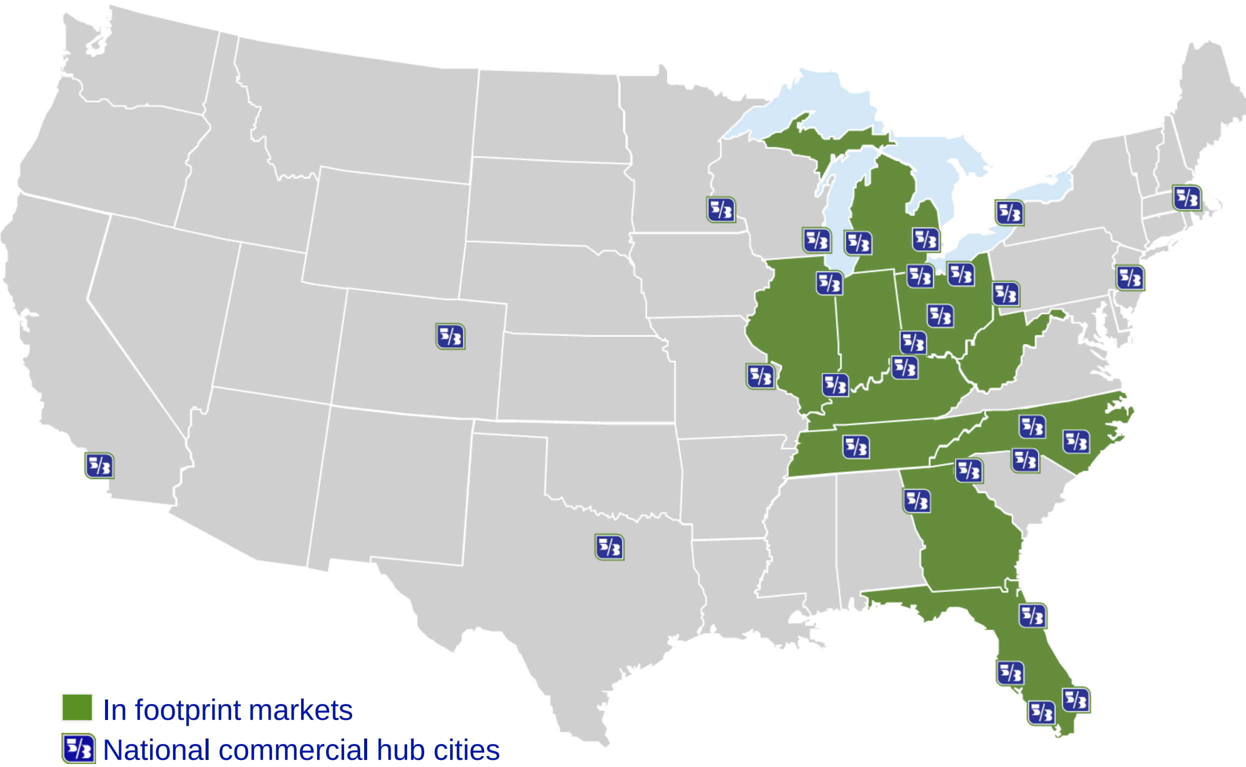
Barclays Global Financial Services Conference

September 13, 2016

Well-positioned franchise and focused footprint



2Q16 Franchise Overview

- $144B Total Assets (#13)[1]
- $94B Total Loans
  - *62% Commercial*
  - *38% Consumer*
- $102B Deposits
- 1,191 branches; 2,514 ATMs
- 18.3% ownership in Vantiv
- $26B AUM

#8	Treasury Management[2]
#9	Commercial & Industrial Loans[3]
#9	Retail Bank[4]
#10	Equipment Finance[5]
#11	Non-Captive Prime Auto Originator[6]

2016 Mobile Monitor "A" Rating for Mobile Site[7]

2016 Javelin Mobile Banking Leader

Ranked 2nd in J.D. Power 2015 U.S. Primary Mortgage Origination Satisfaction Study

Source: [1]SNL Financial; Total assets of US banking institutions as of Q2 2016, [2]EY 2015 Cash Management Services Surveys, [3]SNL Financial - regulatory filing as of Q2 2016, [4]Oliver Wyman 2016 Survey of Consumers, [5]The 2015 Monitor Top Bank 50 & Technology Issue, [6]Experian Auto Count US States originations for traditional banks in units 2016 through 06/30/2016 and [7]Corporate Insight Inc. Mobile Monitor – The Other Mobile Channel, June 2016

Second Quarter 2016 Highlights

FIFTH THIRD BANK

- **Stable NII and NIM; continued benefit from steady and cautious interest rate risk management strategy**
- **Solid noninterest income growth despite market volatility**
  - Adjusted fee income[1] up 4% sequentially
  - Strong corporate banking revenues
- **Tightly controlled operational expenses**
  - Reported noninterest expenses down $3 million, adjusted expenses[1] flat sequentially
- **Strategic investments on-track**
- **Credit conditions benign overall and in-line with expectations**
- **Vantiv ownership represents ~$2.8B in potential unrecognized value ($1.6B in equity and $1.2B from TRA)[2]**

Earnings Per Share

Reported $0.40

Included ($0.01) negative impact from certain items[3]

Net Income to Common

$310 million

LCR

110%

[1] Non-GAAP measure: see Reg G reconciliation on page 20 of this presentation
[2] As of 6/30/2016. Vantiv's share price as of 9/8/2016 was $55.03. See page 15 for further information regarding Fifth Third's Vantiv ownership
[3] See page 18 of this presentation for impact of certain items

Focused on enhancing profitability through the cycle – Project North Star

- Targeting positive operating leverage in 2017
- Established long-term financial targets
  - *12 – 14% ROTCE and 1.1 – 1.3% ROA*
  - Targets achievable by end of 2019 with no meaningful improvement in economic environment
- Project North Star launched to achieve these targets
- Performing comprehensive review across all business units and support functions with a clear roadmap for execution
  - Incorporating recently disclosed actions as well as additional initiatives
  - Initiatives have been segregated into three categories:
    - Revenue enhancement
    - Expense reduction
    - Balance sheet optimization

We are focusing on growing revenues across the franchise

Fifth Third Bancorp

New Project North Star Initiative

Revenue Enhancement

Focused on more efficient capital utilization	• De-emphasizing loans that are less capital-efficient and have limited upside
Enhancing value proposition and profitability of product offerings	**Consumer** – Optimizing the digital experience and implementing real-time online support – Replacing mortgage loan system to increase production capacity and improve efficiency **Payments** – Revamping consumer credit card products to drive revenue growth – Optimizing pricing and increasing penetration in Treasury management **Commercial** – Adding capital markets offerings and distribution; growing M&A advisory capabilities – Expanding insurance brokerage
Leveraging partnerships and select non-bank acquisitions to develop new products	• GreenSky: loan origination pipeline, technology platform, strategic referral partnership, and equity investment • Transactis: leading provider of billing and payment solutions

We are partnering with GreenSky to develop and deploy new products and solutions

FIFTH THIRD BANCORP

GreenSky™

Business Model	• Leading Fintech company making financing available to consumers in home improvement and other retail categories • Super prime focus (>760 FICO); profitable for several years running • Utilizes real-time underwriting decisioning with traditional FICO scoring
Partnership Details	• $50 million equity investment • Fifth Third will integrate GreenSky's market-leading technology platform into online banking, mobile, and branch channels • Enables Fifth Third to expand channel presence to accelerate profitable growth • GreenSky's merchant network to provide another origination channel for Fifth Third • Cross-sell opportunities to households gained through GreenSky partnership
Other Key Benefits	• Will leverage Fifth Third merchant relationships to originate additional consumer credit via the GreenSky platform • Partnership expected to produce over $100 million in consumer loan volumes per quarter; targeting $700 million in balances by the end of 2018

Streamlining processes to reduce expenses and sustain positive operating leverage

New Project North Star Initiative

Expense Reduction

Recently completed expense reductions

- Renegotiated Vantiv and MasterCard contracts
- Sale and consolidation of retail branches
- 3% reduction in headcount since 2Q15 despite increase in risk & compliance and IT personnel

Existing initiatives to improve operating leverage

- Keeping stable headcount with continuous resource allocation to growth areas
- Reengineering commercial loan origination, underwriting and servicing processes
- Reducing cost of technology improvements

New initiatives for long-term financial success

- Executing additional branch optimization strategies
- Discretionary spending controls
- Regimented process to force businesses to offset growth-related expenses
- Analyzing the use of non-branch facilities to reduce unused office capacity

We are optimizing our balance sheet given the uncertain economic environment

FIFTH THIRD BANCORP

New Project North Star Initiative

Balance Sheet Optimization

Maintaining balance sheet strength

- **Strong and growing capital levels**
- **CCAR[1]: PPNR / Assets above peer median with less capital destruction**
  - ***2Q16: CET1 of 9.94% (10.8% assuming gain from sale of Vantiv shares[2])***
- **Balanced approach to interest rate risk exposures with moderate asset sensitivity**
- **Lower NPAs compared to peer group**

Strong underwriting standards

- **Focused on driving stable performance through-the-cycle**
- **Requiring the appropriate risk/return profile within all portfolios**

Growth in higher return businesses

- **Small business lending initiative to improve loan production and overall customer experience**
- **Profitable middle market expansion**
- **Credit card growth and credit optimization**

[1] CCAR 2016 Federal Reserve's Severely Adverse scenario; capital destruction refers to CET1 under DFAST scenario; Peers include BBT, CMA, HBAN, KEY, MTB, RF, STI, ZION, COF, PNC, USB, and WFC.
[2] Including unrealized after-tax Vantiv position as of 6/30/16. [{($56.60 Vantiv stock price x 35M shares) less the carrying value of Vantiv of $390M] x 0.65] / Risk-Weighted Assets. Assumes no share buyback from Vantiv sales. Vantiv's share price as of 9/8/2016 was $55.03.

We have proactively taken steps to re-position the business

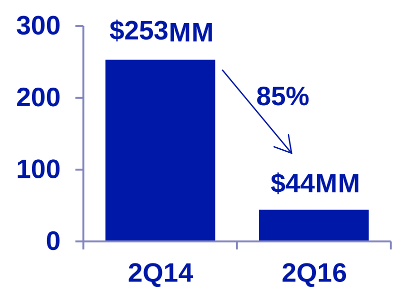
FIFTH THIRD BANCORP

Commercial Banking

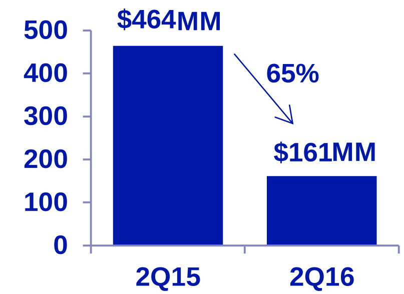
- Target risk/return profile in-line with stable through-the-cycle performance goal
- CRE balances continue to be lower than peers at only 11% of total loans
- Energy sector exposures remain well-contained
- Portfolio probability of default significantly lower than pre-crisis

Exiting volatile sectors

Mezzanine portfolio



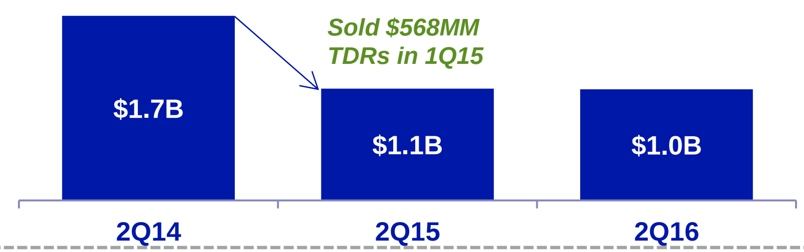
Commodity portfolio



Consumer Banking

- Exited brokered mortgage channel
- Reduced indirect auto loan originations
- External fraud losses down 34% in 2Q16 from 2Q15

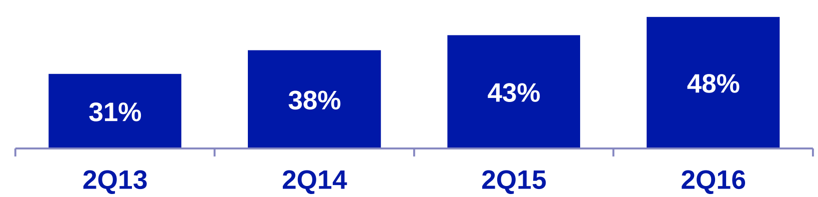
Consumer TDR loan balance
(in billions)



Wealth & Asset Management

- Continuing to redesign product and services to increase recurring revenue streams

Recurring revenue[1]



[1] *Total recurring brokerage revenue as a percentage of total brokerage revenue*

In summary

Growth

We are investing prudently to grow within risk appetite

Profitability

We are committed to improving profitability and driving attractive returns through cycles

Stability

We are well-positioned to address market volatility and economic uncertainty

Will create additional shareholder value

Cautionary statement

This release 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," "anticipates," "potential," "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 as updated from time to time by our Quarterly Reports 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 is a risk that additional information may become known during the company's quarterly closing process or as a result of subsequent events that could affect the accuracy of the statements and financial information contained herein.

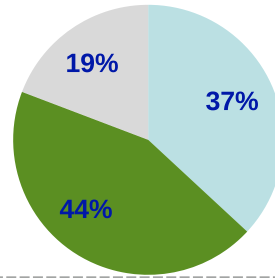
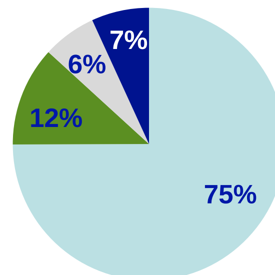
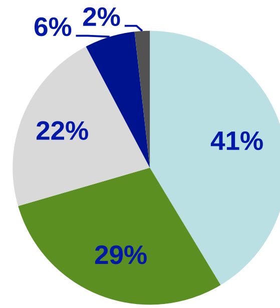
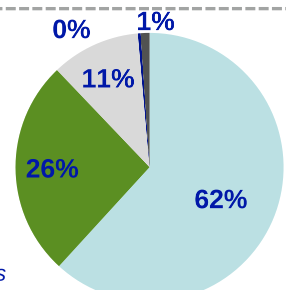
There are a number of important factors that could cause future results to differ materially from historical performance and these forward-looking statements. Factors that might cause such a difference include, but are not limited to: (1) general economic or real estate market conditions, either nationally or in the states in which Fifth Third, one or more acquired entities and/or the combined company do business, weaken or 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 and adequate sources of funding and liquidity 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 Fifth Third's investment in, relationship with, and nature of the operations of Vantiv, LLC; (21) loss of income from any sale or potential sale of businesses; (22) difficulties in separating the operations of any branches or other assets divested; (23) losses or adverse impacts on the carrying values of branches and long-lived assets in connection with their sales or anticipated sales; (24) inability to achieve expected benefits from branch consolidations and planned sales within desired timeframes, if at all; (25) ability to secure confidential information and deliver products and services through the use of computer systems and telecommunications networks; and (26) 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

We will be able to mitigate some of impact of the flatter yield curve

$127.2B; $63.1B Fixed, $64.1B Floating

	Key Characteristics	*Balance Sheet Mix*
Investment Portfolio	• 51% allocation to bullet/locked-out cash flow securities • Investment portfolio yield: 3.16% • Duration: 4.2 years • Net unrealized pre-tax gain: $1.35B • 100% AFS	
Commercial Loans[1,2]	• Fixed: $10.4B[1] • Float: $47.7B[1] • *1ML based: 68% (of total commercial)* • *3ML based: 8% (of total commercial)* • *Prime based: 5% (of total commercial)* • Weighted Avg. Life: 1.75 years	
Consumer Loans[1]	• Fixed: $23.4B[1] • Float: $13.3B[1] • *1ML based: 2% (of total consumer)* • *3ML based: 10% (of total consumer)* • *Prime based: 24% (of total consumer)* • Weighted Avg. Life: 3.37 years • Avg. duration of Auto book: 1.29 years	
Long Term Debt[3]	• Fixed: $14.8B • Float: $1.4B • *1ML based: <1% (of total long term debt)* • *3ML based: 8% (of total long term debt)* • Weighted Avg. Life: 4.86 years	

Fixed vs. Floating

Level 1	100% Fix / 0% Float
Level 2A	100% Fix / 0% Float
Non-HQLA	79% Fix / 21% Float
C&I	11% Fix / 89% Float
Commercial Mortgage	25% Fix / 75% Float
Commercial Construction	4% Fix / 96% Float
Commercial Lease	100% Fix / 0% Float
Resi Mtg & Construction	75% Fix / 25% Float
Auto	99% Fix / 1% Float
Home Equity	9% Fix / 91% Float
Credit Card	29% Fix / 71% Float
Other	0% Fix / 100% Float
Senior Debt	90% Fix / 10% Float
Sub Debt	94% Fix / 6% Float
Auto Securiz. Proceeds	95% Fix / 5% Float
TRUPS	0% Fix / 100% Float
Other	100% Fix / 0% Float

[1] Includes HFS Loans & Leases

[2] As of 6/30/2016, Fifth Third had $4.475BN 1ML receive-fix swaps outstanding against C&I loans

[3] As of 6/30/2016, Fifth Third had $2.7BN 3ML receive-fix swaps outstanding against long term debt

Positioned for higher rates but prepared for lower rates

- **Balance sheet moderately asset sensitive**
  - **64% of total loans are floating rate (82% of commercial and 36% of consumer)**
  - **Investment portfolio duration of 4.2 years**
  - **Short-term wholesale funding represents approximately 17% of total wholesale funding, or 3% of total funding**

- **Interest rate sensitivity tables are based on conservative deposit assumptions**
  - **70% beta on all interest-bearing deposit and sweep balances (~50% betas experienced in 2004 – 2006 Fed tightening cycle)**
  - **No modeled re-pricing lag**
  - **Modeled non-interest bearing commercial DDA runoff of approximately $2.5B (about 10%) for each 100 bps increase in rates**
  - **DDA runoff rolls into an interest bearing product with a 100% beta**

ESTIMATED NII SENSITIVITY PROFILE

	Percent Change in NII (FTE)		ALCO Policy Limits	
Change in Interest Rates	12 Months	13 to 24 Months	12 Months	13 to 24 Months
+200 bps Ramp	**3.07%**	**11.51%**	**(4.00%)**	**(6.00%)**
+100 bps Ramp	**1.68%**	**6.92%**	**-**	**-**
-50 bps Ramp	**(4.03%)**	**(7.08%)**	**-**	**-**

ESTIMATED EVE SENSITIVITY PROFILE

Change in Interest Rates (bps)	Change in EVE	ALCO Policy Limit
+200 bps Shock	**(1.76%)**	**(12.00%)**
+100 bps Shock	**0.03%**	
+25 bps Shock	**0.30%**	
-50 bps Shock	**(1.35%)**	

ESTIMATED NII SENSITIVITY with DEMAND DEPOSIT BALANCE CHANGES

	Percent Change in NII (FTE)			
	$1B Balance Decrease		$1B Balance Increase	
Change in Interest Rates	12 Months	13 to 24 Months	12 Months	13 to 24 Months
+200 bps Ramp	**2.79%**	**10.96%**	**3.34%**	**12.07%**
+100 bps Ramp	**1.55%**	**6.64%**	**1.82%**	**7.19%**

ESTIMATED NII SENSITIVITY with DEPOSIT BETA CHANGES

	Percent Change in NII (FTE)			
	Betas 25% Higher		Betas 25% Lower	
Change in Interest Rates	12 Months	13 to 24 Months	12 Months	13 to 24 Months
+200 bps Ramp	**(0.06%)**	**5.25%**	**6.20%**	**17.77%**
+100 bps Ramp	**0.12%**	**3.79%**	**3.25%**	**10.05%**

1. *Actual results may vary from these simulated results due to differences between forecasted and actual balance sheet composition, timing, magnitude, and frequency of interest rate changes, as well as other changes in market conditions and management strategies and the risks and uncertainties referenced on slide 11.*
2. *Re-pricing percentage or "beta" is the estimated change in yield over 12 months as a result of a shock or ramp 100 bps parallel shift in the yield curve*

Vantiv update

FIFTH THIRD BANCORP

($s in millions)	
Warrant	
Book Value of Warrant (carried at Fair Value)[1]	$ 327
Equity Interest	
Book Value of Ownership[1]	390
Market Value of Ownership[2]	1,983
Unrecognized pre-tax value from Vantiv share ownership	$ 1,593
Potential Tax Receivable Agreement	
Estimated Cash Flow Potential from Additional Share Sales[3]	$ 1,200

~$800MM of gross cash flows monetized in Q3

Not recognized on Fifth Third's balance sheet

- **Equity Ownership -** As of June 30, 2016, Fifth Third has an approximate 18% ownership interest in Vantiv Holding, LLC. for which it records equity method earnings.
- **Warrant -** As of June 30, 2016, Fifth Third owns a warrant associated with Vantiv Holding, LLC. to purchase approximately 7.8 million Class C (non-voting) units in Vantiv at an exercise price of $15.98 per unit. The warrant is carried at fair value on the balance sheet as a derivative asset.
- **Tax Receivable Agreement –** Annually Fifth Third recognizes income as part of a Tax Receivable Agreement (TRA) with Vantiv. This agreement entitles Fifth Third to receive economic benefits of certain tax deductions or benefits recognized by Vantiv, Inc. The previously disclosed 3Q16 TRA transaction does not affect the payments expected to be recognized in 2016 and 2017. Also, the announced transaction does not affect the $1.2 billion in potential TRA cash flows from additional share sales.

[1] Fifth Third Bancorp's Q2 2016 10-Q as of June 30, 2016. Subject to changes in Vantiv's stock price

[2] As of 6/30/2016; VNTV closing price of $56.60 x 35MM units. Subject to changes in Vantiv's stock price. Vantiv's share price as of 9/8/2016 was $55.03.

[3] Based on the analysis performed by Vantiv, Inc. disclosed in its second quarter Form 10-Q. Estimated cash flow from additional share sales assumes that Fifth Third Bank had exchanged its remaining Class B Units of Vantiv Holding, had exercised its remaining warrant and exchanged the resulting Class C Units of Vantiv Holding, all for Class A Shares of Vantiv, Inc. common stock on June 30, 2016. TRA cash flows are undiscounted and may vary based on a number of factors, including the amount and timing of Vantiv's future taxable income and the tax rate then applicable, the use of loss carryovers and amortizable basis and are subject to material change based on changes in Fifth Third Bank's tax basis in the partnership interest, changes in tax rates, or significant changes in Vantiv, Inc.'s stock price. Cash flows based on additional share sales are dependent on Fifth Third's desire and ability to sell additional shares at comparable share prices in desired time frames.

Continued monetization of Vantiv

FIFTH THIRD BANCORP

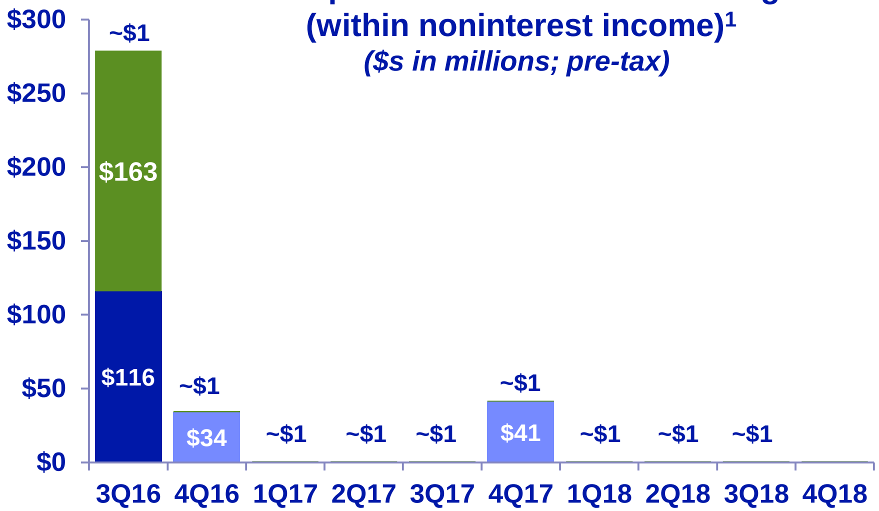
~$800MM expected gross cash flows from existing TRA monetized in 3Q16

$331MM — **3Q16 termination and settlement of estimated $331MM gross cash flows expected to be payable to Fifth Third from 2019 – 2035 in exchange for a $116MM payment; $116MM pre-tax gain realized by Fifth Third in 3Q16**

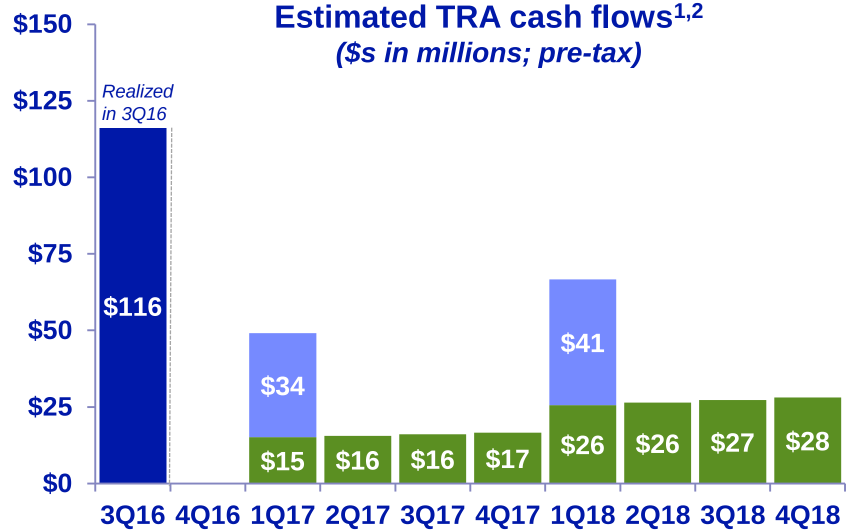
$75MM — **Existing annual TRA payments expected to be recognized in 4Q16 and 4Q17 are not impacted**

$394MM — **Agreement to terminate and settle estimated $394MM remaining gross cash flows expected to be payable to Fifth Third from 2019-2035 in exchange for expected payments from exercises of quarterly options[1] starting in 1Q17 through 4Q18 totaling $171MM pre-tax; expected to result in 3Q16 $163MM pre-tax gain and corresponding receivable on Fifth Third's balance sheet**

Estimated potential GAAP income recognition (within noninterest income)[1]
($s in millions; pre-tax)



Estimated TRA cash flows[1,2]
($s in millions; pre-tax)

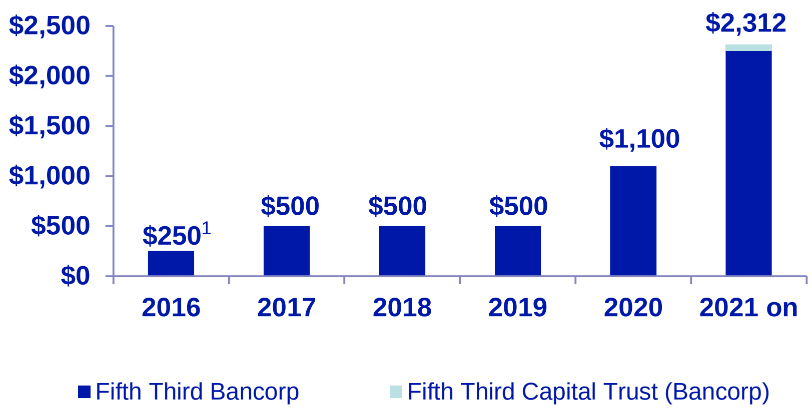


Continue to have additional potential TRA gross cash flows, based on additional share sales, of $1.2 billion[3]

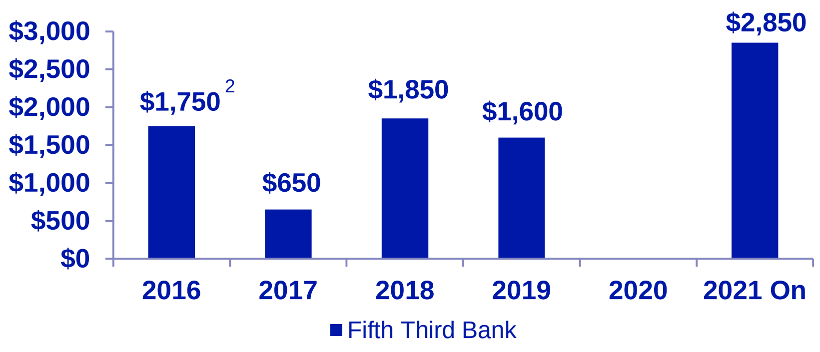
[1]Options can either be executed by Vantiv or Fifth Third and generate payments to Fifth Third. Projections assume put/call options are exercised every quarter.
[2]Fifth Third received a "non-objection" from the Federal Reserve for the ability to repurchase shares in the amount of any realized after-tax gains from the termination and settlement of any portion of the tax receivable agreement with Vantiv. This excludes the estimated existing annual TRA payment of $34 million in 1Q17 and $41 million in 1Q18.
[3]Based on the analysis performed by Vantiv, Inc. disclosed in its second quarter Form 10-Q.

Strong liquidity profile

Holding company unsecured debt maturities ($MM)



Bank unsecured debt maturities ($MM – excl. Retail Brokered & Institutional CDs)



[1] *Represents remaining debt maturities in 2016; $1B matured in 1Q16*
[2] *Represents remaining debt maturities in 2016 ; $700MM matured in 1Q16*

Holding Company:

- Bancorp LCR of 110% at 06/30/2016
- Holding Company cash at 06/30/16: $2.4B
- Cash currently sufficient to satisfy all contractual obligations & common dividends in a stressed environment for ~23 months without accessing capital markets; relying on dividends from subsidiaries or any other discretionary actions

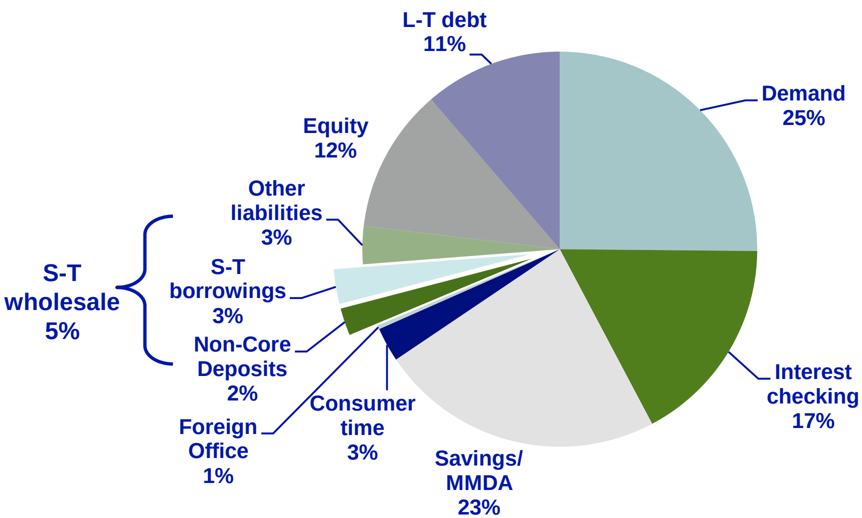
Bank:

- No LT debt maturities in 2Q16. During the quarter the Bank issued $1.25B of 5 year senior debt
- Available and contingent borrowing capacity (2Q16):
  - FHLB ~$10.5B available, ~$14.4B total
  - Federal Reserve ~$25.7B

2016 Funding Plans:

- Moody's LGF methodology, would require Fifth Third to replace all debt maturities in 2016 with new LT debt
- Total unsecured LT debt maturities in 2016 totaled $3.7BN. As of 6/30/16, $1.7BN has matured and $2BN of maturities remain for the calendar year
  - As of 2Q16, Fifth Third has issued $2.75BN of new LT debt, resulting in $1BN of LT debt needed to replace all 2016 maturities
  - Replacement funding will likely take place at the Bank Entity due to the solid liquidity position at the Holding Company and FDIC savings on debt issued at the Bank

Heavily core funded



2Q16 in review

($ in millions)	2Q16	Seq. ∆	YOY ∆
Average Balances			
Total loans & leases[1]	**$93,931**	**1%**	**2%**
Core deposits	**$98,973**	**-**	**(2%)**
Income Statement Data			
Net interest income (taxable equivalent)	$908	-	2%
Provision for loan and lease losses	91	(24%)	15%
Noninterest income	599	(6%)	8%
Noninterest expense	983	-	4%
Net income attributable to Bancorp	**$333**	**2%**	**6%**
Net income available to common shareholders	**$310**	**(1%)**	**6%**
Financial Ratios			
Earnings per share, diluted	**0.40**	**-**	**11%**
Net interest margin	**2.88%**	**(3bps)**	**(2bps)**
Efficiency ratio	**65.3%**	**150bps**	**(10bps)**
Return on average assets	**0.94%**	**1bps**	**4bps**
Return on average common equity	**8.2%**	**(10bps)**	**10bps**
Return on average tangible common equity[2]	**9.7%**	**(20bps)**	**-**
Tangible book value per share[2]	**$ 16.93**	**4%**	**16%**

- **Significant pre-tax items in 2Q16 results**
  ($0.01 negative after-tax EPS impact):
  - **$50MM pre-tax (~$33MM after-tax) charge related to the Visa total return swap**
  - **$19MM pre-tax (~$12MM after-tax) positive valuation adjustment on the Vantiv warrant**
  - **$11MM pre-tax (~$7MM after-tax) gain on sale of Pennsylvania branches**
  - **$11MM pre-tax (~$7MM after-tax) gain on sale of the agented bankcard loan portfolio**
  - **$9MM pre-tax (~$6MM after-tax) expense due to retirement eligibility changes**
- **Core businesses showed solid results given challenging market conditions**
  - **Strong corporate banking activity offset market volatility**
  - **Mortgage origination volumes up 53% QoQ**
- **Credit trends**
  - **NCO ratio of 37 bps; flat YoY and 5 bps decrease QoQ**
  - **NPA ratio of 86 bps; down 2 bps sequentially**

[1] Excludes loans held-for-sale
[2] Non-GAAP measure: see Reg G reconciliation on page 19 of this presentation and use of non-GAAP measures on page 33 of the 2Q16 earnings release

Regulation G Non-GAAP reconciliation

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

	For the Three Months Ended				
	June 2016	March 2016	December 2015	September 2015	June 2015
Net interest income (U.S. GAAP)	902	903	899	901	887
Add: Noninterest income	599	637	1,104	713	556
Less: Noninterest expense	(983)	(986)	(963)	(943)	(947)
Pre-provision net revenue	518	554	1,040	671	496
Net income available to common shareholders (U.S. GAAP)	310	312	634	366	292
Add: Intangible amortization, net of tax	-	-	-	-	-
Tangible net income available to common shareholders	310	312	634	366	292
Tangible net income available to common shareholders (annualized) (a)	1,247	1,255	2,515	1,452	1,171
Average Bancorp shareholders' equity (U.S. GAAP)	16,584	16,376	15,982	15,815	15,841
Less: Average preferred stock	(1,331)	(1,331)	(1,331)	(1,331)	(1,331)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Average intangible assets and other servicing rights	(11)	(12)	(13)	(14)	(15)
Average tangible common equity (b)	12,826	12,617	12,222	12,054	12,079
Total Bancorp shareholders' equity (U.S. GAAP)	16,726	16,323	15,839	15,826	15,605
Less: Preferred stock	(1,331)	(1,331)	(1,331)	(1,331)	(1,331)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets and other servicing rights	(11)	(12)	(13)	(13)	(14)
Tangible common equity, including unrealized gains / losses (c)	12,968	12,564	12,079	12,066	11,844
Less: Accumulated other comprehensive income	(889)	(684)	(197)	(522)	(291)
Tangible common equity, excluding unrealized gains / losses (d)	12,079	11,880	11,882	11,544	11,553
Total assets (U.S. GAAP)	143,625	142,430	141,048	141,883	141,628
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,416)
Intangible assets and other servicing rights	(11)	(12)	(13)	(13)	(14)
Tangible assets, including unrealized gains / losses (e)	141,198	140,002	138,619	139,454	139,198
Less: Accumulated other comprehensive income / loss, before tax	(1,368)	(1,052)	(303)	(803)	(448)
Tangible assets, excluding unrealized gains / losses (f)	139,830	138,950	138,316	138,651	138,750
Common shares outstanding (g)	766	770	785	795	810
Ratios:					
Return on average tangible common equity (a) / (b)	9.7%	9.9%	20.6%	12.0%	9.7%
Tangible common equity (excluding unrealized gains/losses) (d) / (f)	8.64%	8.55%	8.59%	8.33%	8.33%
Tangible common equity (including unrealized gains/losses) (c) / (e)	9.18%	8.97%	8.71%	8.65%	8.51%
Tangible book value per share (c) / (g)	$16.93	$16.32	$15.39	$15.18	$14.62

See page 33 of the 2Q16 earnings release for a discussion on the use of non-GAAP financial measures.

Regulation G Non-GAAP reconciliation

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

	For the Three Months Ended				
	June 2016	March 2016	December 2015	September 2015	June 2015
Basel III Final Rule - Transitional to fully phased-in					
CET 1 capital (transitional)	$12,112	$11,914	$11,917	$11,574	$11,582
Less: Adjustments to CET 1 capital from transitional to fully phased-in (1)	(4)	(5)	(8)	(11)	(12)
CET 1 capital (fully phased-in) (a)	12,108	11,909	11,909	11,563	11,570
Risk-weighted assets (transitional)	121,824	121,432	121,290	123,148	122,986
Add: Adjustments to risk-weighted assets from transitional to fully phased-in (2)	932	1,027	1,178	1,136	1,280
Risk-weighted assets (fully phased-in) (b)	$122,756	$122,459	$122,468	$124,284	$124,266
Estimated CET 1 capital ratio under Basel III Final Rule (fully phased-in) (a) / (b)	9.86%	9.72%	9.72%	9.30%	9.31%

(1) Primarily relates to disallowed intangible assets (other than goodwill and MSRs, net of associated deferred tax liabilities).
(2) Primarily relates to higher risk-weighting for MSRs.

	For the Three Months Ended				
	June 2016	March 2016	December 2015	September 2015	June 2015
Net interest income (FTE) (c)	**$908**	**$909**	**$904**	**$906**	**$892**
Noninterest income excluding certain items					
Noninterest income (U.S. GAAP)	$599	$637	$1,104	$713	$556
Gain on sale of Vantiv shares	-	-	(331)	-	-
Gain on Vantiv warrant actions	-	-	(89)	-	-
Vantiv TRA settlement payment	-	-	(49)	-	-
Vantiv warrant valuation	(19)	(47)	(21)	(130)	(14)
Gain on sale of certain branches	(11)	(8)	-	-	-
Gain on sale of the non-strategic agented bankcard loan portfolio	(11)	-	-	-	-
Branch and land valuation adjustments	-	-	-	-	97
Valuation of 2009 Visa total return swap	50	(1)	10	8	2
Securities (gains) / losses	(6)	(3)	(1)	-	(4)
Adjusted noninterest income (d)	**$602**	**$578**	**$623**	**$591**	**$637**
Noninterest expense excluding certain items					
Noninterest expense (U.S. GAAP)	$983	$986	$963	$943	$947
Contribution for Fifth Third Foundation	-	-	(10)	-	-
Severance expense	(3)	(15)	(2)	(3)	(2)
Retirement eligibility changes	(9)	-	-	-	-
Executive retirements	-	-	-	(6)	-
Adjusted noninterest expense (e)	**$971**	**$971**	**$951**	**$934**	**$945**
Adjusted efficiency ratio (e) / [(c) + (d)]	**64.3%**	**65.3%**	**62.2%**	**62.5%**	**61.8%**
Adjusted PPNR (c) + (d) - (e)	**$539**	**$516**	**$576**	**$563**	**$584**