Deutsche Bank Financial Services Investor Conference

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Executive Vice President & Chief Financial Officer

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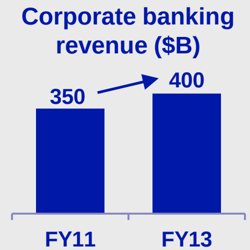
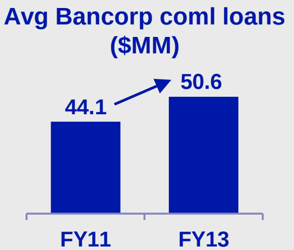
Please refer to earnings release dated April 17, 2014 and 10-Q dated May 8, 2014 for further information

Strong core businesses driving results

Wholesale bank

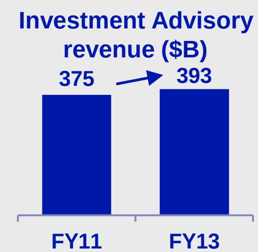
- Specialized industry verticals, treasury management, and capital markets driving loan growth and corporate banking revenue

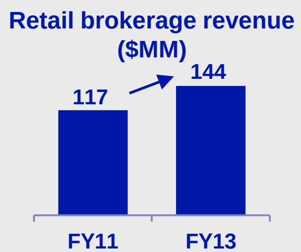




Investment Advisors

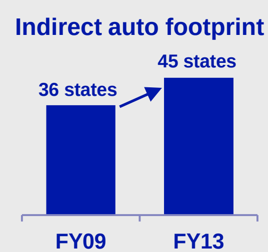
- Investment and retirement focus driving wealth management
- Distribution model oriented to mass affluent; recurring revenue streams

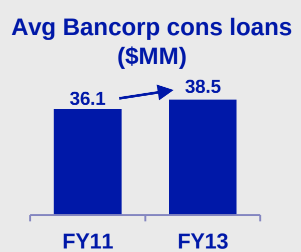


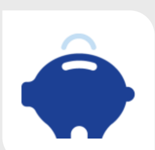


Consumer lending

- Transitioned from refi-focused mortgage operation to more traditional purchase/refi split
- #5 bank indirect auto originator in the country[1]

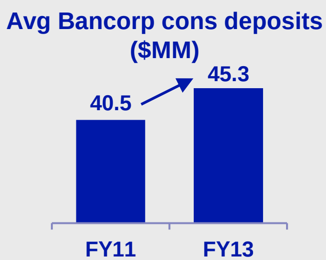






Branch banking

- Actively managing product and distribution model to address changing customer needs and operating environment
- Improving efficiency while driving deposit growth and improving customer service



[1] *Source: Inside Mortgage Finance*

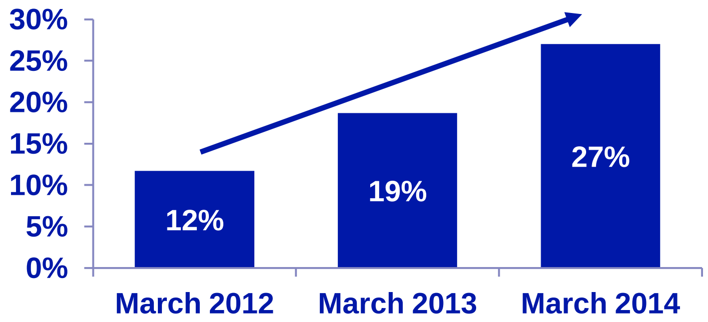
[2] *Retail cross sell service set includes Checking, Savings, CD, Home Equity, Direct/Indirect Loan, Mortgage (incl EHR), Credit Card, Annuity, Brokerage, Insurance, Early Access, Debt Protection, ID Alert, Debit Card, Access 360, Online Bill Pay, Direct Deposit, Mobile Banking and Internet Banking. Households with Access 360 only are not included.*

Repositioning consumer bank with investments and strategic changes

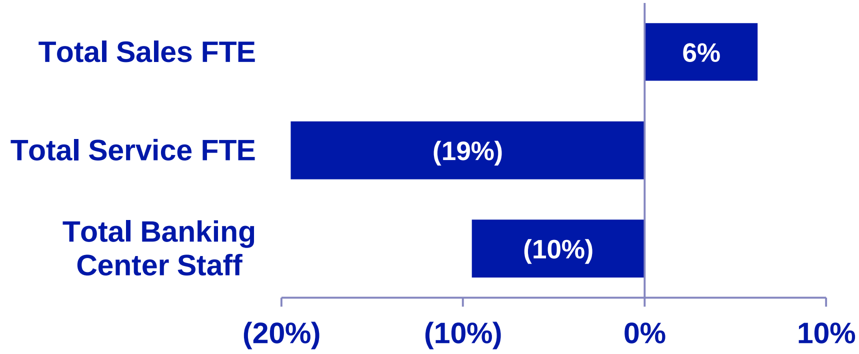
Improving the customer experience while reducing the cost to serve

Growing sales through launch of a hybrid universal banker role

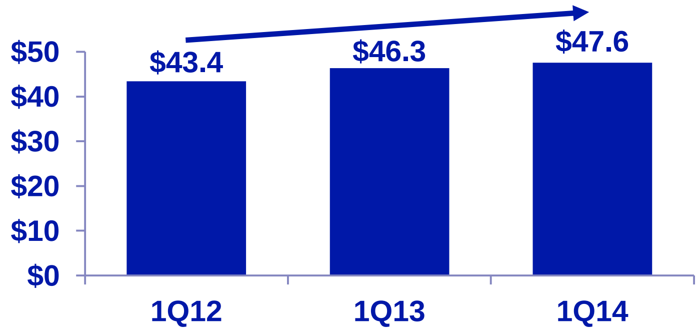
Consumer deposit activity
Transaction volume by ATM and Mobile channels



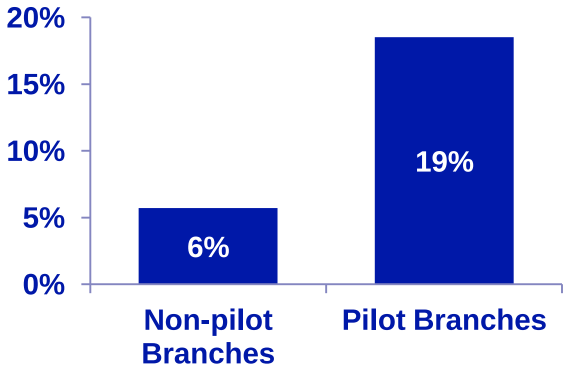
Retail Banking Employees
15-month change (Dec. 2012 – Mar. 2014)



Total EOP Consumer Deposits ($B)
excludes CDs



Year-over-Year Sales Production
1Q13 vs 1Q14 Universal Banker Pilot Results

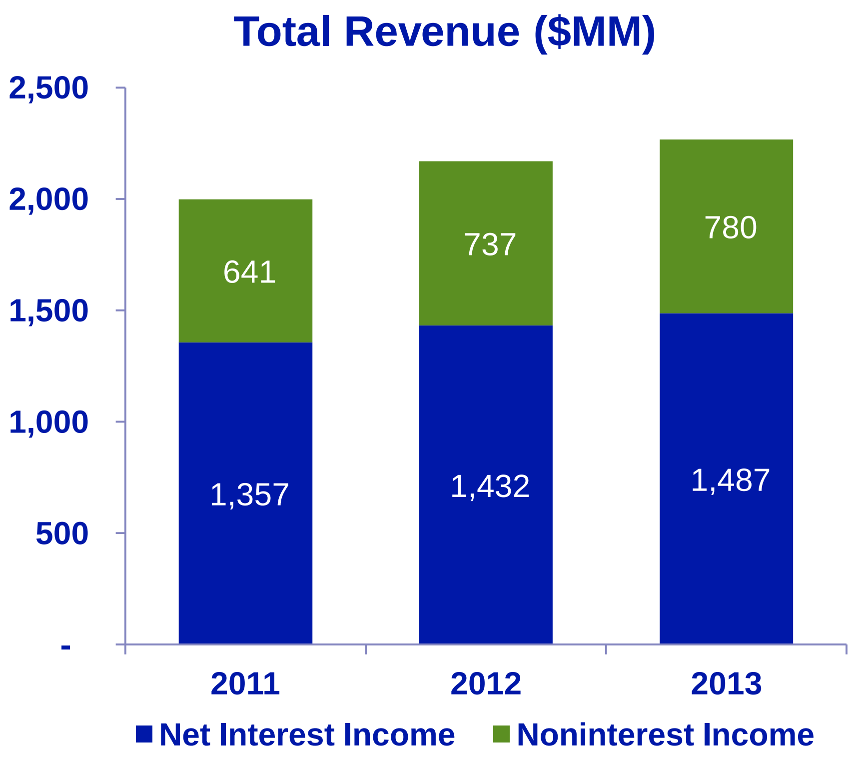


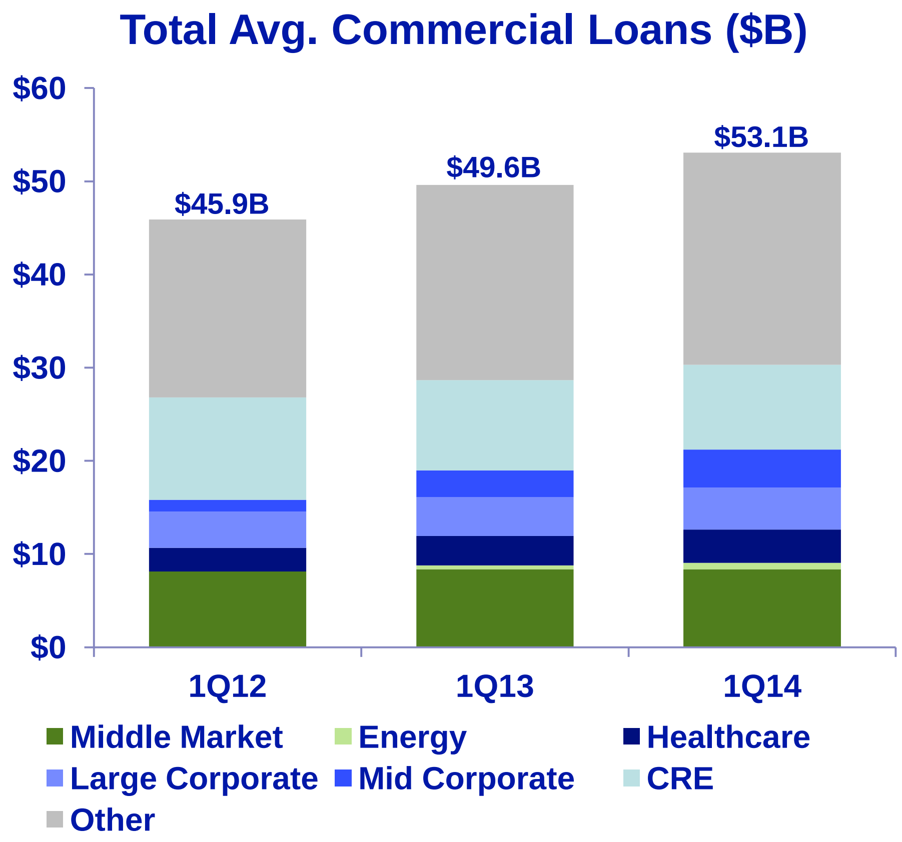
Investing in Commercial Banking to improve capabilities and diversification

Middle Market	Mid Corporate	Specialty Groups
Target customers: $5 million to $500 million revenue	Target customers: $500 million to $2 billion revenue	Target customers: Healthcare, Energy, International, and CRE industry specializations
Investments made in sales force and service efficiency	Investments made in capital markets capabilities, “lead left” strategy and sales force	Investments made in sales force and specialized product development
Local affiliate delivery model	National Coverage Model	National and Specialty Model
Supported by Treasury Management and Retirement Plan Services	Providing complex solutions; supported by Capital Markets Advisory, Treasury Management, and vertical expertise	Also includes Structured Lending, Dealer Financing, Food and Transportation, and Leasing
3% increase in average C&I loans since 1Q12	13 sequential quarters of average loan growth	Healthcare portfolio approx. $4 billion; Energy portfolio over $650 million

Commercial Banking – financial performance

- Total Revenue grew 13% over 2 years
- Capital Markets fees increased notably with entry into debt capital markets

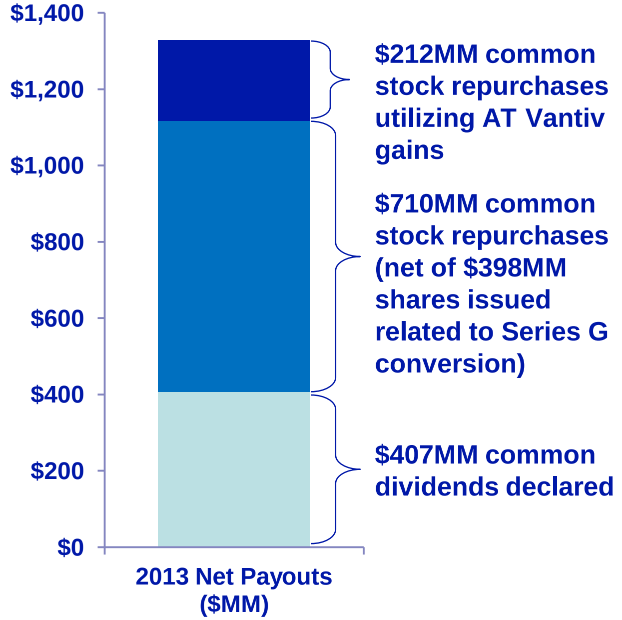


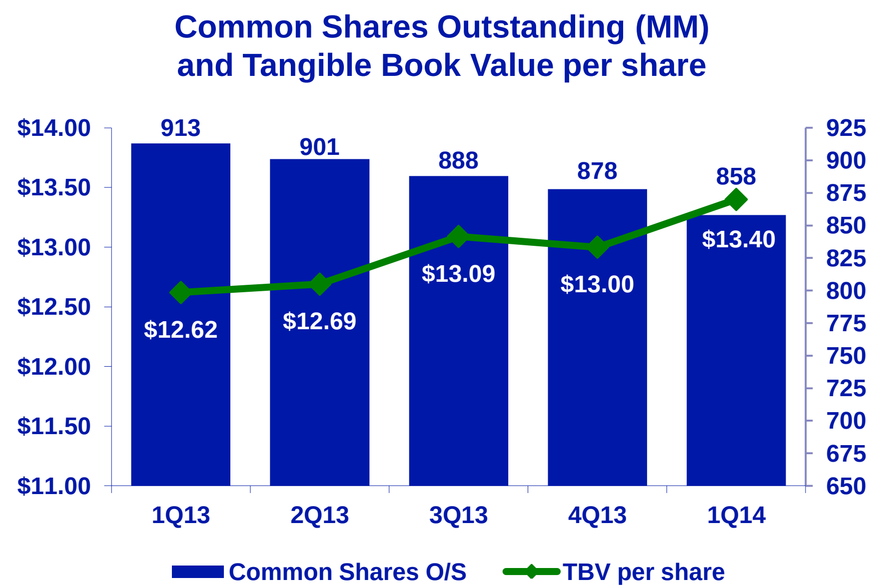


Note: Prior periods have not been restated for changes in the structure of the reporting units that occurred in 1Q14.

Capital management – core focus

2014 CCAR plan designed to maintain regulatory common equity capital ratios generally at current levels





Ongoing impact of Vantiv ownership on capital management

- Total gains / earnings recognized to date ~$3B
- Currently own 26% interest in Vantiv Holding, LLC, convertible to Vantiv, Inc. shares (NYSE: VNTV)
  - Carrying (book) value of $437MM as of 3/31/14; ownership (market) value of ~$1.5B as of 3/31/14
- Ongoing equity method earnings
- Warrant to purchase additional shares in Vantiv carried as a derivative asset at fair value of $348MM as of 3/31/14
- Annual payment corresponding with tax benefits accruing to Fifth Third associated with the tax receivable agreement (TRA)
  - Vantiv reported FITB TRA at a gross value of $551MM as of 1Q14; FITB realized $9MM in 4Q13

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

[2] Capital ratios 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.

Investment thesis

Healthy balance sheet with strong growth potential

Long history of disciplined expense management

Strategic investments in key businesses providing momentum

Balanced capital management supporting growth and shareholder returns

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.

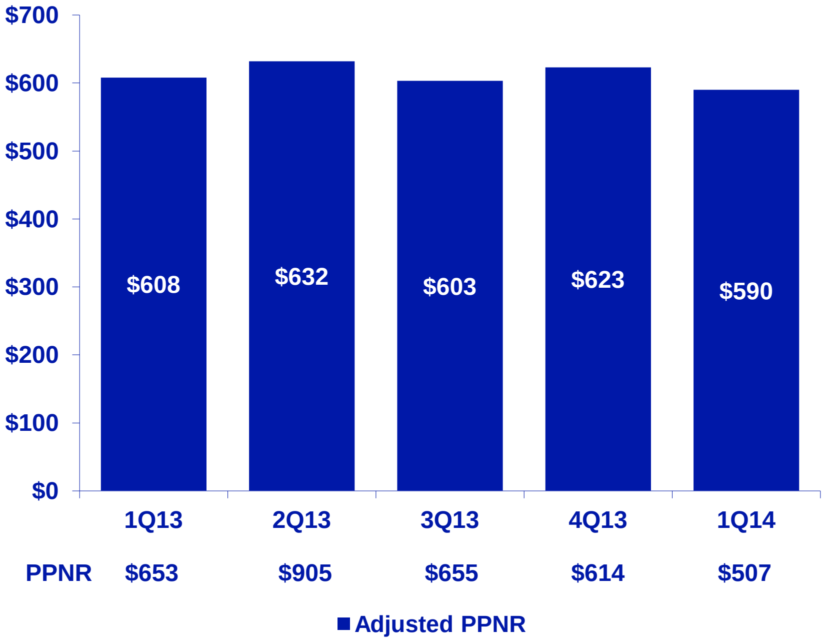
There are a number of important factors that could cause future results to differ materially from historical performance and these forward-looking statements. Factors that might cause such a difference include, but are not limited to: (1) general economic conditions and weakening in the economy, specifically 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.

Appendix

Pre-tax pre-provision earnings[1]

PPNR trend



PPNR reconciliation

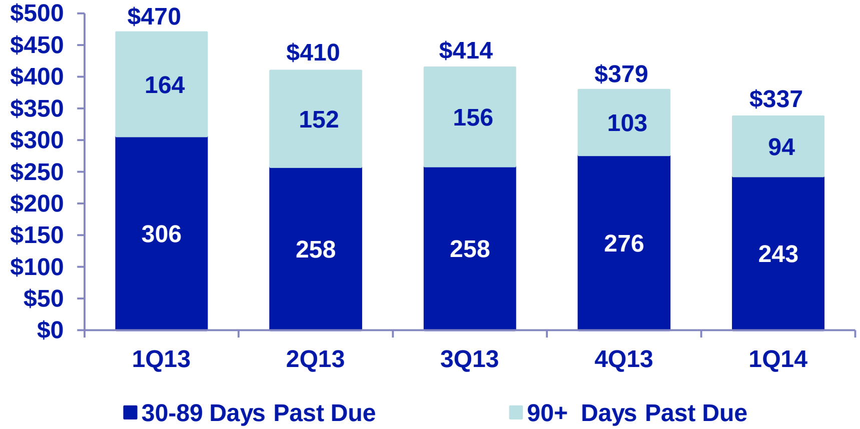
($ in millions)	1Q13	2Q13	3Q13	4Q13	1Q14
Income before income taxes (U.S. GAAP) (a)	$591	$841	$604	$561	$438
Add: Provision expense (U.S. GAAP) (b)	62	64	51	53	69
PPNR (a) + (b)	$653	$905	$655	$614	$507
Adjustments to remove (benefit) / detriment[2]:					
In noninterest income:					
Gain from sales of Vantiv shares	-	(242)	(85)	-	-
Vantiv warrant valuation	(34)	(76)	(6)	(91)	36
Other Vantiv-related income	-	-	-	(9)	-
Valuation of 2009 Visa total return swap	7	5	2	18	(1)
Sale of certain Fifth Third funds	(7)	-	-	-	-
BOLI settlement	-	(10)	-	-	-
Securities (gains) / losses	(17)	-	(2)	(2)	(7)
In noninterest expense:					
Debt extinguishment (gains) / losses	-	-	-	8	-
Severance expense	3	1	5	8	4
Large bank assessment fees	-	-	5	-	-
Gain on sale of affordable housing investments	(9)	(2)	(1)	-	-
Donation to Fifth Third Foundation	3	-	-	8	-
Litigation reserve charges	9	51	30	69	51
Adjusted PPNR	$608	$632	$603	$623	$590
Credit-related items:					
In noninterest income	10	6	5	5	10
In noninterest expense	24	35	16	(12)	9
Credit-adjusted PPNR[3]	$642	$673	$624	$616	$609

PPNR declined 17% sequentially, reflecting impact of $83MM and $9MM in net detriments to 1Q14 and 4Q13, respectively. Excluding those items, adjusted PPNR declined 5% from 4Q13, driven by seasonal increase in FICA and unemployment tax expense and lower mortgage banking net revenue.

[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, 2Q13, and 1Q13 included the impact of $3MM, $20MM, and $22MMM, respectively in mortgage repurchase provision. 4Q13 and 3Q13 also 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.

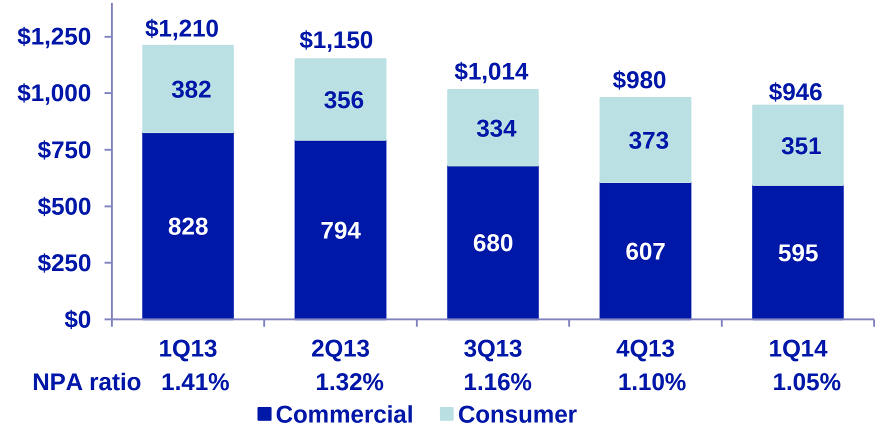
Credit quality overview

Accruing Past Due ($MM)



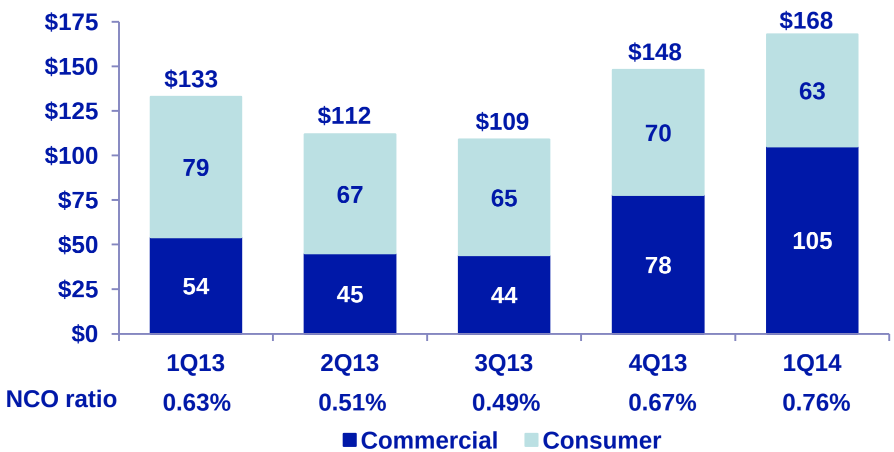
Total delinquencies declined 28% from 1Q13;
remain at very low levels

HFI Nonperforming assets ($MM)



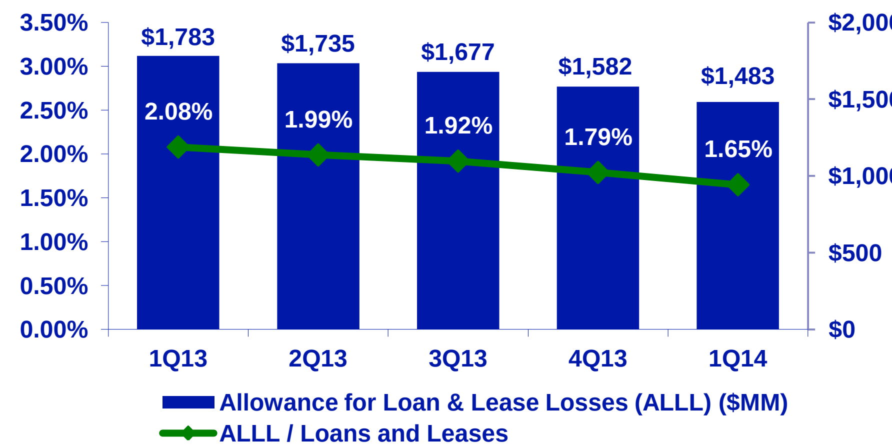
NPAs down 22% from 1Q13;
lowest level since 2007

Net charge-offs ($MM)



4Q13 and 1Q14 net charge-offs elevated;
broader portfolio still at low levels

Reserve Coverage



Includes 1Q14 provision expense of $69MM;
reserve coverage levels remain strong.

Regulation G Non-GAAP reconciliation

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

	For the Three Months Ended				
	March 2014	December 2013	September 2013	June 2013	March 2013
Income before income taxes (U.S. GAAP)	$438	$561	$604	$841	$591
Add: Provision expense (U.S. GAAP)	69	53	51	64	62
Pre-provision net revenue (a)	507	614	655	905	653
Net income available to common shareholders (U.S. GAAP)	309	383	421	582	413
Add: Intangible amortization, net of tax	1	1	1	1	1
Tangible net income available to common shareholders	310	384	422	583	414
Tangible net income available to common shareholders (annualized) (b)	1,257	1,523	1,674	2,338	1,679
Average Bancorp shareholders' equity (U.S. GAAP)	14,862	14,757	14,440	14,221	13,779
Less: Average preferred stock	(1,034)	(703)	(593)	(717)	(398)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Average intangible assets	(19)	(20)	(22)	(24)	(26)
Average tangible common equity (c)	11,393	11,618	11,409	11,064	10,939
Total Bancorp shareholders' equity (U.S. GAAP)	14,826	14,589	14,641	14,239	13,882
Less: Preferred stock	(1,034)	(1,034)	(593)	(991)	(398)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets	(18)	(19)	(21)	(23)	(25)
Tangible common equity, including unrealized gains / losses (d)	11,358	11,120	11,611	10,809	11,043
Less: Accumulated other comprehensive income	(196)	(82)	(218)	(149)	(333)
Tangible common equity, excluding unrealized gains / losses (e)	11,162	11,038	11,393	10,660	10,710
Total assets (U.S. GAAP)	129,654	130,443	125,673	123,360	121,382
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets	(18)	(19)	(21)	(23)	(25)
Tangible assets, including unrealized gains / losses (f)	127,220	128,008	123,236	120,921	118,941
Less: Accumulated other comprehensive income / loss, before tax	(302)	(126)	(335)	(229)	(512)
Tangible assets, excluding unrealized gains / losses (g)	126,918	127,882	122,901	120,692	118,429
Common shares outstanding (h)	848	855	887	851	875
Ratios:					
Return on average tangible common equity (b) / (c)	11.0%	13.1%	14.7%	21.1%	15.4%
Tangible common equity (excluding unrealized gains/losses) (e) / (g)	8.79%	8.63%	9.27%	8.83%	9.03%
Tangible common equity (including unrealized gains/losses) (d) / (f)	8.93%	8.69%	9.42%	8.94%	9.28%
Tangible book value per share (d) / (h)	13.40	13.00	13.09	12.69	12.62

Regulation G Non-GAAP reconciliation

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

	For the Three Months Ended				
	March 2014	December 2013	September 2013	June 2013	March 2012
Total Bancorp shareholders' equity (U.S. GAAP)	$14,826	$14,589	$14,641	$14,239	$13,882
Goodwill and certain other intangibles	(2,490)	(2,492)	(2,492)	(2,496)	(2,504)
Unrealized gains	(196)	(82)	(218)	(149)	(333)
Qualifying trust preferred securities	60	60	810	810	810
Other	(18)	19	21	22	23
Tier I capital	12,182	12,094	12,762	12,426	11,878
Less: Preferred stock	(1,034)	(1,034)	(593)	(991)	(398)
Qualifying trust preferred securities	(60)	(60)	(810)	(810)	(810)
Qualifying noncontrolling interest in consolidated subsidiaries	(1)	(37)	(39)	(38)	(38)
Tier I common equity (a)	11,087	10,963	11,320	10,587	10,632
Risk-weighted assets, determined in accordance with prescribed regulatory requirements (b)	116,622	116,736	114,544	112,285	109,626
Ratio:					
Tier I common equity (a) / (b)	9.51%	9.39%	9.88%	9.43%	9.70%

Basel III - Estimated Tier 1 common equity ratio

	March 2014	December 2013	September 2013
Tier 1 common equity (Basel I)	$11,087	$10,963	$11,320
Add: Adjustment related to capital components	$99	$82	$88
Estimated Tier 1 common equity under final Basel III rules without AOCI (opt out)(c)	$11,186	$11,045	$11,408
Add: Adjustment related to AOCI	$196	$82	$218
Estimated Tier 1 common equity under final Basel III rules with AOCI (non opt out)(d)	$11,382	$11,127	$11,626
Estimated risk-weighted assets under final Basel III rules (e)	122,659	122,851	120,447
Estimated Tier 1 common equity ratio under final Basel III rules (opt out) (c) / (e)	9.12%	8.99%	9.47%
Estimated Tier 1 common equity ratio under final Basel III rules (non opt out) (d) / (e)	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.