

Investor Update

September 15, 2010

Please refer to earnings release dated July 22, 2010 and 10-Q dated August 9, 2010 for further information, including full results reported on a U.S. GAAP basis

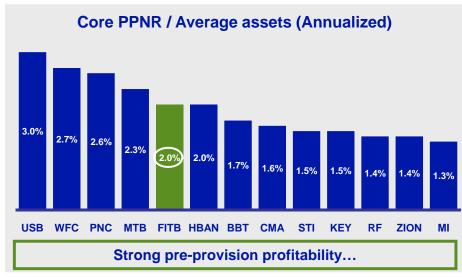
2Q10 in review

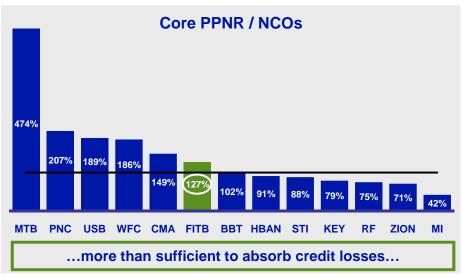


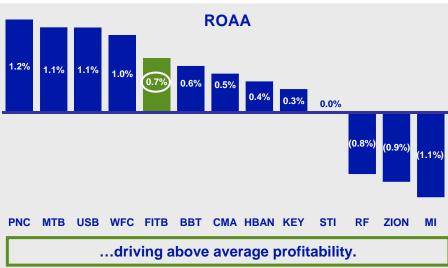
Continued strong operating results	Net income of \$192 million versus 1Q10 net loss of \$10 million	
3.1	 Pre-provision net revenue of \$567 million consistent with 1Q10)
	 Average core deposits up \$582 million, or 1% sequentially; Average transaction deposits up \$1.3 billion, or 2% sequentially 	ly
	 Strong capital ratios: Tier 1 common 7.2%, Leverage ratio 12.2 Tier 1 ratio 13.7%, Total capital ratio 18.0% 	%,
	Extended \$20 billion of new and renewed credit	
Significant improvement in credit trends	 Net charge-offs declined 25% sequentially (lowest level since 2Q08) 	
	 At \$434M, down 43% from \$756M peak 	
	 Nonperforming assets declined 5% and nonperforming loans declined 8% sequentially (lowest levels since the first half of 2009) 	
	 Total delinquencies declined 17% sequentially (lowest level since 2Q07) 	
	 Loan loss allowance of 4.85%, 146% of nonperforming loans a leases and more than two times annualized 2Q10 net charge-o 	nd ffs
	 Realized credit losses have been significantly below SCAP scenarios 	
Actions driving progress	Focusing on credit quality, portfolio management and loss mitigation strategies	
	 Executing on customer satisfaction initiatives and improving customer loyalty 	
	 Enhancing breadth and profitability of offerings and relationships 	
	 Becoming an employer of choice in the industry by continuing enhance employee engagement 	to

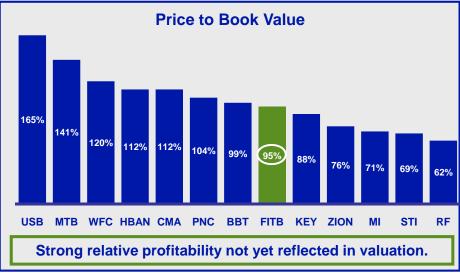
Strong profitability results











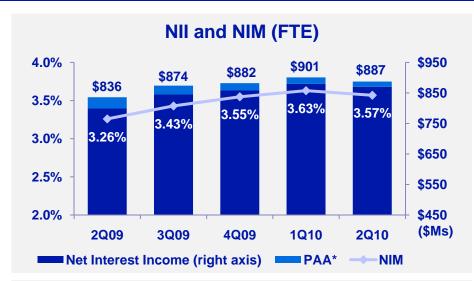
Source: SNL Financial and company reports. Data as of 2Q10. Price to Book as of 9/9/10.

^{*} Core pre-tax pre-provision earnings excludes the following items: securities gains/losses, gains/losses from debt extinguishments, leveraged lease gains/losses, gains from asset sales, and other non-recurring items.

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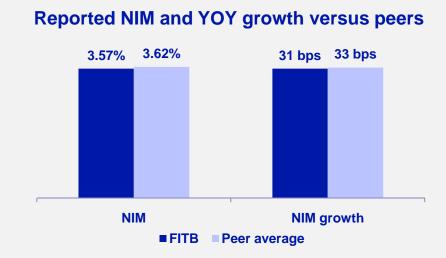
Net interest income

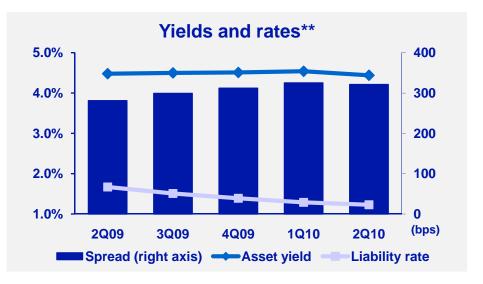






- NII down \$14M and NIM down 6 bps in 2Q10 over prior quarter
- Expect improved NII and NIM in 3Q10 from CD maturities, stable loan spreads, and public funds deposit runoff





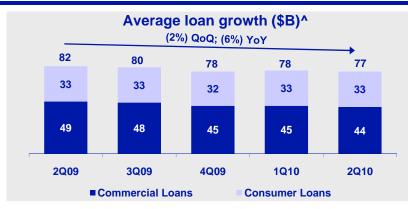
Peers include: BBT, CMA, HBAN, KEY, MI, MTB, PNC, RF, STI, USB, WFC, ZION Source: SNL Financial and company reports

^{*} Reflects purchase accounting adjustments from the First Charter acquisition of \$37M, \$29M, \$25M, \$21M, and \$17M in 2Q09, 3Q09, 4Q09, 1Q10, and 2Q10, respectively.

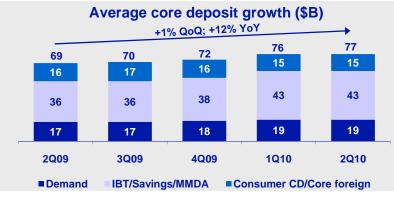
^{**} Excludes purchase accounting adjustments

Balance sheet: Continued growth in core funding

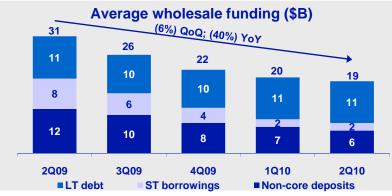




- CRE loans down 4% sequentially and 14% from the previous year
- C&I loans were flat sequentially and down 7% from the previous year largely due to customer pay-downs and deleveraging despite strong originations
 - C&I balance trends more positive thus far in 3Q10
- Consumer loans down 2% sequentially and 1% from the previous year
 - 3Q10 balances likely to increase due to retention of higher quality, shorter term mortgages
- Currently expect period end loans to be flat to up modestly in 3Q10



- Loan to core deposit ratio of 100%, down from 119% in 2Q09
- Everyday Great Rates strategy continues to drive core deposit growth
 - DDAs up 3% sequentially and 16% year-over-year
 - Retail transaction deposits up 5% sequentially and 12% from 2Q09
 - Commercial transaction deposits down 2% from 1Q10, up 41% from 2Q09
- Expect modest period end core deposit growth in 3Q10, despite public funds and CD runoff

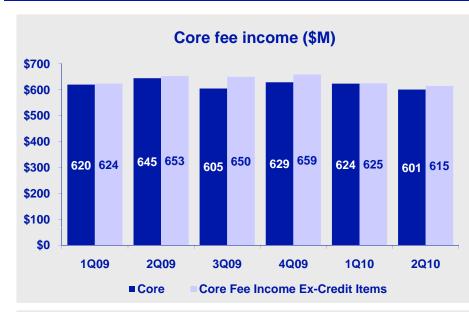


- Reduced wholesale funding by \$1.2 billion sequentially and \$12.4 billion from the previous year
 - Non-core deposits down 10% sequentially and 45% from the previous year
 - Short term borrowings up 4% sequentially and down 80% from the previous year
 - Long-term debt down 5% sequentially and 2% from the previous year

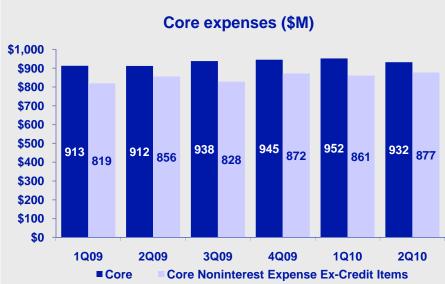
[^] Excludes loans held-for-sale

Stable income and expense in difficult environment





- Core noninterest income of \$601M declined \$23M, or 4%, compared with prior quarter, impacted by lower mortgage banking net revenue
- Sequential strength in card and processing revenue (+15%), corporate banking revenue (+14%), and deposit service charges (+5%)
- Credit-related costs affected fee income by \$14M in 2Q10 compared with \$1M in 1Q10 and \$8M in 2Q09
- 3Q mortgage revenue results likely to be stronger than originally expected, reflecting continued strong originations and current MSR hedge gain positions
- Reg E impact tracking to be in-line or modestly better than initial \$80 million annualized estimate (unmitigated)
- 3Q10 pretax gain on BOLI settlement of \$125 million (net of expenses)

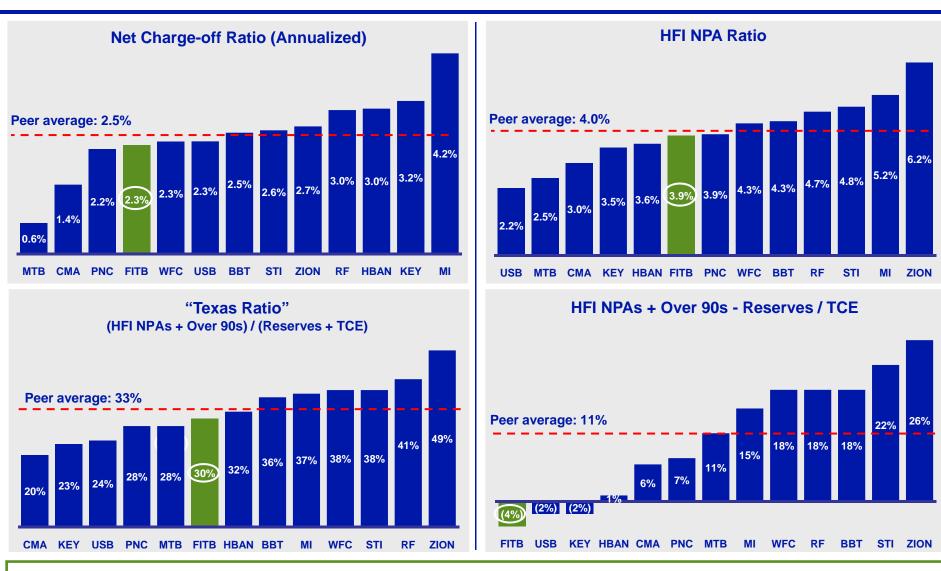


- Expense trends reflect elevated credit costs, higher compensation due to increased production levels, and investment in sales force expansion
- Core efficiency ratio of 62.6% in 2Q10, compared with 62.4% in 1Q10 and 61.6% in 2Q09
- Credit-related costs affected noninterest expenses by \$55M in 2Q10 (\$91M in 1Q10 and \$57M in 2Q09)
- Total expense related to mortgage repurchases ~\$18M in 2Q10 compared with \$39M in 1Q10 and \$10M in 2Q09
 - Mortgage repurchase expense expected to increase in 3Q10; increased claims, file requests and losses likely to result in higher modeled 3Q mortgage repurchase reserves

^{*} Refer to slide 20 for itemized effects of non-core fees and expenses

Strong credit metrics compared with peers



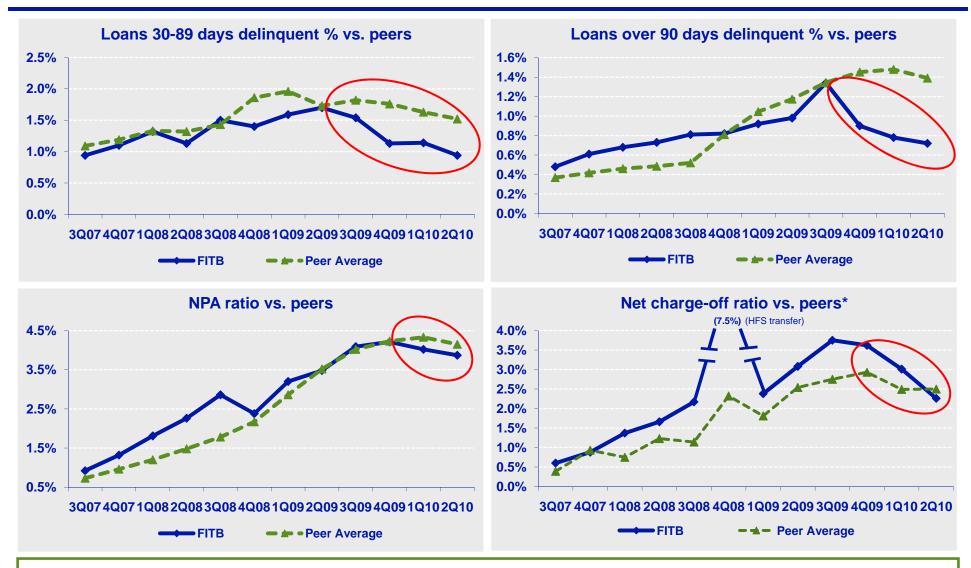


FITB credit metrics lower than peer average and represent position of relative strength

Source: SNL Financial and company reports. Data as of 2Q10.

Recent credit trends better than peers





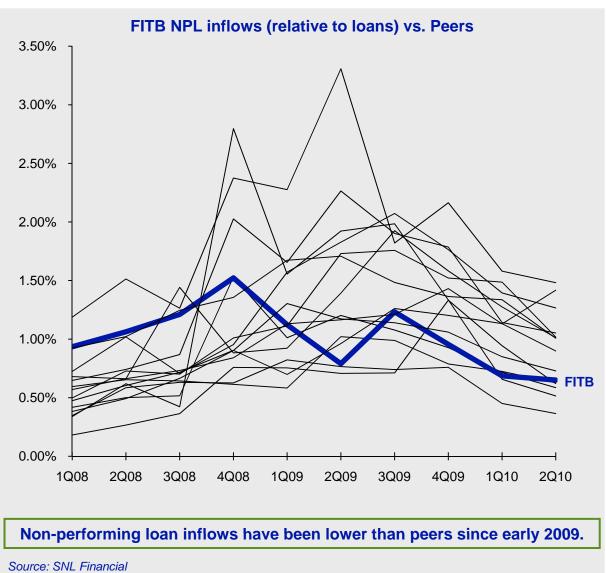
FITB credit metrics were higher than peers but are now generally better than peers

Source: SNL and company reports. NPA and NCO ratios exclude loans held-for-sale and covered assets for peers where appropriate.

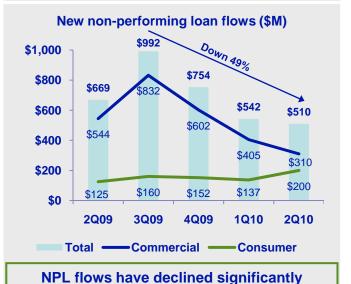
^{* 4}Q08 net charge-offs included \$800M in NCOs related to commercial losses moved to held-for-sale

Non-performing loans





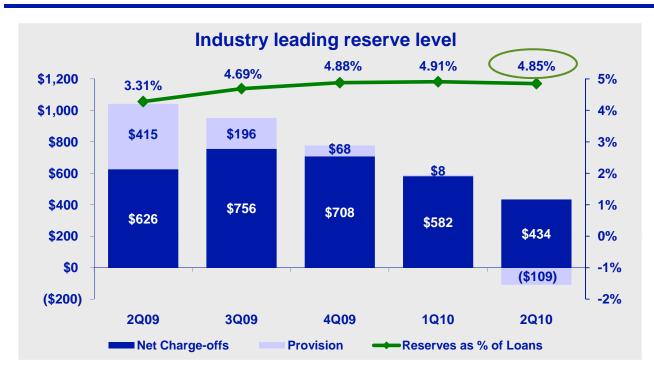
Non-performing loans (\$M) **Down 14%** \$3,500 \$2.9B \$2.9B \$3,000 \$2.7B \$2.6B 517 \$2.5B 555 \$2,500 561 477 550 \$2,000 \$1,500 2,430 2,392 2,172 2,110 \$1,000 1.980 \$500 \$0 2Q09 3Q09 4Q09 1Q10 2Q10 ■ Commercial Consumer Non-performing loans improving with lower severity mix



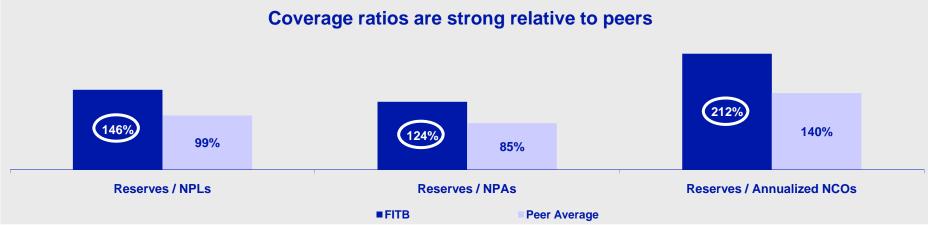
Peers include: BAC, BBT, C, CMA, HBAN, JPM, KEY, MI, MTB, PNC, RF, STI, USB, and WFC

Strong reserve position





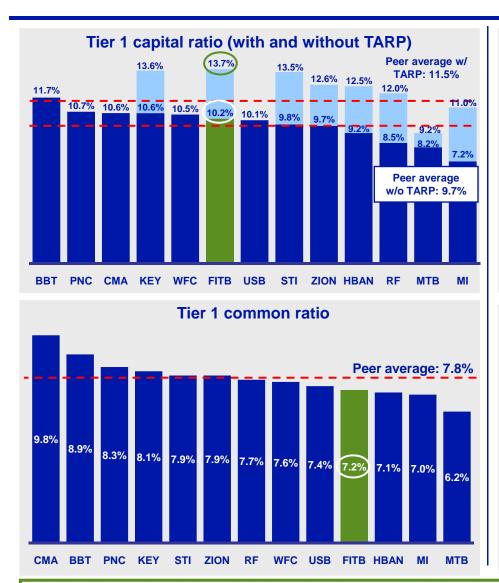
	Reserves / Loans				
1.	FITB	4.85%			
2.	KEY	4.16%			
3.	ZION	4.11%			
4.	HBAN	3.79%			
5.	RF	3.71%			
6.	MI	3.69%			
7.	PNC	3.46%			
8.	WFC	3.21%			
9.	USB	2.83%			
10.	STI	2.79%			
11.	BBT	2.66%			
12.	CMA	2.38%			
13.	MTB	1.77%			
	Peer Average	3.21%			

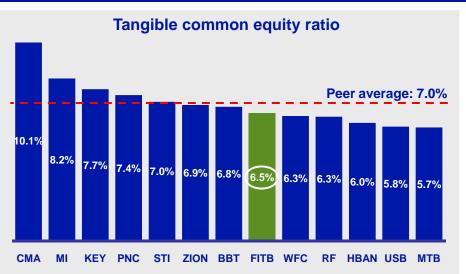


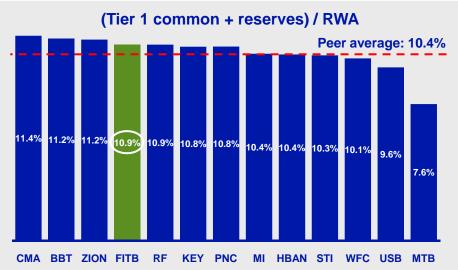
Source: SNL Financial and company reports. NPAs/NPLs exclude held-for-sale portion for all banks and covered assets for BBT, USB, and ZION.

Robust capital position









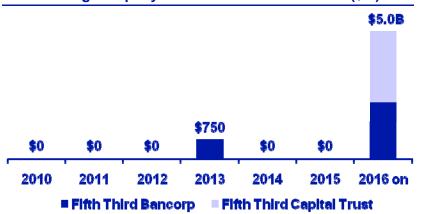
Strong capital ratios relative to peers, particularly considering reserve levels

Source: SNL Financial and company reports.

Strong liquidity profile

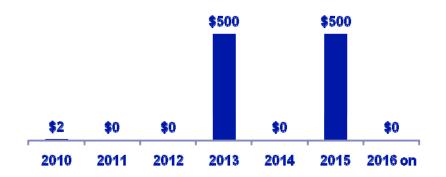




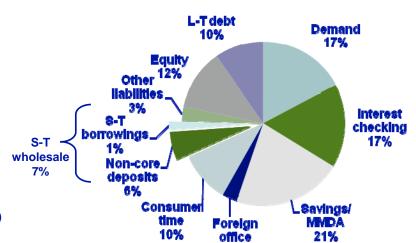


- Holding Company cash at 6/30/10: \$1.4B
 - Total Fed deposits ~\$4.0B
- Expected cash obligations over the next 12 months (assuming no TARP repayment)
 - \$0 debt maturities
 - ~\$39M common dividends
 - ~\$205M preferred dividends (~\$35M Series G, ~\$170M TARP)
 - ~\$281M interest and other expenses
- Cash currently sufficient to more than satisfy all fixed obligations* over the next 24 months without accessing capital markets/subsidiary dividends

Bank unsecured debt maturities (\$M - excl. Brokered CDs)



Heavily core funded



3%

- Retail Brokered CD maturities: \$328M in 2010; \$31M in 2011
- FHLB borrowings \$2.6B
- 6/30 unused avail. capacity \$22B (\$18.1B in Fed and \$3.6B in FHLB)

^{*} Debt maturities, common and preferred dividends, interest and other expenses

Liquidity management



- Over the past two years, Fifth Third has taken a number of steps to strengthen the overall liquidity position of the bank and to strengthen overall liquidity risk management. These items include:
 - A shift to a more core-funded balance sheet, with a focus on relationship deposits
 - Decreased reliance on unsecured short-term funding and less stable funding sources
 - Increased efficiency in mobilizing assets for funding and contingent liquidity purposes
 - Better recognition of the liquidity value of various assets, and the ease with which those assets can be utilized for funding
 - The implementation of additional liquidity metrics to enhance liquidity and funding management
- Liquidity measures are significantly improved relative to pre-crisis levels:

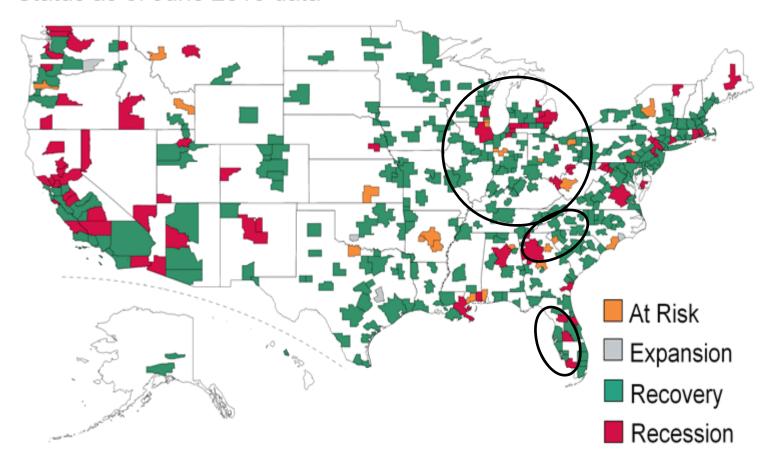
Liquidity Comparison	June 30th, 2008	June 30th, 2010
Total Wholesale Funding Portfolio	\$28 Billion	\$11 Billion
% Maturing within 1 Year	61%	3%
Total FHLB Borrowings	\$6 Billion	\$3 Billion
Brokered CDs	\$6 Billion	\$358 Million
Overnight Borrowings	\$3 Billion	\$0
Total Secured Borrowing Capacity	\$13 Billion	\$24 Billion
Non-Core Funding / Total Assets	32%	17%
Net Loans & Leases / Core Deposits	133%	102%
Core Deposits	\$64 Billion	\$76 Billion

Fifth Third will continue to focus on core funding, asset liquidity, and contingent funding sources, while maintaining a low reliance on unsecured short-term funding and more volatile funding sources.

Majority of footprint beginning to recover (Early cycle impact; strong industrial base)



Status as of June 2010 data



Source: Map from Moody's Analytics, deposit market share data from SNL Financial and FDIC

Categories based on Moody's Analytics' Adversity Index, which is a composite index of unemployment, industrial production, home prices and housing starts. Declining values lead to labeling as Recession, rising indicators are labeled as Recovery, rising indicators past previous growth peaks are labeled as Expansion, and mixed indicators are labeled as At Risk

Continuing to invest for the future



Achieve market share leadership in a majority of our markets

- Higher deposits / branch
- Better and deeper customer relationships

Focus on expanding underpenetrated high-potential service areas

- Small business
- Private banking
- Treasury management

Ongoing initiatives

- Customer satisfaction
- Employee engagement
- Business line sales integration strategy

Opportunistic hiring

 Market disruption has given us the opportunity to hire strong talent from former competitors

Well-positioned for changed financial landscape



- Fifth Third's business model is driven by traditional banking activities
 - Making loans, taking deposits, treasury management
 - Largest bank headquartered within core Midwest footprint
- No significant business at Fifth Third impaired during crisis; core business activities not generally limited by financial reform
 - Didn't/don't originate/sell CDOs
 - Didn't/don't originate/sell subprime mortgages or Option ARMs
 - De minimis market making in derivatives
 - De minimis proprietary trading
 - Small private equity portfolio <\$100M (holding company subsidiary)
 - Low level of financial system "interconnectedness" (e.g., Fifth Third loss in Lehman bankruptcy should be less than \$2 million)
 - Daily VaR less than \$500 thousand
- While financial reform will be costly, expect financial reform to create new opportunities for banking industry through re-intermediation

Expect to continue capitalizing on strong competitive position as the landscape evolves further toward Fifth Third's traditional strengths

Peer performance summary – YoY Comparison



	FITB 2Q10	Regional bank peer average ⁽¹⁾ 2Q10	Performance vs. peers	
Core pre-tax pre-provision earnings* / average assets (annualized)	2.0%	1.9%	Better	
Average core deposits growth	+12%	+7%	Better	
Net charge-off ratio / Δ (bps)	2.26% (-82)	2.50% (-3)	Better	
NPA ratio* / Δ (bps)	3.87% (+39)	4.01% (+50)	Better	
Operating efficiency ratio*	63%	64%	Better	
Average loan growth*	-6%	-7%	Better	
Net interest margin / Δ (bps)	3.57% (+31)	3.62% (+33)	In-line	

Continued relative outperformance on key value drivers

Source: SNL Financial and company reports.

⁽¹⁾ Regional bank peer average consists of BBT, CMA, HBAN, KEY, MTB, MI, PNC, RF, STI, USB, WFC, and ZION.

^{*} Operating fee growth, core pre-tax pre-provision earnings, and operating efficiency ratio exclude the following items: securities gains/losses, gains/losses from debt extinguishments, leveraged lease gains/losses, gains from asset sales, goodwill impairment charges, FDIC special assessment, the pro forma effect of the 2Q09 processing business sale, and other non-recurring items. Average loans include only loans held-for-investment. NPAs exclude loans held-for-sale and covered assets.

Cautionary statement



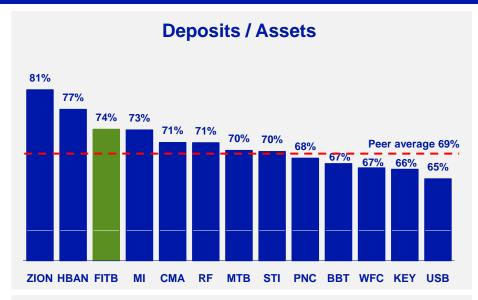
This report may contain statements that we believe are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Rule 175 promulgated thereunder, and Section 21E of the Securities Exchange Act of 1934, as amended, and Rule 3b-6 promulgated thereunder. 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 and our most recent quarterly report on Form 10-Q. 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.

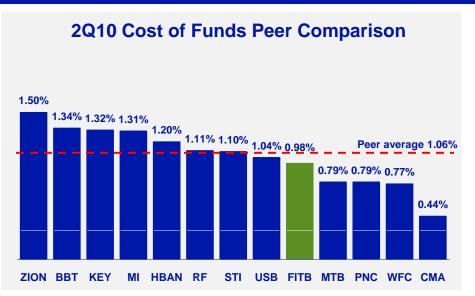
There are a number of important factors that could cause future results to differ materially from historical performance and these forwardlooking statements. Factors that might cause such a difference include, but are not limited to: (1) general economic conditions and weakening in the economy, specifically 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: (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 in separating Fifth Third Processing Solutions from Fifth Third; (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 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.

Liability mix and pricing discipline drive strong net interest income/NIM results







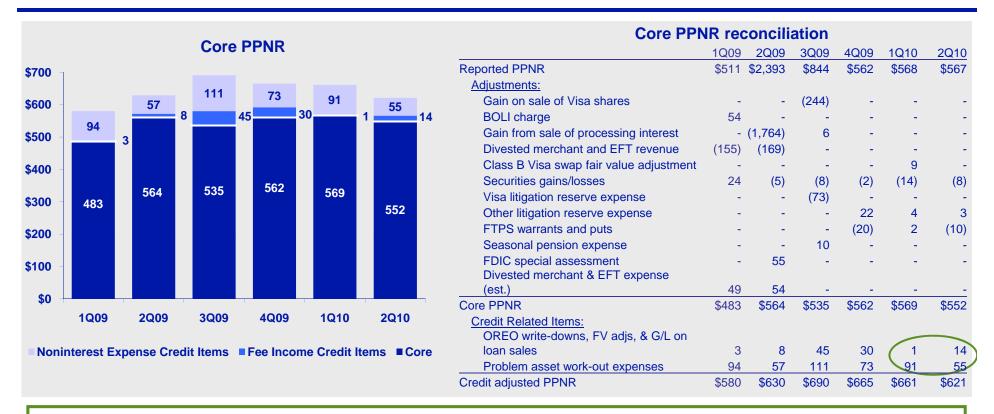


- Strong, deposit rich core funding mix supports relatively low cost of funds
 - Low reliance on wholesale funding
- Continued pricing discipline on commercial loans, consistent with market trends toward better risk-adjusted spreads
 - C&I spreads over 1-month LIBOR have increased more than 150 bps in the past two years

Source: SNL Financial and company reports.

Pre-tax pre-provision earnings



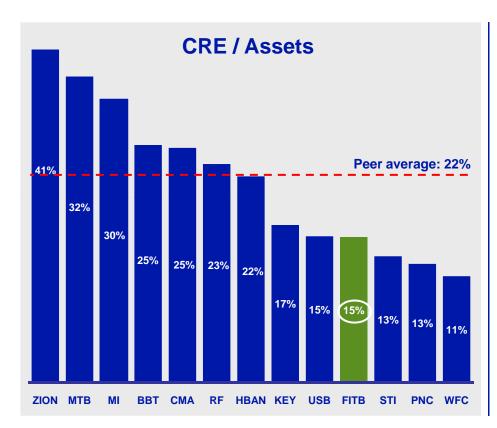


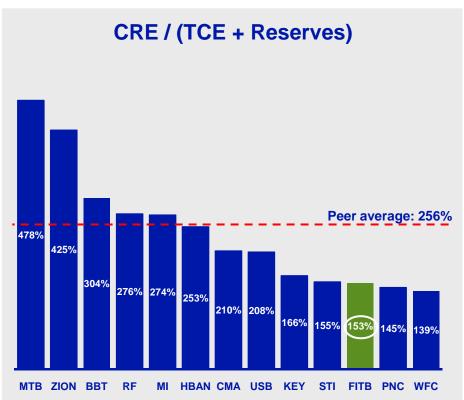
- Reported PPNR of \$567M consistent with strong 1Q10 levels, reflecting fee income results and lower expenses, partially offset by lower net interest income
- Core PPNR of \$552M, due to negative adjustments totaling \$15M, resulting in sequential and year-over-year declines of 3% and 2%, respectively
- Excluding the impact of credit-related adjustments (\$69M in 2Q10), PPNR down 6% versus 1Q10; down 2% versus 2Q09

^{*} Pre-provision net revenue (PPNR): net interest income plus noninterest income minus noninterest expense

Manageable commercial real estate exposure





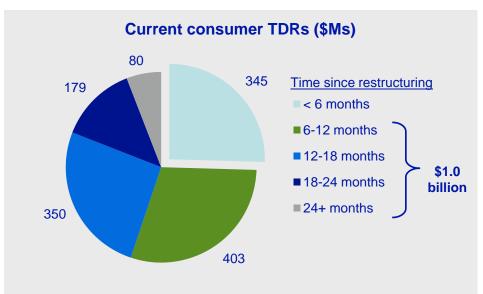


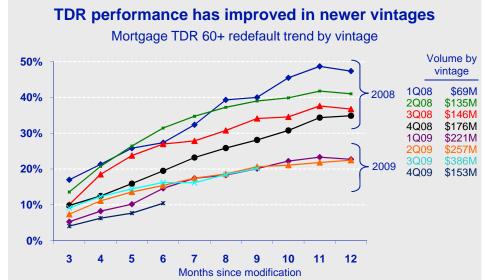
CRE exposure lower than peer average; problems relatively more manageable given capital and reserves

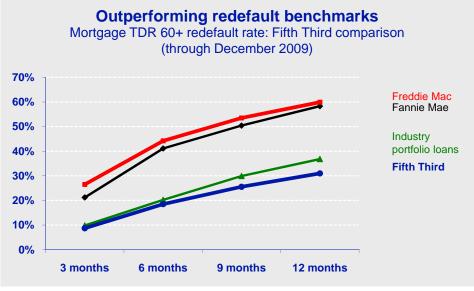
Troubled debt restructurings (TDR) overview



- Successive improvement in vintage performance during 2008 and 2009, even as volume of modification increased
- Fifth Third's mortgage portfolio TDRs have redefaulted at a lower rate than other bank held portfolio modifications
 - Fifth Third's TDRs are about a third less likely to redefault than modifications on GSE mortgages
- Of \$1.8B in consumer TDRs, over \$1.6B were on accrual status and \$246M were nonaccruals
 - \$1.0B of TDRs are current and have been on the books 6 or more months; within that, \$600M of TDRs are current and have been on the books for more than a year
- TDR default propensity declines significantly with seasonality
 - We do not typically see significant defaults on current loans once a vintage approaches 12 months since modification



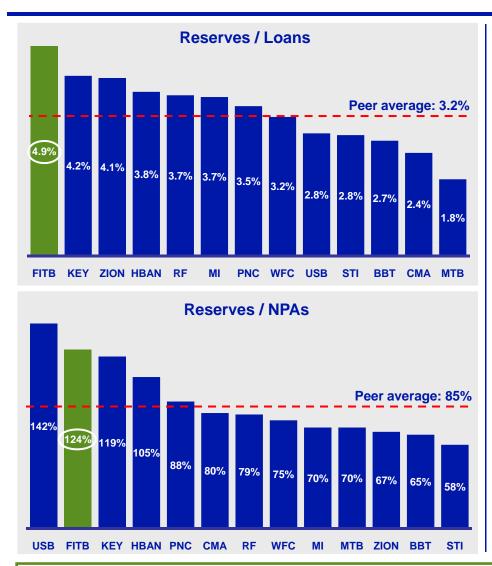


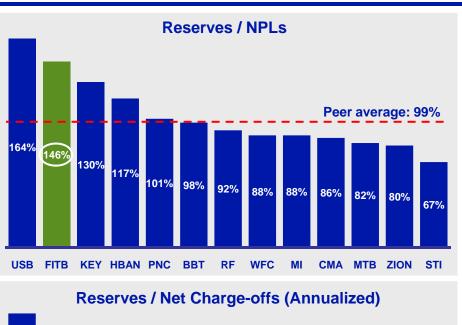


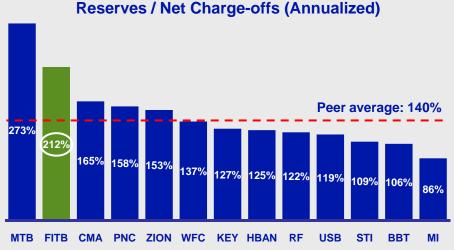
Source: Fifth Third and OCC/OTS data; data through 4Q09; industry data cumulative through 4Q09

Industry leading reserve levels









Fifth Third is the only bank with both Reserve/NPAs above 1 and Reserves/NCOs >150%

Source: SNL Financial and company reports. Data as of 2Q10. NPLs and NPAs exclude loans held-for-sale.

Potential impact of key elements of Dodd-Frank Act and other recent financial legislation*



	Scope of activity	Potential impact**			
Debit Interchange (Durbin Amendment)	 LTM^ debit interchange revenue \$190M Signature \$171M, PIN \$19M LTM debit interchange \$ volume: \$15B Signature \$11.6B, PIN \$3.4B LTM debit interchange transaction volume: 412M Signature 328M, PIN 84M 	 Will not know what "reasonable" and "proportional" mean until after Fed study Each 10 bps reduction in overall interchange rates would represent ~\$15M revenue impact annually, before effect of mitigation Additional follow-on effects on industry debit card payments business could result from changes 			
TRUPs exclusion (Collins Amendment)	280 bps of non-common Tier 1 capital in capital structure	 >300 bps of non-common Tier 1 currently Potentially more than may be needed post-Basel III 3-year transition period begins 2013 Will manage capital structure to desired composition 			
Volcker Rule / Derivatives	 Vast majority of derivatives activities are exempted (FITB generally not a market maker) Any proprietary trading de minimis "P/E" fund investments <\$100M (<1% of Tier 1 capital) 	 Expect minimal financial impact from loss of existing revenue Potentially higher compliance costs despite small levels of non-exempt activities 			
Deposit Insurance	 Current assessed base (Deposits): \$80B Proposed assessed base (Assets-TE): \$97B FITB percentage share of new industry assessment base lower than its percentage share of old base (due to lower reliance on wholesale funding) 	 Don't know assessment rates on new base DIF reserve target increase to 1.35% from 1.15% May be achieved from banks >\$50B through higher annual assessments or longer period of elevated assessments 			
Reg. E	 Requires customers to "opt-in" to allow non- recurring electronic overdrafts (e.g. debit, ATM) from accounts 	 Estimated ~\$20M per quarter (\$80M annualized) reduction to deposit service charges, before effect of mitigation 			

Potential impact of these and other elements of financial regulatory reform, such as CFPA activities and many other aspects, are unknown at this time

^{*} Based on current understanding of legislation. ** Potential impact, as noted above, is not intended to be inclusive of all potential impacts that may result from implementation of legislation. Please refer also to cautionary statement.

24 ^ LTM = last twelve months

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Fifth Third Debt Ratings



As of 9/13/10

Fifth Third Bancorp							
Moody's		Standard & Poor's		Fitch		DBRS	
Short Term Debt	P-2	Short Term Issuer	A-2	Short Term Issuer	F1	Short Term	R-1L
Senior Unsecured	Baa1	Long Term Issuer	BBB	Long Term Issuer	A-	Long Term Issuer	AL
Outlook	Negative	Outlook	Stable	Individual Rating	C *+	Outlook	Stable
Outlook Date	4/14/2009	Outlook Date	7/23/2010	Outlook	Stable	Outlook Date	11/24/2009
				Outlook Date	5/24/2010		

Fifth Third Bank (OH)							
Moody's		Standard & Poor's		Fitch	Fitch		
Short Term Debt	P-1 *-	Short Term Issuer	A-2	ST Issuer Default	F1	Short Term	R-1L
Long Term Issuer	A2 *-	Long Term Issuer	BBB+	Long Term Issuer	A-	Long Term Deposit	Α
Long Term Deposit	A2 *-			Long Term Deposit	Α	Senior Unsecured	Α

^{*-} Indicates Negative Watch

^{*+} Indicates Positive Watch