Fifth Third Bancorp

RBC Capital Markets Financial Institutions Conference 2017

Greg D. Carmichael
President & Chief Executive Officer

March 7, 2017

Cautionary statement

This presentation 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," "anticipates," "potential," "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 as updated from time to time by our Quarterly Reports on Form 10-Q. 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 is a risk that additional information may become known during the company's quarterly closing process or as a result of subsequent events that could affect the accuracy of the statements and financial information contained herein.

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 or real estate market conditions, either nationally or in the states in which Fifth Third, one or more acquired entities and/or the combined company do business, weaken or 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) changes in customer preferences or information technology systems; (12) effects of critical accounting policies and judgments; (13) changes in accounting policies or procedures as may be required by the Financial Accounting Standards Board (FASB) or other regulatory agencies; (14) 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; (15) ability to maintain favorable ratings from rating agencies; (16) failure of models or risk management systems or controls; (17) fluctuation of Fifth Third's stock price; (18) ability to attract and retain key personnel; (19) ability to receive dividends from its subsidiaries; (20) potentially dilutive effect of future acquisitions on current shareholders' ownership of Fifth Third; (21) declines in the value of Fifth Third's goodwill or other intangible assets; (22) effects of accounting or financial results of one or more acquired entities; (23) difficulties from Fifth Third's investment in, relationship with, and nature of the operations of Vantiv Holding, LLC; (24) loss of income from any sale or potential sale of businesses (25) difficulties in separating the operations of any branches or other assets divested; (26) losses or adverse impacts on the carrying values of branches and long-lived assets in connection with their sales or anticipated sales; (27) inability to achieve expected benefits from branch consolidations and planned sales within desired timeframes, if at all; (28) ability to secure confidential information and deliver products and services through the use of computer systems and telecommunications networks; and (29) the impact of reputational risk created by these developments on such matters as business generation and retention, funding and liquidity.

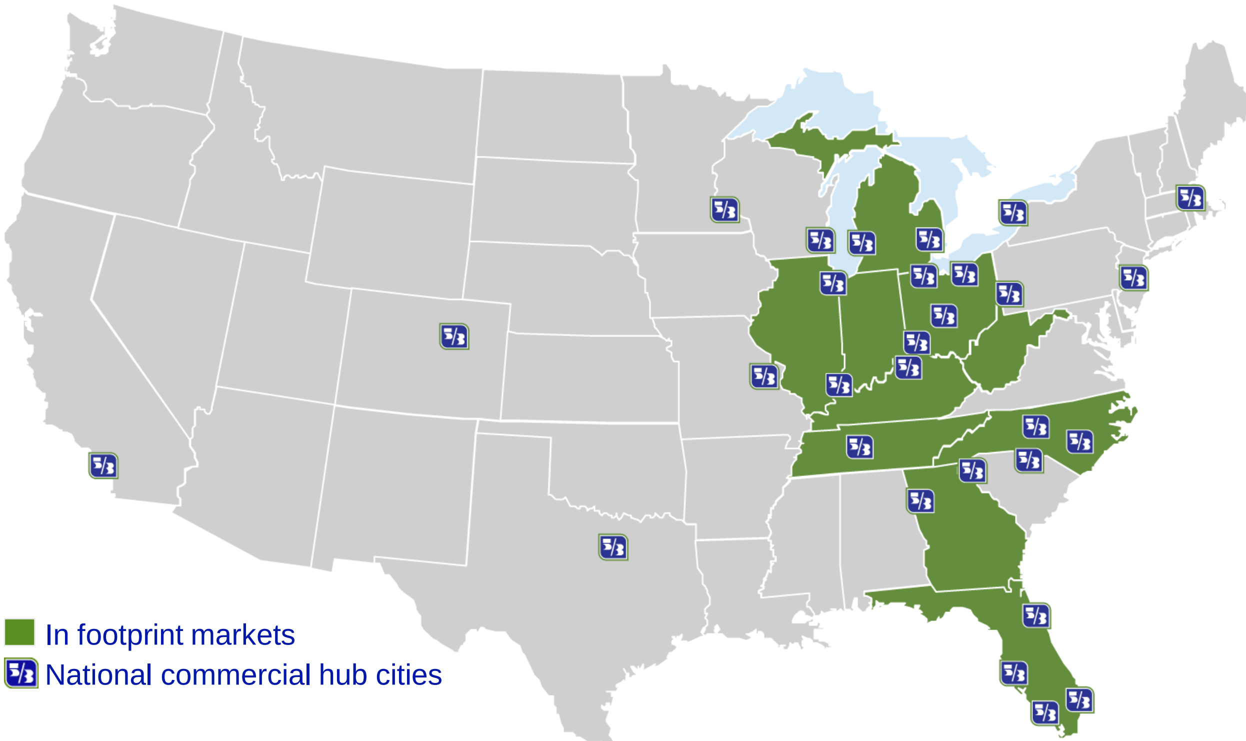
You should refer to our periodic and current reports filed with the Securities and Exchange Commission, or "SEC," for further information on other factors, which could cause actual results to be significantly different from those expressed or implied by these forward-looking statements.

In this presentation, we may sometimes provide non-GAAP financial information. Please note that although non-GAAP financial measures provide useful insight to analysts, investors and regulators, they should not be considered in isolation or relied upon as a substitute for analysis using GAAP measures. We provide GAAP reconciliations for non-GAAP measures in a later slide in this presentation as well as in our earnings release, both of which are available in the investor relations section of our website, www.53.com.

Management has provided forward-looking guidance on certain non-GAAP measures in connection with this presentation in order to facilitate comparability with the Bancorp's historical performance and financial condition as reflected in these non-GAAP measures. Such forward-looking non-GAAP measures include return on tangible common equity; net interest margin (FTE); net interest income (FTE); adjusted noninterest income excluding mortgage banking net revenue; and adjusted noninterest income, excluding certain transactions and adjustments related to the Bancorp's investment in Vantiv, Visa total return swap, and branch sales, closures and consolidations. Bancorp's management does not estimate on a forward-looking basis the impact of items similar to those that it has excluded to generate these non-GAAP measures on a historical basis because the occurrence and amounts of items such as these are difficult to predict. As a result, the Bancorp has not provided reconciliations of its forward-looking non-GAAP measures.

Well-positioned franchise and focused footprint

FIFTH THIRD BANCORP



4Q16 Bancorp Overview

- $142B Total Assets (#13)[1]
- $93B Total Loans[2]
  - *61% Commercial*
  - *39% Consumer*
- $101B Core Deposits
- $31B AUM
- 128% LCR
- CET 1: 10.4%

#2 - Most Trusted Companies for Retail Banking[6]

#3 - Banking Industry Customer Satisfaction Rating[7]

#4 - Mobile Deposit Customer Experience Rankings[8]

Top 5 deposit share in 11 of our 15 largest markets[9]

Franchise Rankings

#7	Treasury Management[3]
#9	Commercial & Industrial Lending[1]
#9	Retail Bank[4]
#10	Equipment Finance[5]

[1]SNL Financial; regulatory filing as of 4Q16, [2]2016 10-K; EOP loans including loans HFS [3]EY 2016 Cash Management Services Surveys, [4]Oliver Wyman 2016 Survey of Consumers, [5]The 2015 Monitor Top Bank 50 & Technology Issue, [6]Ponemon Institute 12th annual Privacy Trust Study for Retail Banking, [7]University of Michigan American Customer Satisfaction (ASCI) Index, [8]Mitek 2016 Mobile Deposits Benchmark Report, and [9]FDIC 2016 Summary of Deposits; ranking by MSA

Fintech is in our DNA

FIFTH THIRD BANCORP

1970

FITB becomes a member of the association **National BankAmericard Inc.**, which later becomes **Visa**

1973

FITB enters the fintech space with its payments processing business **Midwest Payment Systems (MPS)**

1977

Fifth Third **introduced an online automated teller system – JEANIE®** – the first shared ATM network in the United States

1980's

Money transfer volume exceeds telegraph service for the first time, **Fifth Third joins SWIFT**

1990's

Fifth Third launches a debit card program, the Master Money card for processing online credit card sales

2003

MPS is rebranded as **Fifth Third Processing Solutions (FTPS)**

FIFTH THIRD PROCESSING SOLUTIONS

2004

Check 21 - Fifth Third takes an industry leadership position by enabling the back office for check image capture and is one of the initial owner banks of the SVPCO Image Exchange Network

2007

Fifth Third evolved the "smart safe" technology with **the first provisional credit offering**

2009

Fifth Third sold 51% of FTPS, remaining invested in the business, later rebranded as **Vantiv**

2016

Partnerships and strategic investments with **GreenSky, ApplePie, AvidXchange**, **Transactis**, and **Zelle**

2017

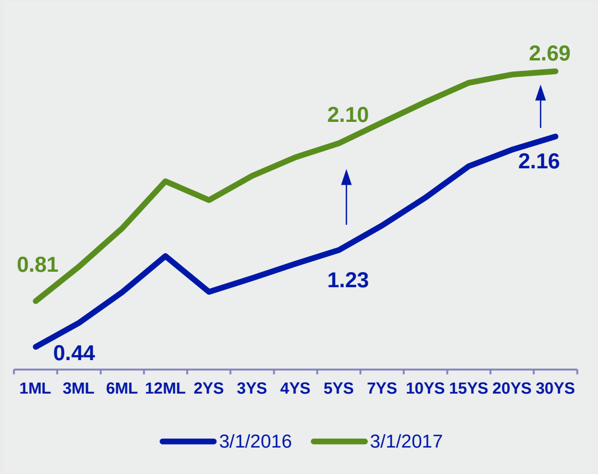
Partnership with leading fintech venture capital firm **QED Investors**

The economic backdrop is more positive

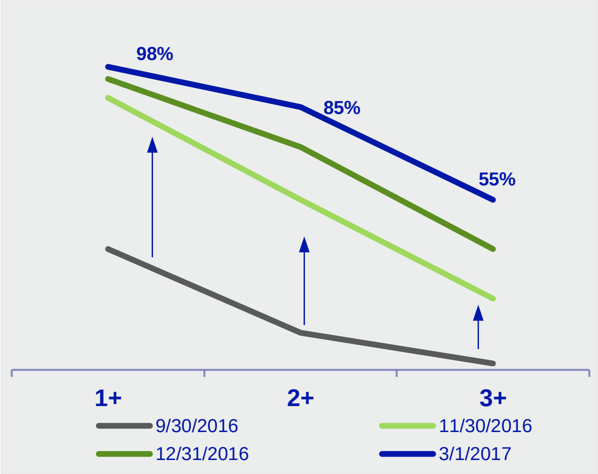
FIFTH THIRD BANCORP

- **The unemployment rate remains low and economic indicators are positive**
  - We are benefiting from higher interest rates
  - The Fed has indicated the need to possibly accelerate tightening
- **The government is expected to take steps that should be positive for banks**
  - **Overall**: Potential tax breaks and fiscal stimulus related to infrastructure and defense spending
  - **Banking**: Fiduciary rule, CFPB, regulatory relief, additional Fed rate hikes
- **But there is still some uncertainty**

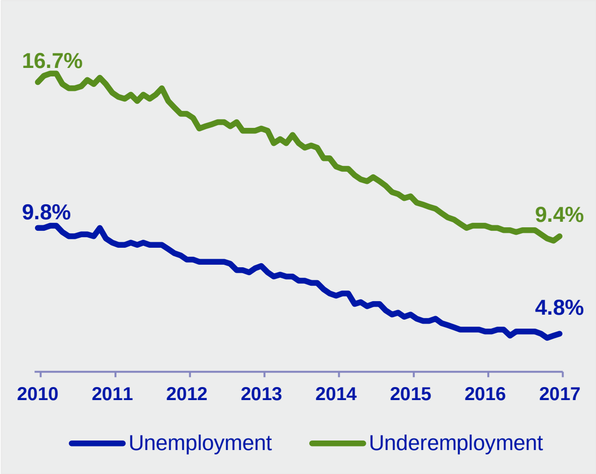
Interest rates have risen



Fed funds rate 2017 expectations continue to increase



Overall strong employment numbers

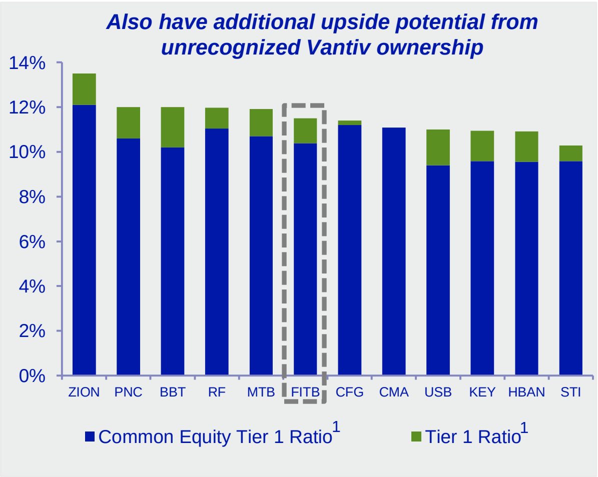


Source: Bloomberg; data as of 03/1/2017

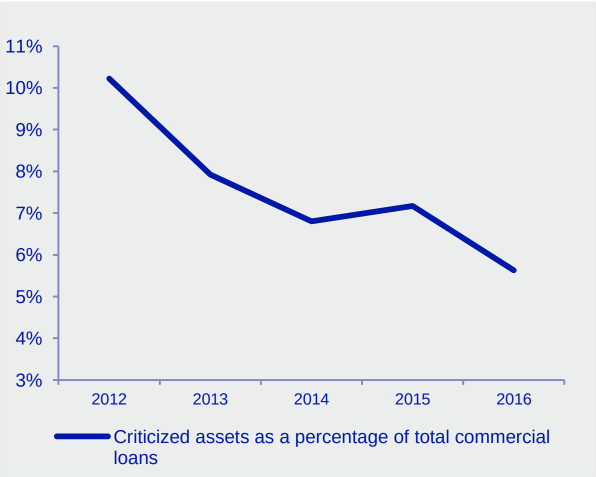
Our strong balance sheet is allowing us to capitalize on opportunities

- Strong capital ratios; CET1 up 57 bps since the end of 2015
- Balanced interest rate risk profile well-positioned to benefit from rising rate environment
- Vantiv ownership with sizeable unrecognized value
- Continue to reduce auto exposure with balances down $1.5 billion since 2015
- Our criticized asset ratio improved 154 bps in 2016; lowest level since Q3 2007
- Growing loans that meet return hurdles while maintaining credit discipline

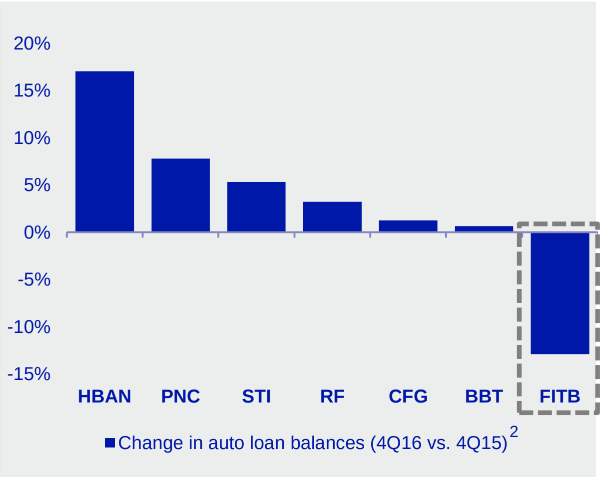
Balanced capital ratios while still deploying capital to shareholders



Our criticized assets have continued to decline



Auto loans have declined relative to peers due to strategic positioning



[1]SNL Financial; regulatory filing as of 4Q16, [2]Peer 4Q16 earnings releases

We are committed to improved profitability

- Generating positive operating leverage is a top priority in 2017
- NorthStar long-term financial targets:
  - ROTCE[1]: 12% - 14%
  - ROA: 1.1% - 1.3%
  - Efficiency ratio: < 60%
- We plan to achieve our profitability targets regardless of the interest rate environment
- We took a number of actions in 2016 to improve profitability

NorthStar strategies implemented or initiated in 2016

- **Black Knight mortgage loan operating system**
- **Operations automation**
- **Omni-channel strategies**
- **Branch closures and consolidations**
- **Re-design of commercial client experience**
- **Contract renegotiations**
- **Launch of new credit card products**
- **Non-branch rationalization and workspace management**

[1]Forward-looking Non-GAAP measure: See cautionary statement on slide 2 of the presentation and page 32 of the 4Q16 earnings release for use of certain forward-looking non-GAAP measures

NorthStar initiatives

FIFTH THIRD BANCORP

	Consumer	Payments	Commercial	Wealth & Asset
1 Optimizing the balance sheet	**Consumer households** Omni-channel capabilities **Personal lending** GreenSky partnership	**Credit card** Advanced analytics capabilities	**Commercial relationships** Middle market, industry verticals, specialty lending expansion	
2 Driving fee income growth	**Mortgage** LOS replacement & channel expansion	**Wholesale payments** Industry-focused commerce solutions	**Capital markets** FRM ‘2020’; Advisory **Insurance** P&C, employee benefits	**Wealth advisory** Expanding distribution (M&A, digital) & retirement offerings
3 Strategic expense management	**Strategic expense programs** Real Estate: Branch network optimization, corporate facilities IT & Ops: Intelligent automation, workforce management, network infrastructure & sourcing optimization Credit: End-to-end credit process redesign			
4 Positive operating leverage from the core	**Exiting assets that do not meet our risk-return profile** **Continuous focus on core operating leverage and prior years’ initiatives**			

Mortgage loan origination system (LOS)

FIFTH THIRD BANCORP

The investment

- Integrated new lead management platform in late 2016
- Implement new LOS
- Home equity process modernization
- Workflow optimization and a fully digitized customer experience

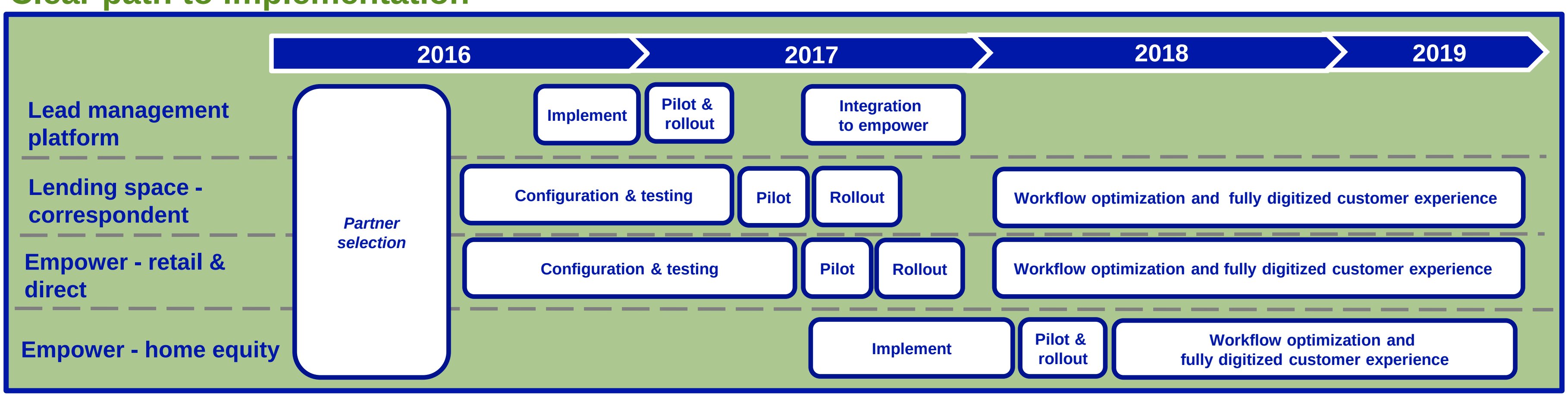
Target outcomes

- Industry leading experience
- Channel, product, and geographic expansion with profitable market share increase
- Configurable and integrated workflow to reduce fulfillment costs by 10%-15% with cycle time reduction
- Integrated risk management and controls

Financial impact

- Pre-tax income benefit: $10-$12 million in 2018; $25-$30 million in 2019; $55-$60 million in 2020
- After-tax internal rate of return: 70%-80%

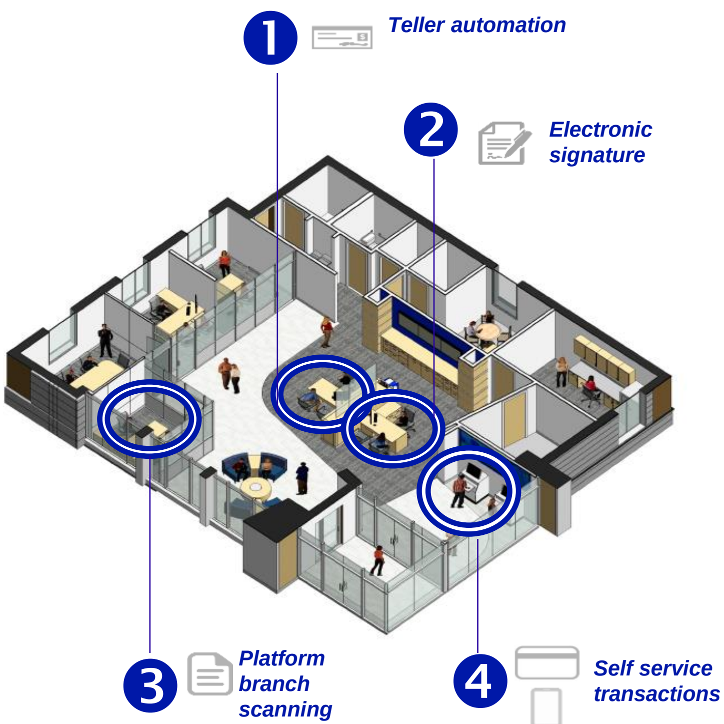
Clear path to implementation



Digitize branch operations

Benefits & financial impact

- **$10 million annual pre-tax benefit**
- **~700 million pages digitized**



Teller automation

- Digitize 650 million pieces of paper annually
- Improve customer experience
- Reduce transportation & operations costs

Platform branch scanning

- Digitize 10 million documents annually
- Reduce transportation & operations costs

Electronic signature

- Digitize 40 million signatures annually
- Digital acceptance of disclosures & terms
- Preventative compliance controls

Self service transactions

- Digitizing basic transactions
- Driven by customers' channel preference

Balance sheet optimization

Objective

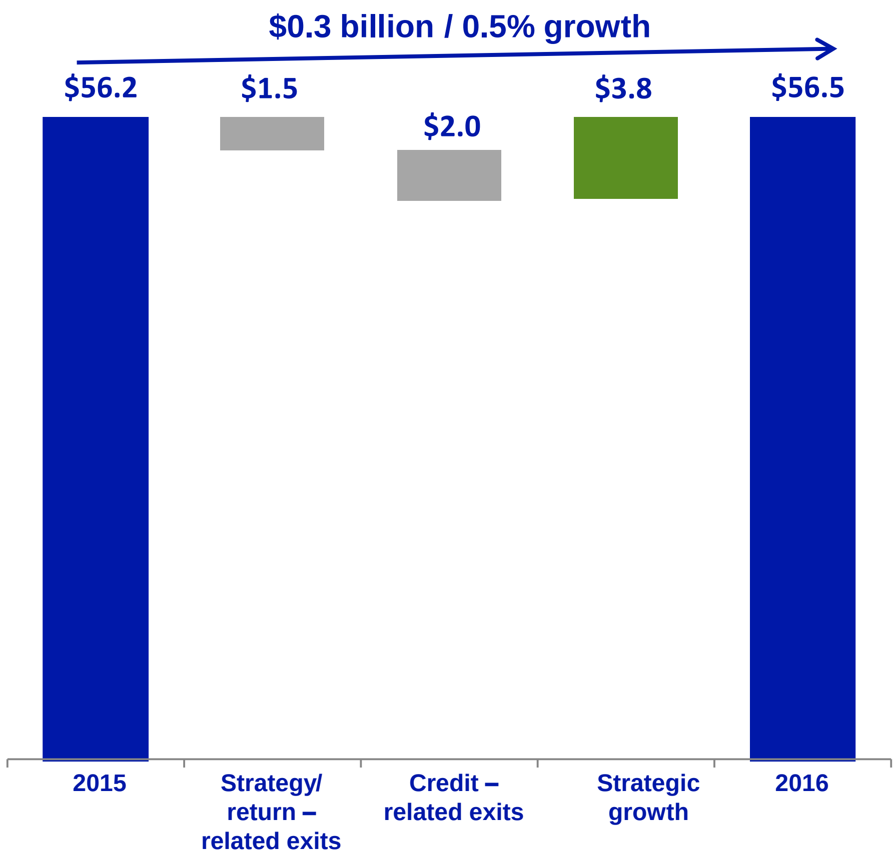
- Redeploy capital from portfolios that do not fit our strategy/return/credit profile to strategic segments

Impact of 2016 actions

Strategy/ return-related exits	Exited $1.5 billion of loans with low-mid single digit ROEs or in non-strategic segments
Credit-related exits	Exited $2.0 billion of loans Drove ~100 bps of 154 bps improvement in criticized loans Loans exited charge-off at ~3-4x the rate of overall portfolio
Strategic growth	Redeployed $3.8 billion to enable ~7% growth of industry verticals and specialty products

Commercial loan & lease balances[1]

($ billions)



2017 focus: **Continued focus on optimization and investment in strategic segments**

Expect to exit another $1.5 billion of loans

[1]*Represents balances from Fifth Third's Commercial line of business on an end of period basis, including HFS loans*

In summary

FIFTH THIRD BANCORP

Growth	Targeting growth in strategic areas within risk appetite
Profitability	Committed to higher profitability and attractive returns relative to peer-group
Stability	Well-positioned to achieve long-term targets under various economic conditions

Will create additional shareholder value

Appendix

Fourth quarter 2016 highlights

FIFTH THIRD BANCORP

- **Adjusted[1] NII of $925 million, up $12 million sequentially; adjusted[1] NIM of 2.91%, up 3 bps sequentially**
  - Reported NII decreased $4 million vs. 3Q16; NIM (FTE) decreased 2 bps to 2.86%[1] vs. 3Q16
- **Adjusted[1] noninterest income up 2% vs. 3Q16**
  - Reported noninterest income down 26% vs. 3Q16 primarily driven by Vantiv-related items
- **Tightly-managed operating expenses; adjusted[1] noninterest expenses down 2% vs. 3Q16**
  - Reported noninterest expenses down 1% vs. 3Q16
- **Improving charge-offs and criticized assets; commercial full year NCO ratio at 15 year low**
- **Executing on North Star initiatives**
- **Overall solid credit quality in-line with expectations**

Full year 2016

Diluted EPS
$1.93

Net Income
$1.6 billion

Fourth quarter 2016

Diluted EPS
$0.49
Included $0.01 net positive impact for certain items[2]

Net income
$395 million

[1]Non-GAAP measure: See Reg G reconciliation on pages 21 and 22 of this presentation and use of non-GAAP measures on page 32 of the 4Q16 earnings release
[2]See page 15 of the presentation for impact of certain items

4Q16 in review

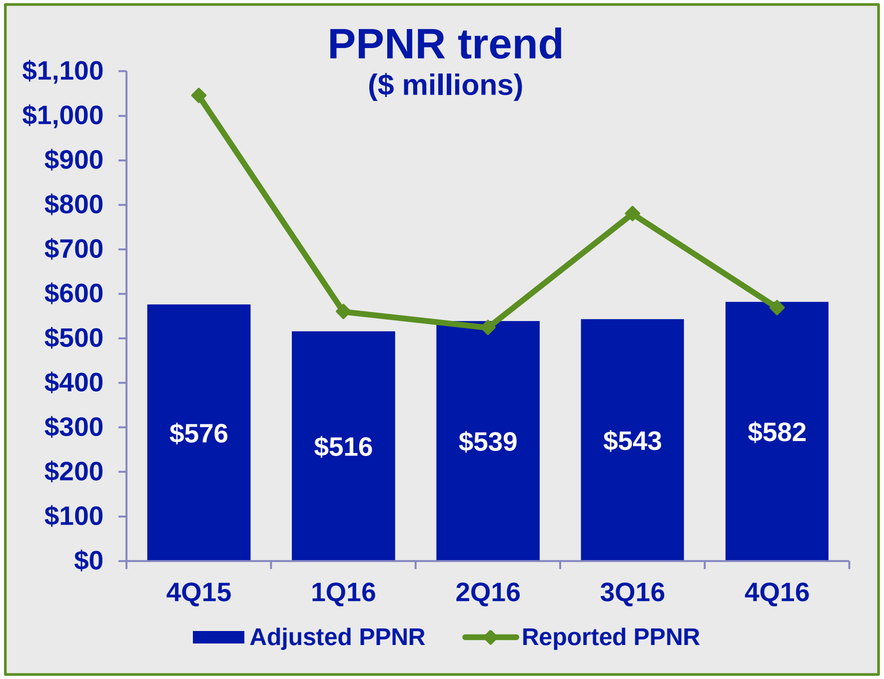
FIFTH THIRD BANCORP

($ millions)	4Q16	Seq. Δ	YOY Δ
Average Balances			
Loans & leases (ex. HFS)	**$92,964**	**(1%)**	**(1%)**
Core deposits	**$100,949**	**2%**	**1%**
Income Statement Data			
Net interest income	$903	-	-
Taxable equivalent adjustment	6	-	20%
Net interest income (taxable equivalent)[2]	909	-	1%
Provision for loan and lease losses	54	(33%)	(41%)
Noninterest income	620	(26%)	(44%)
Noninterest expense	960	(1%)	-
Net income attributable to Bancorp	**$395**	**(23%)**	**(40%)**
Net income available to common shareholders	**$372**	**(26%)**	**(41%)**
Financial Ratios			
Earnings per share, diluted	**0.49**	**(25%)**	**(38%)**
Net interest margin (FTE)[1]	**2.86%**	**(2bps)**	**1bp**
Efficiency ratio (FTE)[1]	**62.8%**	**730bps**	**1480bps**
Return on average assets	**1.11%**	**(33bps)**	**(72bps)**
Return on average common equity	**9.7%**	**(310bps)**	**(750bps)**
Return on average tangible common equity[1]	**11.6%**	**(360bps)**	**(900bps)**
Tangible book value per share[1]	**$16.60**	**(4%)**	**8%**

- **Pre-tax items included in 4Q16 results had a net positive $0.01 EPS impact:**
  - **A $16 million pre-tax (~$10 million after-tax[2]) reduction to net interest income for refunds offered to certain card customers**
  - **A $9 million pre-tax (~$6 million after-tax[2]) gain from the net exercise of the Vantiv warrant**
  - **A $6 million pre-tax (~$4 million after-tax[2]) benefit related to the valuation of the Visa total return swap**
  - **A $6 million tax benefit from the early adoption of an accounting standard**
- **Credit trends**
  - **NCO ratio of 31 bps; down 14 bps vs. 3Q16**
  - **Portfolio NPA ratio of 80 bps; up 5 bps vs. 3Q16**

[1]Non-GAAP measure: See Reg G reconciliation on pages 21 and 22 of this presentation and use of non-GAAP measures on page 32 of the 4Q16 earnings release
[2]Assumes a 35% tax rate

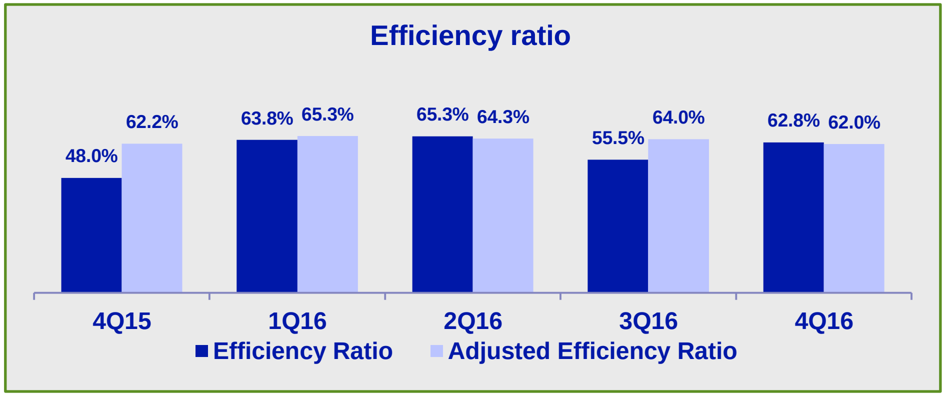
PPNR and efficiency ratio trends[1]



PPNR reconciliation

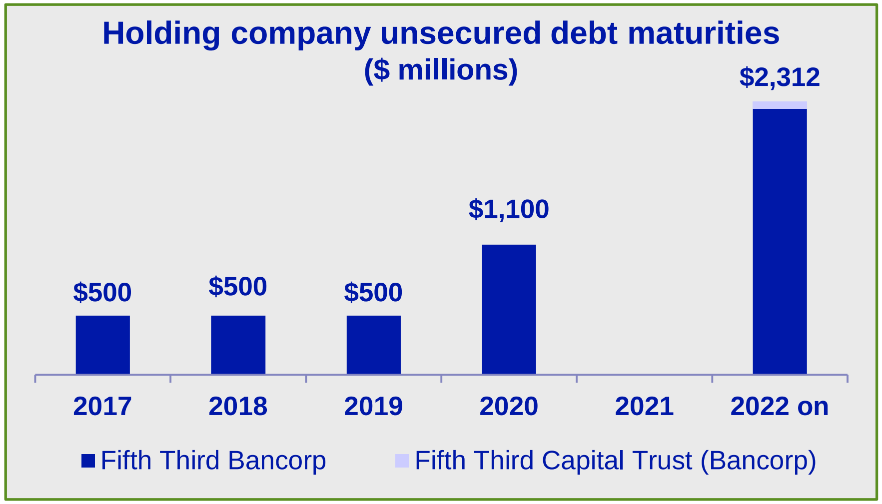
($ in millions)	4Q15	1Q16	2Q16	3Q16	4Q16
Net interest income (FTE)	$904	$909	$908	$913	$909
Add: Noninterest income	1,104	637	599	840	620
Less: Noninterest expense	963	986	983	973	960
Pre-provision net revenue	$1,045	$560	$524	$780	$569
Adjustments to remove (benefit) / detriment[2]:					
In net interest income:					
Bankcard refunds	-	-	-	-	16
In noninterest income:					
Gain on sale of Vantiv shares	(331)	-	-	-	-
Gain on Vantiv warrant actions	(89)	-	-	-	(9)
Vantiv TRA settlement payment	(49)	-	-	-	-
Gain from termination and settlement of Vantiv TRA	-	-	-	(280)	-
Gain on sale from the sale of a non-branch facility	-	-	-	(11)	-
Branch and land valuation adjustments	-	-	-	28	-
Valuation of 2009 Visa total return swap	10	(1)	50	12	(6)
Transfer of nonconforming investments under Volcker to HFS	-	-	-	9	-
Vantiv warrant valuation	(21)	(47)	(19)	2	-
Gain on sale of certain branches	-	(8)	(11)	-	-
Gain on sale of the agented bankcard loan portfolio	-	-	(11)	-	-
Securities (gains) / losses	(1)	(3)	(6)	(4)	3
In noninterest expense:					
Contribution to Fifth Third Foundation	10	-	-	3	5
Severance expense	2	15	3	4	4
Retirement eligibility changes	-	-	9	-	-
Adjusted PPNR	$576	$516	$539	$543	$582

- **Adjusted PPNR up 7% vs. 3Q16 driven by:**
  - **Improvements in NII, noninterest income and noninterest expense resulted in ~200 bps decline in adjusted efficiency ratio**
- **Adjusted PPNR up 1% YoY**
  - **Improvement in NII and flat expenses, partially offset by lower noninterest income resulted in ~20 bps decline in adjusted efficiency ratio**



[1]Non-GAAP measures: See Reg G reconciliation on pages 21 and 22 of this presentation and use of non-GAAP measures on page 32 of the 4Q16 earnings release
[2]Prior quarters include similar adjustments

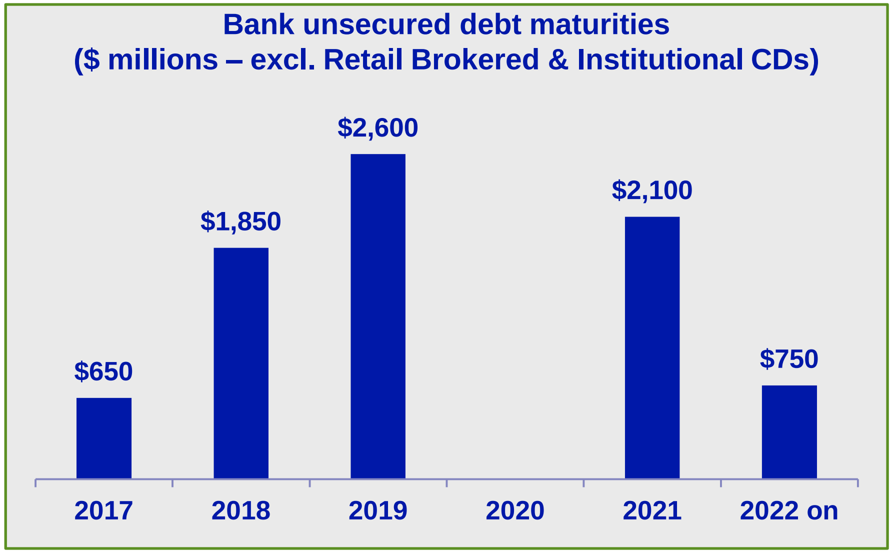
Strong liquidity profile

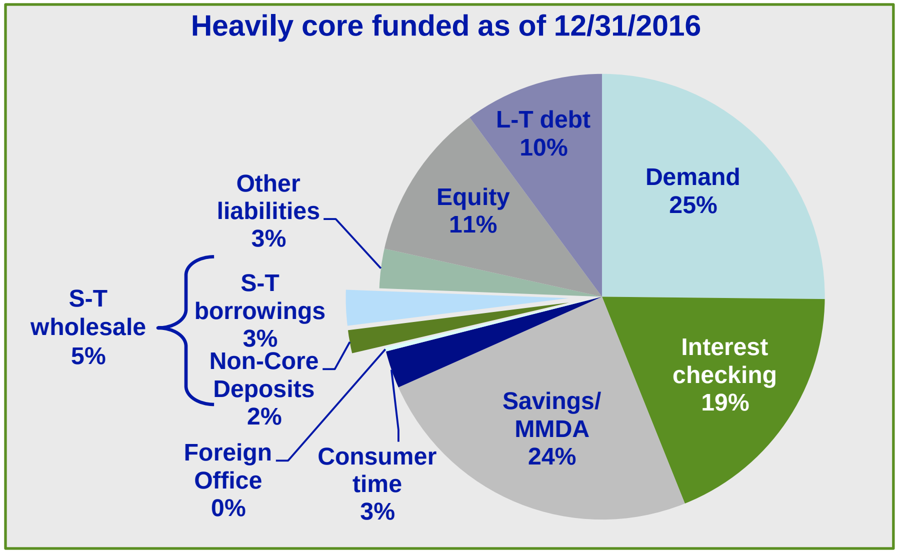


<u>Holding Company:</u>
- Modified LCR of 128%
- Holding Company cash at 12/31/16: $2.4B
- Cash currently sufficient to satisfy all fixed obligations in a stressed environment for ~24 months (debt maturities, common and preferred dividends, interest and other expenses) without accessing capital markets, relying on dividends from subsidiaries or any other actions
- $500MM maturity in 1Q17

<u>Bank Entity</u>:
- $250MM of debt matured in 4Q16
- The Bank did not issue any additional debt in 4Q16

<u>2017 Funding Plans:</u>
- The $650MM debt maturity at the Bank will take place in 2Q17
- Fifth Third would not be required to replace 2017 debt maturities to maintain our current senior debt ratings under the Moody's LGF methodology
- Any additional debt issuance in 2017 would result from general balance sheet management and prudent liquidity risk management





- Available and contingent borrowing capacity (4Q16):
  - FHLB ~$10.8B available, ~$14.7B total
  - Federal Reserve ~$31.5B

Balance sheet positioning

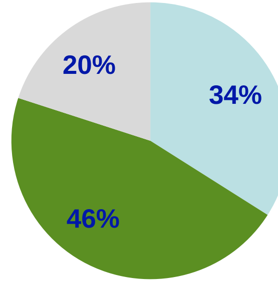
FIFTH THIRD BANCORP

$127.1B; $68.6B Fixed, $58.5B Floating

	Key Characteristics	***Balance Sheet Mix***	***Fixed vs. Floating***

Investment Portfolio

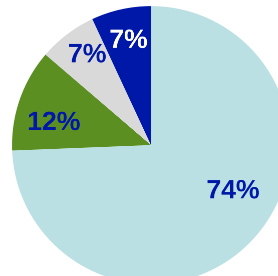
- 50% allocation to bullet/locked-out cash flow securities
- Investment portfolio yield: 3.17%
- Duration: 4.9 years
- Net unrealized pre-tax gain: $159MM
- 99% AFS



Level 1	100% Fix / 0% Float
Level 2A	100% Fix / 0% Float
Non-HQLA /Other	78% Fix / 28% Float

Commercial Loans[1,2]

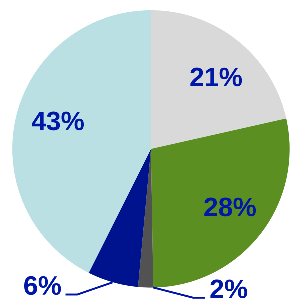
- Fixed: $14.0B[1, 2]
- Float: $42.5B[1, 2]
- *1ML based: 62% (of total commercial)*
- *3ML based: 8% (of total commercial)*
- *Prime based: 4% (of total commercial)*
- Weighted avg. life: 1.65 years



C&I	20% Fix / 80% Float
Commercial Mortgage	24% Fix / 76% Float
Commercial Construction	2% Fix / 98% Float
Commercial Lease	100% Fix / 0% Float

Consumer Loans[1]

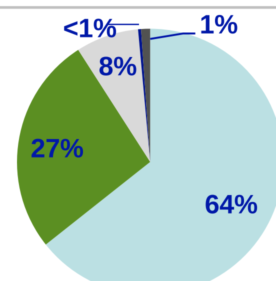
- Fixed: $25.1B[1]
- Float: $11.3B[1]
- *12ML based: 3% (of total consumer)*
- *Prime based: 24% (of total consumer)*
- Weighted avg. life: 3.76 years
- Auto weighted avg. life: 1.39 years



Resi Mtg & Construction	88% Fix / 12% Float
Auto	99% Fix / 1% Float
Home Equity	8% Fix / 92% Float
Credit Card	30% Fix / 70% Float
Other	100% Fix / 0% Float

Long-term Debt[3]

- Fixed: $10.3B[3]
- Float: $4.0B[3]
- *1ML based: <1% (of total long term debt)*
- *3ML based: 28% (of total long term debt)*
- Weighted avg. life: 4.38 years



Senior Debt	76% Fix / 24% Float
Sub Debt	55% Fix / 45% Float
Auto Securiz. Proceeds	97% Fix / 3% Float
TRUPS	0% Fix / 100% Float
Other	100% Fix / 0% Float

Data as of 12/31/16

[1]Includes HFS Loans & Leases

[2]Fifth Third had $4.48B 1ML receive-fix swaps outstanding against C&I loans, which are being included in fixed

[3]Fifth Third had $3.46B 3ML receive-fix swaps outstanding against long-term debt, which are being included in floating, long-term debt with swaps outstanding reflected at fair value

Interest rate risk management

FIFTH THIRD BANCORP

- **NII benefits from asset rate reset in a rising rate environment**
  - **58% of total loans are floating rate considering impacts of interest rate swaps (75% of total commercial and 31% of total consumer)**
  - **Investment portfolio duration of 4.9 years**
  - **Short-term borrowings represent approximately 18% of total wholesale funding, or 3% of total funding**
  - **Approximately $12 billion in non-core funding matures beyond one year**

- **Interest rate sensitivity tables 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 $2.5 billion (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 and ALCO Policy Limits

	% Change in NII (FTE)		ALCO Policy Limits	
Change in Interest Rates (bps)	12 Months	13-24 Months	12 Months	13-24 Months
+200 Ramp over 12 months	**1.88%**	**6.78%**	**(4.00%)**	**(6.00%)**
+100 Ramp over 12 months	**1.13%**	**4.32%**	**-**	**-**
-75 Ramp over 6 months	**(5.77%)**	**(10.62%)**	**-**	**-**

Estimated EVE Sensitivity Profile and ALCO Policy Limits

Change in Interest Rates (bps)	Change in EVE	ALCO Policy Limit
+200 Shock	**(4.96%)**	**(12.00%)**
+100 Shock	**(2.00%)**	**-**
+25 Shock	**(0.36%)**	**-**
-75 Shock	**(0.14%)**	**-**

Estimated NII Sensitivity with Demand Deposit Balance Changes

	% Change in NII (FTE)			
	$1B Balance Decrease		$1B Balance Increase	
Change in Interest Rates (bps)	12 Months	13-24 Months	12 Months	13-24 Months
+200 Ramp over 12 months	**1.61%**	**6.24%**	**2.15%**	**7.31%**
+100 Ramp over 12 months	**1.00%**	**4.05%**	**1.27%**	**4.58%**

Estimated NII Sensivity with Deposit Beta Changes

	% Change in NII (FTE)			
	Betas 25% Higher		Betas 25% Lower	
Change in Interest Rates (bps)	12 Months	13-24 Months	12 Months	13-24 Months
+200 Ramp over 12 months	**(1.56%)**	**(0.10%)**	**5.32%**	**13.66%**
+100 Ramp over 12 months	**(0.59%)**	**0.88%**	**2.85%**	**7.76%**

Data as of 12/31/16

[1]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 other changes in market conditions and management strategies.

[2]Re-pricing 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

Credit trends

FIFTH THIRD BANCORP

Commercial & Industrial

C&I ($ in millions)	4Q15	1Q16	2Q16	3Q16	4Q16
EOP Balance*	$42,131	$43,433	$43,558	$42,727	$41,676
Avg Balance*	$43,154	$43,089	$43,876	$43,116	$42,548
90+ days delinquent	$7	$3	$2	$7	$4
as % of loans	0.02%	0.01%	NM	0.02%	0.01%
NPAs*	$272	$473	$477	$419	$488
as % of loans	0.65%	1.09%	1.10%	0.98%	1.17%
Net charge-offs	$30	$46	$39	$61	$25
as % of loans	0.28%	0.43%	0.36%	0.56%	0.24%

Residential Mortgage

Residential mortgage ($ in millions)	4Q15	1Q16	2Q16	3Q16	4Q16
EOP Balance*	$13,716	$13,895	$14,307	$14,643	$15,051
Avg Balance*	$13,504	$13,788	$14,046	$14,455	$14,854
90+ days delinquent	$40	$44	$38	$43	$49
as % of loans	0.29%	0.32%	0.27%	0.29%	0.33%
NPAs*	$86	$77	$69	$58	$53
as % of loans	0.63%	0.55%	0.48%	0.40%	0.35%
Net charge-offs	$3	$2	$2	$2	$2
as % of loans	0.08%	0.07%	0.06%	0.07%	0.06%

Commercial Real Estate

Commercial mortgage ($ in millions)	4Q15	1Q16	2Q16	3Q16	4Q16
EOP Balance*	$6,957	$6,864	$6,875	$6,856	$6,899
Avg Balance*	$7,032	$6,886	$6,831	$6,888	$6,957
NPAs*	$138	$126	$114	$86	$72
as % of loans	1.98%	1.84%	1.66%	1.25%	1.04%
Net charge-offs	$3	$6	$6	$2	$2
as % of loans	0.19%	0.35%	0.38%	0.08%	0.11%

Commercial construction ($ in millions)	4Q15	1Q16	2Q16	3Q16	4Q16
EOP Balance*	$3,214	$3,428	$3,706	$3,905	$3,903
Avg Balance*	$3,141	$3,297	$3,551	$3,848	$3,890
NPAs*	$8	$8	$7	$5	-
as % of loans	0.25%	0.23%	0.19%	0.13%	0.00%
Net charge-offs	-	-	-	-	-
as % of loans	0.00%	(0.06%)	0.00%	0.00%	0.00%

Home Equity & Automobile

Home equity ($ in millions)	4Q15	1Q16	2Q16	3Q16	4Q16
EOP Balance*	$8,301	$8,112	$7,988	$7,864	$7,695
Avg Balance*	$8,360	$8,217	$8,054	$7,918	$7,779
90+ days delinquent	-	-	-	-	-
as % of loans	NM	NM	NM	NM	NM
Net charge-offs	$9	$8	$6	$7	$6
as % of loans	0.39%	0.36%	0.30%	0.32%	0.35%

Automobile ($ in millions)	4Q15	1Q16	2Q16	3Q16	4Q16
EOP Balance*	$11,493	$11,128	$10,671	$10,349	$9,983
Avg Balance*	$11,670	$11,283	$10,887	$10,508	$10,162
90+ days delinquent	$10	$8	$7	$8	$9
as % of loans	0.09%	0.07%	0.07%	0.08%	0.09%
Net charge-offs	$9	$9	$8	$9	$11
as % of loans	0.31%	0.32%	0.26%	0.35%	0.40%

** Excludes loans held-for-sale*

Regulation G non-GAAP reconciliation

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

	For the Three Months Ended				
	December 2016	September 2016	June 2016	March 2016	December 2015
Net interest income (U.S. GAAP)	$903	$907	$902	$903	$899
Add: Noninterest income	620	840	599	637	1,104
Less: Noninterest expense	(960)	(973)	(983)	(986)	(963)
Pre-provision net revenue	$563	$774	$518	$554	$1,040
Net income available to common shareholders (U.S. GAAP)	$372	$501	$305	$311	$634
Add: Intangible amortization, net of tax	-	-	-	-	-
Tangible net income available to common shareholders	$372	$501	$305	$311	$634
Tangible net income available to common shareholders (annualized) (a)	$1,480	$1,993	$1,227	$1,251	$2,515
Average Bancorp shareholders' equity (U.S. GAAP)	$16,545	$16,883	$16,584	$16,376	$15,982
Less: Average preferred stock	(1,331)	(1,331)	(1,331)	(1,331)	(1,331)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Average intangible assets and other servicing rights	(10)	(10)	(11)	(12)	(13)
Average tangible common equity (b)	$12,788	$13,126	$12,826	$12,617	$12,222
Total Bancorp shareholders' equity (U.S. GAAP)	$16,205	$16,776	$16,726	$16,323	$15,839
Less: Preferred stock	(1,331)	(1,331)	(1,331)	(1,331)	(1,331)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets and other servicing rights	(10)	(10)	(11)	(12)	(13)
Tangible common equity, including unrealized gains / losses (c)	$12,448	$13,019	$12,968	$12,564	$12,079
Less: Accumulated other comprehensive income	(59)	(755)	(889)	(684)	(197)
Tangible common equity, excluding unrealized gains / losses (d)	$12,389	$12,264	$12,079	$11,880	$11,882
Total assets (U.S. GAAP)	$142,177	$143,279	$143,625	$142,430	$141,048
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets and other servicing rights	(10)	(10)	(11)	(12)	(13)
Tangible assets, including unrealized gains / losses (e)	$139,751	$140,853	$141,198	$140,002	$138,619
Less: Accumulated other comprehensive income / loss, before tax	(91)	(1,162)	(1,368)	(1,052)	(303)
Tangible assets, excluding unrealized gains / losses (f)	$139,660	$139,691	$139,830	$138,950	$138,316
Common shares outstanding (g)	750	756	766	770	785
Ratios:					
Return on average tangible common equity (a) / (b)	11.6%	15.2%	9.6%	9.9%	20.6%
Tangible common equity (excluding unrealized gains/losses) (d) / (f)	8.87%	8.78%	8.64%	8.55%	8.59%
Tangible common equity (including unrealized gains/losses) (c) / (e)	8.91%	9.24%	9.18%	8.97%	8.71%
Tangible book value per share (c) / (g)	$16.60	$17.22	$16.93	$16.32	$15.39

See page 32 of the 4Q16 earnings release for a discussion on the use of non-GAAP financial measures

Regulation G non-GAAP reconciliation

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

	For the Three Months Ended				
	December 2016	September 2016	June 2016	March 2016	December 2015
Net interest income (U.S. GAAP)	$903	$907	$902	$903	$899
Add: FTE adjustment	6	6	6	6	5
Net interest income on an FTE basis (c)	$909	$913	$908	$909	$904
Net interest income on an FTE basis (annualized) (d)	$3,616	$3,632	$3,652	$3,656	$3,587
Net interest income on an FTE basis excluding certain items					
Net interest income on an FTE basis	$909	$913	$908	$909	$904
Add: Bankcard refunds	16	-	-	-	-
Adjusted net interest income on an FTE basis (e)	$925	$913	$908	$909	$904
Adjusted net interest income on an FTE basis (annualized) (f)	$3,680	$3,632	$3,652	$3,656	$3,587
Noninterest income excluding certain items					
Noninterest income (U.S. GAAP) (g)	$620	$840	$599	$637	$1,104
Gain on sale of Vantiv shares	-	-	-	-	(331)
Gain on Vantiv warrant actions	(9)	-	-	-	(89)
Vantiv TRA-related transactions	-	(280)	-	-	(49)
Gain from the sale of a non-branch facility	-	(11)	-	-	-
Branch / land impairment charge	-	28	-	-	-
Valuation of 2009 Visa total return swap	(6)	12	50	(1)	10
Transfer of certain nonconforming investments under Volcker to held-for-sale	-	9	-	-	-
Vantiv warrant valuation	-	2	(19)	(47)	(21)
Gain on sale of certain branches	-	-	(11)	(8)	-
Gain on sale of the non-strategic agented bankcard loan portfolio	-	-	(11)	-	-
Gain from sales of troubled debt restructurings	-	-	-	-	-
Impairment associated with aircraft leases	-	-	-	-	-
Securities (gains) / losses	3	(4)	(6)	(3)	(1)
Adjusted noninterest income (h)	$608	$596	$602	$578	$623
Mortgage banking net revenue	65	66	75	78	74
Adjusted noninterest income, excluding mortgage banking net revenue	$543	$530	$527	$500	$549
Noninterest expense excluding certain items					
Noninterest expense (U.S. GAAP) (i)	$960	$973	$983	$986	$963
Contribution for Fifth Third Foundation	(5)	(3)	-	-	(10)
Severance expense	(4)	(4)	(3)	(15)	(2)
Retirement eligibility changes	-	-	(9)	-	-
Executive retirements	-	-	-	-	-
Adjusted noninterest expense (j)	$951	$966	$971	$971	$951
Average interest-earning assets (k)	$126,548	$126,092	$126,847	$125,651	$125,843
Net interest margin (d) / (k)	2.86%	2.88%	2.88%	2.91%	2.85%
Adjusted net interest margin (f) / (k)	2.91%	2.88%	2.88%	2.91%	2.85%
Efficiency ratio (i) / [(c) + (g)]	62.8%	55.5%	65.3%	63.8%	48.0%
Adjusted efficiency ratio (j) / [(e) + (h)]	62.0%	64.0%	64.3%	65.3%	62.2%
PPNR (FTE) (c) + (g) - (i)	$569	$780	$524	$560	$1,045
Adjusted PPNR (e) + (h) - (j)	$582	$543	$539	$516	$576

See page 32 of the 4Q16 earnings release for a discussion on the use of non-GAAP financial measures