Barclays Global Financial Services Conference

Kevin T. Kabat
Vice Chairman & Chief Executive Officer

September 10, 2013

Please refer to earnings release dated July 18, 2013 and 10-Q dated August 7, 2013 for further information

A strong franchise delivering value

- Commitment to improving franchise value
- Maintain balanced view of managing expenses and making investments for the long term
- Orient business around strong employee engagement and dedication to customer experience
- Foster culture of innovation to respond to new banking landscape

Diluted earnings per share vs 2Q12	+19%
Return on Average Assets	1.26%
Return on Average Tangible Common Equity*	13.7%
Noninterest income vs 2Q12	+19%

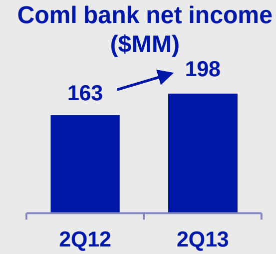
Note: Results above exclude $318 million and $56 million of Vantiv-related items in 2Q13 and 2Q12, respectively.
** Non-GAAP measure; see Reg. G reconciliation in appendix.*

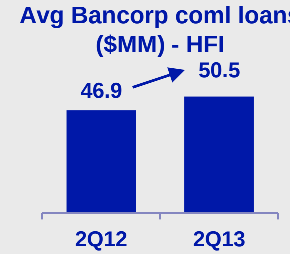
Strong core businesses driving quality, consistent earnings

FIFTH THIRD BANK

Commercial bank

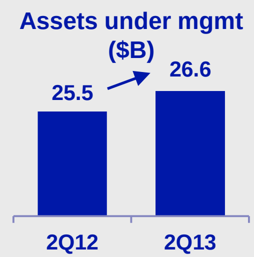
- Expertise in treasury management, capital markets, and specialized verticals combined with leverage of affiliate operating model





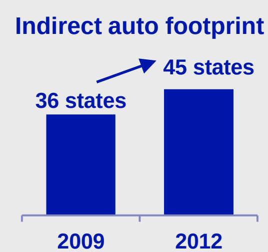
Investment Advisors

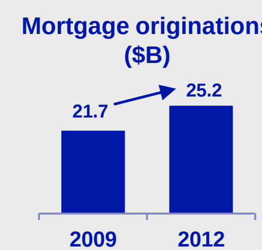
- Investment and retirement focus driving wealth management and brokerage brand through differentiated sales, products, and services



Consumer lending

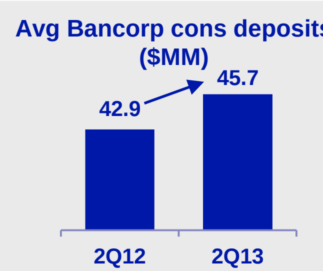
- Flexible business that can be adjusted quickly as environment changes, providing greater contribution due to through-the-cycle investments

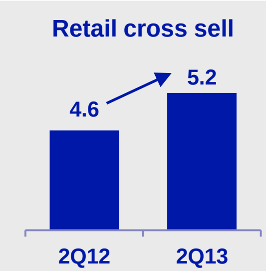




Branch banking

- Listening to voice of customer and responding with enhanced channels and products to meet consumer preferences





Note: Retail cross sell service set includes Checking, Savings, CD, Home Equity, Direct/Indirect Loan, Mortgage (incl EHR), Credit Card, Annuity, Brokerage, Insurance, Early Access, Debt Protection, ID Alert, Debit Card, Access 360, Online Bill Pay, Direct Deposit, Mobile Banking and Internet Banking. Households with Access 360 only are not included.

Commercial Bank – Executing on key strategies

Segment Specialization

Mid-Corporate

- Target clients: businesses that generate $500mm to $2B in revenue
- "Lead left" strategy
- Investments in capital markets capabilities

Industry Specialization

Healthcare

- Full suite of products designed to meet full range of healthcare clients' needs

Energy

- Launched in 3Q12
- Focused on production (upstream / downstream)

Commercial Real Estate

- Centralized group focused on select opportunities

Treasury Management Capabilities

Currency Processing Solutions

- Innovative cash management solutions simplify cash handling and improve cash flow

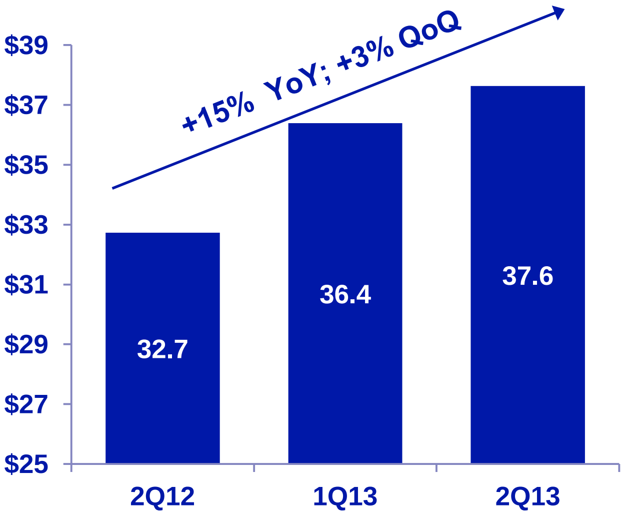
Commercial Card Solutions

- Streamline processes, reduce costs and maximize convenience

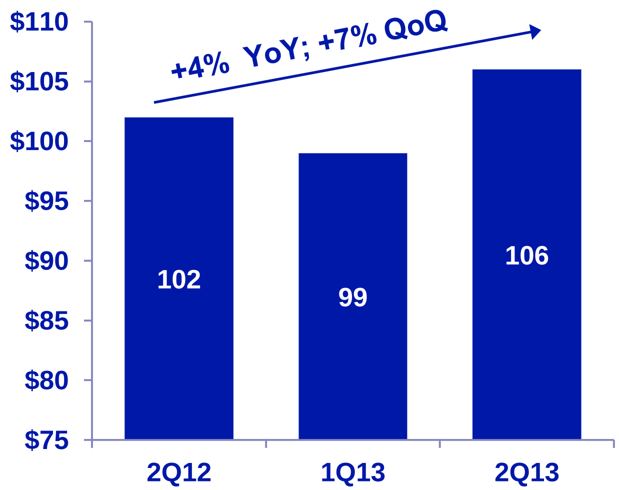
CONSULTATIVE SALES APPROACH

Corporate banking business generating growth

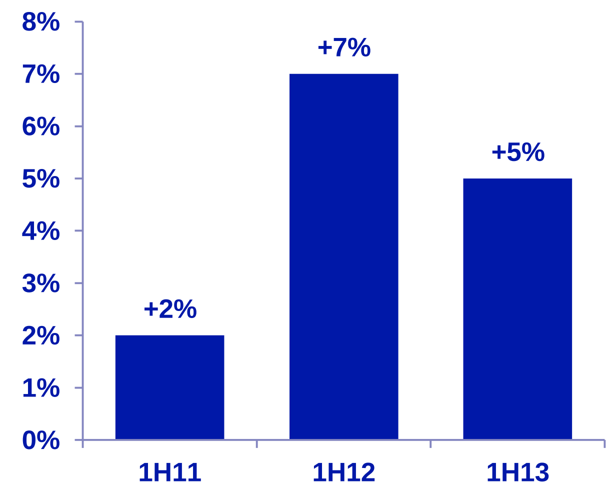
C&I Portfolio^ ($B)



Corporate banking revenue ($MM)

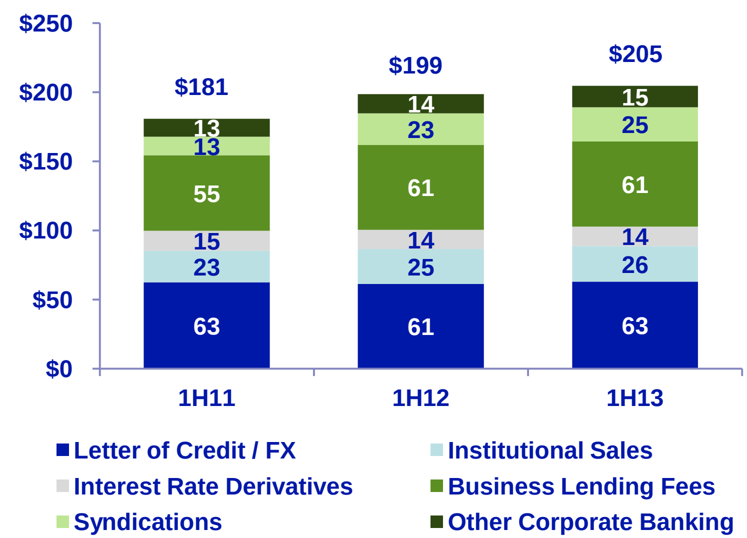


Commercial deposit fees % growth*



- **Solid results in our commercial business**
- **Reflects investments in mid-corporate space and verticals (i.e. healthcare and energy)**
- **C&I production broad based across industries and sectors; reflects particular strength in healthcare and manufacturing industries**
- **Growth in corporate banking revenue driven by investments in capital markets capabilities as well as increased syndication fees, derivatives revenue and business lending fees**

Corporate banking revenue ($MM)



^ Presented on an average basis; Excluding held-for-sale loans.
** Growth in commercial deposit fees compared with YTD results of prior year.*

Repositioning consumer bank with investments and strategic changes

Provide Differentiated Customer Experience

- Affiliate model provides localized, high touch service
- Integrated systems to facilitate team sales across products and departments
- Consultative sales approach using Financial Needs Assessment

Improve share of wallet and household penetration

- Product bundles to build full relationship
- Invest in developing our sales force, support staff, and self-service channels
- Target high value segments and capture the total relationship

Simplified deposit products

- Straightforward, easy to use accounts
- Reduced complexity

- Elimination of certain fees
- Total relationship earns better rates and lower costs

- Compatible with Fifth Third's strategic direction and new regulatory landscape

Fully converted 2.1 million households by the end of the second quarter

Card innovation

New products that fit the way customers choose to bank

Indirect auto originator

Prime Bank Rank by Units Financed^

#5 Behind Wells Fargo, Chase, Bank of America, and TD

2012

Mortgage origination ranking*

#16 → #12

2009 → 1H13

Capitalized on the downturn to capture our fair share

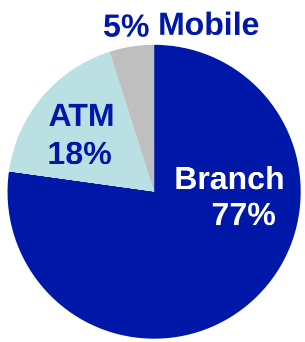
^ Source: Experian Auto Count. Loans (not leases) originated by franchised dealers. Prime banks only - excludes captives and non primes. Capital One is excluded because they are primarily non-prime. Ally is excluded because they were primarily a captive.

** Source: Inside Mortgage Finance*

Repositioning consumer bank with investments and strategic changes

Consumer deposit activity

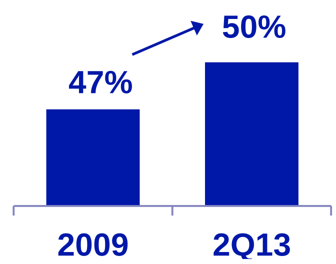
Transaction volume by channel



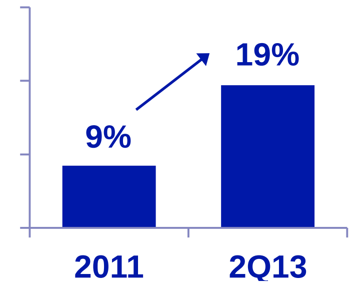
Alternative channel delivery

% of checking households with

Online banking



Mobile banking

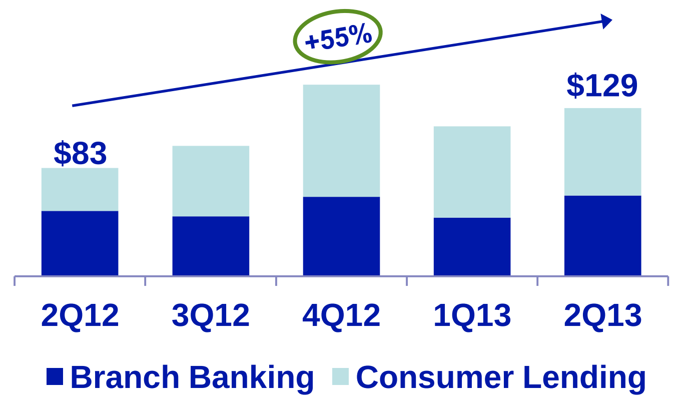


Enhanced distribution capabilities for customers to access our products and services

Micro branch format

Improve efficiency by optimizing branch operating model

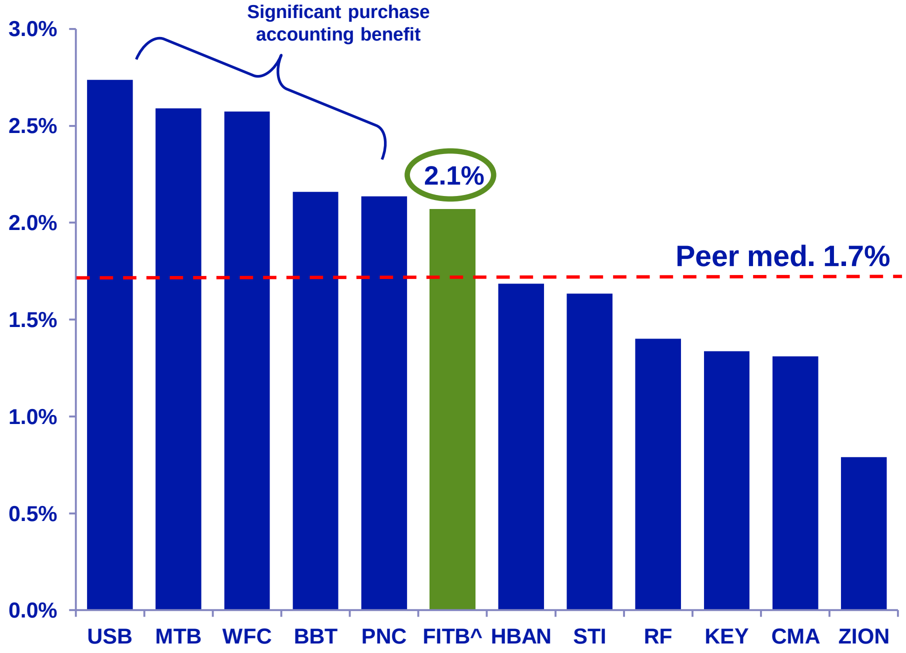
Consumer segment net income ($MM)



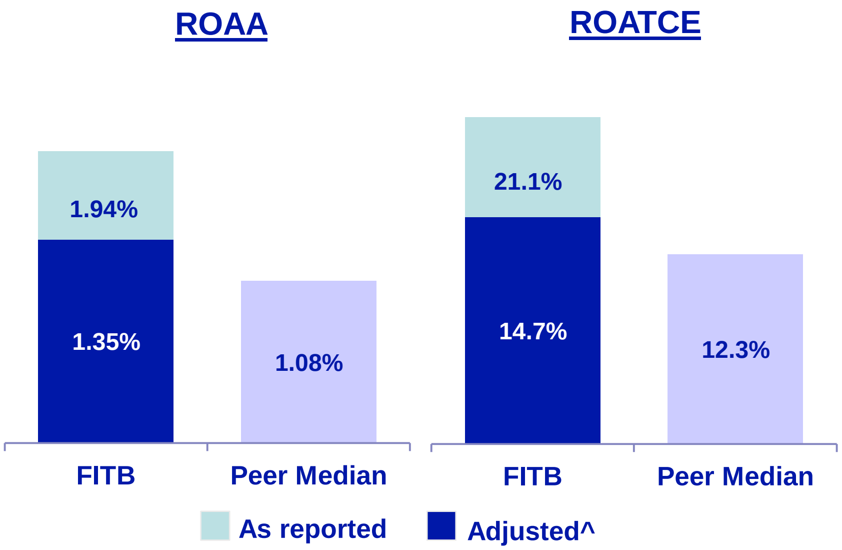
Investments showing up in stronger consumer segment results

Strong revenue and profit generation

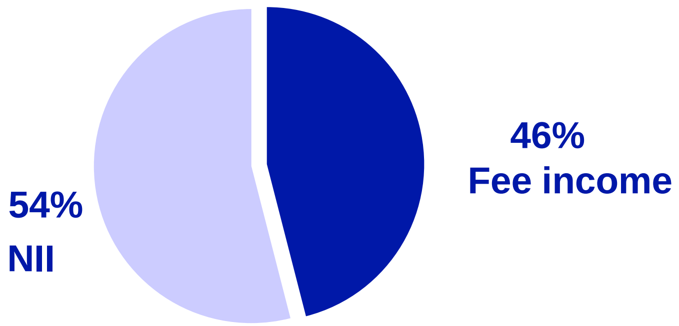
2Q13 PPNR* / Average Assets



2Q13 returns strong relative to peers



Fee income as % of 2Q13 revenue^^



- Business mix provides higher than average diversity between spread and fee revenues
- Relatively strong margin and relatively high fee income contribution drives strong profitability despite interest rate environment

Source: SNL Financial and Company Reports. Data as of 2Q13. Peer median includes: BBT, CMA, HBAN, KEY, MTB, PNC, RF, STI, USB, WFC, and ZION.
PPNR and ROATCE are Non-GAAP measures. See Reg. G reconciliation in appendix.
** Excludes securities gains / losses for FITB and peers.*
^ See Page 15 in the Appendix for adjustments.
^^ Excludes $242 million gain on the sale of Vantiv shares and a $76 million positive valuation adjustment on the Vantiv warrants.

Adaptive and responsive to near-term concerns

FIFTH THIRD BANK

Mortgage environment

- Increase in mortgage rates
- Waning refinance boom
- Competitive pressure on industry margins
- Lower HARP volumes

Fifth Third's position

- Actively managing variable expense in line with revenue expectations
- Increased percentage of purchase volumes
- Continued cross-sell benefit
- Maintaining larger market share compared with prior to mortgage cycle

Interest rate environment

- Prolonged low-rate environment on the short end of the yield curve
- Rise in long-term interest rates

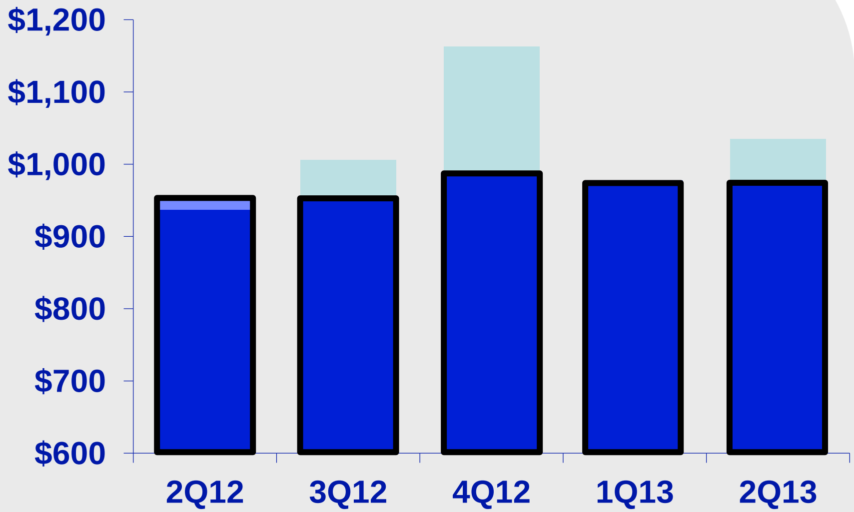
Fifth Third's position

- Coupons on new fixed rate loan originations converging with portfolio avg. coupons (~40% of loan book is fixed)
- Expect 2H13 NII to benefit from loan growth, impact of higher rates on securities portfolio, partially offset by continued loan repricing
- Increase in short-term LIBOR rates key driver for long-term upside on NII and NIM

Fifth Third has been prudent in addressing current rate environment

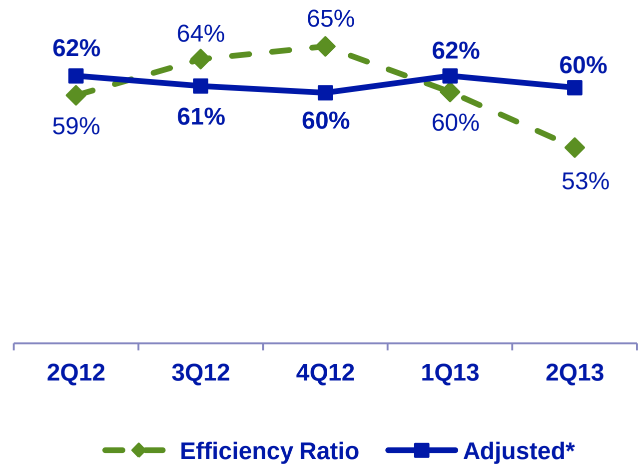
Disciplined expense management

Expense trend ($MM)



	2Q12	3Q12	4Q12	1Q13	2Q13
Reported expense	$937	$1,006	$1,163	$978	$1,035
Non-recurring items*:					
Decreasing Expense	$18	$5	--	$9	$2
Increasing Expense	--	($55)	($173)	($9)	($60)
Adjusted Expense	$955	$956	$990	$978	$977

Efficiency ratio trend



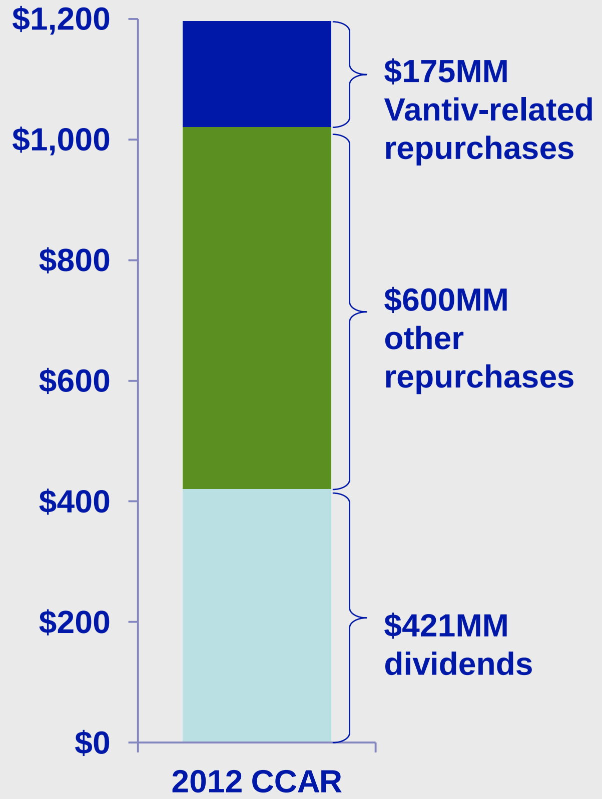
- Long-term target for mid-50% efficiency ratio in normalized environment
  - Potential benefit of higher interest rates in future
  - Reflects below-capacity balance sheet and lower revenue than we expect and can support longer term

Managing expenses carefully in response to revenue environment; continuous process of expense evaluation

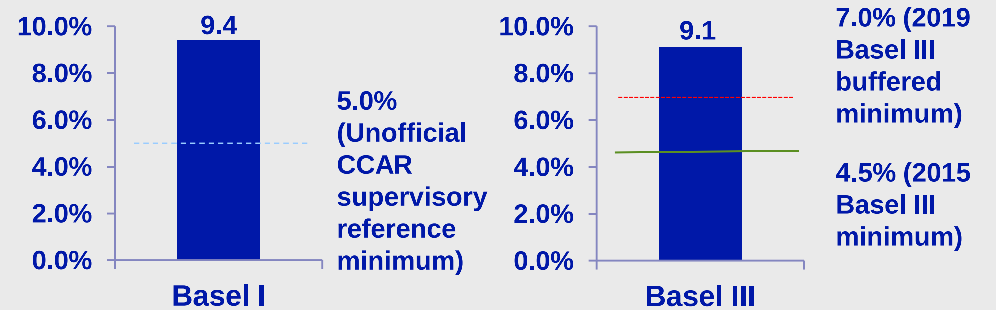
** Non-recurring items listed on page 15 in the appendix.*

Strong capital position and capital generation support ability to return capital to shareholders

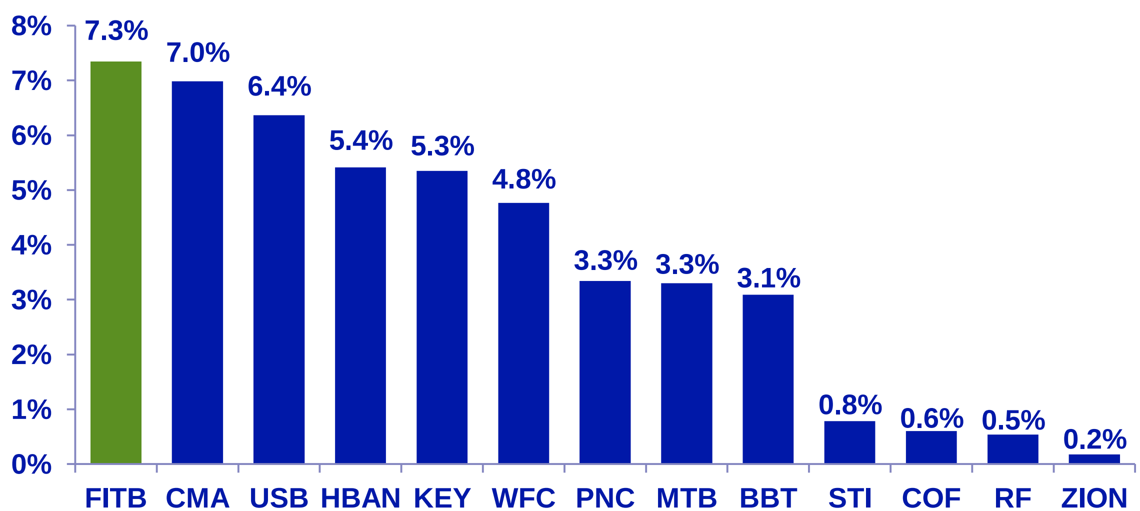
~$1.2 billion in capital returned to common shareholders (5 quarters through 3/31/13)



2Q13 Tier 1 common / RWA



Total payout yield (5 quarters through 3/31/13)



Increased quarterly common stock dividend 38% and repurchased 5.5% of outstanding common stock

Total payout yield for the period 01/01/12-03/31/13 uses stock price and market cap as of 5/29/13.

Investment thesis

Strong profitability approaching target range for normalized environment

- Industry leader in earnings power with strong returns and efficient businesses
- Problem assets at very low levels and strong reserve coverage
- Capital levels solid despite increased payouts to shareholders

Strategic focus areas

Driving Commercial Bank growth

- Targeted industry concentrations
- Robust product set
- Talent acquisition and training to leverage investments

Adapting Consumer Bank for long term profitability

- Completed change in product suite and customer migration - focus on value delivered
- Consultative, client-centric sales process
- Evolving distribution network given adoption of mobile and internet

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. 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.

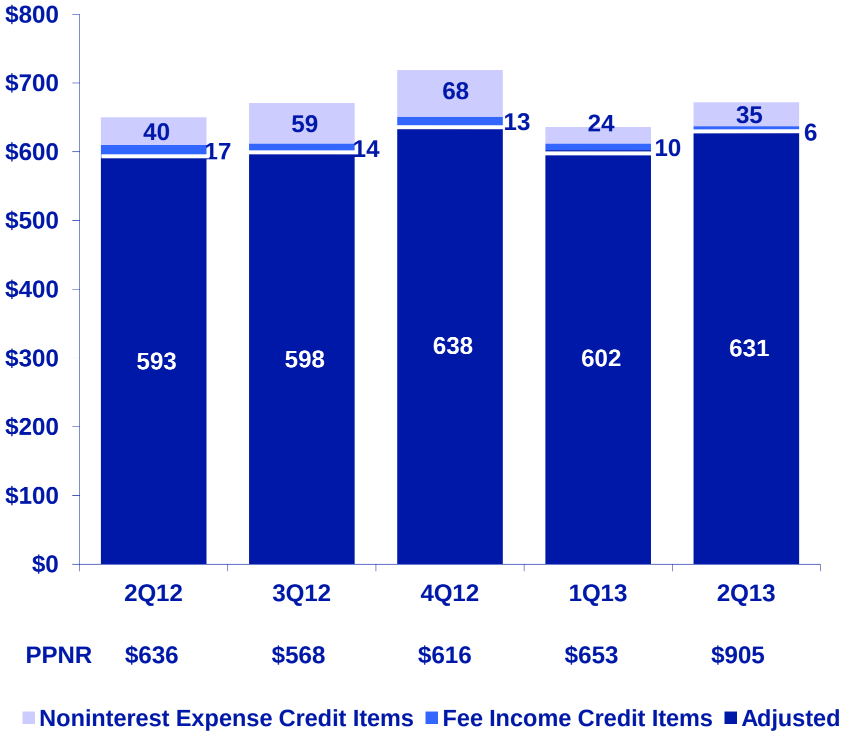
There are a number of important factors that could cause future results to differ materially from historical performance and these forward-looking statements. Factors that might cause such a difference include, but are not limited to: (1) general economic conditions and weakening in the economy, specifically 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 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 the separation of or the results of 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.

Appendix

Pre-tax pre-provision earnings*

PPNR trend



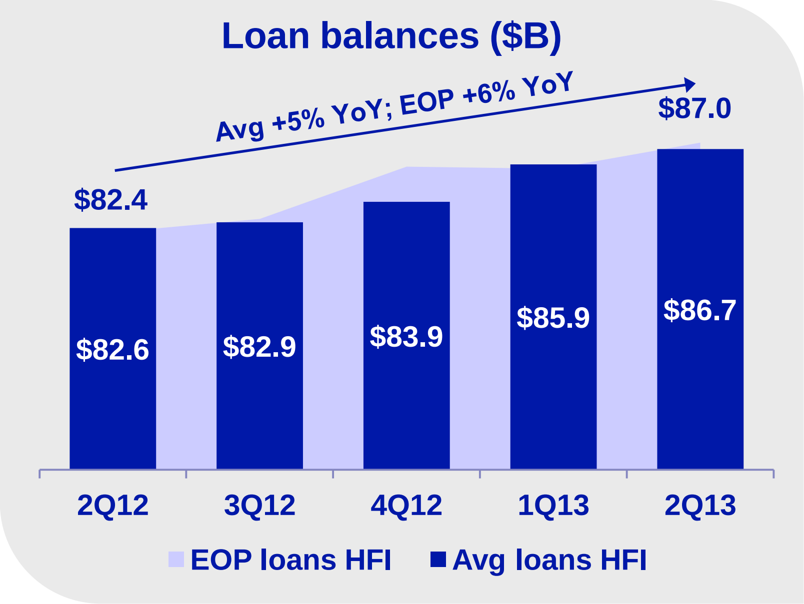
PPNR reconciliation

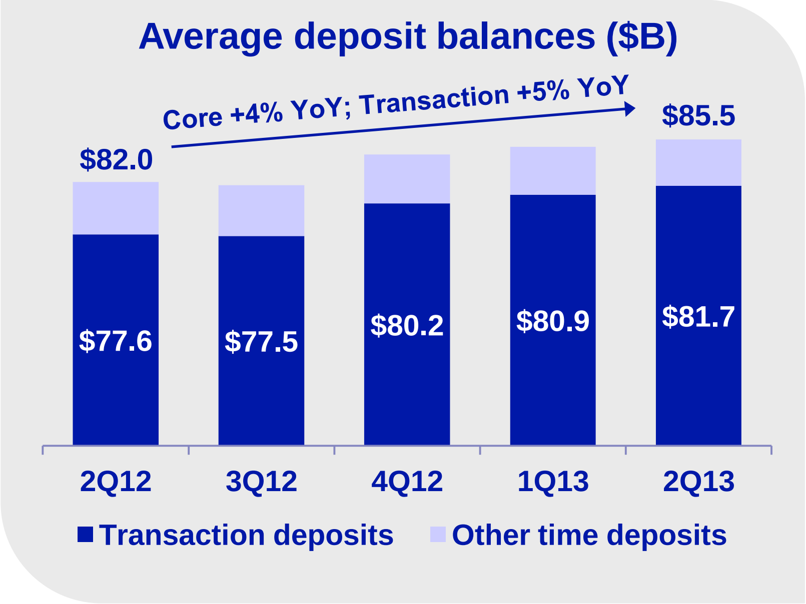
($ in millions)	2Q12	3Q12	4Q12	1Q13	2Q13
Income before income taxes (U.S. GAAP) (a)	$565	$503	$540	$591	$841
Add: Provision expense (U.S. GAAP) (b)	71	65	76	62	64
PPNR (a) + (b)	$636	$568	$616	$653	$905
Adjustments to remove (benefit) / detriment^:					
In noninterest income:					
Gain from Vantiv IPO (1Q12) and sale of shares (4Q12)	-	-	(157)	-	(242)
Valuation of 2009 Visa total return swap	11	1	15	7	5
Vantiv warrant & puts	(56)	16	19	(34)	(76)
Valuation of bank premises moved to HFS	17	-	-	-	-
Litigation reserve additions in revenue	6	-	-	-	-
Sale of certain Fifth Third funds	-	(13)	-	(7)	-
BOLI settlement	-	-	-	-	(10)
Securities (gains) / losses	(3)	(2)	(2)	(17)	-
In noninterest expense:					
Debt extinguishment (gains) / losses	-	26	134	-	-
Sale of certain Fifth Third funds	-	2	-	-	-
FDIC insurance expense	(9)	-	-	-	-
Gain on sale of affordable housing	(8)	(5)	-	(9)	(2)
Litigation reserve additions in expense	(1)	5	13	9	51
Adjusted PPNR	$593	$598	$638	$602	$631
Credit-related items^^:					
In noninterest income	17	14	13	10	6
In noninterest expense	40	59	68	24	35
Credit-adjusted PPNR**	$650	$671	$719	$636	$672

PPNR increased 39% from 1Q13 levels and increased 42% from prior year; adjusted PPNR increased 5% sequentially and increased 6% from prior year.

** Non-GAAP measure. See Reg. G reconciliation.*
*** There are limitations on the usefulness of credit-adjusted PPNR, including the significant degree to which changes in credit and fair value are integral, recurring components of the Bancorp's core operations as a financial institution. This measure has been included herein to facilitate a greater understanding of the Bancorp's financial condition.*
^ Prior quarters include similar adjustments.
^^ See Slide 7 and Slide 8 of 2Q13 Earnings Presentation dated July 18, 2013 for detailed breakout of credit-related items.
Note: 2Q13, 4Q12, and 3Q12 also included mortgage repurchase reserve build of $9 million, $26 million, and $22 million, respectively related to additional guidance received from Freddie Mac.

Consistent loan growth & strengthened deposit profile



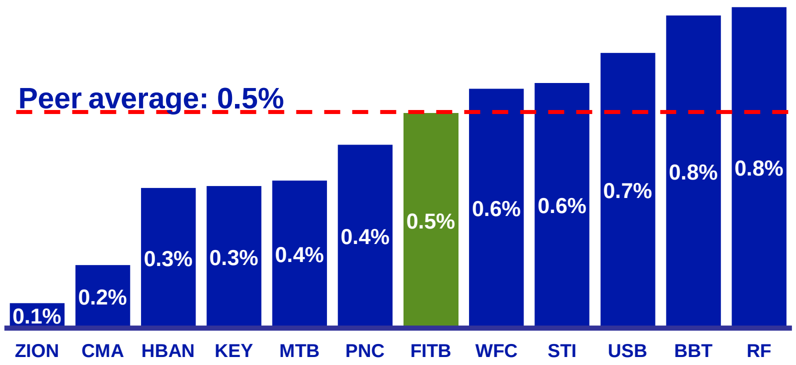


- Solid loan growth with disciplined lending standards
- C&I and residential mortgage balance growth more than offset run-off in both home equity and commercial real estate loans (CRE run-off continues to slow)

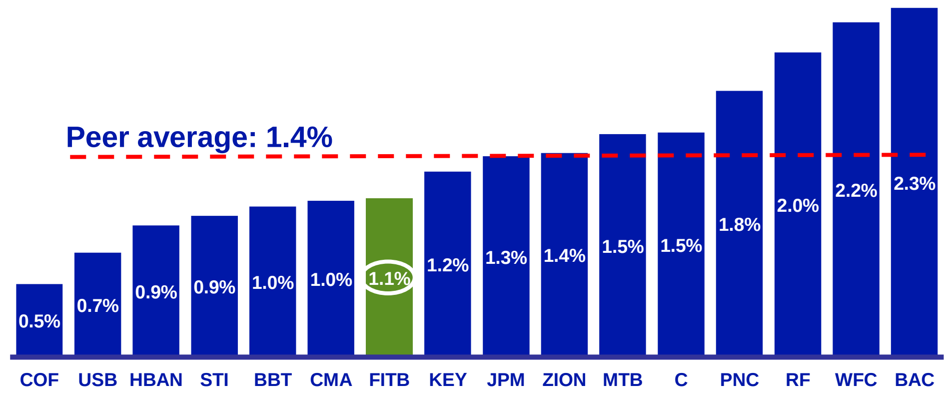
- Focus on core deposit growth in retail and commercial franchises
  - Improving customer satisfaction
  - Building full relationships
  - Offering competitive rates
- From prior year, average demand deposit and money market deposit growth more than offset a decline in average savings and interest checking deposits

Strong credit position

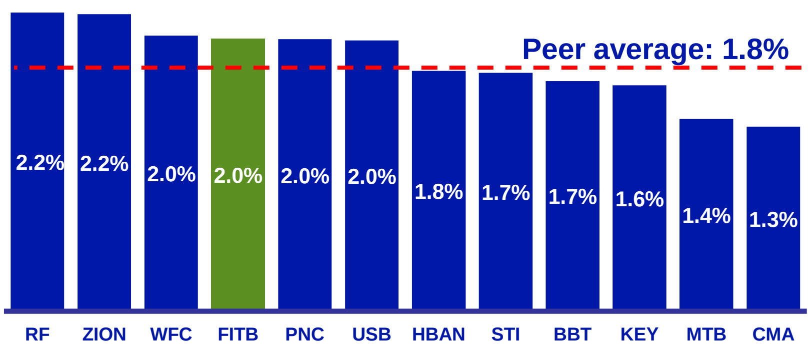
Net charge-off ratio



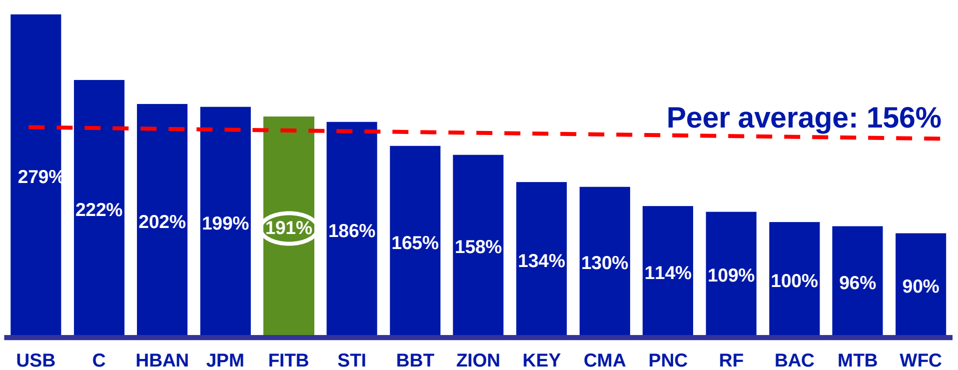
NPLs / Loans



Reserves / Loans



Reserves / NPLs



Continued decline in problem assets and corresponding decline in charge-offs combined with strong reserves on an absolute and relative basis

Source: SNL Financial and Company Reports. Data as of 2Q13. HFI NPLs exclude loans held-for-sale and also exclude covered assets for BBT, USB, and ZION. COF Reserves/NPL ratio of 471% excluded due to absence of NPLS in card lending

Capital management philosophy

Capital Retention / Deployment

Organic growth opportunities

- Support growth of core banking franchise
- Continued loan growth despite sluggish economy

Strategic opportunities*

- Prudently evaluate opportunities to increase density of franchise via disciplined acquisitions or selective de novos
- Expect future acquisition opportunities although activity likely to remain muted in near-term
- Attain top 3 market position in 65% of markets or more longer term

Capital Return

Dividends*

- As previously indicated, target levels more consistent with Fed's near-term payout ratio guidance of 30%
- Strong levels of profitability would support higher dividend than current level
- Quarterly dividend increased to $0.12 in 2Q13

Repurchases / Redemptions*

- Common share repurchases to limit / manage growth of excess capital levels
- 2013 CCAR included:
  - Potential repurchase of ~$1.2B in common stock (including repurchases related to already realized Vantiv gains)
    - Repurchased $539MM of common shares in 2Q13
  - Potential issuance of $1.05B in preferred stock
    - $593MM of preferred stock issued in 2Q13
  - Conversion of $398MM in 8.5% convertible preferred stock into ~35.5MM common shares – July 2013
- Ability to repurchase shares in amount equal to any future after-tax gains on sale of Vantiv shares

Consistent and prudent capital management philosophy

** Subject to Board of Directors and regulatory approval*

Regulation G Non-GAAP reconciliation

Fifth Third Bancorp and Subsidiaries
Regulation G Non-GAAP Reconcilation
$ and shares in millions
(unaudited)

	For the Three Months Ended				
	June 2013	March 2013	December 2012	September 2012	June 2012
Income before income taxes (U.S. GAAP)	$841	$591	$540	$503	$565
Add: Provision expense (U.S. GAAP)	64	62	76	65	71
Pre-provision net revenue (a)	905	653	616	568	636
Net income available to common shareholders (U.S. GAAP)	582	413	390	354	376
Add: Intangible amortization, net of tax	1	1	2	2	2
Tangible net income available to common shareholders	583	414	392	356	378
Tangible net income available to common shareholders (annualized) (b)	2,338	1,679	1,559	1,416	1,520
Average Bancorp shareholders' equity (U.S. GAAP)	14,221	13,779	13,855	13,887	13,628
Less: Average preferred stock	(717)	(398)	(398)	(398)	(398)
Average goodwill	(2,416)	(2,416)	(2,417)	(2,417)	(2,417)
Average intangible assets	(24)	(26)	(28)	(31)	(34)
Average tangible common equity (c)	11,064	10,939	11,012	11,041	10,779
Total Bancorp shareholders' equity (U.S. GAAP)	14,239	13,882	13,716	13,718	13,773
Less: Preferred stock	(991)	(398)	(398)	(398)	(398)
Goodwill	(2,416)	(2,416)	(2,416)	(2,417)	(2,417)
Intangible assets	(23)	(25)	(27)	(30)	(33)
Tangible common equity, including unrealized gains / losses (d)	10,809	11,043	10,875	10,873	10,925
Less: Accumulated other comprehensive income / loss	(149)	(333)	(375)	(468)	(454)
Tangible common equity, excluding unrealized gains / losses (e)	10,660	10,710	10,500	10,405	10,471
Total assets (U.S. GAAP)	123,360	121,382	121,894	117,483	117,543
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,417)	(2,417)
Intangible assets	(23)	(25)	(27)	(30)	(33)
Tangible assets, including unrealized gains / losses (f)	120,921	118,941	119,451	115,036	115,093
Less: Accumulated other comprehensive income / loss, before tax	(229)	(512)	(577)	(720)	(698)
Tangible assets, excluding unrealized gains / losses (g)	120,692	118,429	118,874	114,316	114,395
Common shares outstanding (h)	851	875	882	897	919
Ratios:					
Return on average tangible common equity (b) / (c)	21.1%	15.4%	14.1%	12.8%	14.1%
Tangible common equity (excluding unrealized gains/losses) (e) / (g)	8.83%	9.03%	8.83%	9.10%	9.15%
Tangible common equity (including unrealized gains/losses) (d) / (f)	8.94%	9.28%	9.10%	9.45%	9.49%
Tangible book value per share (d) / (h)	12.69	12.62	12.33	12.12	11.89

Regulation G Non-GAAP reconciliation

Fifth Third Bancorp and Subsidiaries
Regulation G Non-GAAP Reconcilation
$ and shares in millions
(unaudited)

	For the Three Months Ended				
	June 2013	March 2013	December 2012	September 2012	June 2012
Total Bancorp shareholders' equity (U.S. GAAP)	$14,239	$13,882	$13,716	$13,718	$13,773
Goodwill and certain other intangibles	(2,496)	(2,504)	(2,499)	(2,504)	(2,512)
Unrealized gains	(149)	(333)	(375)	(468)	(454)
Qualifying trust preferred securities	810	810	810	810	2,248
Other	22	23	33	38	38
Tier I capital	12,426	11,878	11,685	11,594	13,093
Less: Preferred stock	(991)	(398)	(398)	(398)	(398)
Qualifying trust preferred securities	(810)	(810)	(810)	(810)	(2,248)
Qualifying noncontrolling interest in consolidated subsidiaries	(38)	(38)	(48)	(51)	(51)
Tier I common equity (a)	10,587	10,632	10,429	10,335	10,396
Risk-weighted assets, determined in accordance with prescribed regulatory requirements (b)	112,285	109,626	109,699	106,858	106,398
Ratio:					
Tier I common equity (a) / (b)	9.43%	9.70%	9.51%	9.67%	9.77%

Basel III - Estimated Tier 1 common equity ratio

	June 2013
Tier 1 common equity (Basel I)	$10,587
Add: Adjustment related to Capital components	$86
Estimated Tier 1 common equity under final Basel III rules without AOCI (opt out)(c)	$10,673
Add: Adjustment related to AOCI	$149
Estimated Tier 1 common equity under final Basel III rules with AOCI (non opt out)(d)	$10,822
Estimated risk-weighted assets under final Basel III rules (e)	117,366
Estimated Tier 1 common equity ratio under final Basel III rules (opt out) (c) / (e)	9.09%
Estimated Tier 1 common equity ratio under final Basel III rules (non opt out) (d) / (e)	9.22%

(c), (d) Under the final Basel III rules, non-advanced approach banks are permitted to make a one-time election to opt out of the requirement to include AOCI in Tier 1 common equity. Other adjustments include mortgage servicing rights and deferred tax assets subject to threshold limitations and deferred tax liabilities related to intangible assets.

(e) Key differences under Basel III in the calculation of risk-weighted assets compared to Basel I include: (1) Risk weighting for commitments under 1 year; (2) Higher risk weighting for exposures to securitizations, past due loans, foreign banks and certain commercial real estate; (3) Higher risk weighting for mortgage servicing rights and deferred tax assets that are under certain thresholds as a percent of Tier 1 capial; and (4) Derivatives are differentiated between exchange clearing and over-the-counter and the 50% risk-weight cap is removed.