

BancAnalysts Association of Boston Conference

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FORWARD-LOOKING STATEMENTS

This communication contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 including, but not limited to, Fifth Third Bancorp's and MB Financial, Inc.'s expectations or predictions of future financial or business performance or conditions. Forward-looking statements are typically identified by words such as "believe," "expect," "anticipate," "intend," "target," "estimate," "continue," "positions," "plan," "predict," "project," "forecast," "guidance," "goal," "objective," "prospects," "possible" or "potential," by future conditional verbs such as "assume," "will," "would," "should," "could" or "may", or by variations of such words or by similar expressions. These forward-looking statements are subject to numerous assumptions, risks and uncertainties, which change over time. Forward-looking statements speak only as of the date they are made and we assume no duty to update forward-looking statements. Actual results may differ materially from current projections.

In addition to factors previously disclosed in Fifth Third Bancorp's and MB Financial, Inc.'s reports filed with or furnished to the SEC and those identified elsewhere in this communication, the following factors, among others, could cause actual results to differ materially from forward-looking statements or historical performance: the ability to obtain regulatory approvals and meet other closing conditions to the merger, including approval of the merger by MB Financial, Inc.'s stockholders on the expected terms and schedule, including the risk that regulatory approvals required for the merger are not obtained or are obtained subject to conditions that are not anticipated; delay in closing the merger; difficulties and delays in integrating the businesses of MB Financial, Inc. or fully realizing cost savings and other benefits; business disruption following the merger; changes in asset quality and credit risk; the inability to sustain revenue and earnings growth; changes in interest rates and capital markets; inflation; customer acceptance of Fifth Third Bancorp's products and services; customer borrowing, repayment, investment and deposit practices; the introduction, withdrawal, success and timing of business initiatives; competitive conditions; the inability to realize cost savings or revenues or to implement integration plans and other consequences associated with mergers, acquisitions and divestitures; economic conditions; and the impact, extent and timing of technological changes, capital management activities, and other actions of the Federal Reserve Board and legislative and regulatory actions and reforms.

Annualized, pro forma, projected and estimated numbers are used for illustrative purpose only, are not forecasts and may not reflect actual results.

In this presentation, we may sometimes use 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. If applicable, we provide GAAP reconciliations for non-GAAP financial measures in a later slide in this presentation, which is also available in the investor relations section of our website, www.53.com.

Management does not provide a reconciliation for forward-looking non-GAAP financial measures where it is unable to provide a meaningful or accurate calculation or estimation of reconciling items and the information is not available without unreasonable effort. This is due to the inherent difficulty of forecasting the occurrence and the financial impact of various items that have not yet occurred, are out of the Bancorp's control or cannot be reasonably predicted. For the same reasons, the Bancorp's management is unable to address the probable significance of the unavailable information. Forward-looking non-GAAP financial measures provided without the most directly comparable GAAP financial measures may vary materially from the corresponding GAAP financial measures. We provide a discussion of non-GAAP measures and reconciliations to the most directly comparable GAAP measures in later slides in this presentation, as well as on pages 25 through 27 of our 3Q18 earnings release.

IMPORTANT ADDITIONAL INFORMATION AND WHERE TO FIND IT

In connection with the proposed merger, Fifth Third Bancorp has filed with the SEC a Registration Statement on Form S-4 that includes the Proxy Statement of MB Financial, Inc. and a Prospectus of Fifth Third Bancorp, as well as other relevant documents concerning the proposed transaction. This communication does not constitute an offer to sell or the solicitation of an offer to buy any securities or a solicitation of any vote or approval. INVESTORS AND STOCKHOLDERS ARE URGED TO READ THE REGISTRATION STATEMENT AND THE PROXY STATEMENT/PROSPECTUS REGARDING THE MERGER AND ANY OTHER RELEVANT DOCUMENTS FILED WITH THE SEC, AS WELL AS ANY AMENDMENTS OR SUPPLEMENTS TO THOSE DOCUMENTS, BECAUSE THEY WILL CONTAIN IMPORTANT INFORMATION.

A free copy of the Proxy Statement/Prospectus, as well as other filings containing information about Fifth Third Bancorp and MB Financial, Inc., may be obtained at the SEC's Internet site (<http://www.sec.gov>). You will also be able to obtain these documents, free of charge, from Fifth Third Bancorp at ir@53.com or from MB Financial, Inc. by accessing MB Financial, Inc.'s website at investor.mbfinc.com.

Copies of the Proxy Statement/Prospectus can also be obtained, free of charge, by directing a request to Fifth Third Investor Relations at Fifth Third Investor Relations, MD 1090QC, 38 Fountain Square Plaza, Cincinnati, OH 45263, by calling (866) 670-0468, or by sending an e-mail to ir@53.com or to MB Financial, Attention: Corporate Secretary, at 6111 North River Road, Rosemont, Illinois 60018, by calling (847) 653-1992 or by sending an e-mail to dkoros@mbfinancial.com.

Fifth Third Bancorp and MB Financial, Inc. and certain of their respective directors and executive officers may be deemed to be participants in the solicitation of proxies from the stockholders of MB Financial, Inc. in respect of the transaction described in the Proxy Statement/Prospectus. Information regarding Fifth Third Bancorp's directors and executive officers is contained in Fifth Third Bancorp's Annual Report on Form 10-K for the year ended December 31, 2017 and its Proxy Statement on Schedule 14A, dated March 6, 2018, which are filed with the SEC. Information regarding MB Financial, Inc.'s directors and executive officers is contained in its Proxy Statement on Schedule 14A filed with the SEC on April 3, 2018. Additional information regarding the interests of those participants and other persons who may be deemed participants in the transaction may be obtained by reading the Proxy Statement/Prospectus regarding the proposed merger. Free copies of this document may be obtained as described in the preceding paragraph.



Strategic priorities for the company

1

Implement remaining NorthStar initiatives and achieve standalone financial targets

2

Successfully integrate MB Financial and realize expected financial benefits

3

Pursue profitable organic growth opportunities

Leveraging advanced analytics to enhance the customer experience while improving financial performance



More resilient balance sheet to outperform peers through-the-cycle

Credit risk management

- NPA ratio of 0.48% is lowest since 2004; third lowest among peers
- Criticized assets of 3.45% have declined more than all peers since 2015
- CRE as a percentage of total capital <60%¹; significantly lower than peers

Asset-liability management

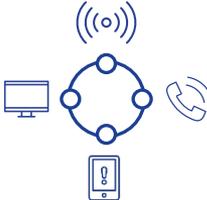
- Near top quartile NIM expansion since 3Q15 despite balanced interest rate risk profile
- Recently added protection to mitigate downside impact of lower rates

Capital & liquidity risk management

- Current CET1 of 10.7% (largest increase vs. peers since 3Q15); Target CET1 of 9 – 9.5%
- Better CCAR stressed loss projections vs. peers since 2015
- Growing consumer deposits faster than peers with particularly strong performance in our Southeast markets



Utilizing advanced data analytics to drive improved performance

		Sample applications		
		Consumer	Commercial	Payments
	Product Development	<ul style="list-style-type: none"> Personalized financial advice and education 	<ul style="list-style-type: none"> Electronic FX trading platform 	<ul style="list-style-type: none"> Managed payables and receivables solutions
	Distribution Optimization	<ul style="list-style-type: none"> Retail network optimization 	<ul style="list-style-type: none"> Commercial banker coverage & client profitability 	<ul style="list-style-type: none"> Card offers customized by channel
	Marketing	<ul style="list-style-type: none"> Direct marketing optimization 	<ul style="list-style-type: none"> Sales and service intelligence 	<ul style="list-style-type: none"> Direct marketing optimization
	Intelligent Automation	<ul style="list-style-type: none"> Back-office process automation Real-time fraud monitoring and alerts 	<ul style="list-style-type: none"> Back-office process automation 	<ul style="list-style-type: none"> Dynamic, behavior based, automated card strategies



Leveraging decision science capabilities to optimize retail network

Decision science framework built upon big data platform...

- Thousands of attributes analyzed
- U.S. segmented into 340 MM hex segments or “city blocks”
- Drive time assessment (work and home) and branch patronage

Hex segmentation throughout contiguous 48 states



...generates insights which allow us to better assess:

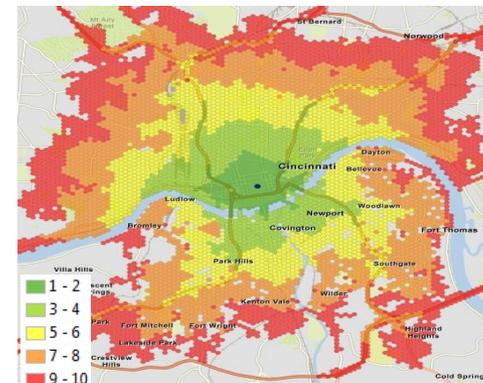
- Current network health
- Optimal capacity in each market
- Network optimization opportunities
- M&A activities

Recent use cases

Foundational to recent branch network reallocation strategy

Evaluated strength of MB retail franchise which validated strategic rationale

Drive time polygons help explain network performance

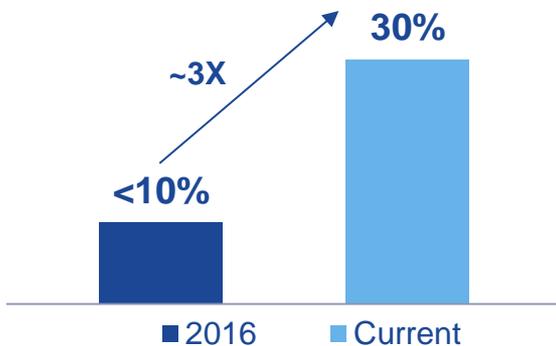


Improved marketing analytics to help drive organic growth

Enhanced marketing analytics to identify best opportunities to improve profitability

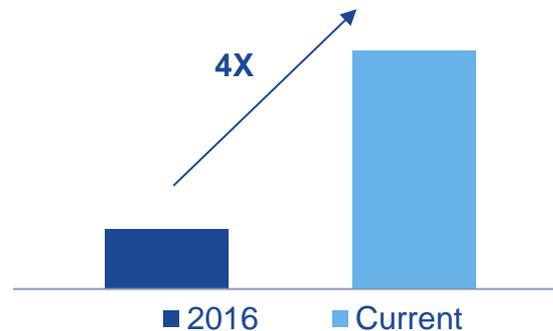
- Leveraging machine learning algorithms, evaluating over 700 variables
- Enhancements driving faster household growth and higher deposit balances in target markets
- Future mix of marketing spend to evolve based on outcomes of tests

% of new HHs generated from direct marketing campaigns



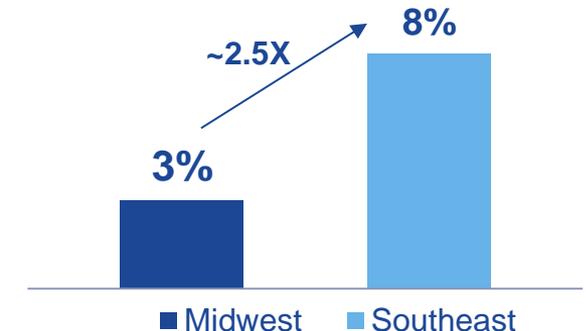
Average deposit balance

New direct mail HHs

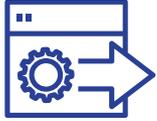


HH growth by market

3Q18, y-o-y



Positioned to capitalize on organic growth opportunities



Optimizing network to create smart scale in targeted markets while maintaining top market share in existing markets



Re-deploy resources **in existing, higher-growth markets** where market dynamics create compelling opportunity to generate **solid household and deposit growth**



Increasing sales force throughout company to drive improved returns



Focused on:

- **Wealth & Asset Management**
- **Treasury Management**
- **Capital Markets**

While maintaining expense discipline (Bancorp 1% core 2019 expense growth target)



Continued assessment of opportunities in high-growth markets for middle market lending



Focused on where we can combine:

- **Strong talent**
- **Local market knowledge**
- **Enhanced product capabilities**

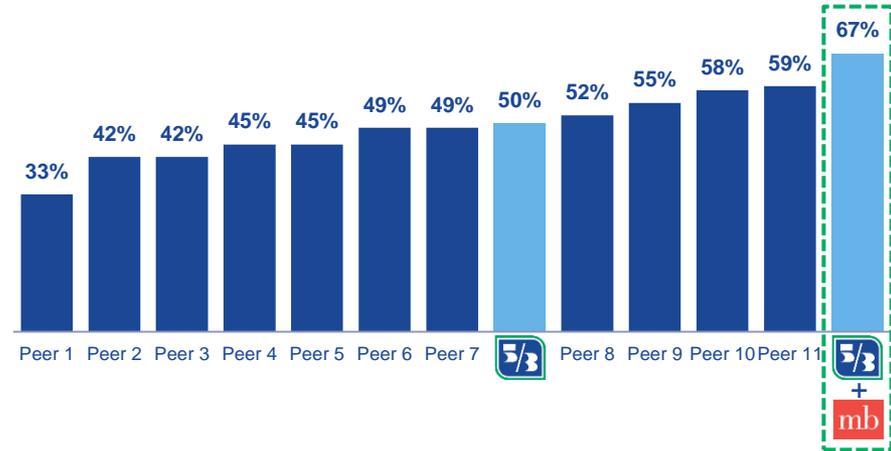


MB Financial acquisition remains on-track and supports overall deposit growth strategy

MB acquisition update

- Expect to realize previously announced expense and revenue synergies
- Expect to close and convert majority of systems applications in 1Q19
- Highly successful talent and client retention to date; focused on maintaining positive momentum post-closing
- Resubmitted CCAR plan with the pro forma impact of the acquisition; expect regulatory feedback by the end of 2018
 - Capital distribution activities should remain consistent with the plan originally-submitted in April 2018 until regulatory feedback is received

Percentage of deposits in markets with a top 3 share



- A top 3 deposit market share is the primary indicator of **outsized growth potential**
 - **30 - 50% increase** in deposits per branch as a top 3 bank vs. being the top 4-6
 - Able to more **efficiently leverage marketing spend**
 - Expect to achieve **more favorable deposit pricing power** with a larger market share



Expect to achieve standalone NorthStar targets

Progression of financial targets

	Standalone progression			4Q19 Enhanced Targets	MBFI Financial Impact	FY2020 Enhanced Targets w/ MBFI
	4Q19 Original Targets	1H18 <i>core</i> ¹	2H18			
ROTCE	12 - 14%	14.0%	~14.5%	16%+	~2%	18%+
ROA	1.1 - 1.3%	1.3%	~1.3%	<i>mid to upper-end of</i> 1.35 - 1.45%	~0.12%	1.55 - 1.65%
Efficiency <i>(excluding LIH expense)</i>	<57%	62%	~59%	<57%	~(4%)	Low 50s

- Raised original ROTCE target over 300 bps to reflect rate hikes and tax law changes
- Standalone franchise momentum:
 - Significant increase in consumer households driving strong deposit growth
 - WAM on track for record year (AUM and revenue), with positive inflows in 2018
 - Expense management to limit 2019 expense growth to 1% or less
- Expect to generate significant incremental capital
- Additional operating leverage with MB Financial

¹Non-GAAP measures: see reconciliation on page 17 of this presentation and use of non-GAAP measures on pages 25-27 of the 3Q18 earnings release



Strategic priorities for the company

1

Implement remaining NorthStar initiatives and achieve standalone financial targets

2

Successfully integrate MB Financial and realize expected financial benefits

3

Pursue profitable organic growth opportunities

Focused on top quartile through-the-cycle performance to create long term shareholder value



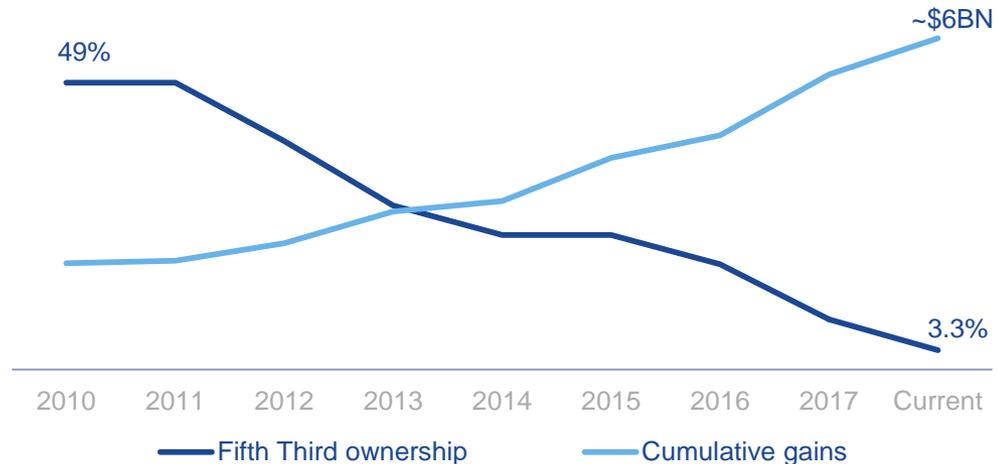
Appendix



Thoughtful reduction in Worldpay stake

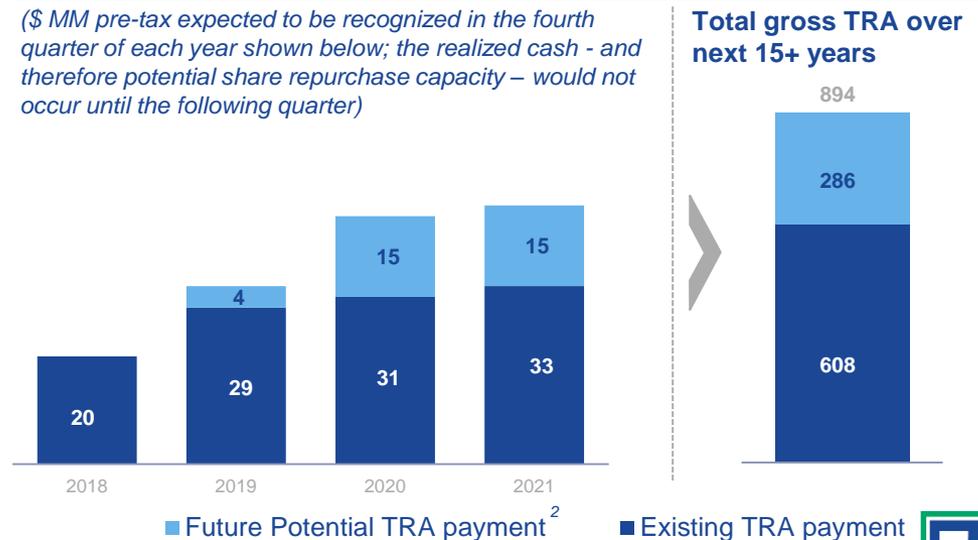
- Recognized nearly \$6BN in gains since the joint venture and distributed a significant amount of capital to shareholders
- Currently own ~3.3% of global company
- Market value of ownership stake of ~\$940MM (unrealized pre-tax gain of ~\$520MM) as of 10/31/18
- TRA revenue expected to gradually increase over time, with potential for incremental TRA revenue with ownership sell-down
- Continue to account for ownership under the equity method of accounting

Vantiv/Worldpay ownership and monetized gains



Worldpay TRA revenue forecast¹

(\$ MM pre-tax expected to be recognized in the fourth quarter of each year shown below; the realized cash - and therefore potential share repurchase capacity - would not occur until the following quarter)



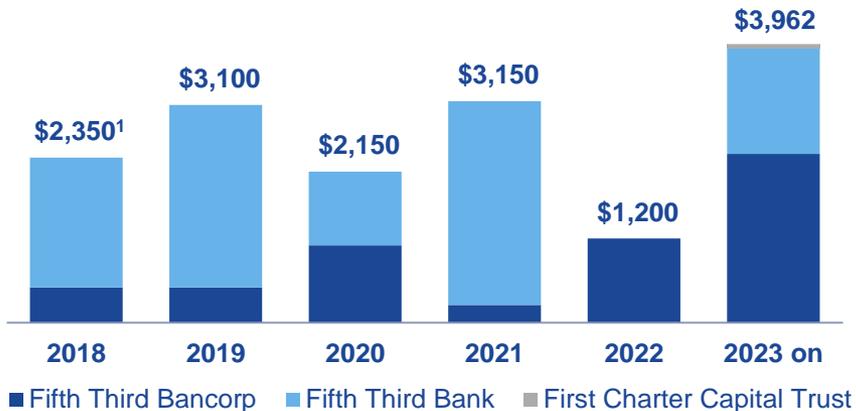
¹Assumes Worldpay has sufficient U.S. taxable income to utilize the TRA-related deductions, and assumes a 21% federal tax rate; ²Assumes remaining units are exchanged at \$91.84 per unit on 10/31/18



Strong liquidity profile – 3Q18

Unsecured debt maturities

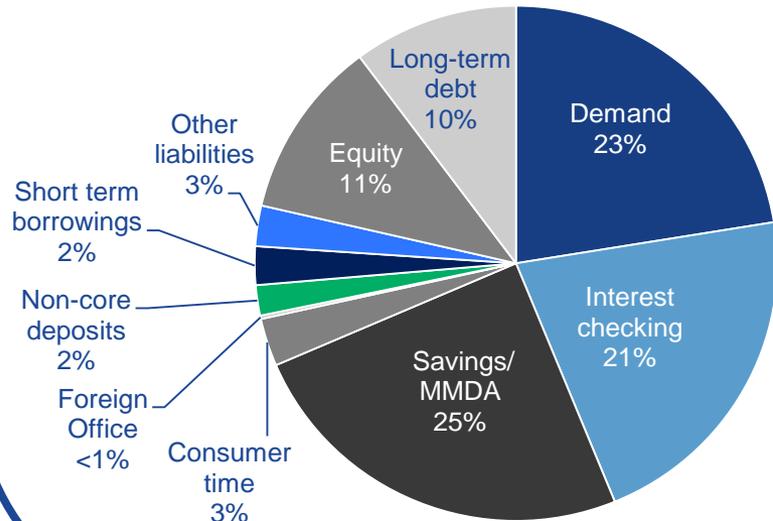
\$ millions – excl. Retail Brokered & Institutional CDs



¹\$600MM of senior bank notes matured in 1Q18; \$500MM of Holding Company debt matured in 2Q18; \$1.25B of senior bank notes was redeemed in 3Q18

Heavily core funded

As of 09/30/2018



Holding company:

- Modified LCR of 119%
- Holding Company cash as of September 30, 2018: \$3.1B
- Cash currently sufficient to satisfy all fixed obligations in a stressed environment for ~23 months (debt maturities, common and preferred dividends, interest, and other expenses) without accessing capital markets, relying on dividends from subsidiaries or any other actions
- The Holding Company did not issue any long-term debt in 3Q18

Bank entity:

- In 3Q18, the Bank issued \$1.55B of senior notes consisting of 3 tranches - \$500MM 3-yr fixed rate, \$300MM 3-yr floating rate, and \$750MM 7-yr fixed rate
- \$1.25B of senior bank notes was redeemed in 3Q18
- Available and contingent borrowing capacity (3Q18):
 - FHLB ~\$10.4B available, ~\$11.1B total
 - Federal Reserve ~\$33.9B

2018 funding plans

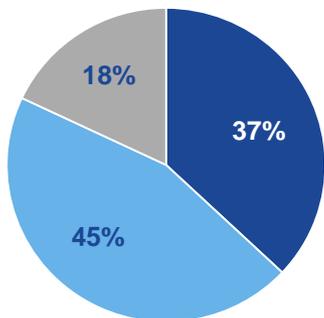
- In 2018, Fifth Third expects to issue sufficient long-term debt to maintain its current ratings under the Moody's LGF methodology



Balance sheet positioning – 3Q18

Investment portfolio

- 56% allocation to bullet/locked-out cash flow securities
- Yield: 3.22%
- Effective duration of 5.2⁵
- Net unrealized pre-tax loss: \$898MM
- 99% AFS

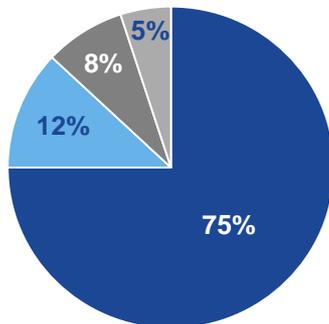


Level 1	100% Fix 0% Float
Level 2A	100% Fix 0% Float
Non-HQLA/Other	78% Fix 22% Float

Commercial loans^{1,2,3}

\$13.1B fixed | \$44.2B variable^{1,2,3}

- 1ML based: 66%⁶
- 3ML based: 7%⁶
- Prime based: 4%⁶
- Weighted avg. life: 1.68 years

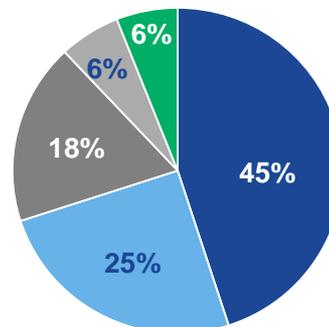


C&I	20% Fix 80% Float
Coml. mortgage	21% Fix 79% Float
Coml. construction	1% Fix 99% Float
Coml. lease	100% Fix 0% Float

Consumer loans¹

\$26.1B fixed | \$10.0B variable¹

- 1ML based: 2%⁷
- 12ML based: 2%⁷
- Prime based: 22%⁷
- Weighted avg. life: 3.45 years
 - Auto: 1.53 years

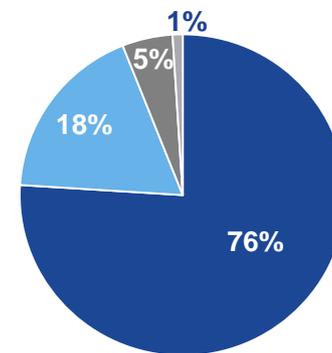


Resi mtg. & construction	91% Fix 9% Float
Auto	100% Fix 0% Float
Home equity	9% Fix 91% Float
Credit card	24% Fix 76% Float
Other	59% Fix 41% Float

Long-term debt⁴

\$9.8B fixed | \$4.6B variable⁴

- 1ML based: 9%⁸
- 3ML based: 23%⁸
- Weighted avg. life: 4.25 years



Senior debt	65% Fix 35% Float
Sub debt	74% Fix 26% Float
Auto securiz. proceeds	96% Fix 4% Float
Other	63% Fix 37% Float

Total interest earning assets ~\$129B; \$70B fixed | \$59B variable

Data as of 9/30/18; ¹Includes HFS Loans & Leases; ²Fifth Third had \$4.15B of variable loans classified as fixed given the 1ML receive-fix swaps outstanding against C&I loans; ³Excludes derivative instruments added after 9/30/18 and mid-2019 forward starting swaps which partially replaces existing 2019 swap maturities; ⁴Fifth Third had \$2.21B 3ML receive-fix swaps and \$1.25B 1ML receive-fix swaps outstanding against long-term debt, which are being included in floating, long-term debt with swaps outstanding reflected at fair value; ⁵Effective duration of the taxable available for sale portfolio; ⁶As a percent of total commercial; ⁷As a percent of total consumer; ⁸As a percent of total long-term debt



Interest rate risk management – 3Q18

Estimated NII sensitivity profile and ALCO policy limits

Change in interest rates (bps)	% Change in NII (FTE)		ALCO policy limit	
	13 to 24		13 to 24	
	12 months	months	12 months	months
+200 Ramp over 12 months	(0.15%)	3.45%	(4.00%)	(6.00%)
+100 Ramp over 12 months	0.02%	1.95%	NA	NA
-125 Ramp over 12 Months	(3.72%)	(9.82%)	(8.00%)	(12.00%)

Estimated NII sensitivity with deposit beta changes

Change in interest rates (bps)	Betas 25% higher		Betas 25% lower	
	13 to 24		13 to 24	
	12 months	months	12 months	months
+200 Ramp over 12 months	(3.02%)	(2.08%)	2.72%	8.97%
+100 Ramp over 12 months	(1.42%)	(0.79%)	1.45%	4.69%

Estimated NII sensitivity with demand deposit balance changes

Change in Interest Rates (bps)	% Change in NII (FTE)			
	\$1BN balance decline		\$1BN balance increase	
	13 to 24		13 to 24	
	12 months	months	12 months	months
+200 Ramp over 12 Months	(0.38%)	3.00%	0.09%	3.90%
+100 Ramp over 12 Months	(0.10%)	1.73%	0.13%	2.18%
-125 Ramp over 12 Months	(3.87%)	(10.10%)	(3.58%)	(9.54%)

NII is near asset/liability neutral over the next 12 months with betas assumed at 70% and no re-pricing lag:

- As of 9/30/18, 58% of loans were floating rate net of existing swaps (77% of commercial; 28% of total consumer)
- Added derivative instruments post quarter-end (swaps and floors) for protection against lower interest rates, as reflected in the table
- Investment portfolio effective duration of 5.2¹
- Short-term borrowings represent approximately 17% of total wholesale funding, or 3% of total funding
- Approximately \$11 billion in non-core funding matures beyond one year

Interest rate sensitivity tables are based on conservative deposit assumptions:

- 70% beta on all IB deposit and sweep balances
- No modeled re-pricing lag on deposits
- Utilizes forecasted balance sheet with incremental DDA runoff assumed

¹ Effective duration of the taxable available for sale portfolio; 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
 Note: data as of 9/30/18 including all swaps and floors executed prior to 10/23/2018; 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.



Regulation G reconciliation

Fifth Third Bancorp and Subsidiaries

Regulation G Non-GAAP Reconciliation

\$ and shares in millions (unaudited)	Three Months Ended				1H18		Three Months Ended				1H18
	September 2018	June 2018	March 2018				September 2018	June 2018	March 2018		
Net income attributable to Bancorp (U.S. GAAP) (a)	\$433	\$586	\$704		\$1,290	Net interest income (U.S. GAAP)	\$1,043	\$1,020	\$996		\$2,016
Net income available to common shareholders (U.S. GAAP) (b)	\$418	\$563	\$689		\$1,252	Add: FTE Adjustment	4	4	3		7
Add: Intangible amortization, net of tax	1	1	1		2	Net interest income (FTE)	\$1,047	\$1,024	\$999		\$2,023
Tangible net income available to common shareholders	\$419	\$564	\$690		\$1,254	Adjusted Net interest income (FTE) (g)	\$1,047	\$1,024	\$999		\$2,023
Tangible net income available to common shareholders (annualized)	\$1,662	\$2,262	\$2,798		\$2,529	Noninterest income (U.S. GAAP)	\$563	\$743	\$909		\$1,652
Average Bancorp shareholders' equity (U.S. GAAP)	\$16,145	\$16,108	\$16,313		\$16,210	Valuation of Visa total return swap	17	10	39		49
Less: Average preferred stock	(1,331)	(1,331)	(1,331)		(1,331)	GreenSky IPO gain	-	(16)	-		(16)
Average goodwill	(2,462)	(2,462)	(2,455)		(2,458)	Securities (gains) losses, net (including GreenSky)	6	5	11		16
Average intangible assets and other servicing rights	(29)	(30)	(27)		(28)	Branch network impairment charge	-	30	8		38
Average tangible common equity (c)	\$12,323	\$12,285	\$12,500		12,393	Vantiv/ Worldpay step-up gain	-	-	(414)		(414)
Adjustments (pre-tax items)						Gain on sale of Vantiv/Worldpay shares	-	(205)	-		(205)
Vantiv/ Worldpay step-up gain	\$ -	\$ -	\$ (414)		\$ (414)	Adjusted noninterest income (h)	\$586	\$567	\$553		\$1,120
Litigation reserve charges	-	-	8		8	Noninterest expense (U.S. GAAP)	\$1,008	\$1,037	\$1,046		\$2,083
Branch network assessment charge	-	30	8		38	Contribution for Fifth Third Foundation	-	(10)	-		(10)
Valuation of Visa total return swap	17	10	39		49	Compensation expense primarily related to staffing review	-	(19)	-		(19)
Gain from GreenSky IPO	-	(16)	-		(16)	Litigation reserve increase	-	-	(8)		(8)
Securities (gains) losses, net (including GreenSky)	6	5	11		16	Adjusted noninterest expense	\$1,008	\$1,008	\$1,038		\$2,046
Contribution for Fifth Third Foundation	-	10	-		10	Impairment on affordable housing investments, as reported	(39)	(47)	(48)		(95)
Gain on sale of Vantiv/Worldpay shares	-	(205)	-		(205)	Adjusted noninterest expense ex LIH expense (i)	\$969	\$961	\$990		\$1,951
Compensation expense primarily related to staffing review	-	19	-		19	Average assets (j)	\$141,752	\$141,529	\$141,565		\$141,547
Adjustments - after-tax¹ (d)	\$18	(\$116)	(\$275)		(\$391)	Metrics:					
Adjusted net income attributable to Bancorp (a + d)	\$451	\$470	\$429		\$899	Adjusted return on average tangible common equity (f) / (c)	14.0%	14.6%	13.4%		14.0%
Adjusted net income attributable to Bancorp (annualized) (e)	\$1,789	\$1,885	\$1,740		\$1,813	Adjusted return on average assets (e) / (j)	1.3%	1.3%	1.2%		1.3%
Adjusted net income available to common shareholders (b + d)	\$436	\$447	\$414		\$861	Adjusted efficiency ratio ex LIH expense (i) / [(g) + (h)]	59.3%	60.4%	63.8%		62.1%
Adjusted net income available to common shareholders (annualized) (f)	\$1,730	\$1,792	\$1,679		\$1,736						

¹Assumes a 21% tax rate

