



Barclays Global Financial Services Conference

**Tayfun Tuzun
Executive Vice President & Chief Financial Officer**

September 17, 2015

Strong Core Performance

Historical Strength of Fifth Third

Balancing Shareholder Return with Growth

Operational Excellence

Building Infrastructure to meet New Regulatory Expectations

Aggressively Managing Expenses across the Company

Investing for the Future

Accelerating Adaptation of Technology across the Company

Identifying Opportunities to Expand Product & Service Offerings

Balance Sheet Positioning

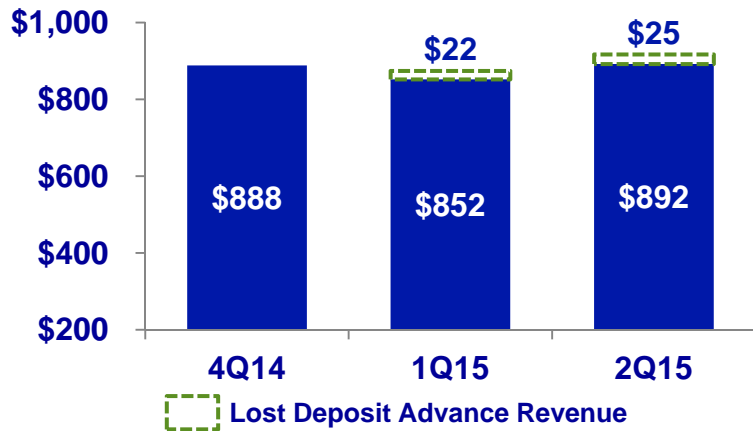
Balanced Risk Management with Focus on Downside Risks

Maintain Optimal Flexibility in Expectation for Continued Uncertainty

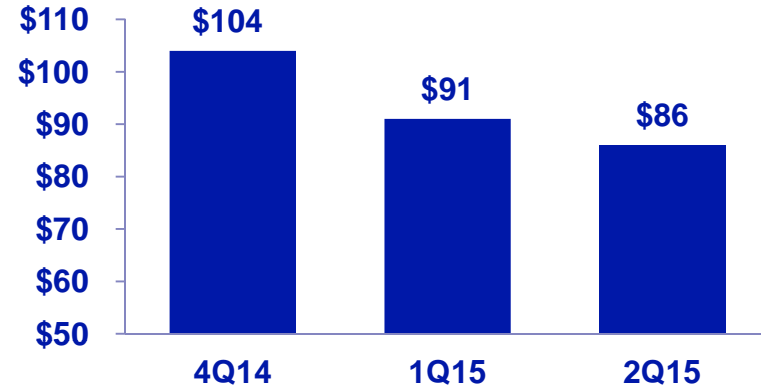
Fifth Third Bank

Strong Core Performance

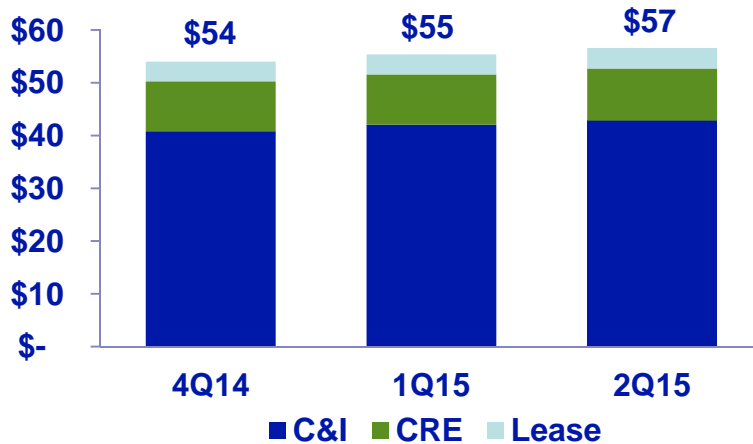
Net Interest Income (\$MM)



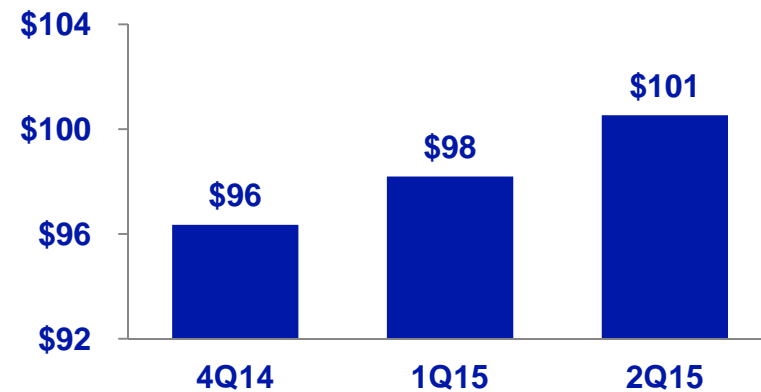
Net Charge-offs (\$MM)¹



Commercial Loan Growth (\$B)²



Core Deposit Growth (\$B)



¹4Q14 excludes an \$87 million charge-off resulting from the transfer of certain residential mortgage loans to held for sale

² Includes loans held for sale

Fifth Third Bank

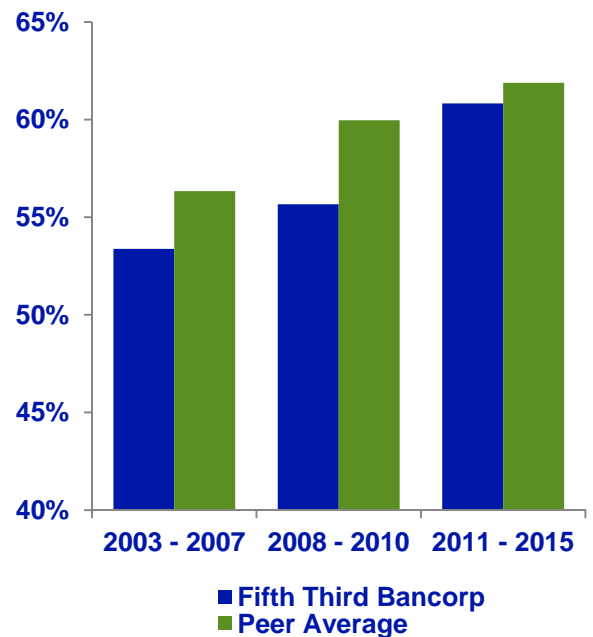
Operational Excellence

Historical Focus on Expense Management

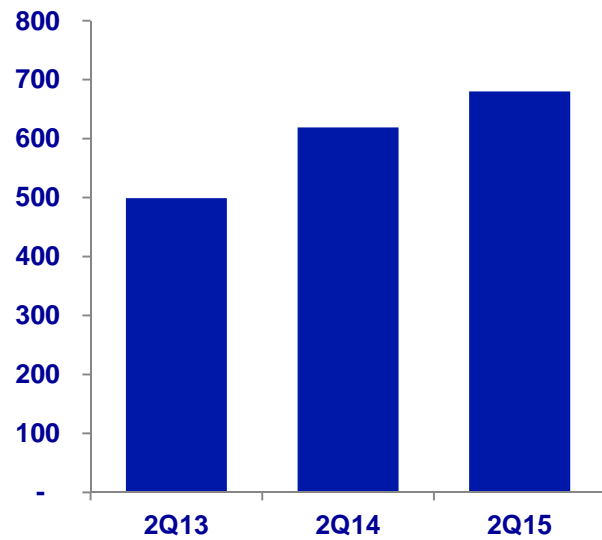
Investments in Risk & Compliance to meet New Regulatory Guidelines

Increasing Technology Investment to Build Future Shareholder Value

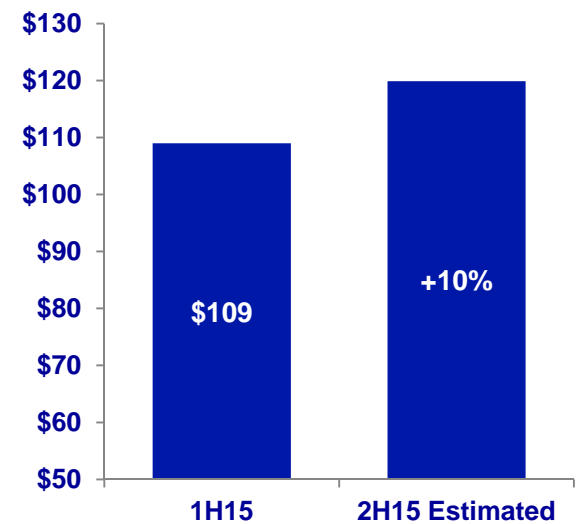
Efficiency Ratio Comparison



Compliance and Risk FTE



Technology and Communications Expense (\$MM)

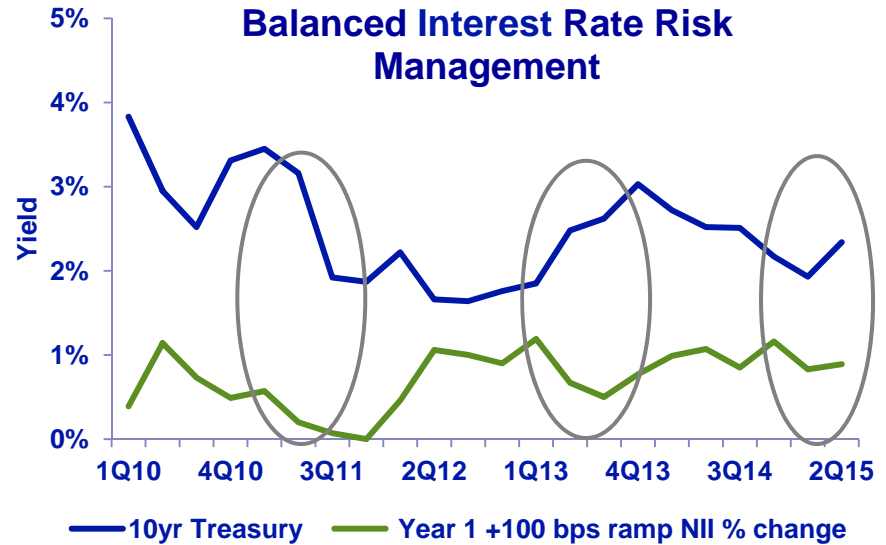


Source: SNL Financial; Fifth Third and Peer Average reflects average annual reported efficiency ratios for given time periods. Peer Average includes BBT, COF, CMA, HBAN, KEY, MTB, PNC, RF, STI, USB, WFC, and ZION

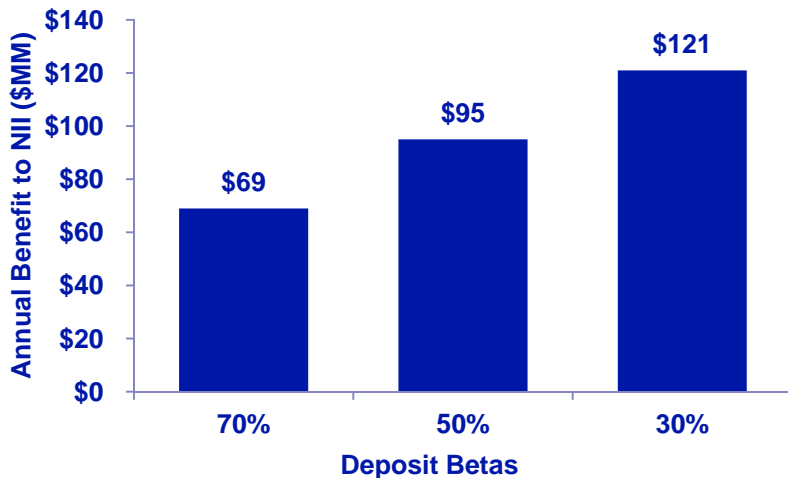
Fifth Third Bank

Balance Sheet Positioned Well for Current Environment

- **Post-crisis balanced interest rate risk management**
- **Balance achieved by managing investment portfolio duration in conjunction with high portion of LIBOR-indexed loans**
- **Transparent disclosures about deposit rate sensitivity**
 - Conservative deposit assumptions
 - No modeled re-pricing lag



Deposit beta sensitivity
25 bps move in Fed Funds



ESTIMATED NII SENSITIVITY PROFILE				
Change in Interest Rates	Percent Change in NII (FTE)			
			Betas 25% Lower	
	12 Months	13 to 24 Months	12 Months	13 to 24 Months
+200 bps Ramp	1.63%	6.65%	4.63%	12.65%
+100 bps Ramp	0.89%	4.23%	2.39%	7.23%



Transforming the Core Business

- Optimizing branch network – addressing evolving customer behavior, preferences and expectations
- Supporting physical presence with advanced digital capabilities



Building Capabilities in Commercial Banking

- Becoming a full solutions provider to our clients
- Investing in products and services to widen the scope of our banking offers in retail and healthcare sectors



Talent Acquisition

- Adding deep industry expertise in both sales and credit

2012

Future of Fifth Third

Optimize

- Drove digital adaption through mobile and ATM
- Redefined staffing models & modified roles

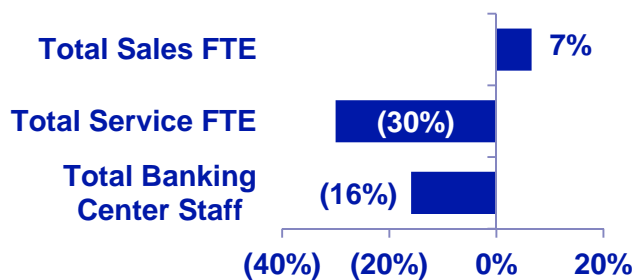
Re-engineer

- Redesigning branch formats and changes in branch network
- Launching universal bankers for sales and service
- Expanding use of self-service (Smart ATMs)
- Introducing new banking center technology

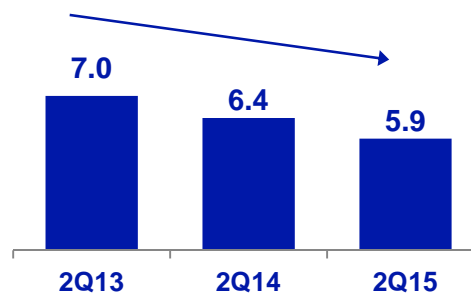
Digitize

- Build out marketing and analytics expertise
- Leverage physical, virtual, and digital touch points to drive sales opportunities
- Create paperless branch operations

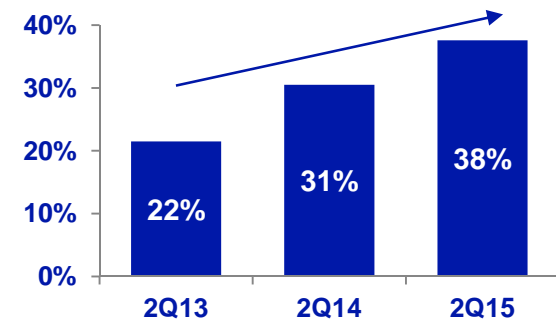
Retail Banking Headcount (Dec. 2012 - June 2015)



Branch transactions Average monthly trans. in millions



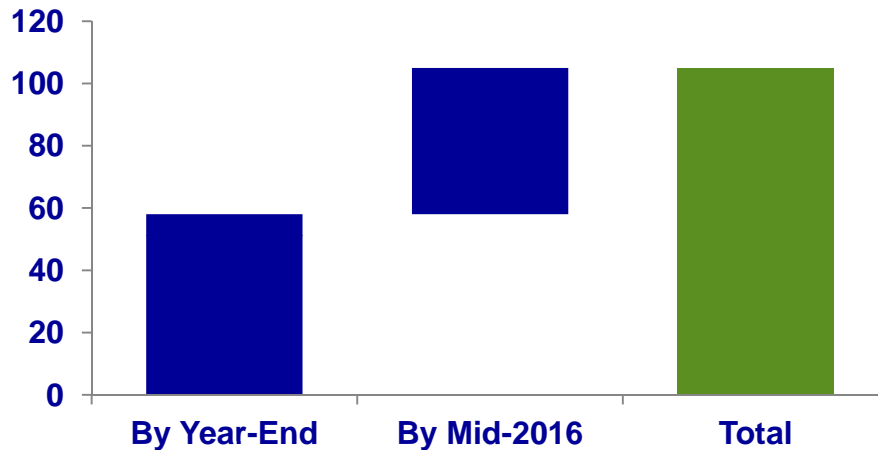
Transaction volume by ATM and Mobile channels



Fifth Third Bank

Consumer Bank: State of the Art Banking

Timeline of Branch Network Changes



Expected Annual Expense Savings

- **\$65MM expense savings from changes to branch network to be fully executed by mid-2016**

Selection Criteria for Consolidations

- **Scorecard over 50 variables**
 - Production volume trend
 - Transaction volume trend
 - Overlap with nearby branches
 - Customer loyalty scores
- **Recent consolidation experience shows no material increase in household attrition**

Future Initiatives

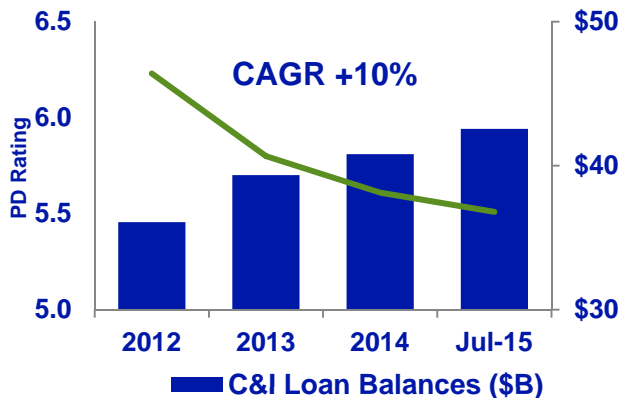
- **Digital self service center – faster, cheaper, better experience**
- **Integrated customer relationship data, offer, and omni-channel delivery**
- **Digitize branch sales and service operations**

Fifth Third Bank

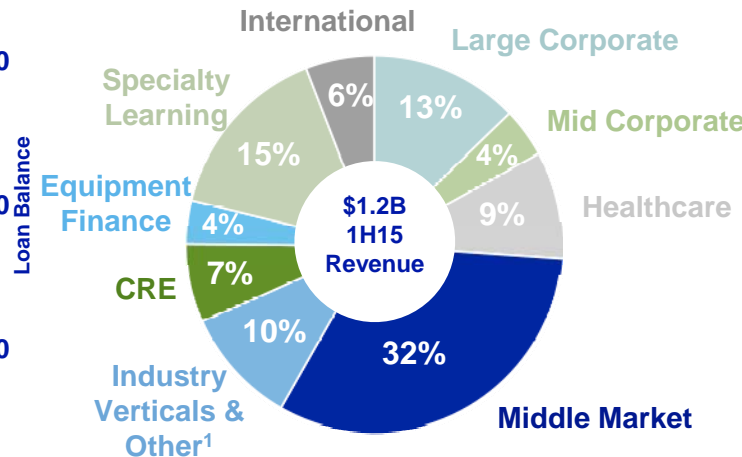
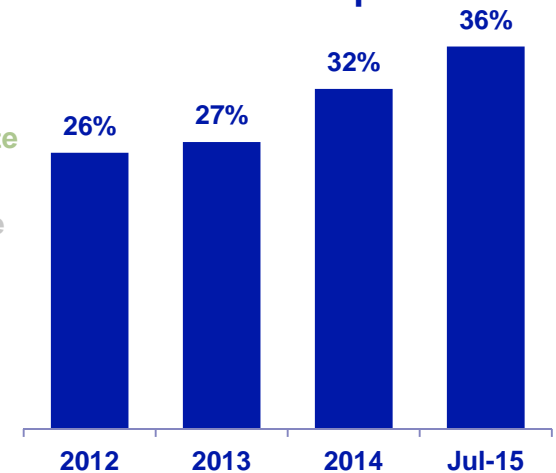
Commercial Bank: Scale and Scope

- #9 in C&I loans, #9 in treasury management, #10 in commercial deposits nationally
- Diversified revenue composition
- Focus on verticals and industry-specific solutions via dedicated solution specialists
- Changing credit profile post-crisis in-line with our risk appetite and increased focus on mid- and large-corporate relationships
- Increased use of technology and data analytics for product and business profitability
- Driving lead relationships by delivering expert advice via a coordinated team of sales, credit, and specialized services and solutions

PD Improvement with C&I Growth



Growth in Lead Relationships²



¹ Other includes energy and retail verticals

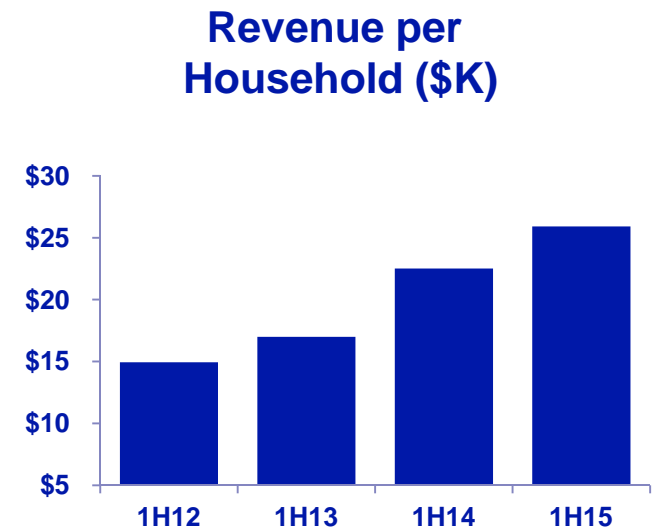
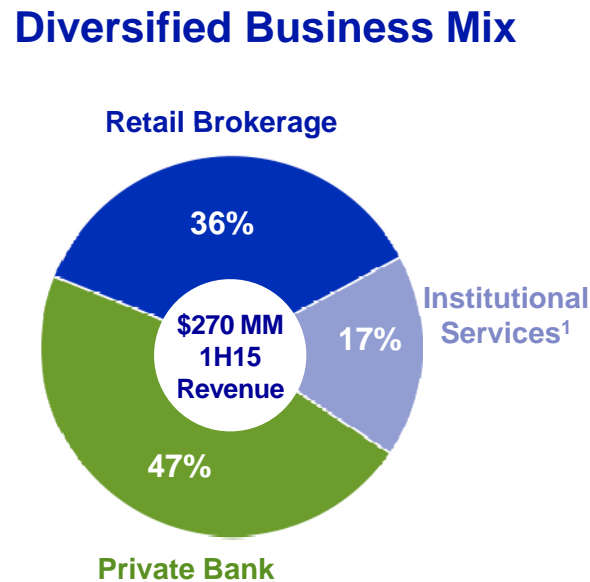
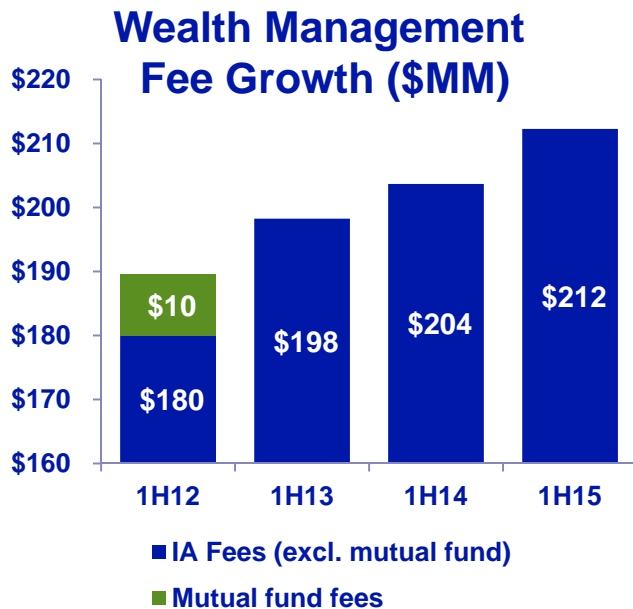
² Does not reflect segmentation changes in prior periods

Source: SNL, E&Y 2014 National Rankings

Fifth Third Bank

Wealth Management: Capitalizing on Retail & Commercial Partnerships

- Provides for significant cross-sell opportunity with growth that outpaces the retail channel
- Focus on superior client experience
 - Use of digital transformation
 - Building a higher touch model
- Innovating estate planning and settlement business for future wealth transfer opportunities
- Expanding our portfolio of capabilities

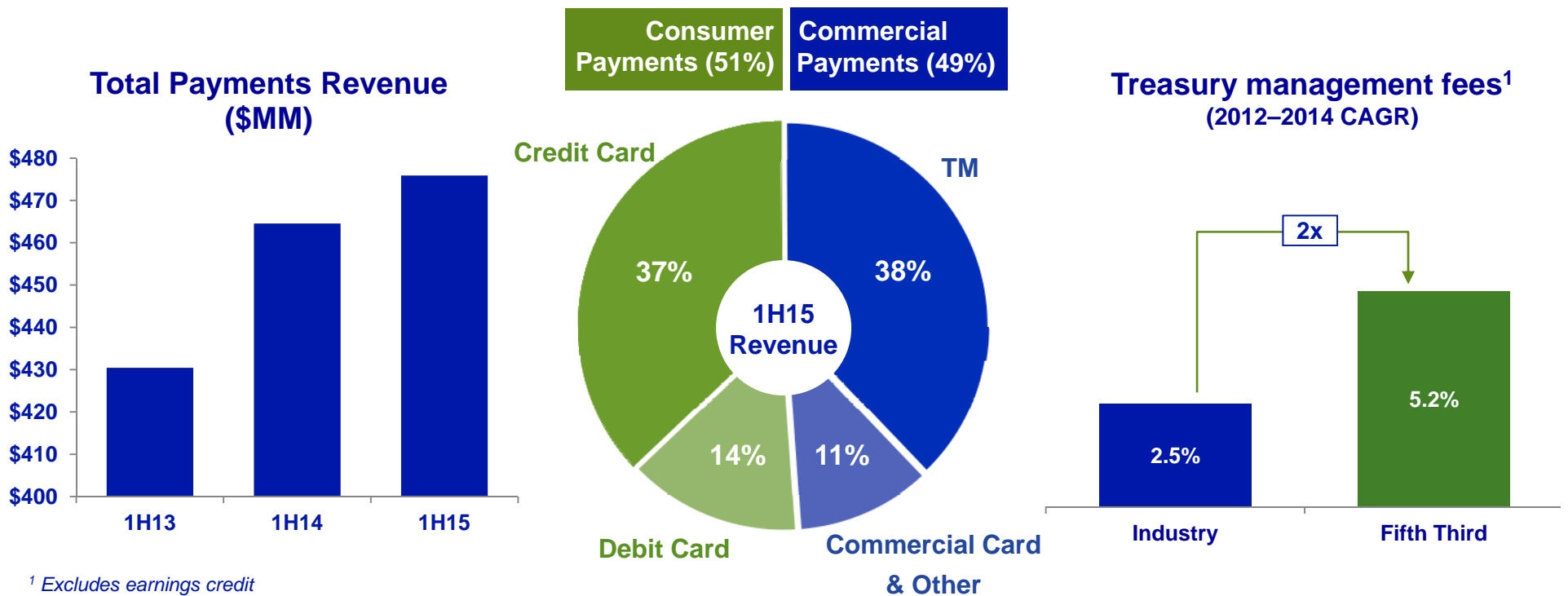


¹ Institutional services provides investment management, 401(k), and custody services for corporations, financial institutions and not-for profits

Fifth Third Bank

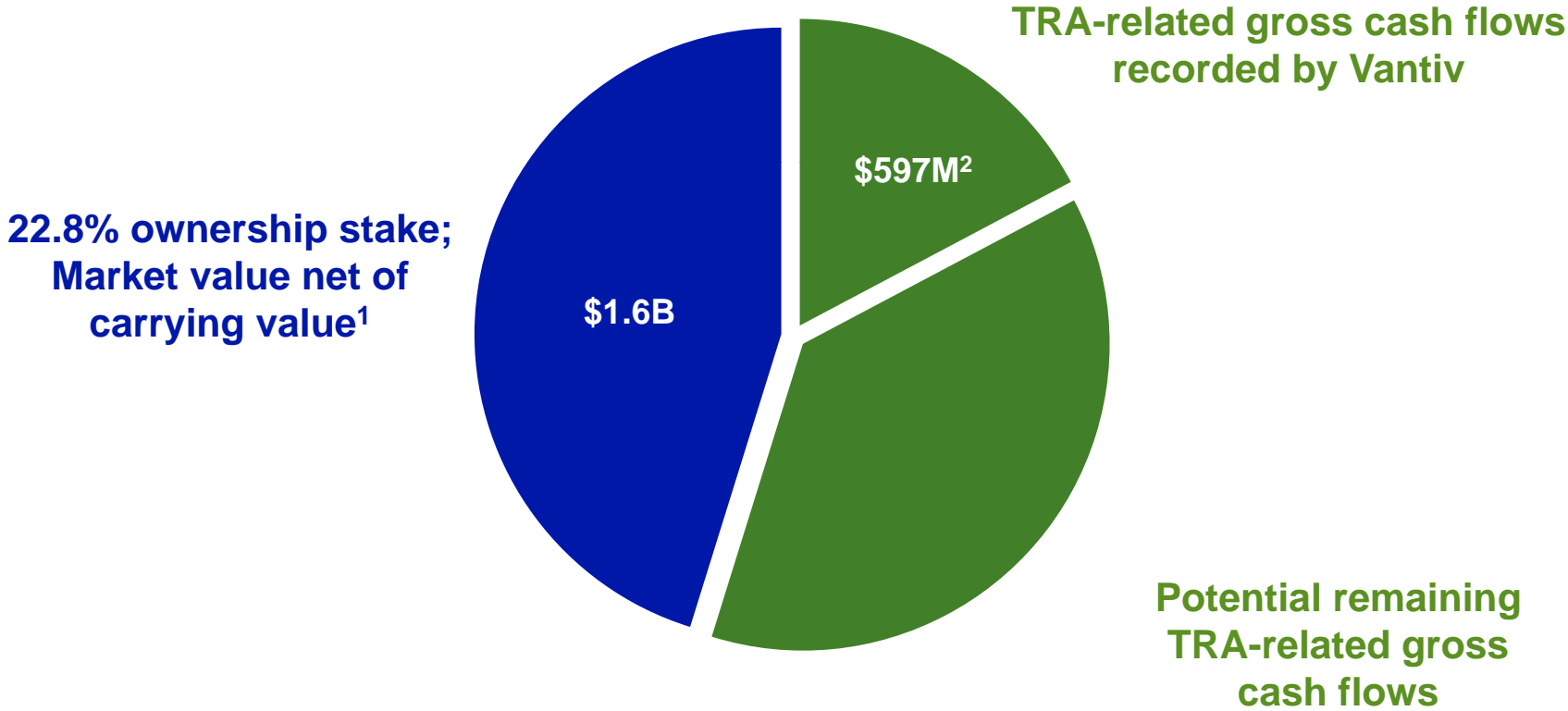
Payments & Commerce Solutions: Capital Efficient Relationship Profitability Growth

- Traditional strength of Fifth Third
- Diversified revenue streams in consumer and commercial businesses
- Industry leading payments revenue
- Increasing specialized expertise in healthcare and retail verticals
- Targeted third party investments to enhance product offers



¹ Excludes earnings credit
Source: Industry information from Oliver Wyman

Significant Unrealized Value



¹ Market value as of 9/15/15

² As of 6/30/15

Note: Incremental TRA generated by future share sales assumes a 36% tax rate and \$45 per share

**Strong Core
Performance**

**Operational
Excellence**

**Well-managed
balance sheet
positioning**

**Investing for
the Future**

Fifth Third Bank Cautionary Statement



This release 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 arise during the company’s close process or as a result of subsequent events that would require the company to make adjustments to the 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 conditions and weakening in the economy, specifically the real estate market, either nationally or in the states in which Fifth Third, one or more acquired entities and/or the combined company do business, are less favorable than expected; (2) deteriorating credit quality; (3) political developments, wars or other hostilities may disrupt or increase volatility in securities markets or other economic conditions; (4) changes in the interest rate environment reduce interest margins; (5) prepayment speeds, loan origination and sale volumes, charge-offs and loan loss provisions; (6) Fifth Third’s ability to maintain required capital levels and adequate sources of funding and liquidity; (7) maintaining capital requirements and adequate sources of funding and liquidity may limit Fifth Third’s operations and potential growth; (8) changes and trends in capital markets; (9) problems encountered by larger or similar financial institutions may adversely affect the banking industry and/or Fifth Third; (10) competitive pressures among depository institutions increase significantly; (11) effects of critical accounting policies and judgments; (12) changes in accounting policies or procedures as may be required by the Financial Accounting Standards Board (FASB) or other regulatory agencies; (13) legislative or regulatory changes or actions, or significant litigation, adversely affect Fifth Third, one or more acquired entities and/or the combined company or the businesses in which Fifth Third, one or more acquired entities and/or the combined company are engaged, including the Dodd-Frank Wall Street Reform and Consumer Protection Act; (14) ability to maintain favorable ratings from rating agencies; (15) fluctuation of Fifth Third’s stock price; (16) ability to attract and retain key personnel; (17) ability to receive dividends from its subsidiaries; (18) potentially dilutive effect of future acquisitions on current shareholders’ ownership of Fifth Third; (19) effects of accounting or financial results of one or more acquired entities; (20) difficulties from Fifth Third’s investment in, relationship with, and nature of the operations of Vantiv, LLC; (21) loss of income from any sale or potential sale of businesses that could have an adverse effect on Fifth Third’s earnings and future growth; (22) difficulties in separating the operations of any branches or other assets divested; (23) inability to achieve expected benefits from branch consolidations and planned sales within desired timeframes, if at all; (24) ability to secure confidential information and deliver products and services through the use of computer systems and telecommunications networks; and (25) 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.