Deutsche Bank Financial Services Investor Conference

Dan Poston
Executive Vice President & Chief Financial Officer

June 5, 2013

Please refer to earnings release dated April 18, 2013 and 10-Q dated May 9, 2013 for further information

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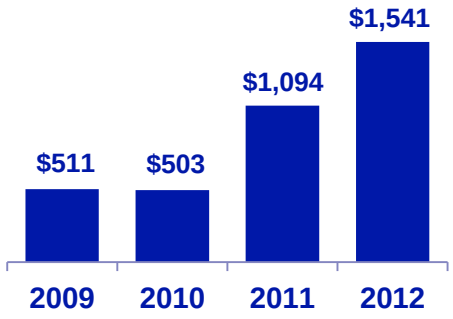
A strong franchise with strong momentum

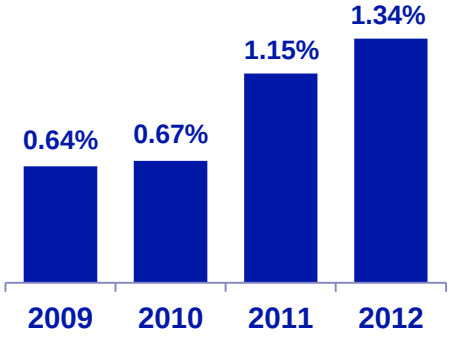
FIFTH THIRD BANK

Net income available to common shareholders ($MM)



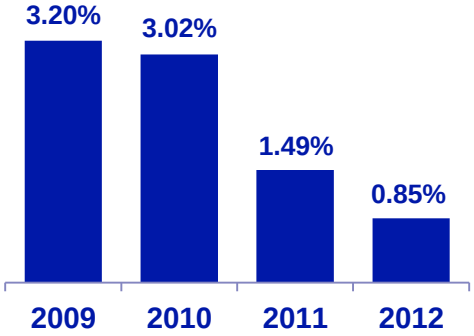
Generated highest level of net income to common shareholders since 2005.

Return on avg. assets



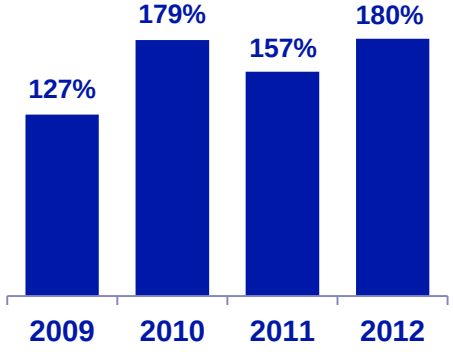
Improving profitability approaching target for normalized environment.

Net charge-off ratio



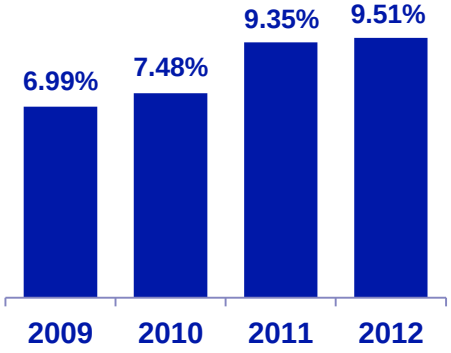
Problem assets are at the lowest levels in five years.

ALLL / NPLs



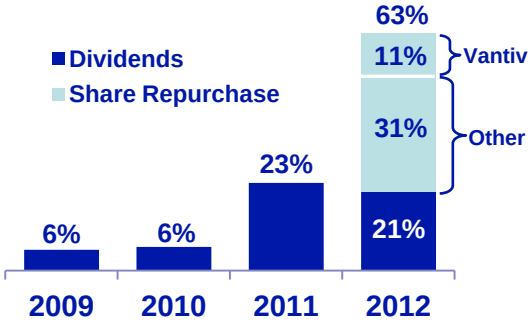
Coverage levels more than adequate to protect against potential losses.

Tier 1 common ratio*



Capital ratios continue to be strong and grow to record levels.

Total payout ratio



Payouts to shareholders approached $1B in 2012.

** Non-GAAP measure; see Reg. G reconciliation on page 10.*

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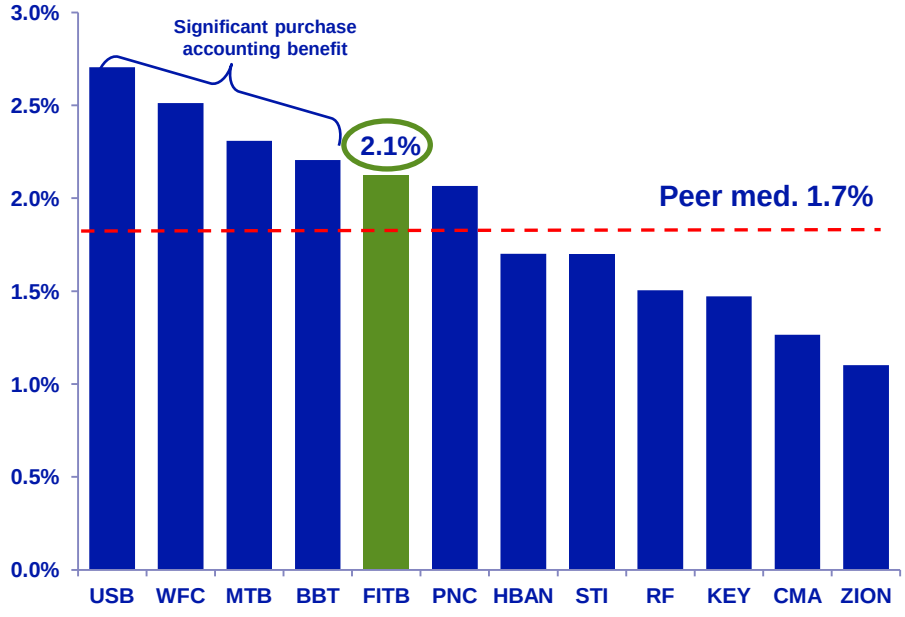
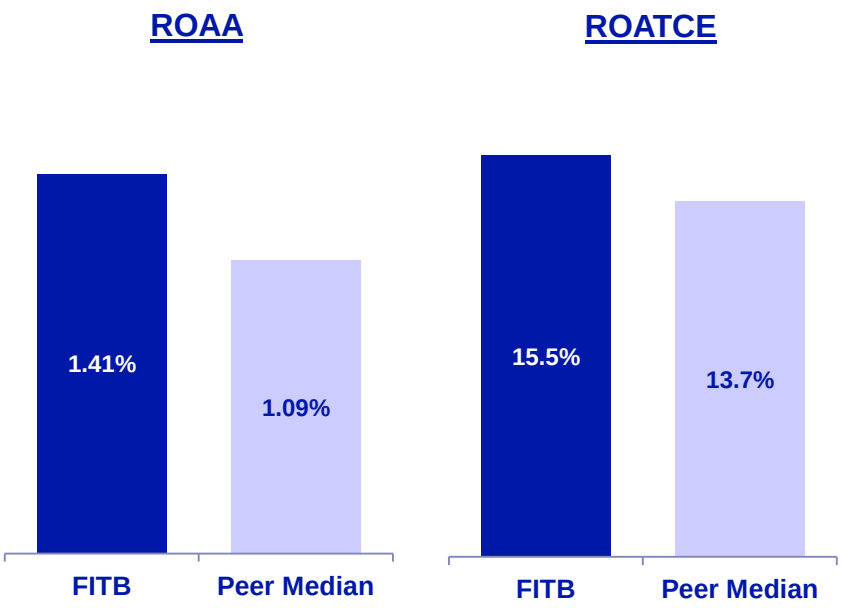
Strong revenue and profit generation

1Q13 PPNR* / Average Assets



1Q13 returns strong relative to peers



- **Business mix provides higher than average diversity between spread and fee revenues (45+% of revenue)**
- **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 1Q13. 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 on page 10.
** Excludes securities gains / losses for FITB and peers. Also excludes goodwill impairment charge for peers as applicable.*

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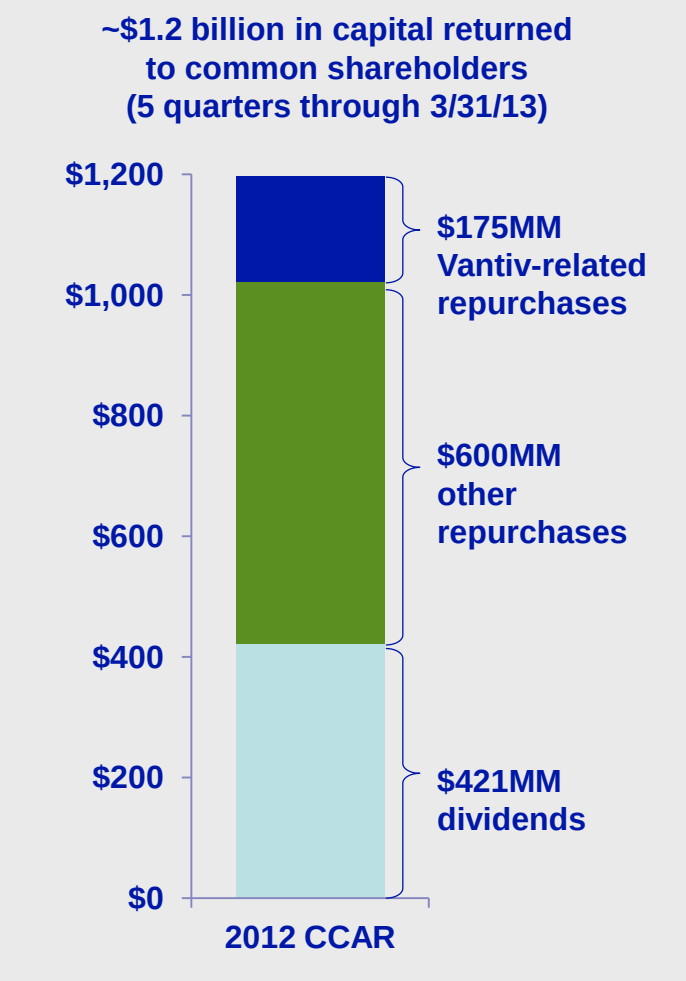
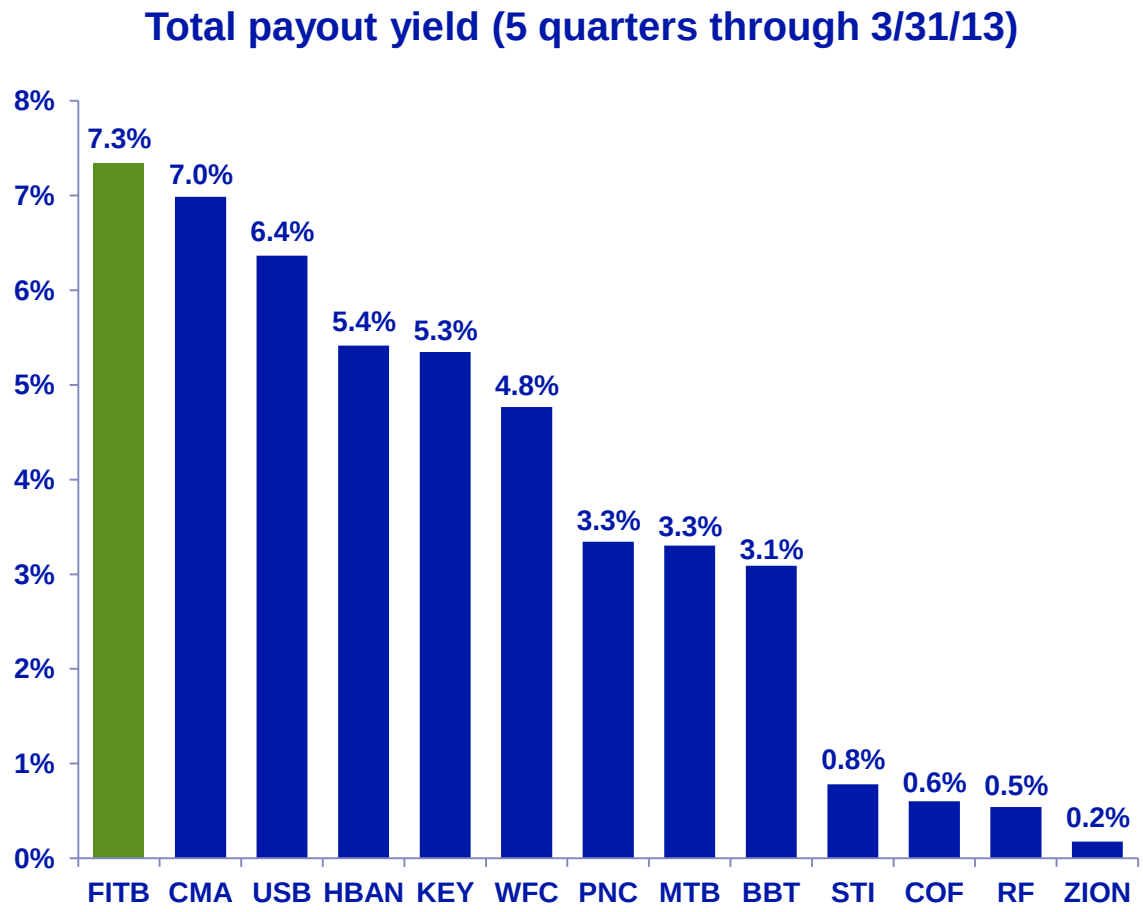
Strong capital position and strong capital generation support ability to return capital to shareholders





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.

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Strategic focus areas

Business	Growth Opportunities	Expense Opportunities
Retail Banking	• Deepen share of wallet and cross sell • Attract and retain households through product offerings valued by customers (simplified deposits, bundles)	• Lower cost to serve through multi-channel distribution and branch efficiencies • Continue to enhance mobile, web, and ATM channels
Commercial Banking	• Grow lead relationships, fee income, and loans • Continue to leverage industry expertise in verticals for additional growth • New treasury management product offerings	• Enhanced productivity of sales staff • Streamline credit process
Business Banking	• Attract and retain relationships through innovative credit products and attractive new product bundles	• Improve cost structure by aligning channels and cost to serve
Wealth Management	• Investment and retirement focus	• Enhance productivity through new sales tools for advisors
Residential Mortgage	• Drive higher purchase origination volume	• Further improve origination and servicing cost • If and when volumes decline, variable costs decline and fixed costs reduced over time

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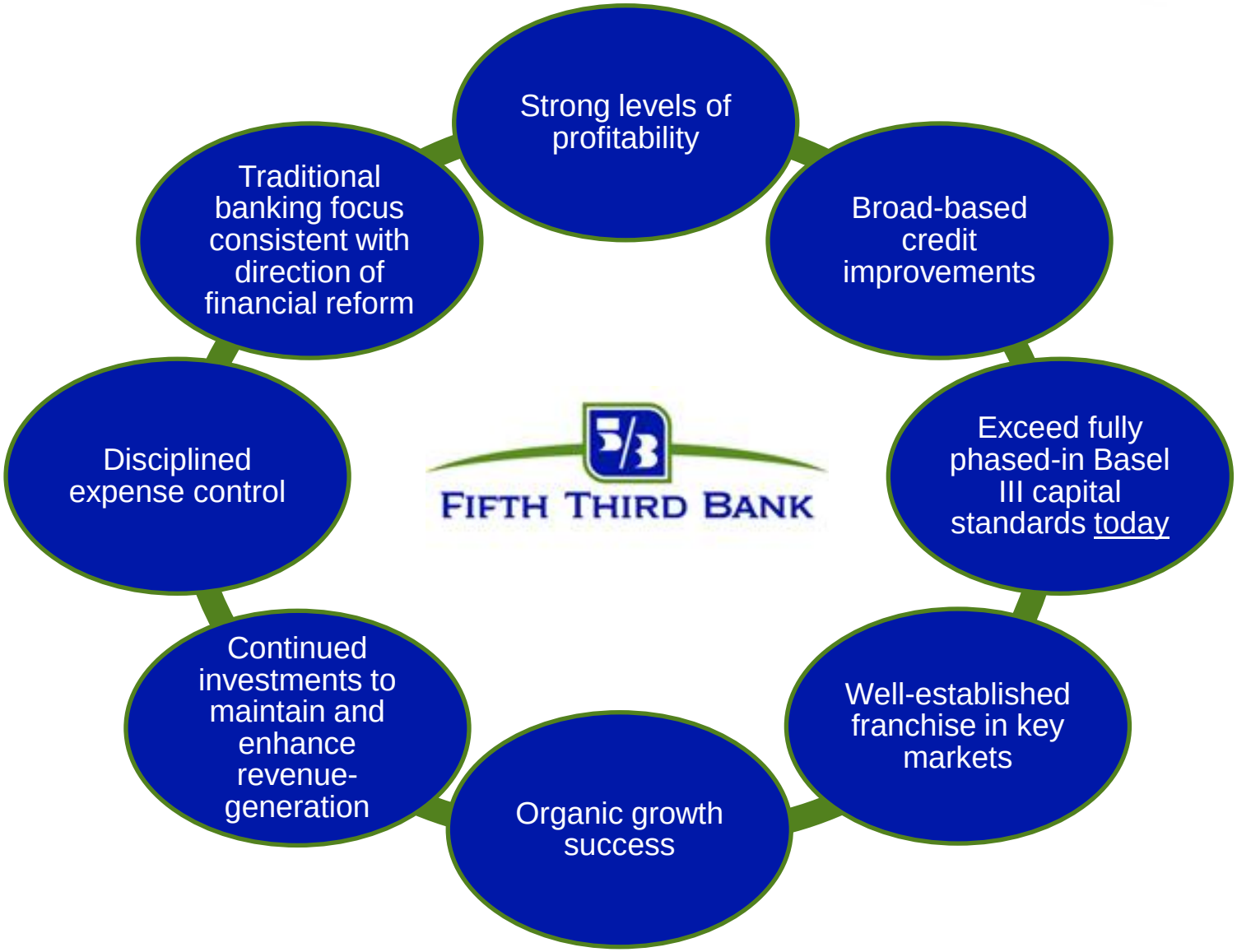
Key themes



Well-positioned for success and leadership in new banking landscape

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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.

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Appendix

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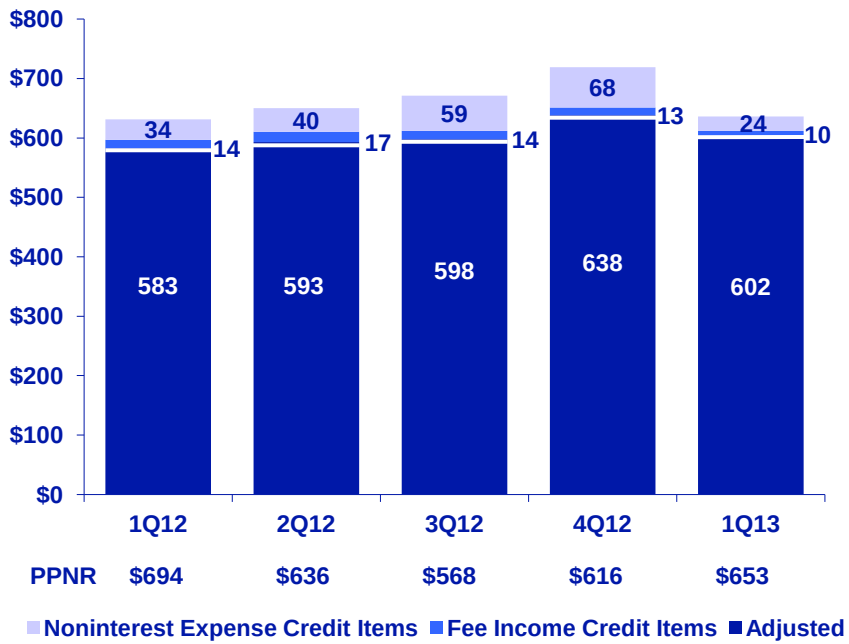
Pre-tax pre-provision earnings*

FIFTH THIRD BANK

PPNR trend

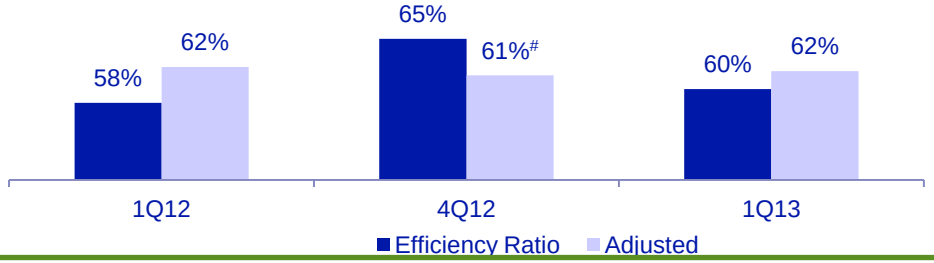


PPNR reconciliation

($ in millions)	1Q12	2Q12	3Q12	4Q12	1Q13
Income before income taxes (U.S. GAAP) (a)	$603	$565	$503	$540	$591
Add: Provision expense (U.S. GAAP) (b)	91	71	65	76	62
PPNR (a) + (b)	$694	$636	$568	$616	$653
Adjustments to remove (benefit) / detriment^:					
In noninterest income:					
Gain from Vantiv IPO (1Q12) and sale of shares (4Q12)	(115)	-	-	(157)	-
Vantiv debt refinancing	34	-	-	-	-
Valuation of 2009 Visa total return swap	19	11	1	15	7
Vantiv warrant & puts	(46)	(56)	16	19	(34)
Valuation of bank premises moved to HFS	-	17	-	-	-
Litigation reserve additions in revenue	-	6	-	-	-
Sale of certain Fifth Third funds	-	-	(13)	-	(7)
Securities (gains) / losses	(9)	(3)	(2)	(2)	(17)
In noninterest expense:					
Debt extinguishment (gains) / losses	9	-	26	134	-
Non-income tax related assessment resolution	(23)	-	-	-	-
Sale of certain Fifth Third funds	-	-	2	-	-
Severance expense	6	-	-	-	-
FDIC insurance expense	-	(9)	-	-	-
Gain on sale of affordable housing	-	(8)	(5)	-	(9)
Litigation reserve additions in expense	14	(1)	5	13	9
Adjusted PPNR	$583	$593	$598	$638	$602
Credit-related items^^:					
In noninterest income	14	17	14	13	10
In noninterest expense	34	40	59	68	24
Credit-adjusted PPNR**	$631	$650	$671	$719	$636

- **PPNR of $653MM up 6% from 4Q12 levels and down 6% from prior year**
- **Adjusted PPNR of $602MM, down 6% sequentially and up 3% from prior year**
  - **Sequential change due primarily to lower mortgage revenue and seasonal increase in FICA and unemployment expense, partially offset by lower credit costs**

Efficiency ratio



** Non-GAAP measure. See Reg. G reconciliation on page 10.*

*** 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 Slides 7 and 8 of "1Q13 Conference Call Presentation" (dated 4/18/13) for detailed breakout of credit-related items.

 # 60% also excluding 4Q12 mortgage repurchase reserve build

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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				
	March 2013	December 2012	September 2012	June 2012	March 2012
Income before income taxes (U.S. GAAP)	$591	$540	$503	$565	$603
Add: Provision expense (U.S. GAAP)	62	76	65	71	91
Pre-provision net revenue (a)	653	616	568	636	694
Net income available to common shareholders (U.S. GAAP)	413	390	354	376	421
Add: Intangible amortization, net of tax	1	2	2	2	3
Tangible net income available to common shareholders	414	392	356	378	424
Tangible net income available to common shareholders (annualized) (b)	1,679	1,559	1,416	1,520	1,705
Average Bancorp shareholders' equity (U.S. GAAP)	13,779	13,855	13,887	13,628	13,366
Less: Average preferred stock	(398)	(398)	(398)	(398)	(398)
Average goodwill	(2,416)	(2,417)	(2,417)	(2,417)	(2,417)
Average intangible assets	(26)	(28)	(31)	(34)	(38)
Average tangible common equity (c)	10,939	11,012	11,041	10,779	10,513

	For the Year Ended			
	2012	2011	2010	2009
Total Bancorp shareholders' equity (U.S. GAAP)	$13,716	$13,201	$14,051	$13,497
Goodwill and certain other intangibles	(2,499)	(2,514)	(2,546)	(2,565)
Unrealized gains	(375)	(470)	(314)	(241)
Qualifying trust preferred securities	810	2,248	2,763	2,763
Other	33	38	11	(26)
Tier I capital	11,685	12,503	13,965	13,428
Less: Preferred stock	(398)	(398)	(3,654)	(3,609)
Qualifying trust preferred securities	(810)	(2,248)	(2,763)	(2,763)
Qualifying noncontrolling interest in consolidated subsidiaries	(48)	(50)	(30)	-
Tier I common equity (d)	10,429	9,807	7,518	7,056
Risk-weighted assets, determined in accordance with prescribed regulatory requirements (e)	109,699	104,945	100,561	100,933
Ratios:				
Return on average tangible common equity (b) / (c)	15.5%	14.1%	12.8%	14.1%	16.2%
Tier I common equity (d) / (e)	9.51%	9.35%	7.48%	6.99%	

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