FIFTH THIRD BANK

2Q14 Earnings Conference Call

July 17, 2014

Refer to earnings release dated July 17, 2014 for further information.

Cautionary statement

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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.

2Q14 in review

- Net income available to common shareholders of $416MM ($0.49 per diluted share), vs. $309MM ($0.36 per share) in 1Q14 and $582MM ($0.65 per share) in 2Q13

Significant items in 2Q14 results

$ in MM, except per share data	Net income impact		After tax EPS impact
	Pre-tax	After tax[1]	
Gain on sale of Vantiv shares	$125	$82	
Valuation adjustment on Vantiv warrant	$63	$41	
Litigation reserve charges	($61)	($39)	
Land valuation adjustment	($17)	($11)	
Valuation adjustment on Visa total return swap	($16)	($11)	
Negative impact to Vantiv equity method income	($12)	($8)	
Total		$54	~$0.06

- Operating results in line with our expectations, including C&I and CRE loan growth, deposit growth, and continued expense management
- Solid credit trends
  - 2Q14 net charge-offs of $101MM (0.45% of loans and leases) vs. $168MM (0.76% of loans and leases) in 1Q14
  - Total nonperforming assets (NPAs) of $837MM, down $112MM, or 12%, from 1Q14; NPA ratio of 0.92%, down 13 bps from 1Q14, nonperforming loans ratio of 0.70%, down 12 bps from 1Q14
- Strong capital ratios[2]
  - Repurchased 6MM common shares in 2Q14; average diluted share count reduced by 9MM shares in 2Q14
  - Tier 1 common ratio[3] 9.61% vs. 9.51% in 1Q14; Basel III pro forma estimate[3] of ~9.3%
  - Tier 1 risk-based capital ratio 10.80%, Total risk-based capital ratio 14.30%, Leverage ratio 9.86%
  - Tangible common equity ratio[3] of 9.00%; excluding securities portfolio unrealized gains/losses 8.74%
  - Book value per share of $16.74; tangible book value per share[3] of $13.86, up 9% from 2Q13

[1] Assumes 35% marginal tax rate
[2] Capital ratios estimated; presented under current U.S. capital regulations. The pro forma Basel III Tier I common equity ratio is management's estimate based upon its current interpretation of recent prospective regulatory capital requirements approved in July 2013.
[3] Non-GAAP measure; see Reg. G reconciliation in appendix.

Financial summary

($ in millions)	Actual 2Q13	1Q14	2Q14	Seq. Δ $	%	YOY Δ $	%
Average Balances							
Total loans & leases[1]	**$86,707**	**$89,530**	**$90,549**	**$1,019**	**1%**	**$3,842**	**4%**
Core deposits	**$85,537**	**$91,512**	**$92,841**	**$1,329**	**1%**	**$7,304**	**9%**
Income Statement Data							
Net interest income (taxable equivalent) (NII)	$885	$898	$905	$7	1%	$20	2%
Provision for loan and lease losses	64	69	76	7	10%	12	20%
Noninterest income	1,060	564	736	172	31%	(324)	(31%)
Noninterest expense	1,035	950	954	4	-	(81)	(8%)
Net income attributable to Bancorp	**$591**	**$318**	**$439**	**$121**	**38%**	**($152)**	**(26%)**
Net income available to common shareholders	**$582**	**$309**	**$416**	**$107**	**35%**	**($166)**	**(29%)**
Financial Ratios							
Earnings per share, diluted	**0.65**	**0.36**	**0.49**	**$0.13**	**36%**	**($0.16)**	**(27%)**
Net interest margin	**3.33%**	**3.22%**	**3.15%**	**(7bps)**	**(2%)**	**(18bps)**	**(5%)**
Efficiency ratio	**53.2%**	**64.9%**	**58.2%**	**(670bps)**	**(10%)**	**500bps**	**9%**
Return on average assets	**1.94%**	**1.00%**	**1.34%**	**34bps**	**34%**	**(60bps)**	**(31%)**
Return on average common equity	**17.3%**	**9.0%**	**11.9%**	**290bps**	**31%**	**(540bps)**	**(31%)**
Return on average tangible common equity[2]	**21.1%**	**11.0%**	**14.4%**	**340bps**	**31%**	**(670bps)**	**(32%)**

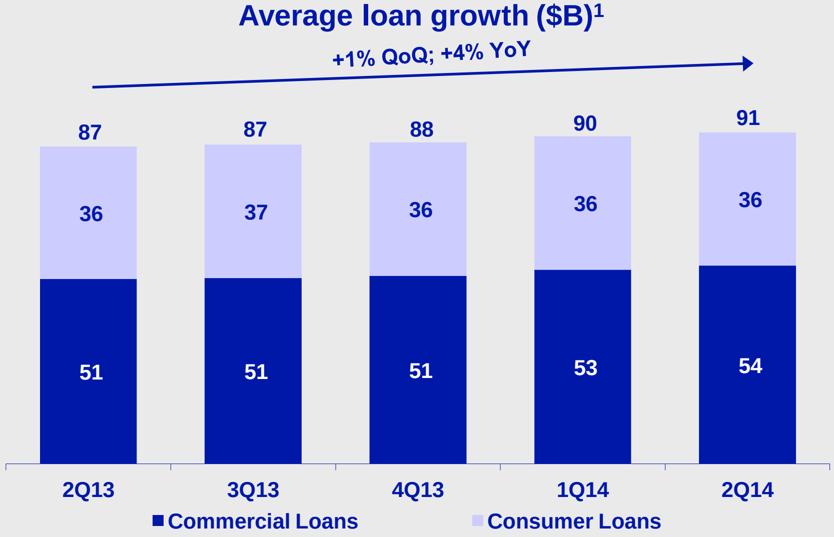
Stable operating results with balance sheet growth and controlled expenses

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

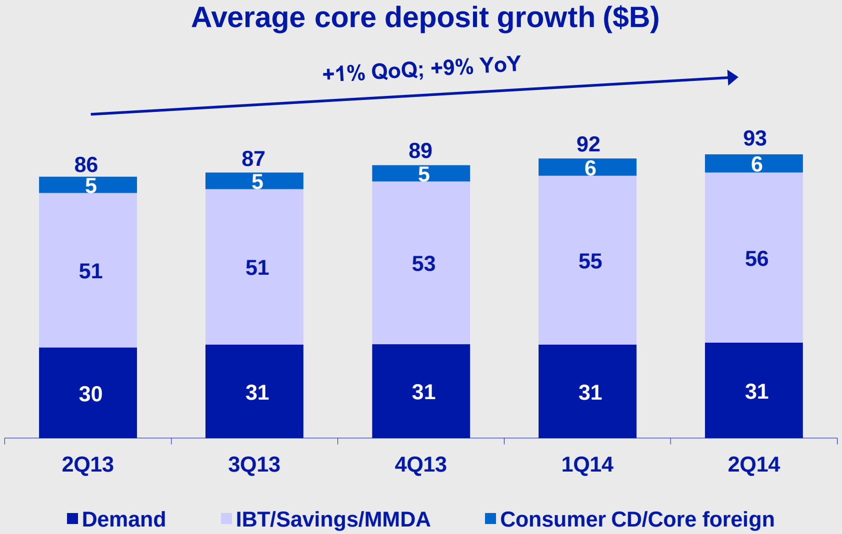
[1] Excludes loans held-for-sale

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

Balance sheet



- Average C&I loans up 2% sequentially and 10% from 2Q13
- Average CRE loans up 2% sequentially; sixth quarter of sequential CRE growth
- End of period commercial line utilization 32%; up from 30% in 1Q14
- Average consumer loans flat sequentially and year-over-year
- Average loans held for sale down 2% sequentially and 75% from 2Q13



- Core deposit to loan ratio of 103%
  - DDAs up 2% sequentially and up 5% from 2Q13
  - Consumer average transaction deposits up 2% sequentially and 4% year-over-year
  - Commercial average transaction deposits flat sequentially and up 16% year-over-year
- Short-term wholesale borrowings represent only 3% of total funding

Note: Numbers may not sum due to rounding.
[1] Excludes loans held-for-sale

Net interest income

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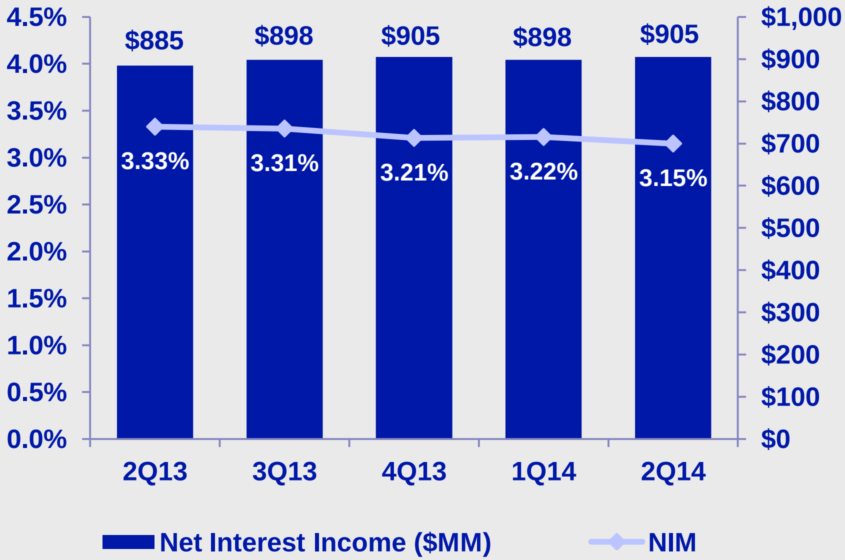
NII and NIM (FTE)



Yield Analysis	2Q13	1Q14	2Q14	Seq. ∆ (bps)	YoY ∆ (bps)
Commercial and industrial loans	3.58%	3.35%	3.27%	(8)	(31)
Commercial mortgage loans	3.65%	3.43%	3.39%	(4)	(26)
Commercial construction loans	3.41%	3.48%	3.54%	6	13
Commercial leases	3.36%	3.09%	3.04%	(5)	(32)
Residential mortgage loans	3.91%	3.94%	3.93%	(1)	2
Home equity	3.76%	3.74%	3.71%	(3)	(5)
Automobile loans	3.16%	2.86%	2.77%	(9)	(39)
Credit card	9.97%	9.90%	10.06%	16	9
Other consumer loans and leases	39.49%	39.93%	35.63%	(430)	(386)
Total loans and leases	**3.89%**	**3.72%**	**3.65%**	**(7)**	**(24)**
Taxable securities	3.09%	3.33%	3.34%	1	25
Tax exempt securities	5.01%	5.51%	4.69%	(82)	(32)
Other short-term investments	0.24%	0.26%	0.28%	2	4
Total interest-earning assets	**3.73%**	**3.58%**	**3.53%**	**(5)**	**(20)**
Total interest-bearing liabilities	**0.57%**	**0.51%**	**0.54%**	**3**	**(3)**
Net interest rate spread	**3.16%**	**3.07%**	**2.99%**	**(8)**	**(17)**

- **Net interest income up $7MM from 1Q14**
  - **Increase driven by interest-earning asset growth and an additional day in the second quarter, partially offset by the effects of loan repricing and debt issuances**
- **NIM decreased 7 bps sequentially primarily due to the effects of loan repricing, debt issuances, and day count, offset partially by higher yields on the investment portfolio**
- **Year-over-year NII increased $20MM and NIM decreased 18 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**

Noninterest income

Noninterest income

($ in millions)	Actual 2Q13	Actual 1Q14	Actual 2Q14	Seq. Δ $	Seq. Δ %	YOY Δ $	YOY Δ %
Service charges on deposits	$136	$133	**$139**	$6	5%	$3	2%
Corporate banking revenue	106	104	**107**	3	3%	1	1%
Mortgage banking net revenue	233	109	**78**	(31)	(29%)	(155)	(67%)
Investment advisory revenue	98	102	**102**	-	-	4	4%
Card and processing revenue	67	68	**76**	8	11%	9	12%
Other noninterest income[1]	414	41	**226**	185	NM	(188)	(45%)
Securities gains, net	-	7	**8**	1	16%	8	NM
Securities gains (losses), net - non-qualifying hedges on MSRs	6	-	**-**	-	-	(6)	(100%)
Total noninterest income	**$1,060**	**$564**	**$736**	**$172**	**31%**	**($324)**	**(31%)**

- **2Q14 fee income reflected sequential growth in card and processing revenue, service charges on deposits, and corporate banking revenue, offset by lower mortgage banking net revenue**
- **2Q14 other noninterest income included a $125MM gain on the sale of Vantiv shares, $63MM positive valuation adjustment on the Vantiv warrant, $17MM negative valuation adjustment for land upon which the Bancorp no longer expects to build branches, negative $16MM adjustment on the Visa total return swap (TRS), and $12MM negative impact to equity method income in Vantiv related to certain charges recognized by Vantiv as a result of their acquisition of Mercury Payment Systems**
  - **1Q14 other noninterest income included $36MM negative valuation adjustment for the Vantiv warrant and a $1MM positive valuation on Visa TRS**
  - **2Q13 other noninterest income included a $242MM gain on the sale of Vantiv shares, $76MM positive valuation adjustment for the Vantiv warrant, a $10MM benefit resulting from the settlement related to a previously surrendered BOLI policy, and a $5MM negative valuation adjustment on the Visa TRS**

[1] Net credit-related costs recognized in other noninterest income were $4MM in 2Q14. This compares with net credit-related costs of $10MM in 1Q14 and $6MM in 2Q13.

Noninterest expense

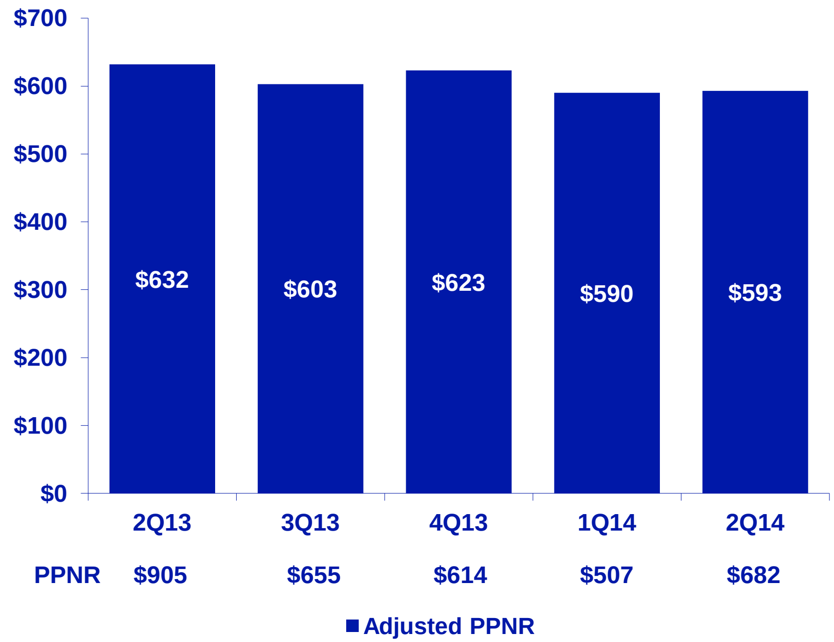
Noninterest expense

($ in millions)	Actual 2Q13	Actual 1Q14	Actual 2Q14	Seq. Δ $	Seq. Δ %	YOY Δ $	YOY Δ %
Salaries, wages and incentives	$404	$359	**$368**	$9	2%	($36)	(9%)
Employee benefits	83	101	**79**	(22)	(22%)	(4)	(5%)
Net occupancy expense	76	80	**79**	(1)	(1%)	3	3%
Technology and communications	50	53	**52**	(1)	(3%)	2	4%
Equipment expense	28	30	**30**	-	1%	2	9%
Card and processing expense	33	31	**37**	6	17%	4	10%
Other noninterest expense	361	296	**309**	13	5%	(52)	(14%)
Total noninterest expense	**$1,035**	**$950**	**$954**	**$4**	**-**	**($81)**	**(8%)**

- **2Q14 results reflected continued disciplined expense management, flat sequentially and down 8% from 2Q13**
  - **2Q14 other noninterest expense included $61MM in litigation reserve charges compared with $51MM each in 1Q14 and 2Q13**
  - **Increase in card and processing expense commensurate with higher revenue in that business**
- **Year-over-year improvement in employee-related costs largely driven by changes in mortgage and retail staffing**

Pre-tax pre-provision earnings[1]

PPNR trend

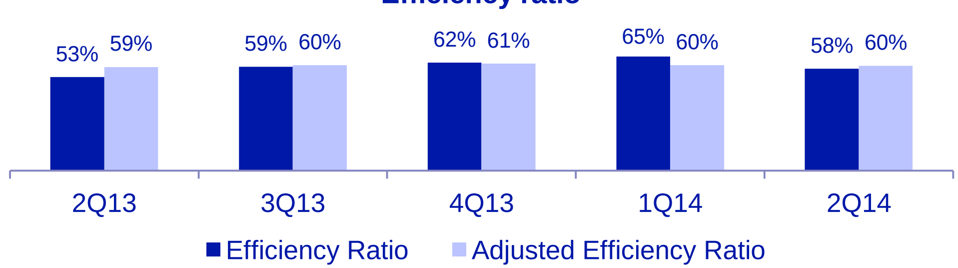


PPNR reconciliation

($ in millions)	2Q13	3Q13	4Q13	1Q14	2Q14
Income before income taxes (U.S. GAAP) (a)	$841	$604	$561	$438	$606
Add: Provision expense (U.S. GAAP) (b)	64	51	53	69	76
PPNR (a) + (b)	$905	$655	$614	$507	$682
Adjustments to remove (benefit) / detriment[2]:					
In noninterest income:					
Gain from sales of Vantiv shares	(242)	(85)	-	-	(125)
Vantiv warrant valuation	(76)	(6)	(91)	36	(63)
Reduction in equity method income from interest in Vantiv	-	-	-	-	12
Land valuation adjustments	-	-	-	-	17
Other Vantiv-related income	-	-	(9)	-	-
Valuation of 2009 Visa total return swap	5	2	18	(1)	16
BOLI settlement	(10)	-	-	-	-
Securities (gains) / losses	-	(2)	(2)	(7)	(8)
In noninterest expense:					
Debt extinguishment (gains) / losses	-	-	8	-	-
Severance expense	1	5	8	4	1
Large bank assessment fees	-	5	-	-	-
Gain on sale of affordable housing investments	(2)	(1)	-	-	-
Donation to Fifth Third Foundation	-	-	8	-	-
Litigation reserve charges	51	30	69	51	61
Adjusted PPNR	$632	$603	$623	$590	$593
Credit-related items:					
In noninterest income	6	5	5	10	4
In noninterest expense	35	16	(12)	9	6
Credit-adjusted PPNR[3]	$673	$624	$616	$609	$603

PPNR increased 34% sequentially, reflecting impact of $89MM in net benefit and $83MM in net detriment to 2Q14 and 1Q14, respectively. Excluding those items, adjusted PPNR increased $3MM sequentially, primarily driven by improved expenses.

Efficiency ratio



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

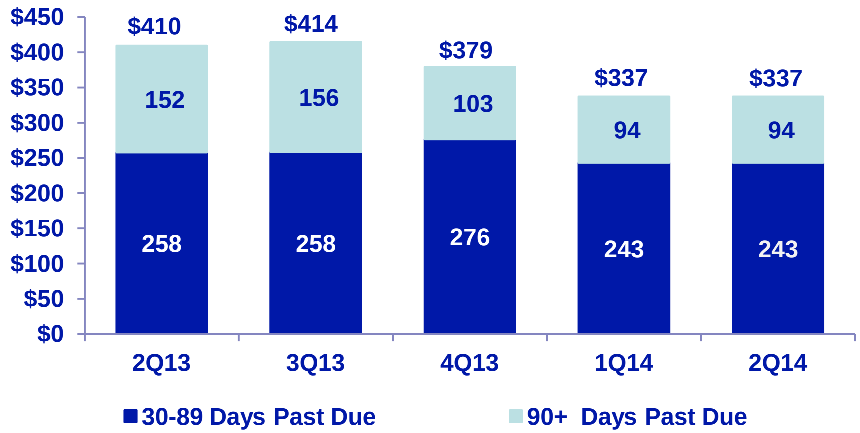
[2] Prior quarters include similar adjustments.

[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: 1Q14 and 2Q13 included the impact of $3MM and $20MM, respectively in mortgage repurchase provision. 4Q13 and 3Q13 included benefits to the mortgage repurchase provision of $28MM and $4MM, respectively. These impacts are reflected in "Credit-related items" and "Adjusted Efficiency Ratio" listed above.

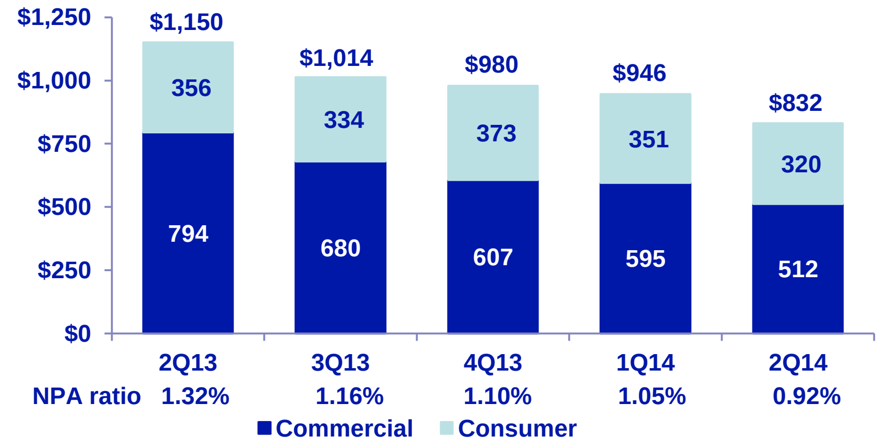
Credit quality overview

Accruing Past Due ($MM)



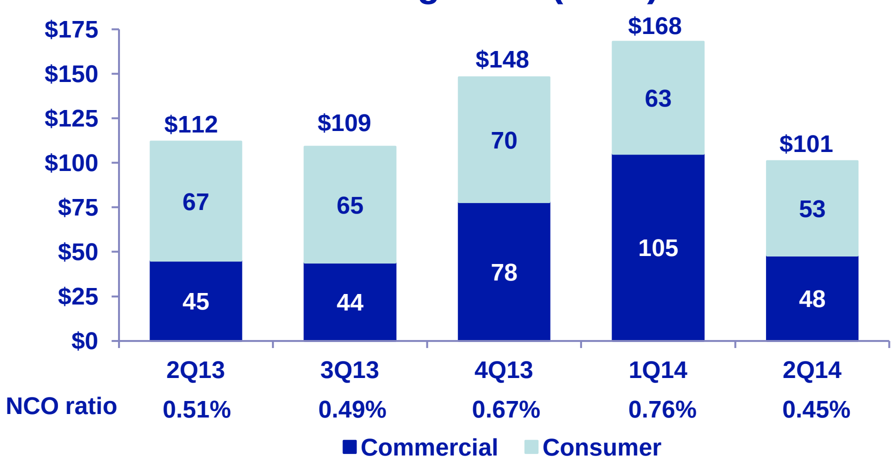
Total delinquencies declined 18% from 2Q13; remain at very low levels

HFI Nonperforming assets ($MM)



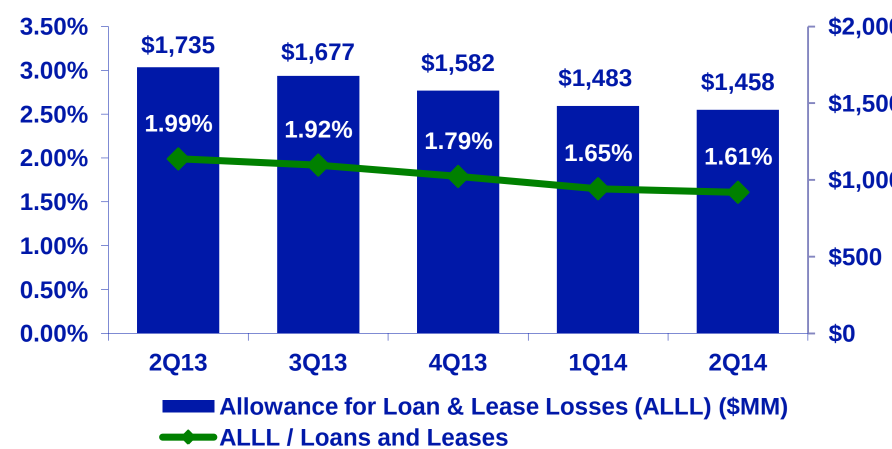
NPAs down 28% from 2Q13; lowest level since 2007

Net charge-offs ($MM)



4Q13 and 1Q14 net charge-offs elevated; 2Q14 returned to longer-term trend

Reserve Coverage



Includes 2Q14 provision expense of $76MM; reserve coverage levels remain solid

Strong capital position

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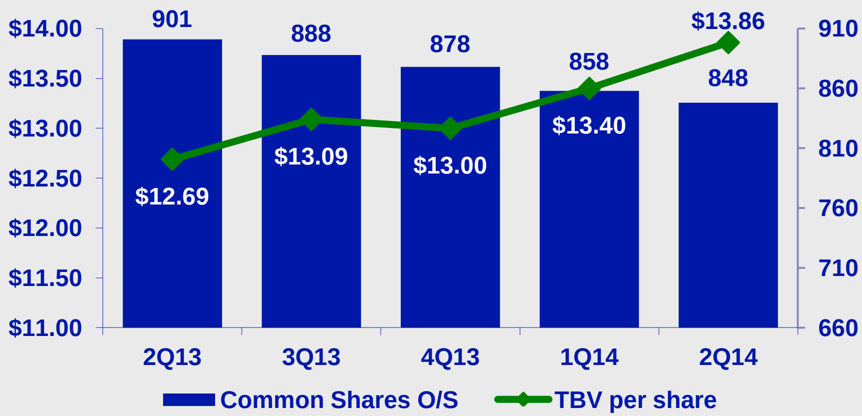
Tier 1 common equity[1]

Capital Actions

- 2014 CCAR plan not objected to by Federal Reserve Board
- 2Q14 capital actions included:
  - $150MM of common stock repurchases
  - $300MM perpetual preferred stock issuance
  - Increase common dividend by 8% to $0.13
- 2014 CCAR plan designed to maintain regulatory common equity capital ratios generally at current levels
- 2014 CCAR plan included the potential repurchase of common shares in an amount up to $669MM
  - Also included 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)		
	1Q14	2Q14	1Q14	2Q14	3Q14
$200MM ASR	1.1	-	4.8	0.8	-
$456MM ASR	2.3	-	15.3	2.1	-
$99MM ASR	4.6	-	2.8	1.8	-
$150MM ASR	-	6.2	-	4.2	~2.0
	8.0	6.2	22.9	8.9	~2.0

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

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 single digit growth
Income Statement:		
• Net interest income[2]	$3.58B	Modest growth
• Net interest margin[2]	3.32% (3.21% 4Q13)	~3.15% +/-
• Noninterest income[1]	$2.70B	Down low double digits *(up mid-single digits ex-mortgage)*
• Noninterest expense	$3.95B	Down mid-single digits
• Pre-provision net revenue[1,2]	$2.31B	Stable +/-
• ROA[1]	~1.2%	~1.15%[7]
• Effective tax rate[1,2]	~28.4%	~27.0-27.5%
Asset Quality:		
• Net charge-offs	$501MM (0.58%[5])	Down ~$40MM (~0.50%[5])
• Loan loss allowance[4]	$1.6B (1.79%)	Lower vs. 4Q13
• Nonperforming assets[4]	$980MM (1.10%)	Down ~15% vs. 4Q13
Tier 1 common equity[3,6]	9.45%	~Consistent with 4Q13

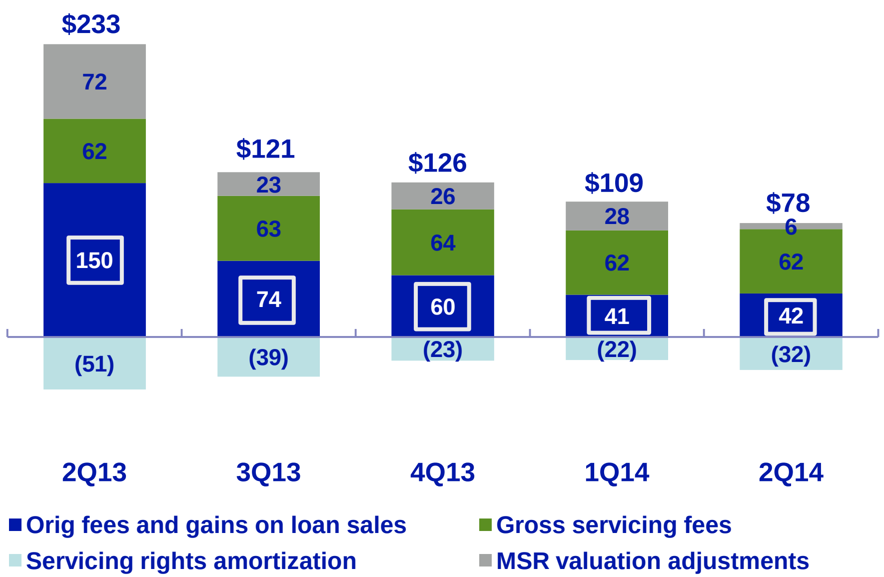
Outlook as of July 17, 2014;
please see cautionary statement on slide 2 for risk factors related to forward-looking statements

[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 $152MM 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 9 as adjustments to remove (benefit) / detriment in noninterest income and noninterest expense for 1Q14 and 2Q14.

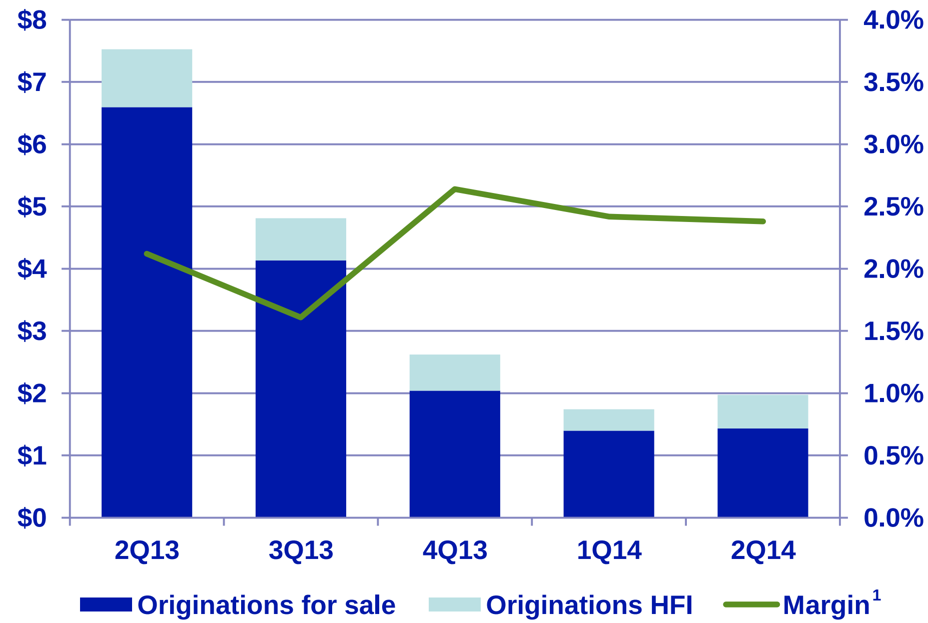
Appendix

Mortgage banking results

Mortgage Banking Net Revenue ($MM)



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



- **2Q14 mortgage components:**
  - **$2B in originations; $62MM in gross servicing fees revenue**
  - **MSR valuation adjustments of positive $6MM; servicing rights amortization of negative $32MM**
  - **Gain on sale margin down 4 bps sequentially**
- **Expect continued stronger mortgage servicing results due to higher rates**
- **Emphasis on purchase business continues to impact volumes**
  - **70% purchase volume in 2Q14 vs. 55% 1Q14**

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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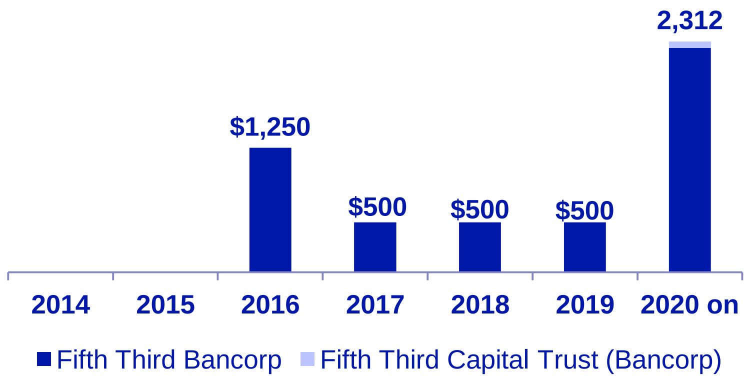
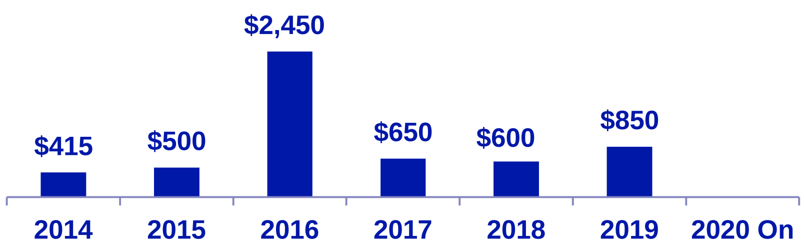
Holding company unsecured debt maturities ($MM)



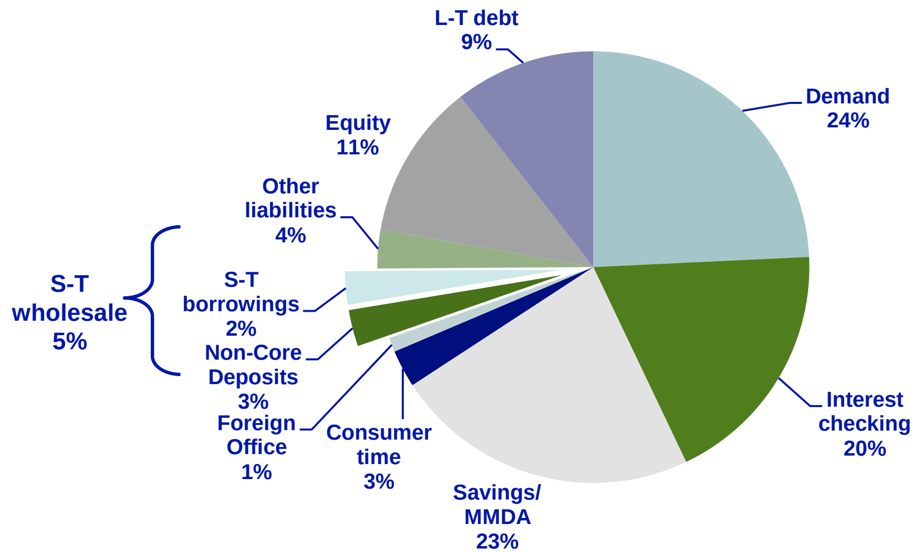
- Holding Company cash at 6/30/14: $2.6B
- Cash currently sufficient to satisfy all fixed obligations in a stressed environment for over 18 months (debt maturities, common and preferred dividends, interest and other expenses) without accessing capital markets; relying on dividends from subsidiaries or any other discretionary actions

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



- Available and contingent borrowing capacity (2Q14):
  - FHLB ~$11.9B available, ~$15.4B total
  - Federal Reserve ~$27.8B

Heavily core funded

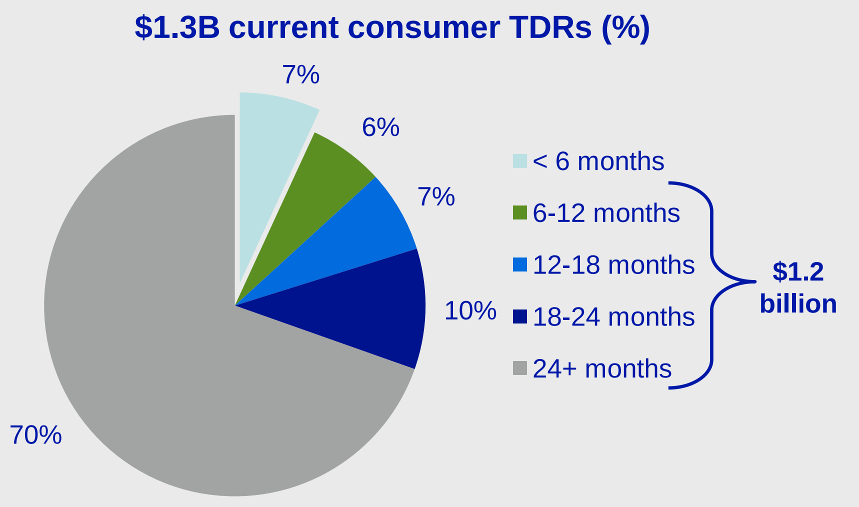


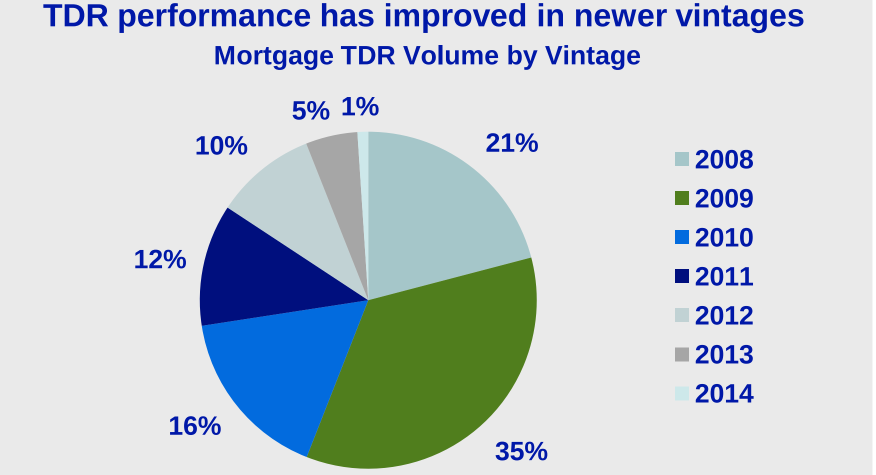
NPL rollforward

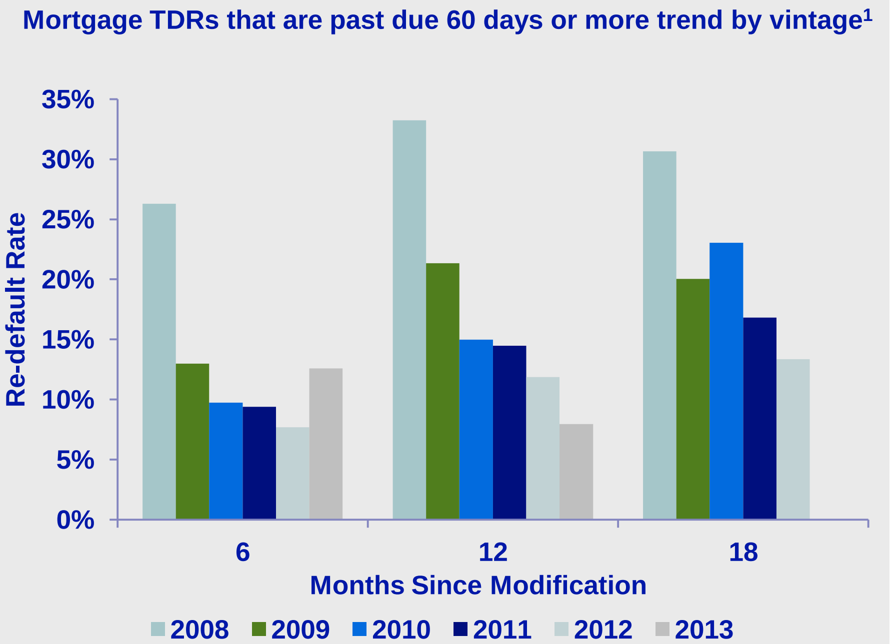
NPL HFI Rollforward					
Commercial					
	2Q13	**3Q13**	**4Q13**	**1Q14**	**2Q14**
Beginning NPL amount	639	623	521	458	464
Transfers to nonperforming	151	71	107	164	143
Transfers to performing	(6)	(1)	(1)	(2)	(20)
Transfers to performing (restructured)	(7)	(2)	(2)	(1)	(47)
Transfers from held for sale	-	-	-	-	-
Transfers to held for sale	(2)	-	-	-	(1)
Loans sold from portfolio	(2)	(14)	(19)	(2)	(24)
Loan paydowns/payoffs	(80)	(101)	(61)	(43)	(54)
Transfers to other real estate owned	(28)	(14)	(12)	(7)	(18)
Charge-offs	(45)	(44)	(78)	(105)	(48)
Draws/other extensions of credit	3	3	3	2	1
Ending Commercial NPL	623	521	458	464	396
Consumer					
	2Q13	**3Q13**	**4Q13**	**1Q14**	**2Q14**
Beginning NPL amount	314	286	248	293	269
Transfers to nonperforming	116	95	165	93	85
Transfers to performing	(31)	(30)	(25)	(28)	(24)
Transfers to performing (restructured)	(28)	(24)	(22)	(22)	(20)
Transfers to held for sale	-	-	-	-	-
Loans sold from portfolio	-	-	-	-	-
Loan paydowns/payoffs	(33)	(39)	(24)	(29)	(25)
Transfers to OREO/other repossessed property	(21)	(28)	(20)	(24)	(24)
Charge-offs	(30)	(13)	(30)	(15)	(16)
Draws/other extensions of credit	(1)	1	1	1	(1)
Ending Consumer NPL	286	248	293	269	244
Total NPL	909	769	751	733	640
Total new nonaccrual loans - HFI	267	166	272	257	228

Troubled debt restructurings overview

- Of $1.7B in consumer TDRs, $1.6B were on accrual status and $115MM 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







Source: Fifth Third and OCC/OTS data through 1Q14

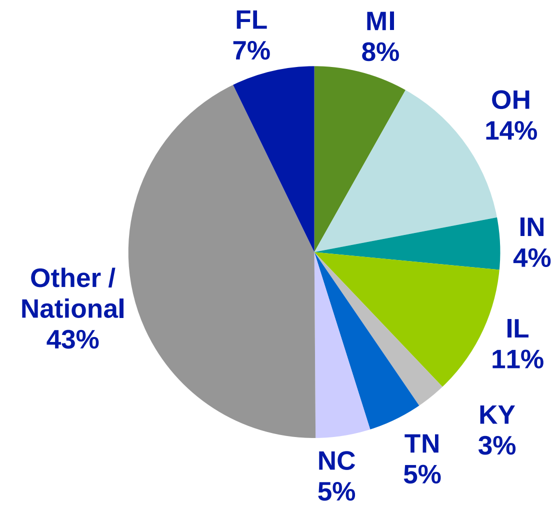
[1] *Fifth Third data includes changes made to align with OCC/OTS methodology (i.e. excludes government loans, closed loans and OREO from calculations)*

Commercial & industrial

Credit trends

C&I					
($ in millions)	2Q13	3Q13	4Q13	1Q14	2Q14
EOP Balance*	$37,856	$38,253	$39,316	$40,591	$41,299
Avg Loans*	$37,630	$38,133	$38,835	$40,377	$41,374
90+ days delinquent	-	$3	-	$1	-
as % of loans	NM	0.01%	NM	NM	NM
NPAs*	$361	$321	$290	$304	$265
as % of loans	0.95%	0.84%	0.74%	0.75%	0.64%
Net charge-offs	$33	$44	$66	$97	$31
as % of loans	0.35%	0.46%	0.67%	0.97%	0.30%

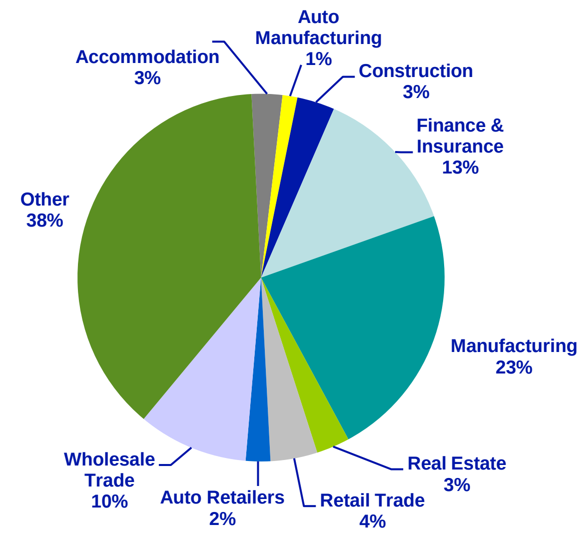
Loans by geography



Comments

- **Commercial & industrial loans represented 46% of total loans and 31% of net charge-offs**
- **C&I loans increased 2% sequentially and 9% since 2Q13**
- **Leveraged loans of $4.9B in 2Q14, consistent with 1Q14 and 4Q13 (regulatory definitions regarding purpose, senior debt/ EBITDA >3x, total debt/EBITDA >4x)**

Loans by industry



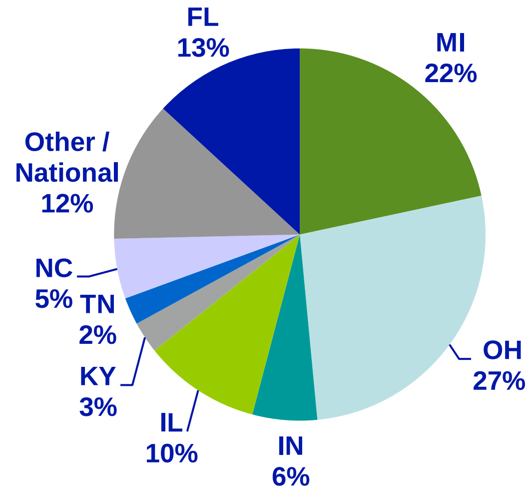
** Excludes loans held-for-sale.*

Commercial mortgage

Credit trends

	Commercial mortgage				
($ in millions)	2Q13	3Q13	4Q13	1Q14	2Q14
EOP Balance*	$8,443	$8,052	$8,066	$7,958	$7,805
Avg Loans*	$8,618	$8,273	$8,047	$7,981	$7,885
90+ days delinquent	-	-	-	-	-
as % of loans	NM	NM	NM	NM	NM
NPAs*	$355	$296	$252	$240	$212
as % of loans	4.15%	3.62%	3.09%	2.98%	2.69%
Net charge-offs	$10	$2	$8	$3	$9
as % of loans	0.50%	0.14%	0.40%	0.16%	0.44%

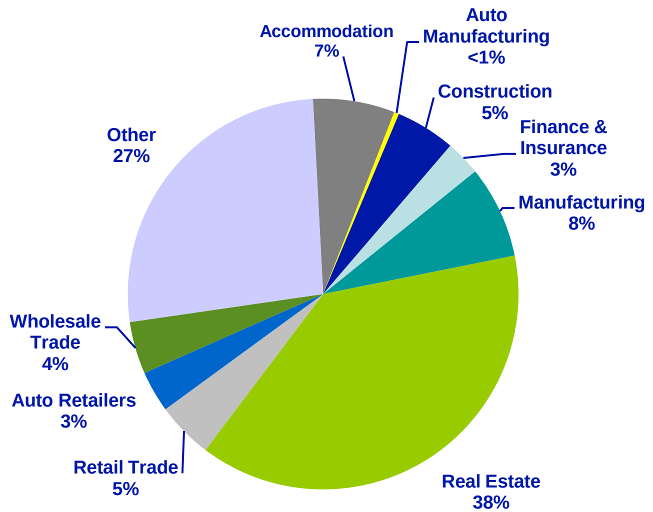
Loans by geography



Comments

- **Commercial mortgage loans represented 9% of total loans and 9% of net charge-offs**
- **Owner occupied 2Q14 NCO ratio of 0.2%, non-owner occupied 2Q14 NCO ratio of 0.7%**
- **Loans from FL/MI represented 35% of portfolio loans and 68% of portfolio losses in 2Q14**

Loans by industry



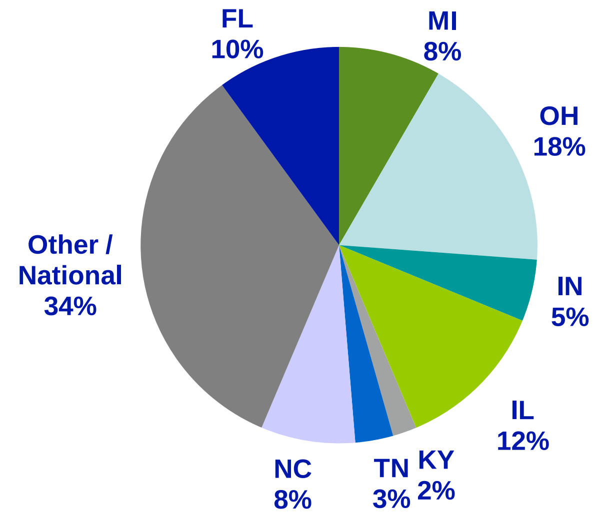
** Excludes loans held-for-sale.*

Commercial construction

Credit trends

Commercial construction ($ in millions)	2Q13	3Q13	4Q13	1Q14	2Q14
EOP Balance*	$754	$875	$1,039	$1,218	$1,424
Avg Loans*	$713	$793	$952	$1,116	$1,362
90+ days delinquent	-	-	-	-	-
as % of loans	NM	NM	NM	NM	NM
NPAs*	$69	$62	$59	$46	$31
as % of loans	8.88%	6.86%	5.53%	3.68%	2.17%
Net charge-offs	-	($2)	$4	$5	$8
as % of loans	(0.04%)	(1.16%)	1.65%	1.66%	2.26%

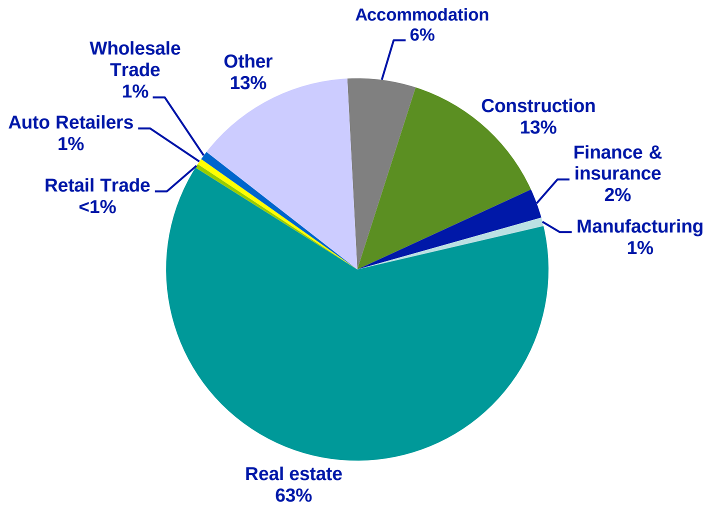
Loans by geography



Comments

- **Commercial construction loans represented 2% of total loans and 8% of net charge-offs**
- **Loans from FL/MI represented 18% of portfolio loans**

Loans by industry



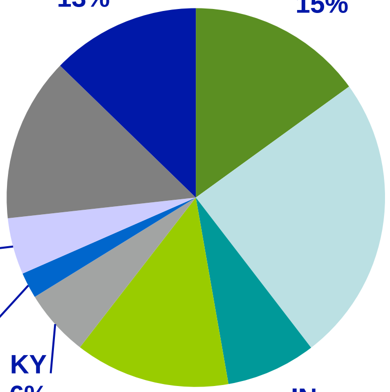
** Excludes loans held-for-sale.*

Residential mortgage

Credit trends

($ in millions)	2Q13	3Q13	4Q13	1Q14	2Q14
	Residential mortgage				
EOP Balance*	$12,400	$12,534	$12,680	$12,626	$12,652
Avg Loans*	$12,260	$12,486	$12,609	$12,659	$12,611
90+ days delinquent	$71	$73	$66	$56	$60
as % of loans	0.57%	0.58%	0.52%	0.44%	0.47%
NPAs*	$255	$229	$223	$201	$172
as % of loans	2.06%	1.82%	1.76%	1.59%	1.36%
Net charge-offs	$15	$12	$13	$15	$8
as % of loans	0.48%	0.39%	0.39%	0.49%	0.24%

Loans by geography



Comments

- **Residential mortgage loans represented 14% of total loans and 8% of net charge-offs**
- **Net charge-offs decreased to $8MM in 2Q14**
  - **OH, MI, and IL account for 25%, 18%, and 28% of residential mortgage net charge-offs, respectively**
  - **Improvement driven by sequential $2.4MM decrease in OH, $2.7MM decrease in FL, and $1.6MM decrease in Other/National**
  - **$0.7MM in combined recoveries recognized in FL and KY**

Portfolio details

- **1st liens: 100%; weighted average LTV: 73.2%**
- **Weighted average origination FICO: 753**
- **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 38%; 70.1-80 36%; 80.1-90 7%; 90.1-95 5%; >95 14%**
- **Vintage distribution: 2014: 6%, 2013: 22%; 2012 22%; 2011 14%; 2010 7%; 2009 4%; 2008 3%; 2007 4%; 2006 4%; 2005 6%; 2004 and prior 7%**
- **14% originated through 3rd party; performance similar to direct**

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

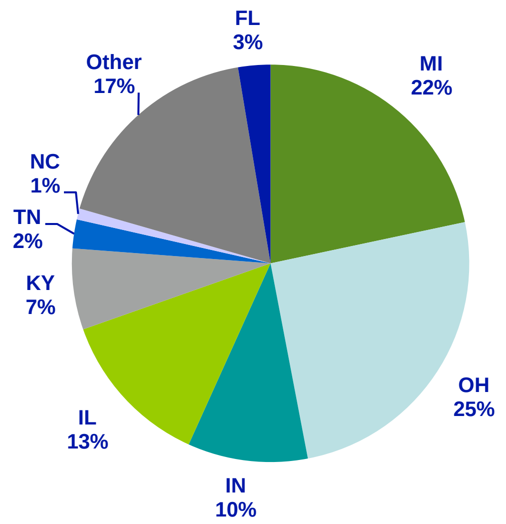
Home equity

Credit trends

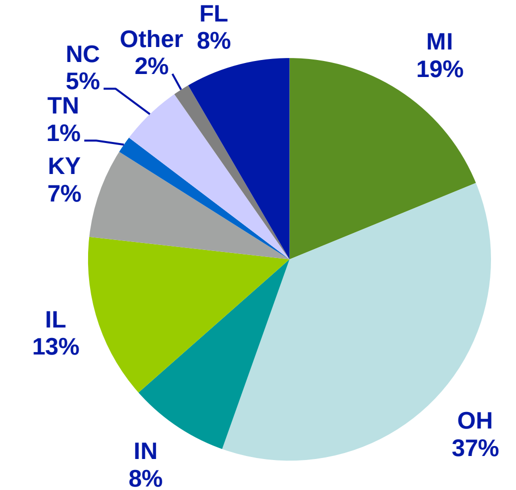
Home equity - brokered					
($ in millions)	2Q13	3Q13	4Q13	1Q14	2Q14
EOP Balance*	$1,275	$1,231	$1,190	$1,155	$1,131
90+ days delinquent	$11	$11	-	-	-
as % of loans	0.89%	0.88%	NM	NM	NM
Net charge-offs	$7	$6	$8	$5	$7
as % of loans	2.30%	1.91%	2.81%	1.85%	2.35%

Home equity - direct					
($ in millions)	2Q13	3Q13	4Q13	1Q14	2Q14
EOP Balance*	$8,256	$8,125	$8,056	$7,970	$7,925
90+ days delinquent	$37	$35	-	-	-
as % of loans	0.44%	0.43%	NM	NM	NM
Net charge-offs	$16	$13	$18	$11	$11
as % of loans	0.76%	0.64%	0.87%	0.55%	0.58%

Brokered loans by geography



Direct loans by geography



Comments

- Home equity loans represented 10% of total loans and 18% of net charge-offs
- Approximately 12% of portfolio in broker product generated 37% total loss
- 37% of Fifth Third 2nd liens are behind Fifth Third 1st liens
- 2005/2006 vintages represent approximately 24% of portfolio; account for 44% 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+ 53%; Other 9%
- Average CLTV: 73%; Origination CLTV distribution: <=70 41%; 70.1-80 23%; 80.1-90 18%; 90.1-95 6%; >95 12%
- Vintage distribution: 2014: 4%, 2013: 7%; 2012 4%; 2011 3%; 2010 2%; 2009 3%; 2008 9%; 2007 9%; 2006 13%; 2005 12%; 2004 and prior 34%
- % 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*

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)	117,127	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)	122,460	122,659	122,851	120,447
Estimated Tier 1 common equity ratio under final Basel III rules (opt out) (c) / (e)	9.27%	9.12%	8.99%	9.47%
Estimated Tier 1 common equity ratio under final Basel III rules (non opt out) (d) / (e)	9.58%	9.28%	9.06%	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.