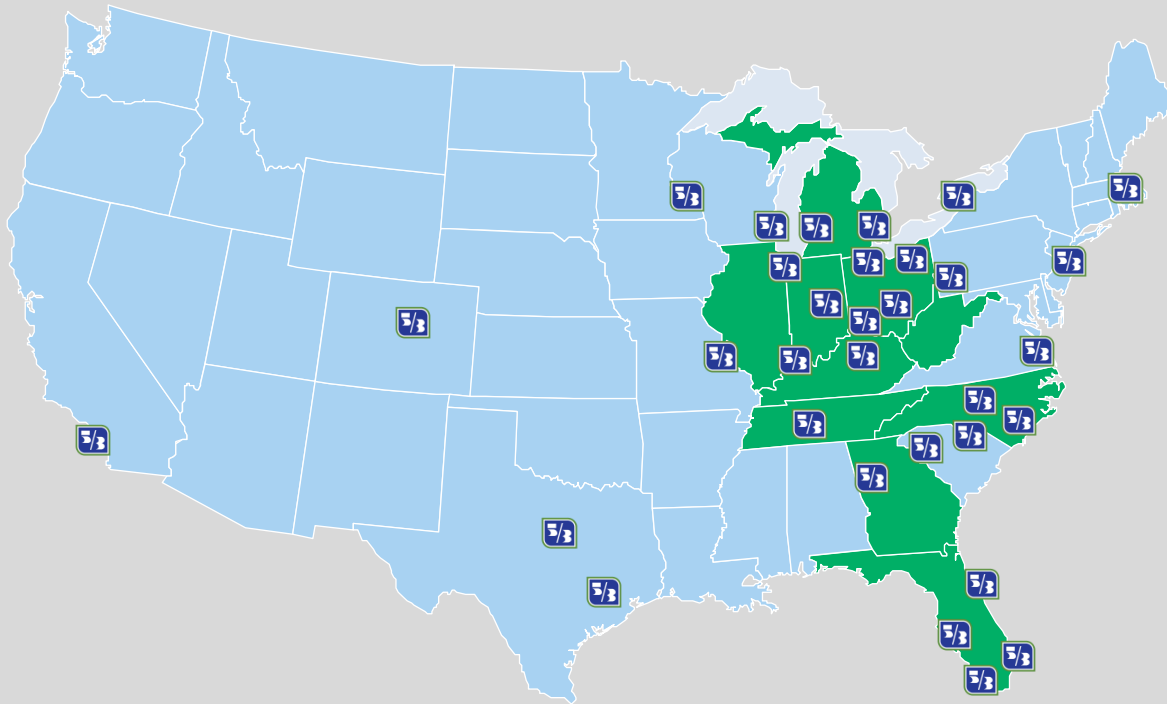


Corporate Highlights

THIRD QUARTER 2018

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 September 30, 2018, had \$376 billion in assets under care, of which it managed \$38 billion for individuals, corporations and not-for-profit organizations through its Trust and Registered Investment Advisory businesses.



 Fifth Third Bank Regional Footprint as of September 30, 2018
 Corporate Office Locations (London and Toronto offices not shown)

STATISTICS as of September 30, 2018

\$142B
IN ASSETS

OPERATES
4

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

OPERATES
1,152
FULL-SERVICE BANKING CENTERS

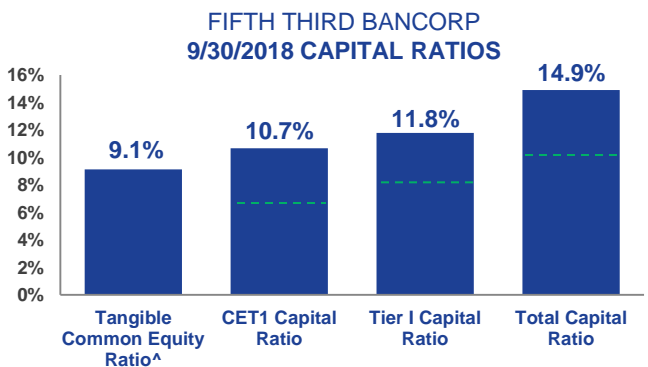
2,443
Fifth Third Branded ATMs
OH, KY, IN, MI, IL, FL, TN, WV, GA, NC

~53,000
Fee-free ATMs
Nationwide

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- | 7 th highest of 23 | A | 6 th highest of 23 |
| DBRS | A | 6 th highest of 26 | AH | 5 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. Additional information on the credit rating ranking within the overall classification system is located on the website of each credit rating agency.

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

Financial Highlights

THIRD QUARTER 2018



| | THREE MONTHS (Ended September 30) | | | CALENDAR YEAR | | | | |
|--|--------------------------------------|----------|-----------------|---------------|----------|----------|----------|----------|
| | 2018 | 2017 | Bps/% Change | 2017 | 2016 | 2015 | 2014 | 2013 |
| <i>\$ in millions, except per share data</i> | | | | | | | | |
| Key Performance Ratios | | | | | | | | |
| Return on Average Assets | 1.21% | 2.85% | (164) | 1.56% | 1.10% | 1.22% | 1.12% | 1.48% |
| Return on Average Common Equity | 11.2% | 25.6% | (1,440) | 13.9% | 9.8% | 11.3% | 10.0% | 13.1% |
| Net Interest Margin (FTE) ^(a) | 3.23% | 3.07% | 16 | 3.03% | 2.88% | 2.88% | 3.10% | 3.32% |
| Efficiency Ratio (FTE) ^(a) | 62.6% | 38.4% | 2,420 | 56.6% | 61.6% | 57.6% | 61.1% | 58.2% |
| Earnings and Per Share Data | | | | | | | | |
| Net Income Available to Common Shareholders | \$418 | \$999 | (58%) | \$2,097 | \$1,474 | \$1,637 | \$1,414 | \$1,799 |
| Earnings Per Share, Basic | 0.62 | 1.37 | (55%) | 2.88 | 1.95 | 2.03 | 1.68 | 2.05 |
| Earnings Per Share, Diluted | 0.61 | 1.35 | (55%) | 2.83 | 1.93 | 2.01 | 1.66 | 2.02 |
| Cash Dividends Declared Per Common Share | 0.18 | 0.16 | 13% | 0.60 | 0.53 | 0.52 | 0.51 | 0.47 |
| Book Value Per Share | 21.92 | 21.30 | 3% | 21.67 | 19.82 | 18.48 | 17.35 | 15.85 |
| Common Shares Outstanding (\$000) | 661,373 | 705,474 | (6%) | 693,805 | 750,479 | 785,080 | 824,047 | 855,306 |
| Income Statement Highlights | | | | | | | | |
| Net Interest Income (FTE) ^(a) | \$1,047 | \$977 | 7% | \$3,824 | \$3,640 | \$3,554 | \$3,600 | \$3,581 |
| Total Noninterest Income | 563 | 1,561 | (64%) | 3,224 | 2,696 | 3,003 | 2,473 | 3,227 |
| Total Noninterest Expense | 1,008 | 975 | 3% | 3,990 | 3,903 | 3,775 | 3,709 | 3,961 |
| Average Balances | | | | | | | | |
| Loans and Leases, including held for sale | \$93,977 | \$92,617 | 1% | \$92,731 | \$94,320 | \$93,339 | \$91,127 | \$89,093 |
| Core Deposits | 101,492 | 98,649 | 3% | 99,823 | 99,381 | 99,295 | 93,477 | 86,675 |
| Bancorp Shareholders' Equity | 16,145 | 16,820 | (4%) | 16,590 | 16,597 | 15,865 | 15,290 | 14,302 |
| Asset Quality Ratios | | | | | | | | |
| Net Charge-Offs/Avg. Portfolio Loans and Leases | 0.30% | 0.29% | 1 | 0.32% | 0.39% | 0.48% | 0.64% | 0.58% |
| Nonperforming Portfolio Assets as a Percent of Portfolio Loans and Leases and OREO | 0.48% | 0.60% | (12) | 0.53% | 0.80% | 0.70% | 0.82% | 1.10% |
| ALLL/Portfolio Loans and Leases | 1.17% | 1.31% | (14) | 1.30% | 1.36% | 1.37% | 1.47% | 1.79% |
| Market Performance FITB (NASDAQ) | | | | | | | | |
| Market Close Price Per Share: High | \$30.24 | \$27.98 | 8% | \$31.36 | \$27.79 | \$21.71 | \$23.39 | \$21.04 |
| Market Close Price Per Share: Low | 27.92 | 24.97 | 12% | 23.62 | 13.94 | 17.22 | 17.74 | 15.35 |
| Market Close Price Per Share: End of Period | 27.92 | 27.98 | 0% | 30.34 | 26.97 | 20.10 | 20.38 | 21.03 |
| Market Capitalization (\$ in millions) | 18,466 | 19,739 | (6%) | 21,050 | 20,240 | 15,780 | 16,790 | 17,987 |

^(a)Non-GAAP measure: see discussion of non-GAAP and Reg. G reconciliation beginning on page 25 of Fifth Third's Q3 2018 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.