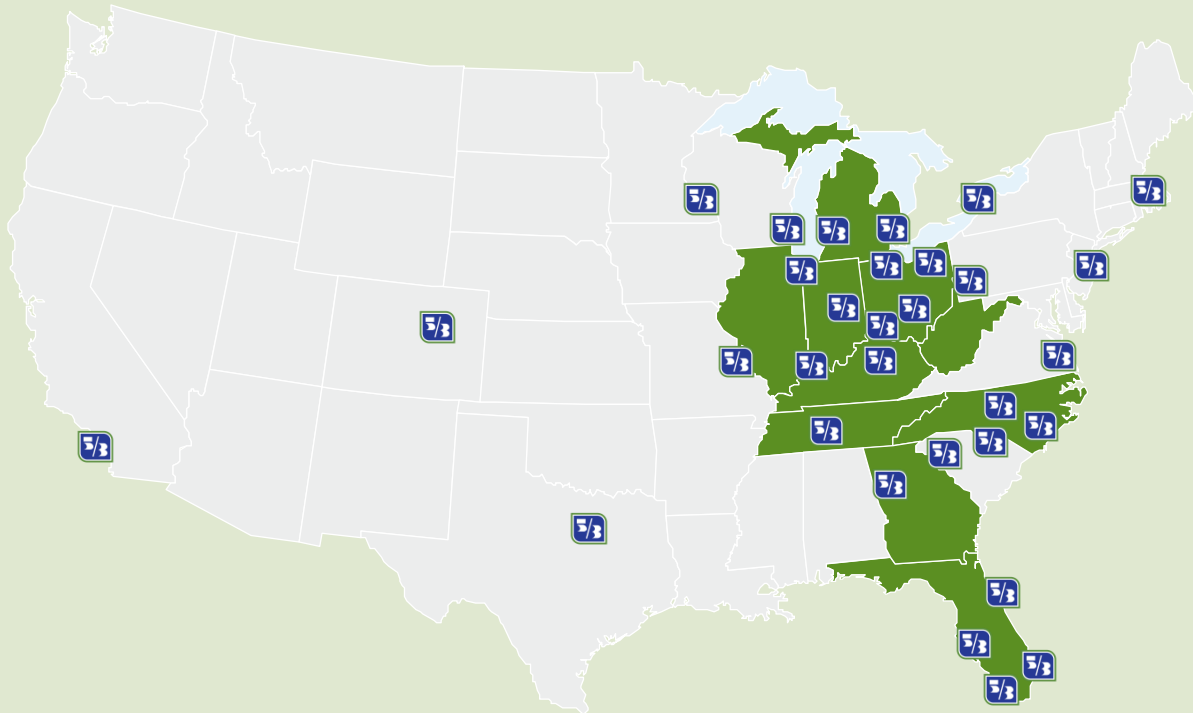



Corporate Highlights


SECOND QUARTER 2017

CORPORATE PROFILE

Fifth Third Bank, established in 1858, is a diversified financial services company headquartered in Cincinnati, Ohio. Fifth Third is among the largest money managers in the Midwest, and as of June 30, 2017, had \$330 billion in assets under care, of which it managed \$34 billion for individuals, corporations and not-for-profit organizations through its Trust and Investment Advisory businesses.



 Fifth Third Bank Regional Footprint as of June 30, 2017

 Corporate Office Locations (London and Toronto offices not shown)

STATISTICS as of June 30, 2017

\$141B
IN ASSETS

OPERATES
4
MAIN BUSINESSES
Commercial Banking; Branch Banking; Consumer Lending; Wealth & Asset Management

OPERATES
1,157
FULL-SERVICE BANKING CENTERS

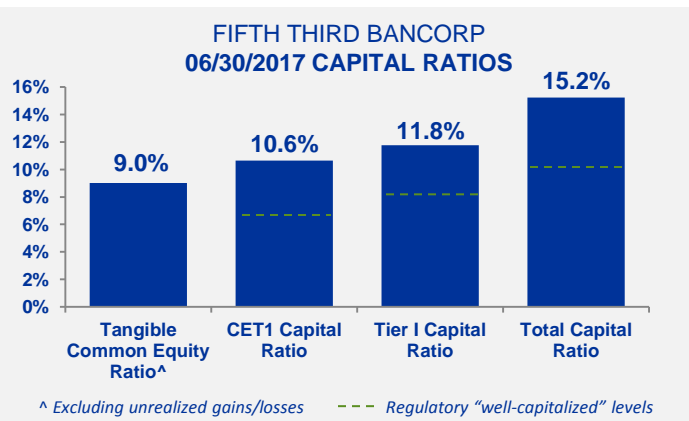
2,461
ATMs
OH, KY, IN, MI, IL, FL, TN, WV, GA, NC

HOLDS
17.7%
INTEREST IN VANTIV HOLDING, LLC

CAPITAL RATIOS

Today, it is important that you know your banking company is strong and well-capitalized. **Fifth Third is both.**

Throughout its history, Fifth Third has represented a source of strength and stability. Our capital levels significantly exceed all regulatory "well-capitalized" levels as well as our own target levels.



CREDIT AGENCY RATINGS*

| | Holding Co. Long-Term Issuer | Rating Level | Bank Long-Term Deposit | Rating Level |
|----------------|------------------------------|-------------------------------|------------------------|-------------------------------|
| Moody's | Baa1 | 8 th highest of 22 | Aa3 | 4 th highest of 22 |
| S&P | BBB+ | 8 th highest of 23 | A-# | 7 th highest of 23 |
| Fitch | A | 6 th highest of 23 | A+ | 5 th highest of 23 |
| DBRS | AL | 7 th highest of 26 | A | 6 th highest of 26 |

* As an investor, you should be aware that a security rating is not a recommendation to buy, sell or hold securities, that it may be subject to revision or withdrawal at any time by the assigning rating organization and that each rating should be evaluated independently of any other rating.

S&P does not provide a depositor rating. Fifth Third Bank's issuer credit rating is A-.

Financial Highlights

SECOND QUARTER 2017



| | THREE MONTHS (Ended June 30) | | | CALENDAR YEAR | | | | |
|---|---------------------------------|----------|-----------------|---------------|----------|----------|----------|----------|
| | 2017 | 2016 | Bps/% Change | 2016 | 2015 | 2014 | 2013 | 2012 |
| Key Performance Ratios | | | | | | | | |
| Return on Average Assets | 1.05% | 0.92% | 13 | 1.10% | 1.22% | 1.12% | 1.48% | 1.34% |
| Return on Average Common Equity | 9.0% | 8.0% | 100 | 9.8% | 11.3% | 10.0% | 13.1% | 11.6% |
| Taxable Equivalent Net Interest Margin ^(a) | 3.01% | 2.88% | 13 | 2.88% | 2.88% | 3.10% | 3.32% | 3.55% |
| Taxable Equivalent Efficiency Ratio ^(a) | 63.4% | 65.3% | (190) | 61.6% | 57.6% | 61.1% | 58.2% | 61.7% |
| Earnings and Per Share Data | | | | | | | | |
| Net Income Available to Common Shareholders | \$344 | \$305 | 13% | \$1,489 | \$1,637 | \$1,414 | \$1,799 | \$1,541 |
| Earnings Per Share, Basic | 0.46 | 0.40 | 15% | 1.95 | 2.03 | 1.68 | 2.05 | 1.69 |
| Earnings Per Share, Diluted | 0.45 | 0.39 | 15% | 1.93 | 2.01 | 1.66 | 2.02 | 1.66 |
| Cash Dividends Per Common Share | 0.14 | 0.13 | 8% | 0.53 | 0.52 | 0.51 | 0.47 | 0.36 |
| Book Value Per Share | 20.42 | 20.09 | 2% | 19.82 | 18.48 | 17.35 | 15.85 | 15.10 |
| Common Shares Outstanding (\$000) | 738,873 | 766,346 | (4%) | 750,479 | 785,080 | 824,047 | 855,306 | 882,152 |
| Income Statement Highlights | | | | | | | | |
| Taxable Equivalent Net Interest Income ^(a) | \$945 | \$908 | 4% | \$3,640 | \$3,554 | \$3,600 | \$3,581 | \$3,613 |
| Total noninterest income | 564 | 599 | (6%) | 2,696 | 3,003 | 2,473 | 3,227 | 2,999 |
| Total noninterest expense | 957 | 983 | (3%) | 3,903 | 3,775 | 3,709 | 3,961 | 4,081 |
| Average Balances | | | | | | | | |
| Loans and Leases, including held-for-sale | \$92,653 | \$94,807 | (2%) | \$94,320 | \$93,339 | \$91,127 | \$89,093 | \$84,822 |
| Core Deposits | 99,570 | 98,973 | 1% | 99,381 | 99,295 | 93,477 | 86,675 | 82,422 |
| Bancorp Shareholders' Equity | 16,615 | 16,584 | - | 16,597 | 15,865 | 15,290 | 14,302 | 13,701 |
| Asset Quality Ratios | | | | | | | | |
| Net Charge-Offs/Avg. Loans and Leases | 0.28% | 0.37% | (9) | 0.39% | 0.48% | 0.64% | 0.58% | 0.85% |
| Nonperforming Assets/Portfolio Loans, Leases and Other Assets, including OREO | 0.72% | 0.86% | (14) | 0.80% | 0.70% | 0.82% | 1.10% | 1.49% |
| ALLL/Portfolio Loans and Leases | 1.34% | 1.38% | (4) | 1.36% | 1.37% | 1.47% | 1.79% | 2.16% |
| Market Performance FITB (NASDAQ) | | | | | | | | |
| Market Close Price Per Share: High | \$26.07 | \$19.30 | 35% | \$27.79 | \$21.71 | \$23.39 | \$21.04 | \$16.16 |
| Market Close Price Per Share: Low | 23.62 | 16.13 | 46% | 13.94 | 17.22 | 17.74 | 15.35 | 12.04 |
| Market Close Price Per Share: End of Period | 25.96 | 17.59 | 48% | 26.97 | 20.10 | 20.38 | 21.03 | 15.20 |
| Market Capitalization (\$ in millions) | 19,181 | 13,480 | 42% | 20,240 | 15,780 | 16,790 | 17,987 | 13,409 |

^(a)Non-GAAP measure: see discussion of non-GAAP and Reg. G reconciliation beginning on page 32 of Fifth Third's Q2 2017 earnings release

This Financial Highlights Sheet is for general informational purposes only and does not constitute an offer or sale of Fifth Third common stock or any other security. All such offers and sales shall be made only pursuant to an effective registration statement filed with the Securities and Exchange Commission ("SEC") and a current prospectus.

Fifth Third files annual, quarterly and special reports, proxy statements and other information with the SEC. These documents provide more information regarding the information contained in this Fact Sheet. Investors may read and copy reports, proxy statements and other information filed by Fifth Third at the SEC's public reference rooms at 100 F Street N.E., Washington, D.C. 20549. Please call the SEC at 1-800-SEC-0330 for further information about the public reference rooms. Fifth Third's reports, proxy statements and other information are also available from commercial document retrieval services, www.53.com, and at the SEC's website located at www.sec.gov.