FIFTH THIRD BANK

Goldman Sachs U.S. Financial Services Conference

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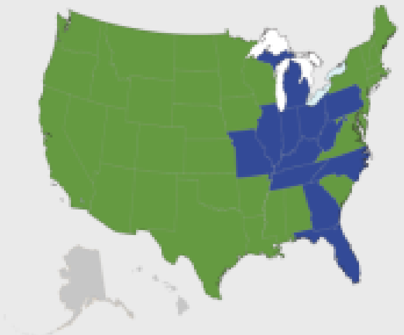
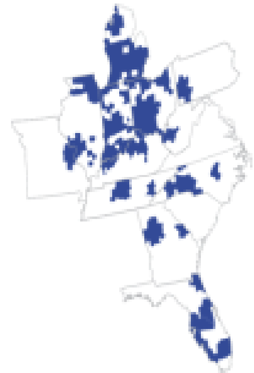
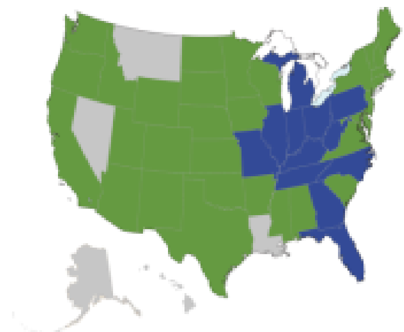
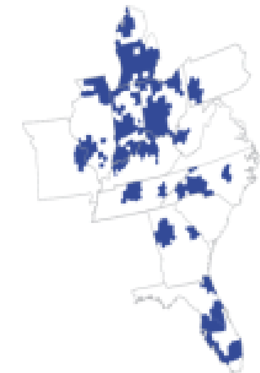
December 9, 2014

Refer to earnings release dated October 16, 2014 and 10-Q dated November 7, 2014 for further information.

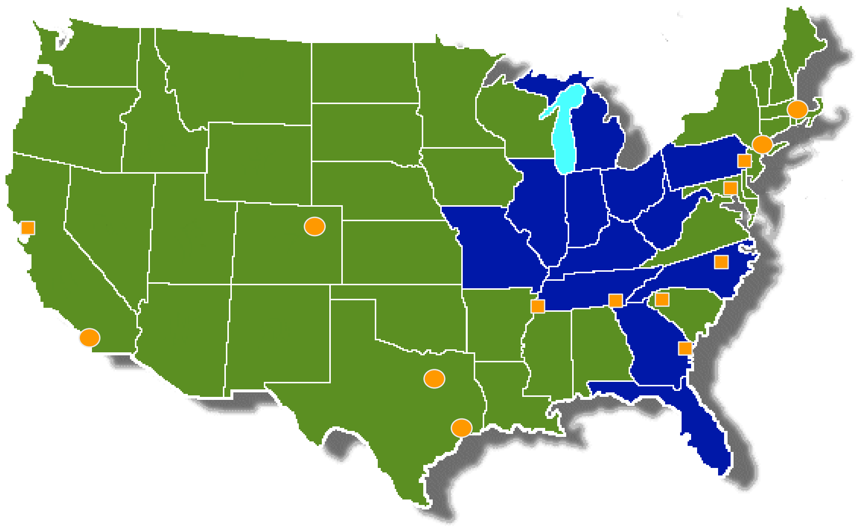
Business composition at Fifth Third

	Commercial Banking	Branch Banking	Consumer Lending	Wealth Management
Footprint				
Business Lines	Commercial Bank	Retail Bank Cards Home Equity	Mortgage Auto	Private Bank Retail Brokerage Institutional Services
	42% of Bancorp net revenue[1]	**37% of Bancorp net revenue[1]**	**10% of Bancorp net revenue[1]**	**9% of Bancorp net revenue[1]**

[1] 2014YTD as of September 30. Net revenue represents net interest income plus noninterest income. General Corporate and Other segment not included in above disclosure and represents remaining 2% of net revenue.

Overview of our Commercial Bank

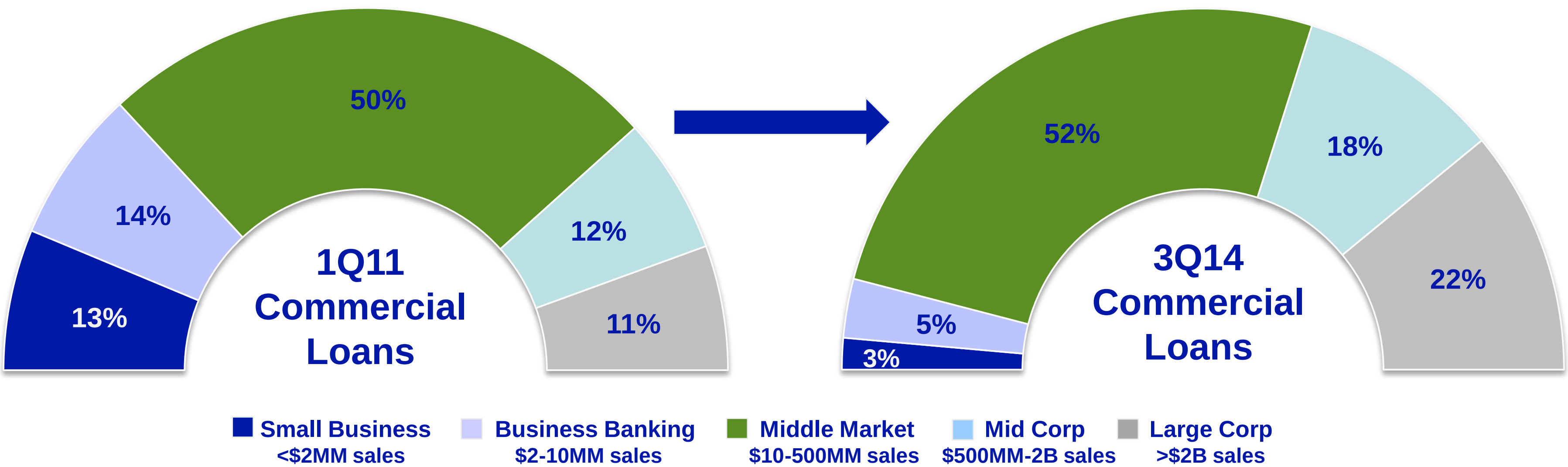
FIFTH THIRD BANK



- Approximately 33% of Commercial revenue driven by National business and 67% in footprint at 3Q14
  - Compared with approximately 25% National and 75% in footprint at 1Q11

■ In footprint markets
■ National commercial banking
● National commercial hub cities
■ Commercial loan production office

Commercial Bank Composition by Segment



Strategic direction in commercial banking

Growing relationships with larger companies

Alignment of risk appetite and stronger post-crisis growth in large and mid-corporate borrowing needs

Better credit quality and need for wider scope of banking products and services

Continuing to preserve relationships in traditional middle market lending given market conditions

Strengthening vertical expertise

Selection of verticals based on market size, identified non-credit product and service utilization, and growth expectations

Specialized relationship managers with better knowledge of clients' business

Current verticals: Healthcare, Energy, Retail

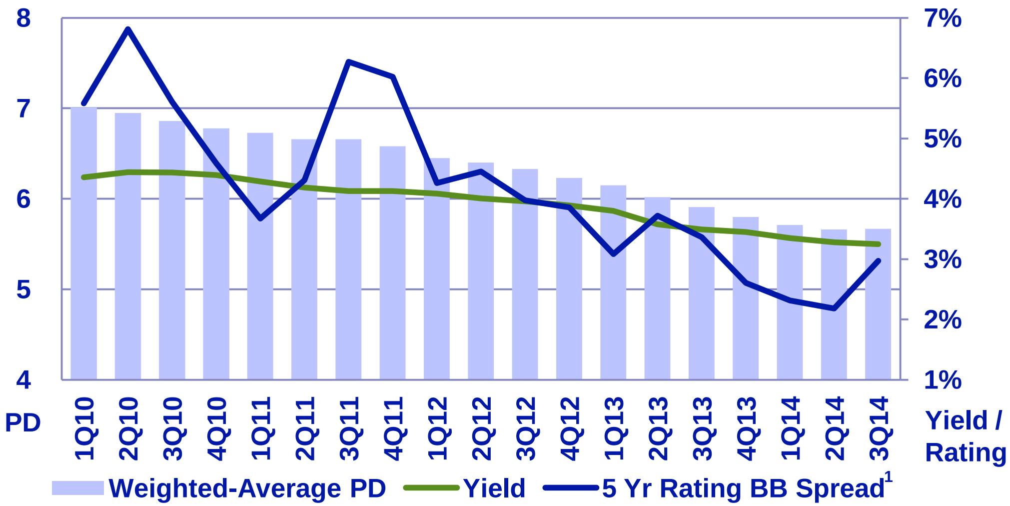
Increasing utilization of non-credit offerings

Areas of historical expertise such as Treasury Management coupled with new investments in capital markets capabilities and advisory services

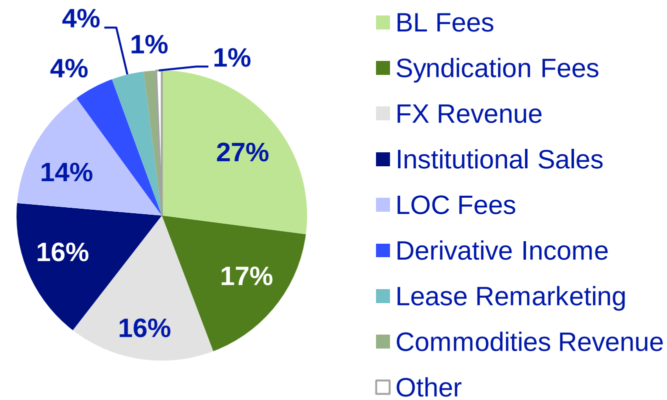
Competitive advantage relative to smaller bank competition

Changing profile of commercial lending

Commercial Loan Portfolio

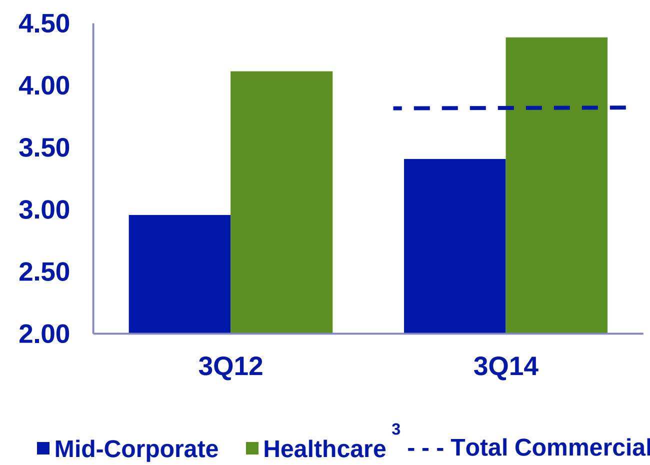


Noninterest Income Composition



- Changing credit profile post-crisis directly linked to change in our risk appetite, indirectly a result of increased focus on mid- and large-corporate relationships
- Combination of lower credit spreads and higher capital ratios require significantly higher contribution from non-credit business fees to meet target returns
- Although fee income streams may result in higher potential volatility in revenues compared to pure interest income, lower credit volatility should preserve stable earnings

Cross-sell ratio[2]



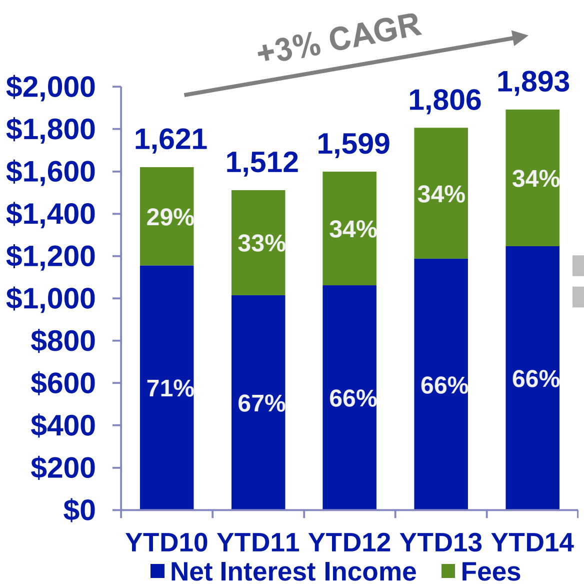
[1] 5 year BB spread at quarter end.
[2] 3Q12 not restated for subsequent adjustments reflected in current period data.
[3] Represents National Healthcare business.

Changing trajectory of earnings composition

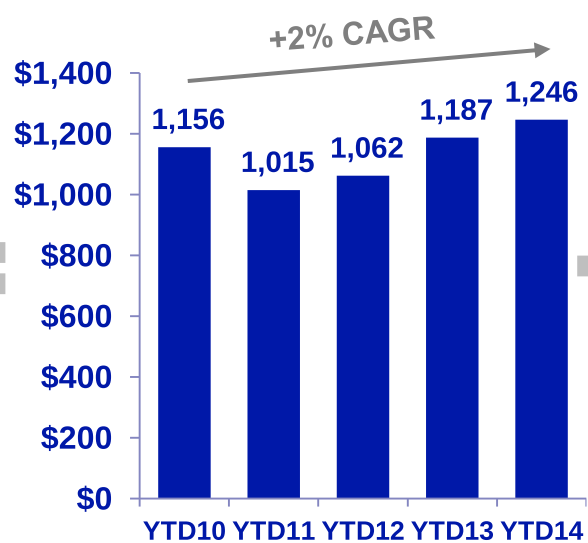
- In the long-run, focus on non-credit revenue streams and continued upgrade of portfolio credit profile is likely to favor growth rates in fee items relative to margin income
  - Growth rates in margin income in the transition to higher interest rates are expected to improve
- Overall attractiveness of commercial banking is likely to be high as capital efficiencies and lower volatility will lead to higher shareholder returns
  - Our focus on leveraging verticals and relationships with high growth potential is key to maintaining historically sector-leading growth in commercial banking

Commercial Bank Financial Trends ($MM)

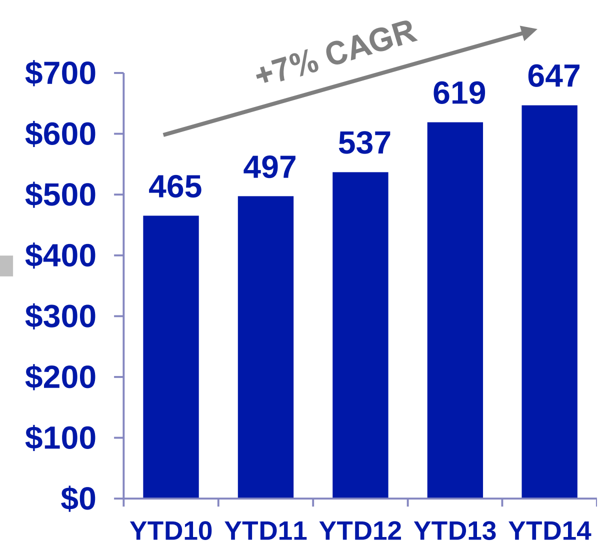
Net Revenue[1,2]



Net Interest Income[1,2]



Fees[2]



[1] *Includes FTE Adjustment*

[2] *YTD10, YTD11, and YTD12 have not been restated for changes in the structure of reporting units that occurred in 1Q14.*

Conclusion

- Current capital levels in banking combined with current pricing of credit risk require shift in corporate lending strategy
  - Minimum stress scenario capital levels serve as binding constraint
  - Optimal capital management requires changes in borrower risk profile
  - Relationship-focused to include contribution from non-credit business
- Non-credit fee growth provides good balance to lower margins in lending and improves capital efficiency
- Our size enables us to compete better with larger banks in capturing relationships as the SIFI banks are subject to lower leverage limits
  - Additionally, specialized lending in select sectors deepen expertise and attract talented relationship managers to service clients at a higher level
- Over the long run we expect this approach leads to lower volatility of credit losses and earnings while driving more stable returns on capital and maintaining our strong growth rates in corporate banking

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 as updated 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 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) 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.