ratio excludes items reflected on page 8 as adjustments to remove (benefit) / detriment in noninterest income and noninterest expense in 3Q14.

© Fifth Third Bank | All Rights Reserved

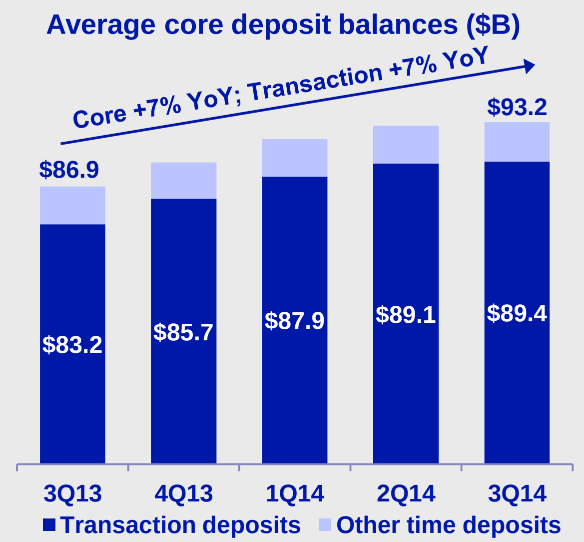
Balance sheet



- $6.0 billion added to the average securities portfolio in last 12 months
- Securities portfolio / total assets of 17.5% in 3Q14, up from 14.8% a year ago
- End of period short-term investments increased $1.3B sequentially, reflecting higher cash balances held at the Federal Reserve



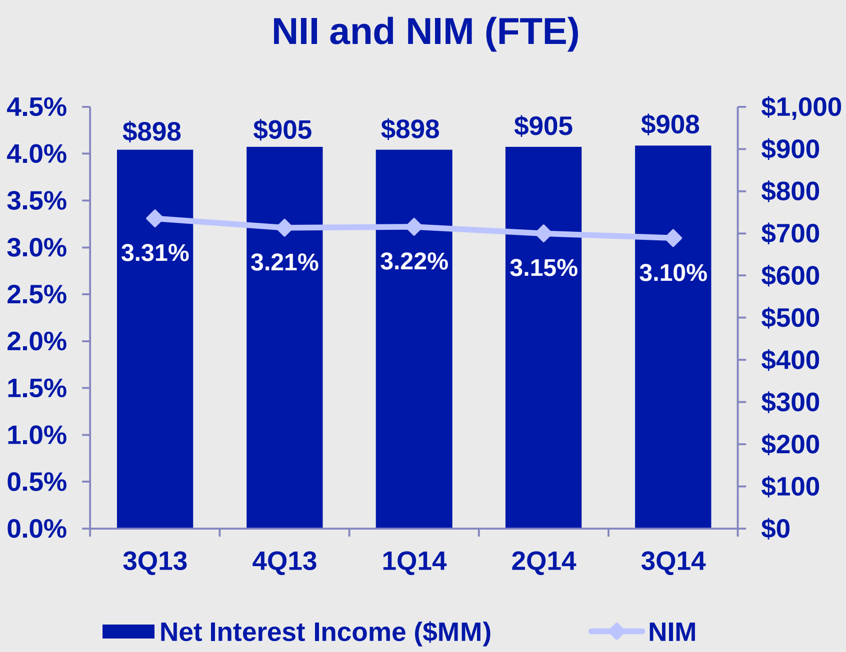
- Average commercial loans flat sequentially and up 7% year-over-year
- Targeting prudent risk/reward profile in lending
- Commercial loan growth driven primarily by C&I, partially offset by lower commercial mortgage
- Consumer loan growth driven by residential mortgage and bankcard
- End of period commercial line utilization 32%; flat sequentially



- Continued deposit growth with increases in money market and demand deposit balances
  - Consumer average transaction deposits flat sequentially and up 5% year-over-year
  - Commercial average transaction deposits up 1% sequentially and up 10% year-over-year
- Core deposit to loan ratio of 103%
- 33% of consumer deposit transactions now digital; 31% in 2Q14 and 27% in 3Q13

© Fifth Third Bank | All Rights Reserved

Net interest income



Yield Analysis	3Q13	2Q14	3Q14	Seq. Δ (bps)	YoY Δ (bps)
Commercial and industrial loans	3.49%	3.27%	3.25%	(2)	(24)
Commercial mortgage loans	3.60%	3.39%	3.34%	(5)	(26)
Commercial construction loans	3.71%	3.54%	3.49%	(5)	(22)
Commercial leases	3.22%	3.04%	2.96%	(8)	(26)
Residential mortgage loans	3.87%	3.93%	3.84%	(9)	(3)
Home equity	3.74%	3.71%	3.69%	(2)	(5)
Automobile loans	3.02%	2.77%	2.72%	(5)	(30)
Credit card	9.93%	10.06%	9.87%	(19)	(6)
Other consumer loans and leases	42.84%	35.63%	36.98%	135	(586)
Total loans and leases	**3.83%**	**3.65%**	**3.61%**	**(4)**	**(22)**
Taxable securities	3.20%	3.34%	3.32%	(2)	12
Tax exempt securities	5.08%	4.69%	5.34%	65	26
Other short-term investments	0.26%	0.28%	0.26%	(2)	-
Total interest-earning assets	**3.68%**	**3.53%**	**3.49%**	**(4)**	**(19)**
Total interest-bearing liabilities	**0.54%**	**0.54%**	**0.56%**	**2**	**2**
Net interest rate spread	**3.14%**	**2.99%**	**2.93%**	**(6)**	**(21)**

- **Net interest income up $3MM from 2Q14**
  - **Increase driven by higher average investment securities balances, an additional day in the third quarter, and loan growth, partially offset by the effects of loan repricing and debt issuances**
- **NIM decreased 5 bps sequentially primarily due to the effects of loan repricing, debt issuances, and day count**
- **Year-over-year NII increased $10MM and NIM decreased 21 bps**
  - **NII increase driven by higher balances and yields in investment securities, as well as higher loan balances, partially offset by the effect of loan repricing**
  - **NIM decrease due to the impact of loan repricing**

© Fifth Third Bank | All Rights Reserved

Noninterest income

Components of noninterest income

($ in millions)	3Q14	Seq. ∆	YOY ∆
Service charges on deposits	$145	4%	4%
Corporate banking revenue	100	(7%)	(2%)
Mortgage banking net revenue	61	(21%)	(49%)
Investment advisory revenue	103	1%	6%
Card and processing revenue	75	(1%)	9%
Other noninterest income[1]	33	(86%)	(82%)
Securities gains, net	3	(57%)	40%
Securities gains (losses), net - non-qualifying hedges on MSRs	-	-	(100%)
Total noninterest income	**$520**	**(29%)**	**(28%)**

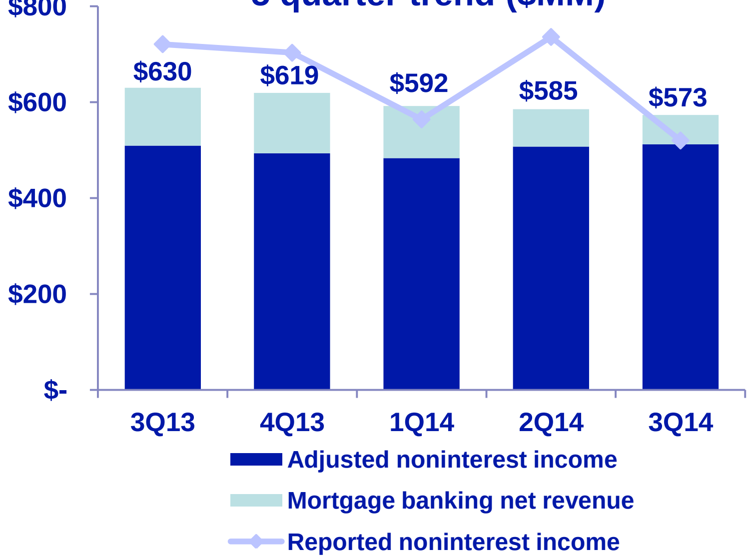
Compared with 2Q14

- **Retail service charges on deposits up 9% sequentially; commercial up 2%**
- **Mortgage banking results reflected lower gain on sale revenue, due to retaining more production on balance sheet and lower gain on sale margins, and MSR valuation**
- **Corporate banking results driven by lower syndication and business lending fees**

Compared with 3Q13

- **Record investment advisory fees with increases in personal AUM, securities and brokerage fees, and market values**
- **Card and processing revenue reflects greater card utilization and higher consumer purchase volume**

5 quarter trend ($MM)



Adjustments to remove (benefit) / detriment

	3Q13	4Q13	1Q14	2Q14	3Q14
Reported noninterest income	**$721**	**$703**	**$564**	**$736**	**$520**
Gain on sale of Vantiv shares	(85)	-	-	(125)	-
Vantiv warrant valuation	(6)	(91)	36	(63)	53
Other Vantiv-related items	-	(9)	-	12	-
Valuation of Visa total return swap	2	18	(1)	16	3
Land valuation adjustments	-	-	-	17	-
Securities (gains) / losses	(2)	(2)	(7)	(8)	(3)
Adjusted noninterest income	**$630**	**$619**	**$592**	**$585**	**$573**

[1] *Net credit-related costs recognized in other noninterest income were immaterial in 3Q14. This compares with net credit-related costs of $4MM in 2Q14, $10MM in 1Q14, $5MM in 4Q13, and $5MM in 3Q13.*

© Fifth Third Bank | All Rights Reserved

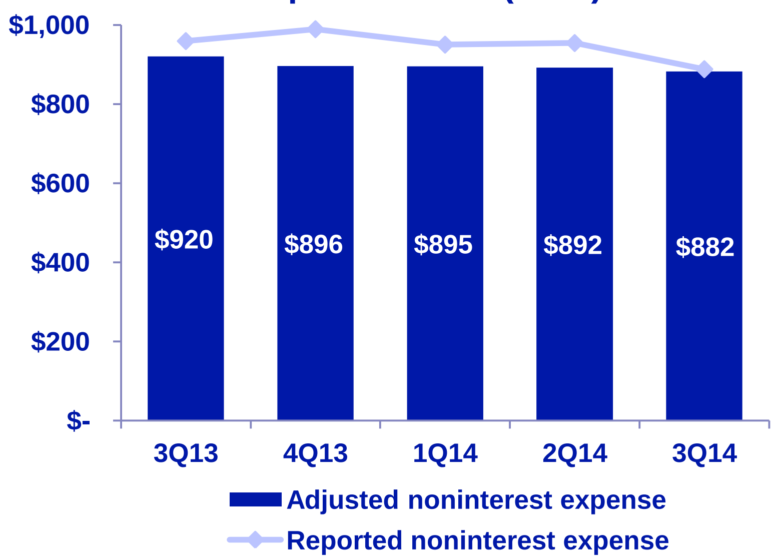
Noninterest expense

Components of noninterest expense

($ in millions)	3Q14	Seq. Δ	YOY Δ
Salaries, wages and incentives	$357	(3%)	(8%)
Employee benefits	75	(5%)	(9%)
Net occupancy expense	78	(1%)	4%
Technology and communications	53	3%	2%
Equipment expense	30	1%	4%
Card and processing expense	37	-	12%
Other noninterest expense[1]	258	(17%)	(13%)
Total noninterest expense	**$888**	**(7%)**	**(7%)**

- **Expenses declined 7% both sequentially and year-over-year**
- **Improvement in employee-related costs largely driven by changes in retail and mortgage staffing**
  - **Retail FTE down 9% from 3Q13 as branch roles are consolidated and redefined**
- **12% year-over-year increase in card and processing expense commensurate with higher revenue in that business**

5 quarter trend ($MM)



Adjustments to remove benefit / (detriment)

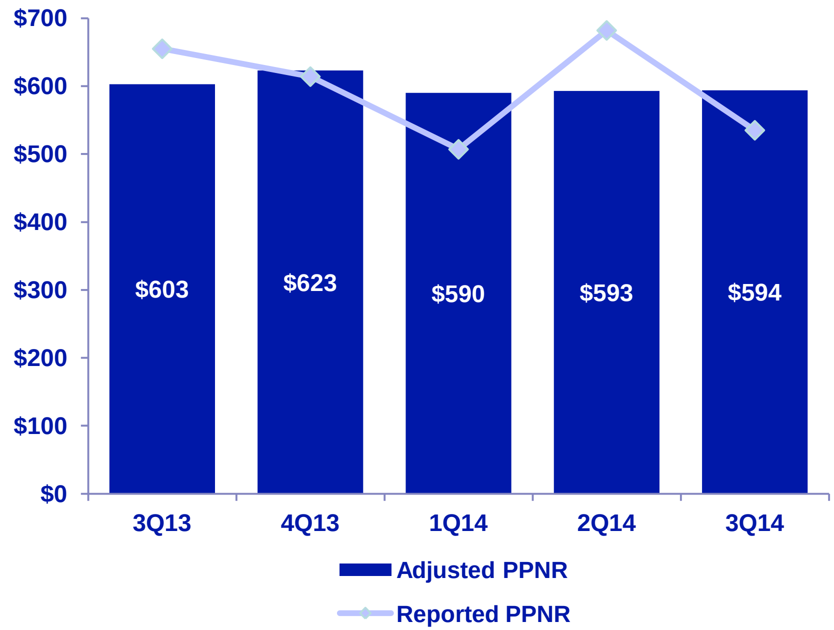
	3Q13	4Q13	1Q14	2Q14	3Q14
Reported noninterest expense	**$959**	**$989**	**$950**	**$954**	**$888**
Litigation reserve charges	(30)	(69)	(51)	(61)	(4)
Severance expense	(5)	(8)	(4)	(1)	(2)
Debt extinguishment costs	-	(8)	-	-	-
Sale of LIH tax credits	1	-	-	-	-
Fed assessment	(5)	-	-	-	-
Foundation	-	(8)	-	-	-
Adjusted noninterest expense	**$920**	**$896**	**$895**	**$892**	**$882**

[1] Net credit-related costs recognized in other noninterest expense were $13MM in 3Q14. This compares with net credit-related costs of $6MM in 2Q14, $9MM in 1Q14, ($12MM) in 4Q13, and $16MM in 3Q13.

© Fifth Third Bank | All Rights Reserved

Pre-tax pre-provision earnings[1]

PPNR trend

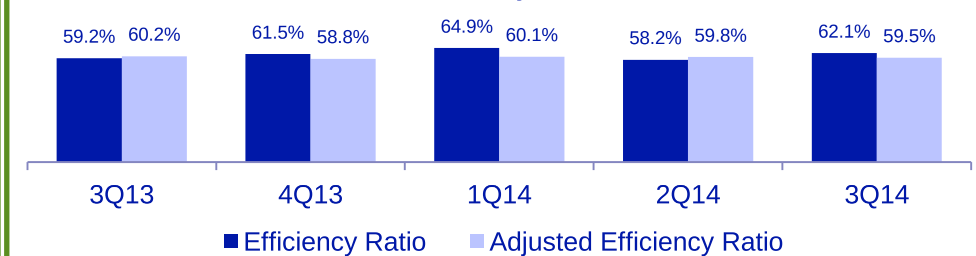


PPNR reconciliation

($ in millions)	3Q13	4Q13	1Q14	2Q14	3Q14
Income before income taxes (U.S. GAAP) (a)	$604	$561	$438	$606	$464
Add: Provision expense (U.S. GAAP) (b)	51	53	69	76	71
PPNR (a) + (b)	$655	$614	$507	$682	$535
Adjustments to remove (benefit) / detriment[2]:					
In noninterest income:					
Gain from sales of Vantiv shares	(85)	-	-	(125)	-
Vantiv warrant valuation	(6)	(91)	36	(63)	53
Reduction in equity method income from interest in Vantiv	-	-	-	12	-
Land valuation adjusments	-	-	-	17	-
Other Vantiv-related income	-	(9)	-	-	-
Valuation of 2009 Visa total return swap	2	18	(1)	16	3
Securities (gains) / losses	(2)	(2)	(7)	(8)	(3)
In noninterest expense:					
Debt extinguishment (gains) / losses	-	8	-	-	-
Severance expense	5	8	4	1	2
Large bank assessment fees	5	-	-	-	-
Gain on sale of affordable housing investments	(1)	-	-	-	-
Donation to Fifth Third Foundation	-	8	-	-	-
Litigation reserve charges	30	69	51	61	4
Adjusted PPNR	$603	$623	$590	$593	$594
Credit-related items:					
In noninterest income	5	5	10	4	(0)
In noninterest expense	16	(12)	9	6	13
Credit-adjusted PPNR[3]	$624	$616	$609	$603	$607

PPNR decreased 22% sequentially, reflecting impact of $59MM in net detriment in 3Q14 and $89MM in net benefit in 2Q14 from significant items. Excluding those items, adjusted PPNR increased $1MM sequentially.

Efficiency ratio

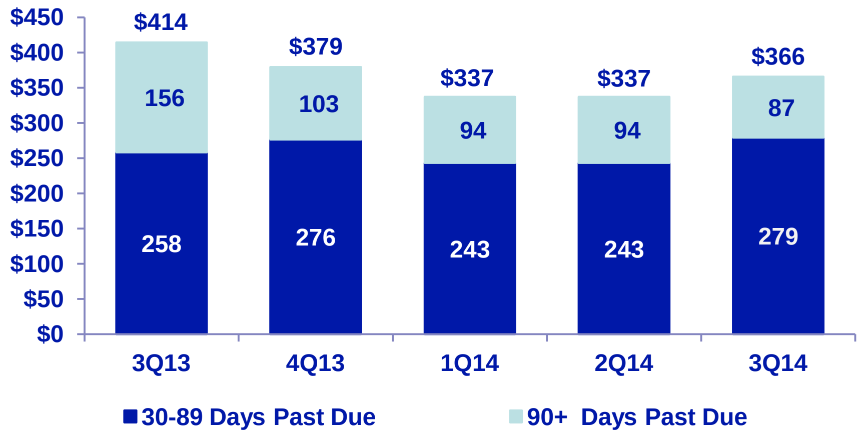


[1] Non-GAAP measure; see Reg. G reconciliation in appendix.
[2] Prior quarters include similar adjustments.
[3] There are limitations on the usefulness of credit-adjusted PPNR, including the significant degree to which changes in credit and fair value are integral, recurring components of the Bancorp's core operations as a financial institution. This measure has been included herein to facilitate a greater understanding of the Bancorp's financial condition.
Note: 3Q14, 2Q14, and 1Q14 included the impact of $3MM, $1MM, and $3MM, respectively in mortgage repurchase provision. 4Q13 and 3Q13 included benefits to the mortgage repurchase provision of $26MM and $4MM, respectively. These impacts are reflected in "Credit-related items" and "Adjusted Efficiency Ratio" listed above.

© Fifth Third Bank | All Rights Reserved

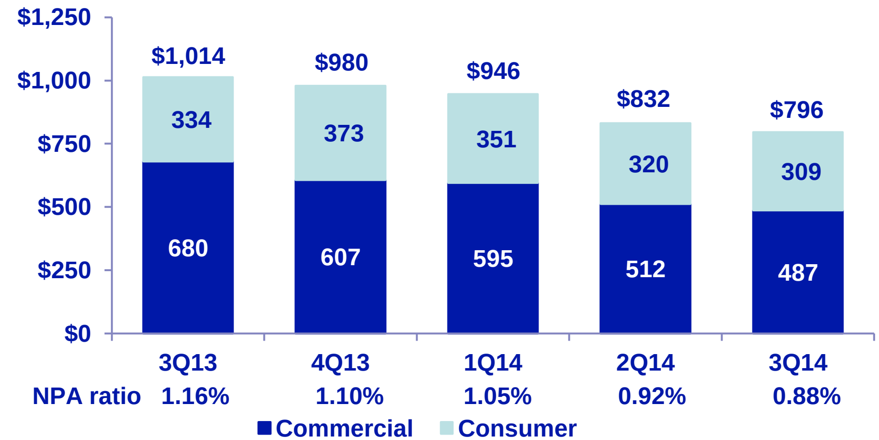
Credit quality overview

Accruing Past Due ($MM)



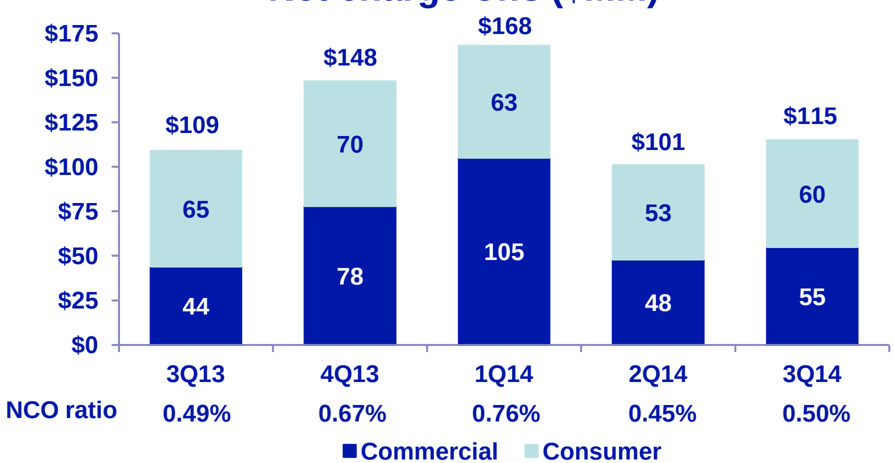
Total delinquencies declined 12% from 3Q13; sequential change due to seasonality

HFI Nonperforming assets ($MM)



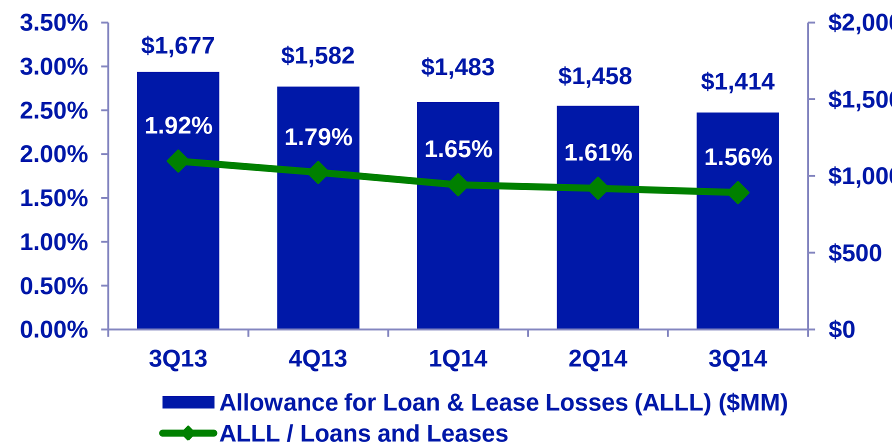
NPAs down 21% from 3Q13; lowest level since 2007

Net charge-offs ($MM)



Net charge-offs within range of expected variability

Reserve Coverage

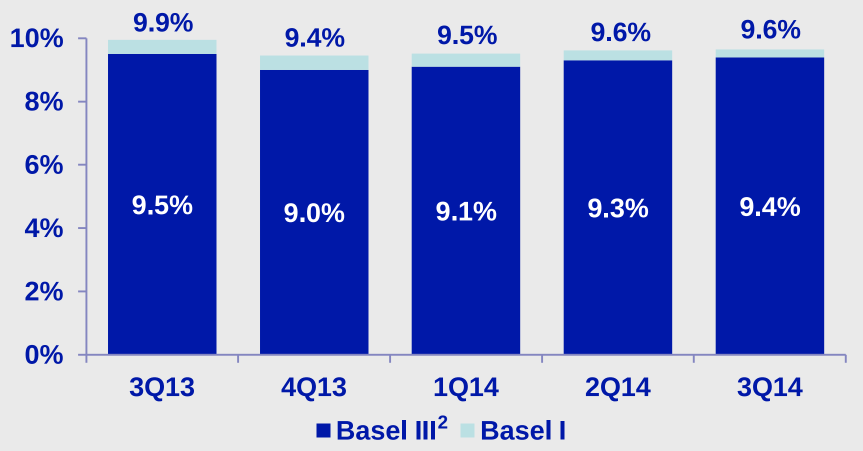


Includes 3Q14 provision expense of $71MM; reserve coverage levels remain solid

© Fifth Third Bank | All Rights Reserved

Strong capital position

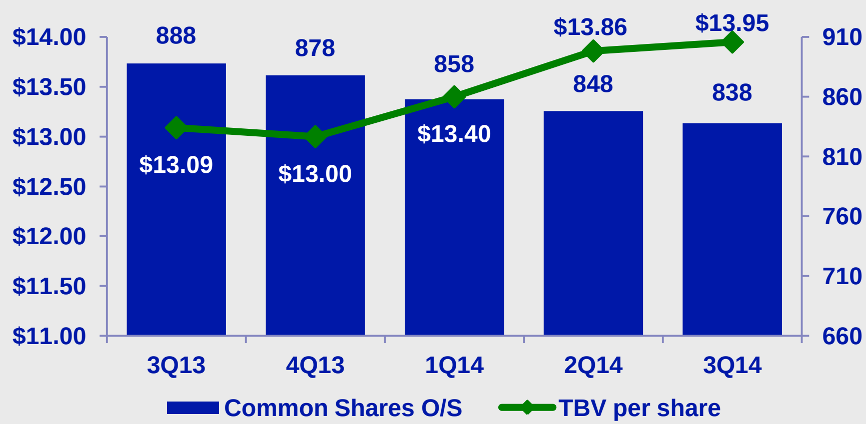
Tier 1 common equity[1]



Capital Actions

- 2014 CCAR plan included the potential repurchase of common shares in an amount up to $669MM
  - Announced $225MM of share repurchases in 3Q14
  - Also have the ability to repurchase shares in the amount of any after-tax gains from the sale of Vantiv Inc. stock

Avg. Diluted Shares Outstanding (MM) and Tangible Book Value per share



Impact of Share Repurchases

	EOP share impact (MM)			Average share impact (MM)		
	2Q14	3Q14	4Q14	2Q14	3Q14	4Q14
$200MM ASR	-	-	-	0.8	-	-
$456MM ASR	-	-	-	2.1	-	-
$99MM ASR	-	-	-	1.8	-	-
$150MM ASR	6.2	-	-	4.2	2.8	0.2
$225MM ASR[3]	-	10.4	1.9	-	7.0	4.0
	6.2	10.4	1.9	8.9	9.8	4.2

[1] Non-GAAP measure; See Reg. G reconciliation in appendix.

[2] Capital ratios estimated; presented under current U.S. capital regulations. The pro forma Basel III Tier I common equity ratio is management's estimate based upon its current interpretation of the Basel III Final Rule approved in July 2013.

[3] 4Q14 end of period and average share impacts reflect settlement of the $225MM share repurchase transaction as described in the Form 8-K filed on October 14, 2014.

© Fifth Third Bank | All Rights Reserved

Fifth Third: Outlook

Category	2013-Adjusted[1]	2014 Outlook[1]
Balance Sheet:		
• Average loans & leases (excl. HFS)	$87.0B	Mid-single digit growth
• Average transaction deposits	$82.9B	Mid-to-high single digit growth
Income Statement:		
• Net interest income[2]	$3.58B	Stable to Modest growth
• Net interest margin[2]	3.32% (3.21% 4Q13)	~3.13%
• Noninterest income[1]	$2.70B	Down low double digits *(up low-to-mid-single digits ex-mortgage)*
• Noninterest expense	$3.95B	Down mid-single digits
• Pre-provision net revenue[1,2]	$2.31B	Modest decline
• ROA[1]	~1.2%	~1.15%[7]
• Effective tax rate[1,2]	~28.4%	~27.0%
Asset Quality:		
• Net charge-offs	$501MM (0.58%[5])	Down ~$15MM (~mid-50 bps[5])
• Loan loss allowance[4]	$1.6B (1.79%)	Lower vs. 4Q13
• Nonperforming assets[4]	$980MM (1.10%)	Down ~20% vs. 4Q13
Tier 1 common equity[3,6]	9.45%	~Consistent with 4Q13

Outlook as of October 16, 2014;
please see cautionary statement on slide 2 for risk factors related to forward-looking statements

[1] 2013 results exclude a net $534MM benefit from gains on Vantiv share sales and valuation adjustments on the Vantiv warrant. 2014 outlook excludes a net realized $99MM benefit from gains on Vantiv share sales and valuation adjustments on the Vantiv warrant. 2014 outlook also does not include potential, but currently unforecasted, items, such as any potential additional Vantiv gains or losses, future capital actions, or changes in regulatory or accounting guidance.
[2] Presented on a fully-taxable equivalent basis.
[3] Non-GAAP measure; see Reg. G reconciliation in appendix.
[4] 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.
[5] As a percentage of loans and leases
[6] 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.
[7] Also excludes items reflected on page 8 as adjustments to remove (benefit) / detriment in noninterest income and noninterest expense for 1Q14, 2Q14, 3Q14.

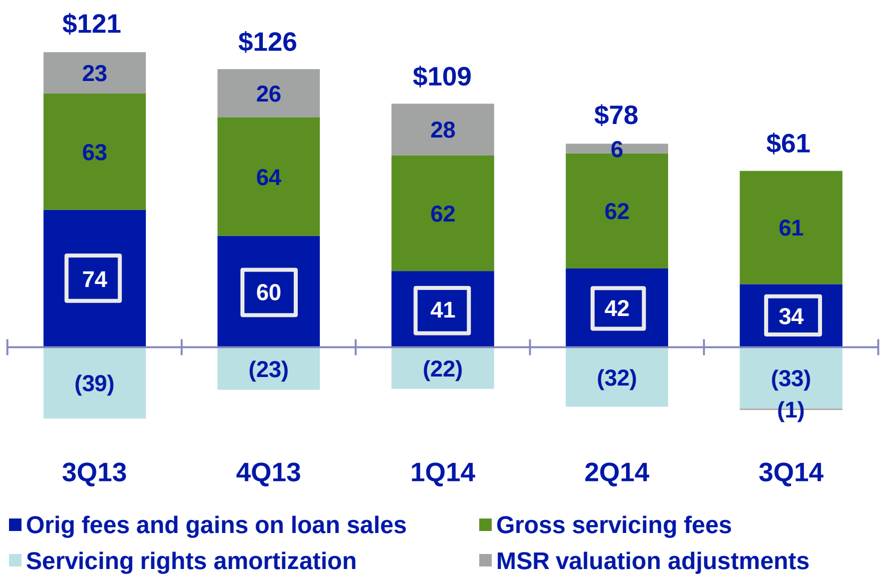
© Fifth Third Bank | All Rights Reserved

Appendix

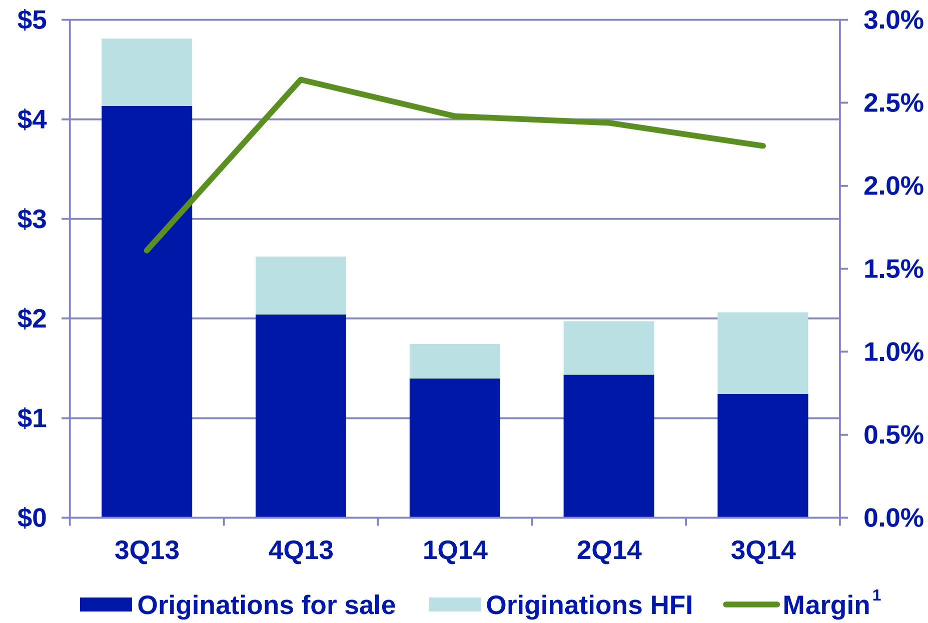
© Fifth Third Bank | All Rights Reserved

Mortgage banking results

Mortgage Banking Net Revenue ($MM)



Mortgage originations ($B) and gain on sale margin[1]



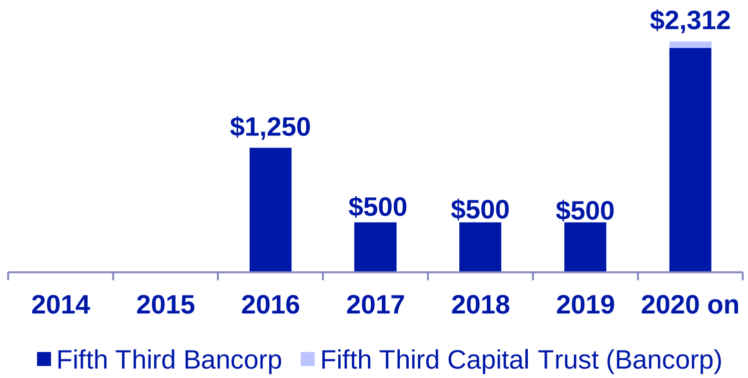
- $2.1B in originations; 70% purchase volume
  - Discontinued broker channel originations in 1Q14
- 3Q14 mortgage drivers:
  - Origination fees and gain on sale revenue down $8MM
    - Gain on sale margin down 14 bps sequentially
    - Retaining conforming ARMs and shorter-term fixed-rate production on balance sheet
  - MSR valuation adjustments of negative $1MM; servicing rights amortization of negative $33MM
  - $61MM 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.

© Fifth Third Bank | All Rights Reserved

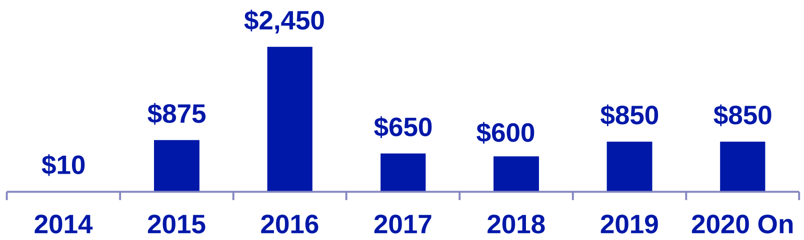
Strong liquidity profile

Holding company unsecured debt maturities ($MM)



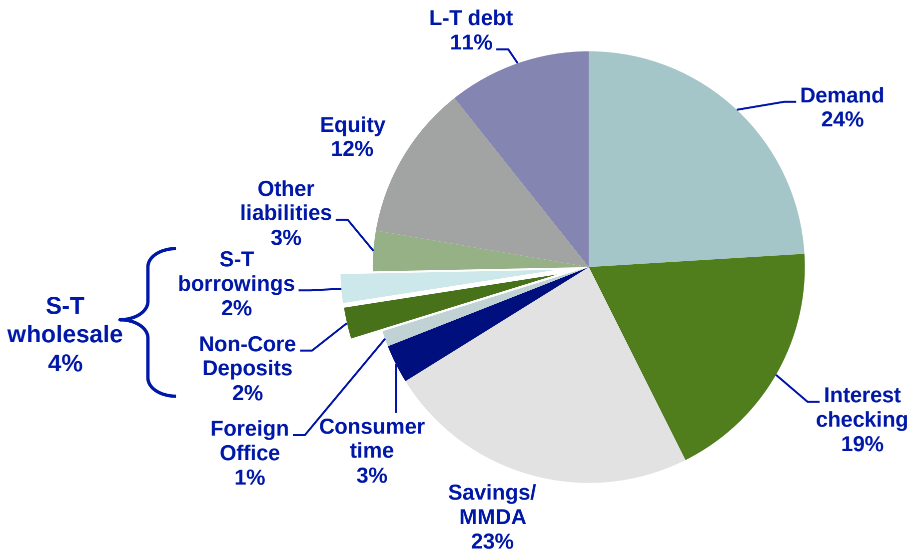
- **Holding Company cash at 9/30/14: $2.4B**
- **Cash currently sufficient to satisfy all fixed obligations in a stressed environment for over 23 months (debt maturities, common and preferred dividends, interest and other expenses) without accessing capital markets, relying on future dividends from subsidiaries or any other discretionary actions**

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



- **Available and contingent borrowing capacity (3Q14):**
  - **FHLB ~$11.9B available**
  - **Federal Reserve ~$27.2B**

Heavily core funded



© Fifth Third Bank | All Rights Reserved

Interest rate risk management

Strategically positioned balance sheet to limit risk to downside rate scenarios

- **Balance sheet is well positioned for a rising rate environment**
  - **62% of total loans are floating rate (80% of commercial and 35% of consumer)**
  - **Investment portfolio duration of approximately 5 years**
  - **Short-term wholesale funding represents only 4% of total funding**
  - **$14.1B in funding will reprice beyond 1 year**

- **Interest rate sensitivities are based on conservative deposit assumptions**
  - **Weighted-average deposit beta of 70% (2004 – 2006 cycle betas ~50%)[1]**
  - **No modeled lag in deposit repricing**
  - **Modeled DDA runoff of approximately $2.5B (approximately 8%) for each 100 bps increase in rates**
  - **For every $1B of incremental DDA runoff beyond what is modeled, asset sensitivity decreases:**
    - **15 bps in year 1 and 28 bps in year 2 in a 100 bps ramp**
    - **35 bps in both year 1 and year 2 in a 100 bps shock**

		NII-Asset Sensitivity[2]				EVE at Risk	
		Forecast Balances		Static Balances			
		+100 bps	+200 bps	+100 bps	+200 bps	+100 bps	+200 bps
						(2.0%)	(4.4%)
Ramp	Year 1	0.9%	1.7%	0.9%	1.7%		
	Year 2	4.0%	6.7%	4.5%	7.6%		
Shock	Year 1	2.1%	4.0%	2.1%	3.8%		
	Year 2	4.9%	8.4%	5.5%	9.3%		

- **Forecasted balances represent our current expectations regarding balance sheet trends**
- **Static balances assume current composition of balance sheet remains constant**
- **In ramp scenarios, rate changes occur evenly over the first four quarters**
- **In shock scenarios, rate changes are instantaneous**

[1] 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.
[2] Actual results may vary from these simulated results due to timing, magnitude, and frequency of interest rate changes, as well as changes in market conditions and management strategies.

© Fifth Third Bank | All Rights Reserved

NPL rollforward

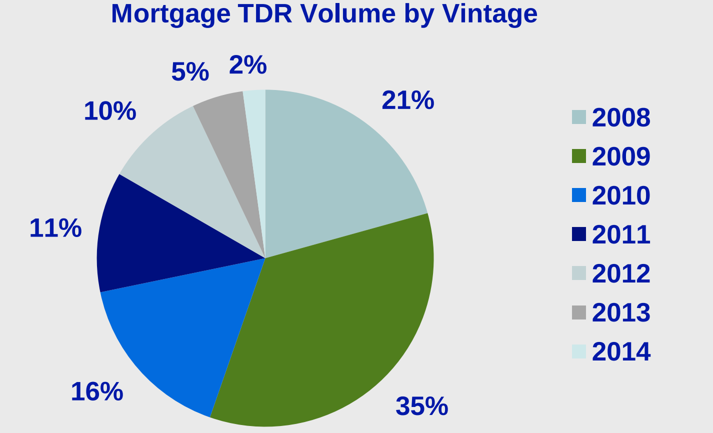
NPL HFI Rollforward					
Commercial					
	3Q13	**4Q13**	**1Q14**	**2Q14**	**3Q14**
Beginning NPL amount	623	521	458	464	396
Transfers to nonperforming	71	107	164	141	116
Transfers to performing	(1)	(1)	(2)	(20)	-
Transfers to performing (restructured)	(2)	(2)	(1)	(47)	-
Transfers from held for sale	-	-	-	-	-
Transfers to held for sale	-	-	-	(1)	(3)
Loans sold from portfolio	(14)	(19)	(2)	(24)	(12)
Loan paydowns/payoffs	(101)	(61)	(43)	(54)	(39)
Transfers to other real estate owned	(14)	(12)	(7)	(18)	(9)
Charge-offs	(44)	(78)	(105)	(46)	(66)
Draws/other extensions of credit	3	3	2	1	2
Ending Commercial NPL	521	458	464	396	385
Consumer					
	3Q13	**4Q13**	**1Q14**	**2Q14**	**3Q14**
Beginning NPL amount	286	248	293	269	244
Transfers to nonperforming	95	165	93	85	90
Transfers to performing	(30)	(25)	(28)	(24)	(15)
Transfers to performing (restructured)	(24)	(22)	(22)	(20)	(25)
Transfers to held for sale	-	-	-	-	-
Loans sold from portfolio	-	-	-	-	-
Loan paydowns/payoffs	(39)	(24)	(29)	(11)	(5)
Transfers to OREO/other repossessed property	(28)	(20)	(24)	(24)	(21)
Charge-offs	(13)	(30)	(15)	(30)	(33)
Draws/other extensions of credit	1	1	1	(1)	-
Ending Consumer NPL	248	293	269	244	235
Total NPL	769	751	733	640	620
Total new nonaccrual loans - HFI	166	272	257	226	206

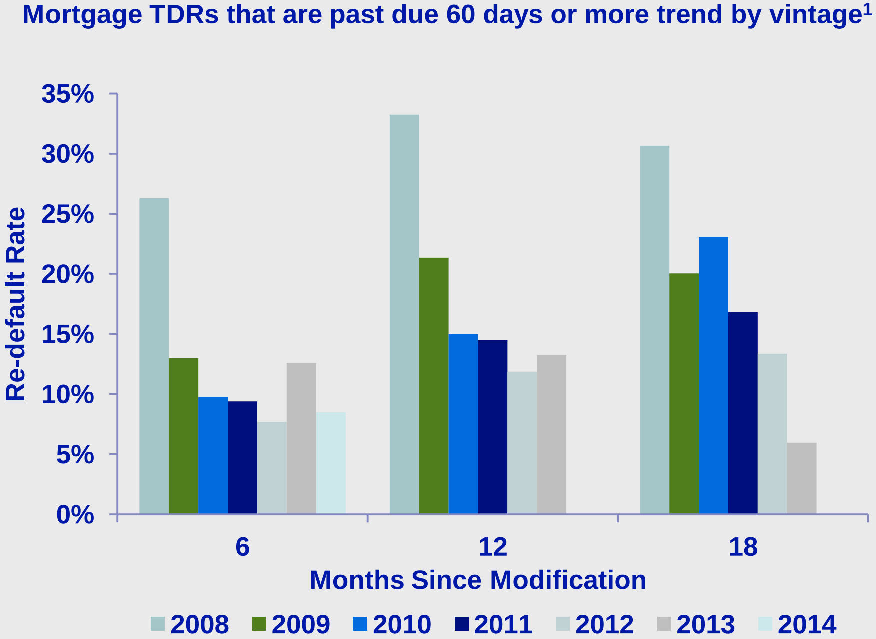
© Fifth Third Bank | All Rights Reserved

Troubled debt restructurings overview

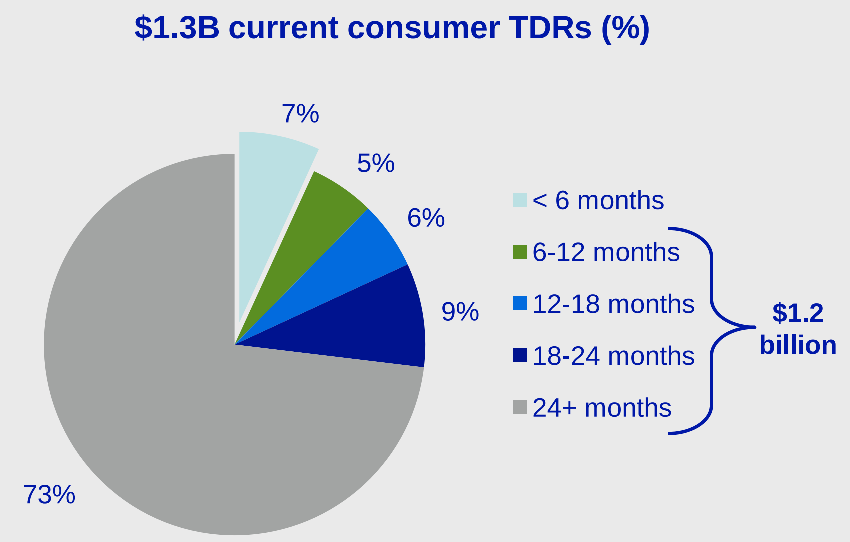
- Of \$1.7B in consumer TDRs, \$1.6B were on accrual status and \$114MM were nonaccruals
  — \$1.2B of TDRs are current and have been on the books 6 or more months; within that, \$1.1B of TDRs are current and have been on the books for more than a year
- As current TDRs season, their default propensity declines significantly
  — We see much lower defaults on current loans after a vintage approaches 12 months since modification

TDR performance has improved in newer vintages





Data through 1Q14



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

© Fifth Third Bank | All Rights Reserved

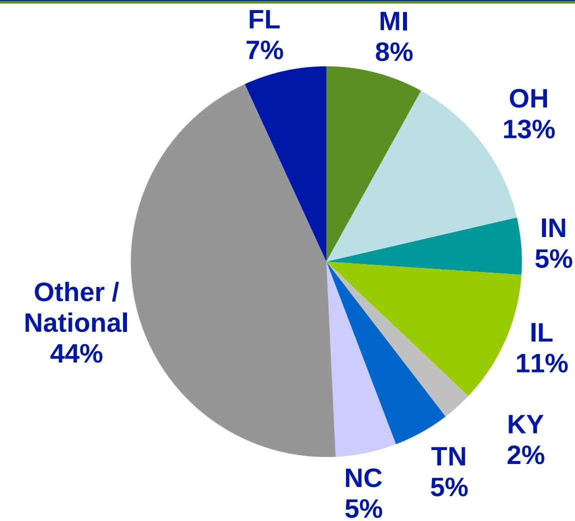
Commercial & industrial

FIFTH THIRD BANK

Credit trends

	C&I				
($ in millions)	3Q13	4Q13	1Q14	2Q14	3Q14
EOP Balance*	$38,253	$39,316	$40,591	$41,299	$41,072
Avg Loans*	$38,133	$38,835	$40,377	$41,374	$41,477
90+ days delinquent	$3	-	$1	-	-
as % of loans	0.01%	NM	NM	NM	NM
NPAs*	$321	$290	$304	$265	$278
as % of loans	0.84%	0.74%	0.75%	0.64%	0.68%
Net charge-offs	$44	$66	$97	$31	$50
as % of loans	0.46%	0.67%	0.97%	0.30%	0.48%

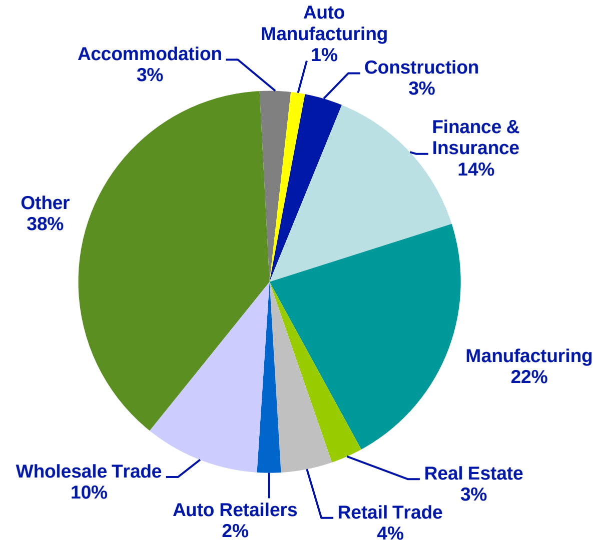
Loans by geography



Comments

- **Commercial & industrial loans represented 45% of total loans and 43% of net charge-offs**
- **C&I loans were down 1% sequentially and increased 7% since 3Q13**
- **Leveraged loans of $5.2B in 3Q14**
  - **Regulatory definitions regarding purpose, senior debt/ EBITDA >3x, total debt/EBITDA >4x**

Loans by industry



** Excludes loans held-for-sale.*

© Fifth Third Bank | All Rights Reserved

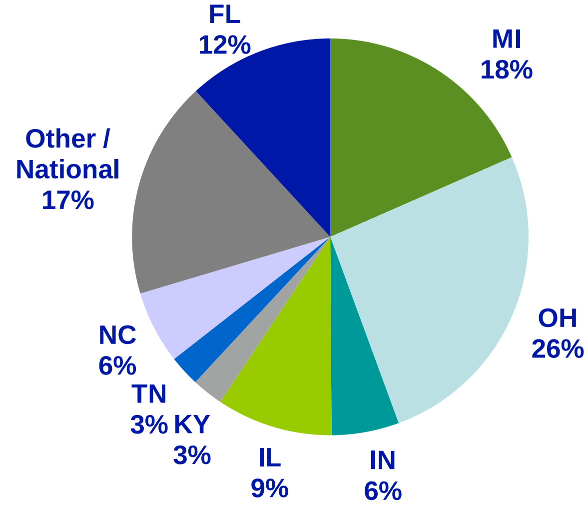
Commercial real estate

Credit trends

Commercial mortgage ($ in millions)	3Q13	4Q13	1Q14	2Q14	3Q14
EOP Balance*	$8,052	$8,066	$7,958	$7,805	$7,564
Avg Loans*	$8,273	$8,047	$7,981	$7,885	$7,633
NPAs*	$296	$252	$240	$212	$186
as % of loans	3.62%	3.09%	2.98%	2.69%	2.43%
Net charge-offs	$2	$8	$3	$9	$5
as % of loans	0.14%	0.40%	0.16%	0.44%	0.24%

Commercial construction ($ in millions)	3Q13	4Q13	1Q14	2Q14	3Q14
EOP Balance*	$875	$1,039	$1,218	$1,424	$1,702
Avg Loans*	$793	$952	$1,116	$1,362	$1,563
NPAs*	$62	$59	$46	$31	$19
as % of loans	6.86%	5.53%	3.68%	2.17%	1.09%
Net charge-offs	($2)	$4	$5	$8	-
as % of loans	(1.16%)	1.65%	1.66%	2.26%	(0.11%)

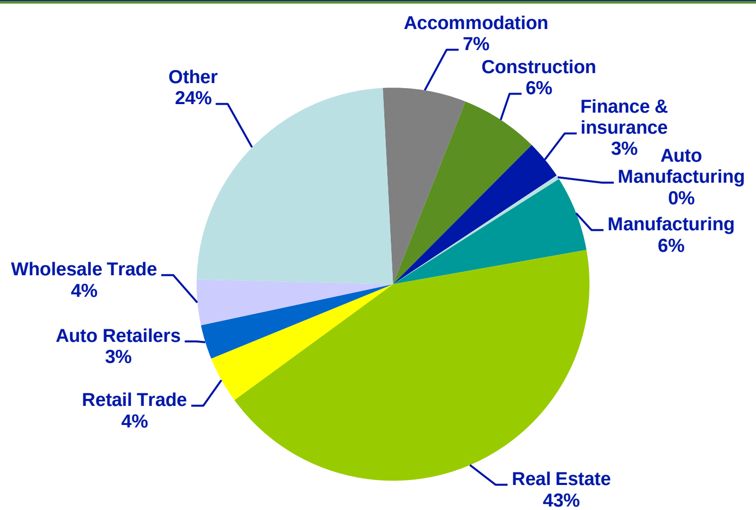
Loans by geography



Comments

- **Commercial mortgage loans represented 8% of total loans and 4% of net charge-offs**
  - **Owner occupied 3Q14 NCO ratio of 0.4%, non-owner occupied 3Q14 NCO ratio of 0.1%**
  - **Loans from FL/MI represented 33% of portfolio loans and 29% of portfolio losses in 3Q14**
- **Commercial construction loans represented 2% of total loans and 0% of net charge-offs**
  - **Loans from FL/MI represented 17% of portfolio loans**

Loans by industry



** Excludes loans held-for-sale.*

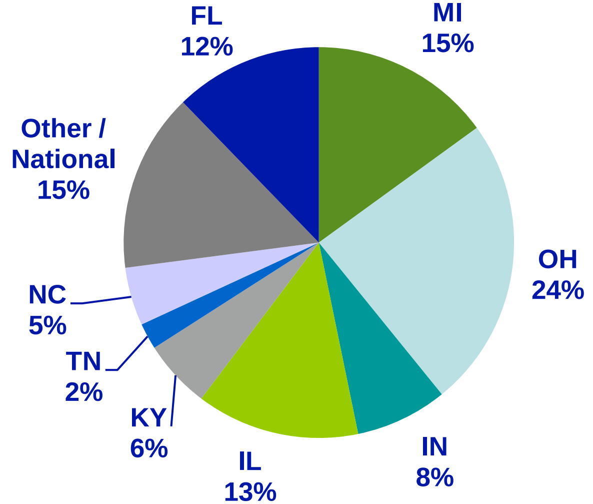
© Fifth Third Bank | All Rights Reserved

Residential mortgage

Credit trends

	Residential mortgage				
($ in millions)	3Q13	4Q13	1Q14	2Q14	3Q14
EOP Balance*	$12,534	$12,680	$12,626	$12,652	$12,941
Avg Loans*	$12,486	$12,609	$12,659	$12,611	$12,785
90+ days delinquent	$73	$66	$56	$60	$57
as % of loans	0.58%	0.52%	0.44%	0.47%	0.44%
NPAs*	$229	$223	$201	$172	$164
as % of loans	1.82%	1.76%	1.59%	1.36%	1.27%
Net charge-offs	$12	$13	$15	$8	$9
as % of loans	0.39%	0.39%	0.49%	0.24%	0.28%

Loans by geography



Comments

- Residential mortgage loans represented 14% of total loans and 8% of net charge-offs
- Net charge-offs increased by $1MM in 3Q14
  - MI, IL, and OH account for 26%, 26%, and 17% of residential mortgage net charge-offs, respectively

Portfolio details

- 1st liens: 100%; weighted average LTV: 73.4%
- Weighted average origination FICO: 754
- Origination FICO distribution: <660 6%; 660-689 5%; 690-719 9%; 720-749 14%; 750+ 58%; Other^ 8%

  (note: loans <660 includes CRA loans and FHA/VA loans)
- Origination LTV distribution: <=70 37%; 70.1-80 36%; 80.1-90 7%; 90.1-95 5%; >95 15%
- Vintage distribution: 2014: 12%, 2013: 21%; 2012 21%; 2011 13%; 2010 7%; 2009 4%; 2008 3%; 2007 4%; 2006 4%; 2005 6%; 2004 and prior 5%
- 15% originated through 3rd party; performance similar to direct

^ Includes acquired loans where FICO at origination is not available

** Excludes loans held-for-sale*

© Fifth Third Bank | All Rights Reserved

Home equity

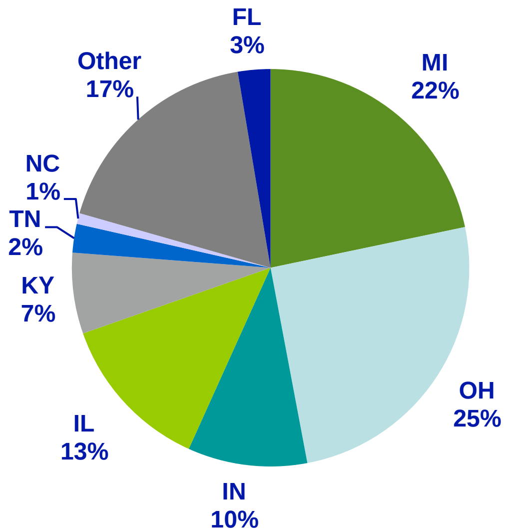
FIFTH THIRD BANK

Credit trends

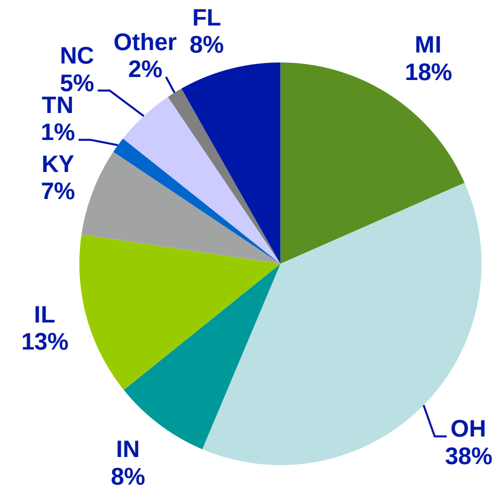
Home equity - brokered					
($ in millions)	3Q13	4Q13	1Q14	2Q14	3Q14
EOP Balance*	$1,231	$1,190	$1,155	$1,131	$1,094
90+ days delinquent	$11	-	-	-	-
as % of loans	0.88%	NM	NM	NM	NM
Net charge-offs	$6	$8	$5	$7	$4
as % of loans	1.91%	2.81%	1.85%	2.35%	1.42%

Home equity - direct					
($ in millions)	3Q13	4Q13	1Q14	2Q14	3Q14
EOP Balance*	$8,125	$8,056	$7,970	$7,925	$7,893
90+ days delinquent	$35	-	-	-	-
as % of loans	0.43%	NM	NM	NM	NM
Net charge-offs	$13	$18	$11	$11	$10
as % of loans	0.64%	0.87%	0.55%	0.58%	0.51%

Brokered loans by geography



Direct loans by geography



Comments

- Home equity loans represented 10% of total loans and 12% of net charge-offs
- Approximately 12% of portfolio in broker product generated 28% total loss
- 37% of Fifth Third 2nd liens are behind Fifth Third 1st liens
- 2005/2006 vintages represent approximately 24% of portfolio; account for 50% of losses

Portfolio details

- 1st liens: 34%; 2nd liens: 66%
- Weighted average origination FICO: 752
- Origination FICO distribution^: <660 3%; 660-689 7%; 690-719 12%; 720-749 16%; 750+ 54%; Other 8%
- Average CLTV: 73%; Origination CLTV distribution: <=70 41%; 70.1-80 24%; 80.1-90 18%; 90.1-95 6%; >95 11%
- Vintage distribution: 2014: 6%, 2013: 6%; 2012 4%; 2011 3%; 2010 2%; 2009 3%; 2008 9%; 2007 9%; 2006 12%; 2005 11%; 2004 and prior 35%
- % through broker channels: 12% WA FICO: 734 brokered, 755 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*

© Fifth Third Bank | All Rights Reserved

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 2014	June 2014	March 2014	December 2013	September 2013
Income before income taxes (U.S. GAAP)	464	606	438	561	604
Add: Provision expense (U.S. GAAP)	71	76	69	53	51
Pre-provision net revenue	535	682	507	614	655
Net income available to common shareholders (U.S. GAAP)	328	416	309	383	421
Add: Intangible amortization, net of tax	1	1	1	1	1
Tangible net income available to common shareholders	329	417	310	384	422
Tangible net income available to common shareholders (annualized) (a)	1,305	1,673	1,257	1,523	1,674
Average Bancorp shareholders' equity (U.S. GAAP)	15,486	15,157	14,862	14,757	14,440
Less: Average preferred stock	(1,331)	(1,119)	(1,034)	(703)	(593)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Average intangible assets	(16)	(17)	(19)	(20)	(22)
Average tangible common equity (b)	11,723	11,605	11,393	11,618	11,409
Total Bancorp shareholders' equity (U.S. GAAP)	15,404	15,469	14,826	14,589	14,641
Less: Preferred stock	(1,331)	(1,331)	(1,034)	(1,034)	(593)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets	(16)	(17)	(18)	(19)	(21)
Tangible common equity, including unrealized gains / losses (c)	11,641	11,705	11,358	11,120	11,611
Less: Accumulated other comprehensive income	(301)	(382)	(196)	(82)	(218)
Tangible common equity, excluding unrealized gains / losses (d)	11,340	11,323	11,162	11,038	11,393
Total assets (U.S. GAAP)	134,188	132,562	129,654	130,443	125,673
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets	(16)	(17)	(18)	(19)	(21)
Tangible assets, including unrealized gains / losses (e)	131,756	130,129	127,220	128,008	123,236
Less: Accumulated other comprehensive income / loss, before tax	(463)	(588)	(302)	(126)	(335)
Tangible assets, excluding unrealized gains / losses (f)	131,293	129,541	126,918	127,882	122,901
Common shares outstanding (g)	834	844	848	855	887
Ratios:					
Return on average tangible common equity (a) / (b)	11.1%	14.4%	11.0%	13.1%	14.7%
Tangible common equity (excluding unrealized gains/losses) (d) / (f)	8.64%	8.74%	8.79%	8.63%	9.27%
Tangible common equity (including unrealized gains/losses) (c) / (e)	8.84%	9.00%	8.93%	8.69%	9.42%
Tangible book value per share (c) / (g)	$13.95	$13.86	$13.40	$13.00	$13.09

© Fifth Third Bank | All Rights Reserved

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 2014	June 2014	March 2014	December 2013	September 2013
Total Bancorp shareholders' equity (U.S. GAAP)	15,404	15,469	14,826	14,589	14,641
Goodwill and certain other intangibles	(2,484)	(2,484)	(2,490)	(2,492)	(2,492)
Unrealized gains	(301)	(382)	(196)	(82)	(218)
Qualifying trust preferred securities	60	60	60	60	810
Other	(18)	(19)	(18)	19	21
Tier I capital	12,661	12,644	12,182	12,094	12,762
Less: Preferred stock	(1,331)	(1,331)	(1,034)	(1,034)	(593)
Qualifying trust preferred securities	(60)	(60)	(60)	(60)	(810)
Qualifying noncontrolling interest in consolidated subsidiaries	(1)	(1)	(1)	(37)	(39)
Tier I common equity (a)	11,269	11,252	11,087	10,963	11,320
Risk-weighted assets, determined in accordance with prescribed regulatory requirements (b)	116,920	117,117	116,622	115,969	113,801
Ratio:					
Tier I common equity (a) / (b)	9.64%	9.61%	9.51%	9.45%	9.95%

Basel III - Estimated Tier 1 common equity ratio

	September 2014	June 2014	March 2014	December 2013	September 2013
Tier 1 common equity (Basel I)	11,269	11,252	11,087	10,963	11,320
Add: Adjustment related to capital components	99	96	99	82	88
Estimated Tier 1 common equity under final Basel III rules without AOCI (opt out)(c)	11,368	11,348	11,186	11,045	11,408
Add: Adjustment related to AOCI	301	382	196	82	218
Estimated Tier 1 common equity under final Basel III rules with AOCI (non opt out)(d)	11,669	11,730	11,382	11,127	11,626
Estimated risk-weighted assets under final Basel III rules (e)	121,068	122,465	122,659	122,074	120,447
Estimated Tier 1 common equity ratio under final Basel III rules (opt out) (c) / (e)	9.39%	9.27%	9.12%	9.05%	9.47%
Estimated Tier 1 common equity ratio under final Basel III rules (non opt out) (d) / (e)	9.64%	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.

© Fifth Third Bank | All Rights Reserved