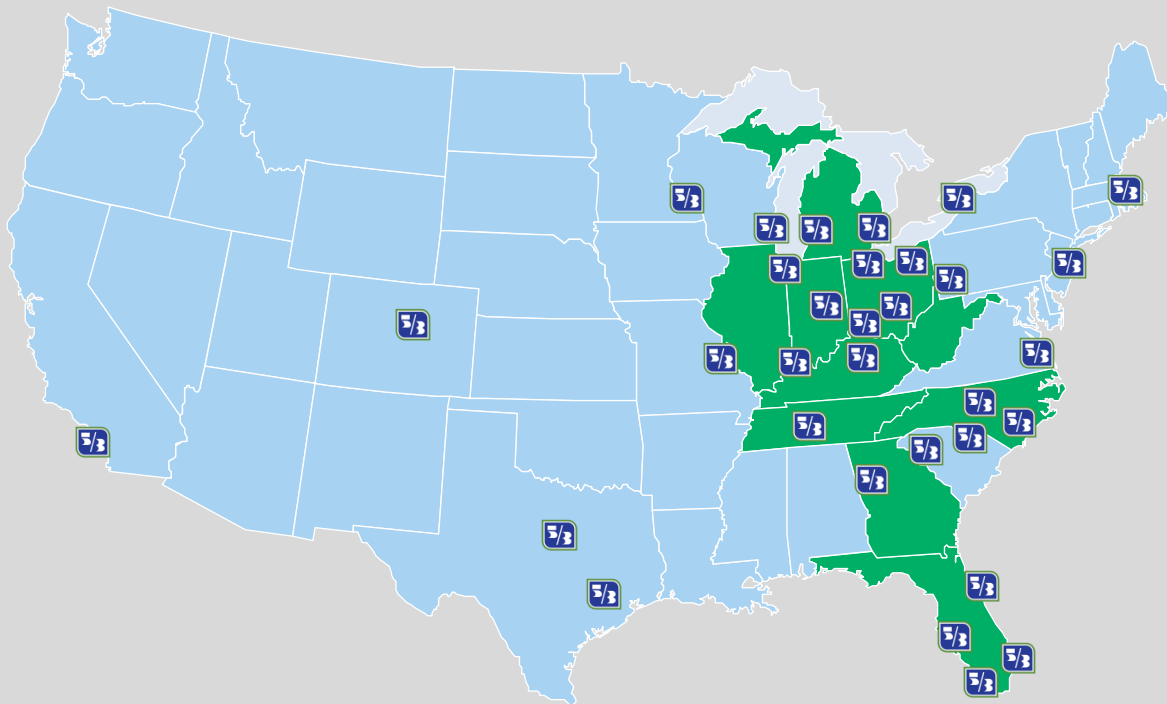


Corporate Highlights

FOURTH 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 December 31, 2018, had \$356 billion in assets under care, of which it managed \$37 billion for individuals, corporations and not-for-profit organizations through its Trust and Registered Investment Advisory businesses.



 Fifth Third Bank Regional Footprint as of December 31, 2018
 Corporate Office Locations (London and Toronto offices not shown)

STATISTICS as of December 31, 2018

\$146B
IN ASSETS

OPERATES
4

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

OPERATES
1,121
FULL-SERVICE
BANKING CENTERS

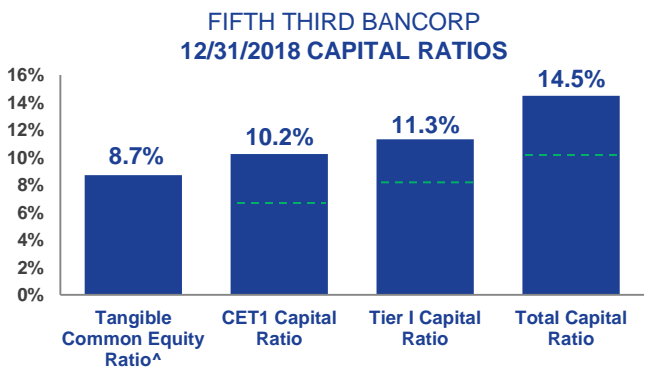
2,419
Fifth Third
Branded ATMs
OH, KY, IN, MI, IL, FL,
TN, WV, GA, NC

~52,000
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

FOURTH QUARTER 2018



	THREE MONTHS (Ended December 31)			CALENDAR YEAR				
	2018	2017	Bps/% Change	2018	2017	2016	2015	2014
<i>\$ in millions, except per share data</i>								
Key Performance Ratios								
Return on Average Assets	1.25%	1.48%	(23)	1.54%	1.55%	1.09%	1.20%	1.10%
Return on Average Common Equity	11.8%	13.3%	(150)	14.5%	13.9%	9.7%	11.2%	9.9%
Net Interest Margin (FTE) ^(a)	3.29%	3.02%	27	3.22%	3.03%	2.88%	2.88%	3.10%
Efficiency Ratio (FTE) ^(a)	58.8%	63.3%	(450)	56.5%	53.7%	59.3%	55.6%	59.2%
Earnings and Per Share Data								
Net Income Available to Common Shareholders	\$432	\$504	(14%)	\$2,118	\$2,105	\$1,472	\$1,610	\$1,384
Earnings Per Share, Basic	0.65	0.71	(8%)	3.11	2.86	1.92	2.00	1.65
Earnings Per Share, Diluted	0.64	0.70	(9%)	3.06	2.81	1.91	1.97	1.63
Cash Dividends Declared Per Common Share	0.22	0.16	38%	0.74	0.60	0.53	0.52	0.51
Book Value Per Share	23.07	21.43	8%	23.07	21.43	19.62	18.31	17.22
Common Shares Outstanding (\$000)	646,631	693,805	(7%)	646,631	693,805	750,479	785,080	824,047
Income Statement Highlights								
Net Interest Income (FTE) ^(a)	\$1,085	\$963	13%	\$4,156	\$3,824	\$3,640	\$3,554	\$3,600
Total Noninterest Income	575	577	-	2,790	3,224	2,696	3,003	2,473
Total Noninterest Expense	977	975	-	3,928	3,782	3,760	3,647	3,592
Average Balances								
Loans and Leases, including held for sale	\$95,398	\$92,865	3%	\$93,876	\$92,731	\$94,320	\$93,339	\$91,127
Core Deposits	104,087	100,242	4%	102,020	99,823	99,381	99,295	93,477
Bancorp Shareholders' Equity	15,794	16,328	(3%)	15,970	16,424	16,453	15,742	15,196
Asset Quality Ratios								
Net Charge-Offs/Avg. Portfolio Loans and Leases	0.35%	0.33%	2	0.35%	0.32%	0.39%	0.48%	0.64%
Nonperforming Portfolio Assets as a Percent of Portfolio Loans and Leases and OREO	0.41%	0.53%	(12)	0.41%	0.53%	0.80%	0.70%	0.82%
ALLL/Portfolio Loans and Leases	1.16%	1.30%	(14)	1.16%	1.30%	1.36%	1.37%	1.47%
Market Performance FITB (NASDAQ)								
Market Close Price Per Share: High	\$28.67	\$31.36	(9%)	\$34.35	\$31.36	\$27.79	\$21.71	\$23.39
Market Close Price Per Share: Low	22.36	27.67	(19%)	22.36	23.62	13.94	17.22	17.74
Market Close Price Per Share: End of Period	23.53	30.34	(22%)	23.53	30.34	26.97	20.10	20.38
Market Capitalization (\$ in millions)	15,215	21,050	(28%)	15,215	21,050	20,240	15,780	16,790

^(a)Non-GAAP measure: see discussion of non-GAAP and Reg. G reconciliation beginning on page 26 of Fifth Third's Q4 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.