Goldman Sachs
U.S. Financial Services Conference

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Executive Vice President & Chief Financial Officer

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Please refer to earnings release dated October 17, 2013 and 10-Q dated November 6, 2013 for further information.

Strong year-to-date 2013 results

FIFTH THIRD BANK

Strong Profitability

- YTD earnings per diluted share of $1.58 up 29% from prior year
  - Included $327MM of pre-tax gains on the sale of Vantiv shares and $116MM of positive Vantiv warrant valuation
- YTD return on assets of 1.6% (or 1.3% ex-Vantiv) and return on average tangible common equity[1] of 17.0% (or 13.5% ex-Vantiv)
- YTD pre-provision net revenue[1] up 17% from prior year (fees up 19%; expenses up 2%)

Executing on Strategic Plans

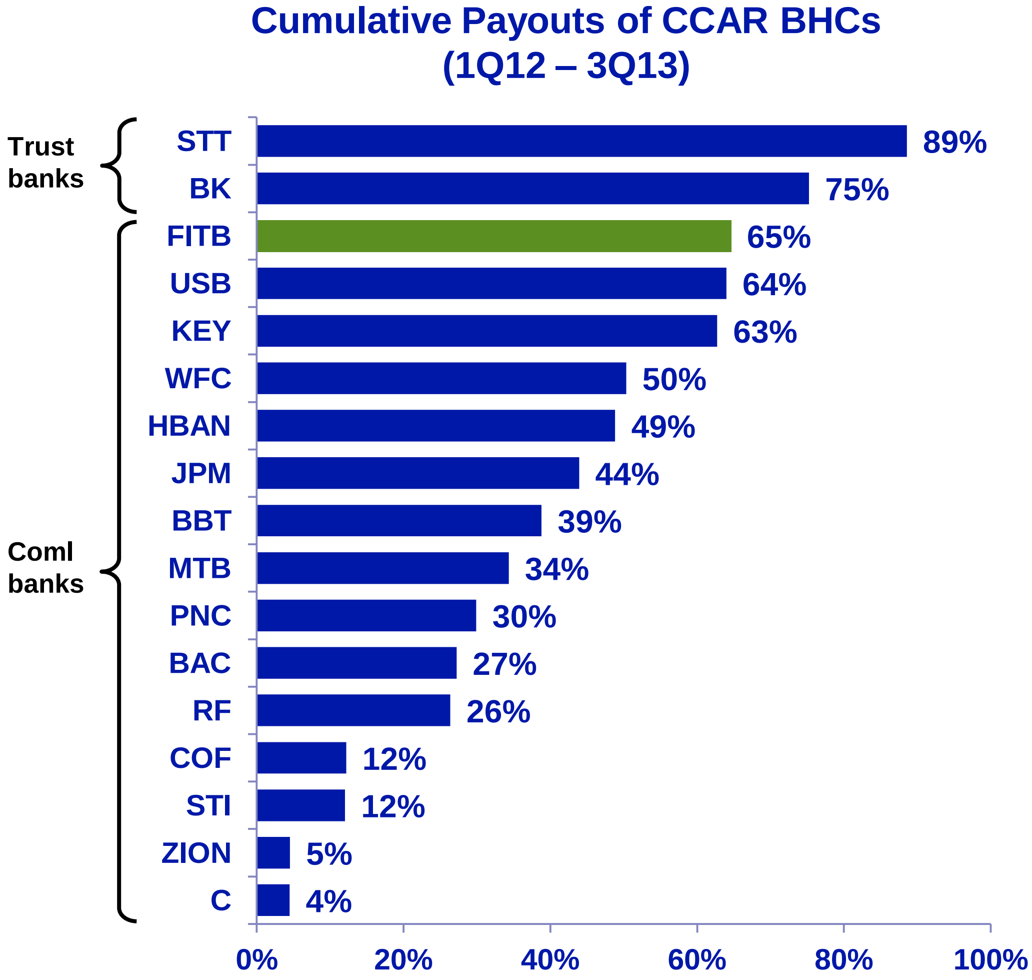
- Traditional commercial banking franchise built on customer-oriented localized operating model
  - Segment and industry specialization in mid-corporate, energy, and healthcare within commercial bank
- Strong deposit market share in key markets with focus on further improving share of wallet
- Optimizing retail distribution strategy and prioritizing key segments within consumer bank

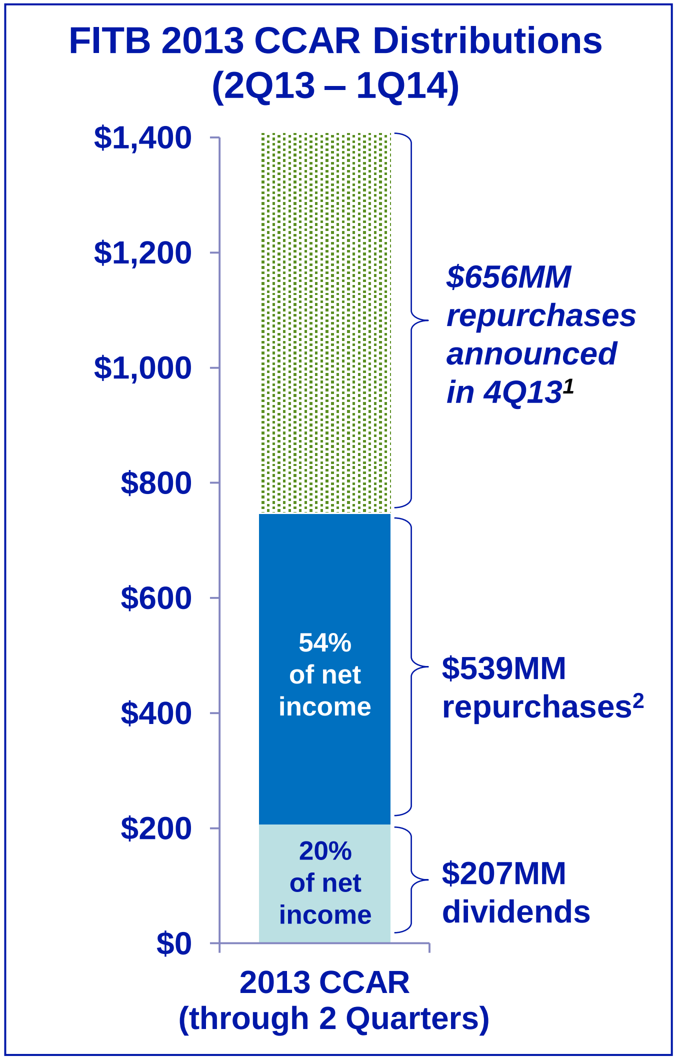
Prudent Capital Management

- Continue to execute on capital plans
  - Issued $450MM of Series I preferred stock in 4Q13
  - Submitted notice for $750MM of outstanding TruPS to be redeemed on December 30
  - Recently announced $200MM and $456MM share repurchase agreements

[1] *Non-GAAP measure; see Reg. G reconciliation in appendix.*

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





Source: SNL Financial. Cumulative payouts calculated as (total common dividends paid + total common stock repurchased) / net income available to common shareholders.

[1] Not including any potential future incremental repurchases of common shares in the amount of any after-tax gains from the sale of Vantiv, Inc. stock.

[2] Included $157MM of repurchases related to after-tax gains from the sale of Vantiv, Inc. stock.

Building shareholder value

3Q13 Tier 1 common ratio[1] (Basel I) **9.9%**

Relative to 5.0% unofficial CCAR supervisory reference minimum

3Q13 Tier 1 common ratio[1] (Basel III) **9.5%**

Relative to 2015 Basel III minimum of 4.5% and 2019 Basel III buffered minimum of 7.0%

FITB shares outstanding declined 4% compared with 1% decline in peer bank median.

Source: SNL Financial. Peer bank average includes: BAC, BBT, BK, C, COF, HBAN, JPM, KEY, MTB, PNC, RF, STI, STT, USB, WFC, and ZION.

[1] Non-GAAP measure; see Reg. G reconciliation in Appendix. Capital ratios presented under current U.S. capital regulations. The pro forma Basel III Tier I common equity ratio is management's estimate based upon its current interpretation of recent prospective regulatory capital requirements approved in July 2013.

Consumer bank evolution

2008 2009 2010 2011 2012 2013

- Shift focus to full relationship approach away from single product, transaction-based banking
  - Discontinued free checking
  - Began offering bundled products and services, including Identity Alert
  - Introduced Financial Needs Assessments to uncover additional opportunities
- Started roll out of image-enabled ATMs

- Deposit Simplification initiative
  - 2.1 million checking households converted to new products
  - 25 checking and 17 savings products reduced to 5 checking and 3 savings products
  - Enhanced product offerings based on customer feedback
- Expanded bundled deposit product offerings
  - Homeowner Plus Value Package
  - DUO card
  - Access 360 card
- Automated Financial Needs Assessments
- Mobile banking launch and image-enabled ATM acceleration

Next generation retail optimization

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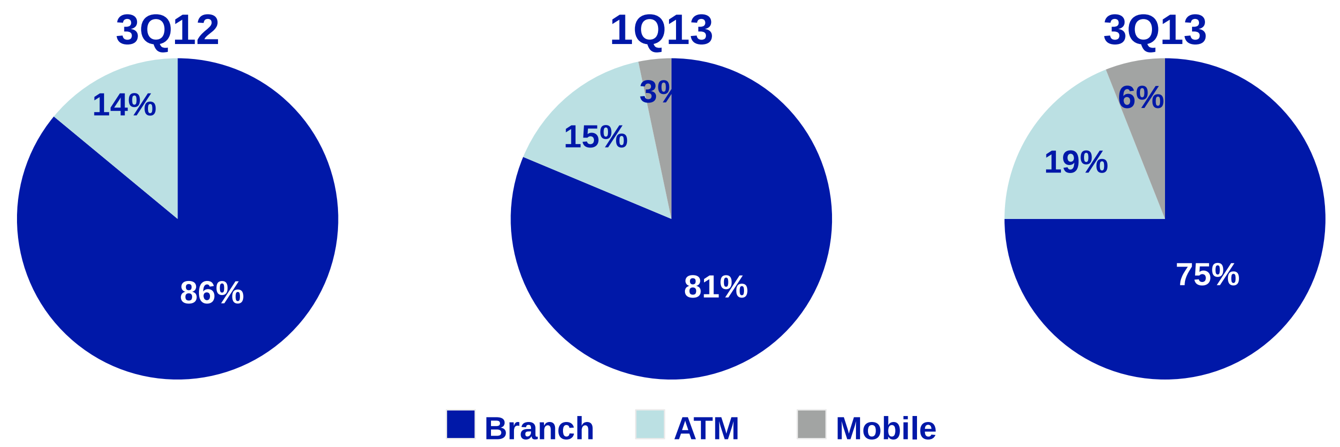
2013 | 2014

- Integrated channel strategy for efficiency and enhanced customer experience
  - Redefine Branch Operating Model
    - New branch pilots and test concepts to streamline cost structure
  - Enhance POS technology and sales tools – Image ATMs across all affiliates
  - Incentives for self service and digital channels – Enhanced mobile features
  - Reshape physical distribution model
- Consultative sales to next level
  - Execution consistency
  - State-of-the-art service tools
- Deeper penetration in high value segments
  - New coverage strategy and differentiated service and fulfillment model
  - Dedicated specialist to focus on high value segments
  - Significant focus on training
- Continuous product optimization and innovation
  - R&D – Technology, product design, service and delivery

Changing landscape of consumer bank

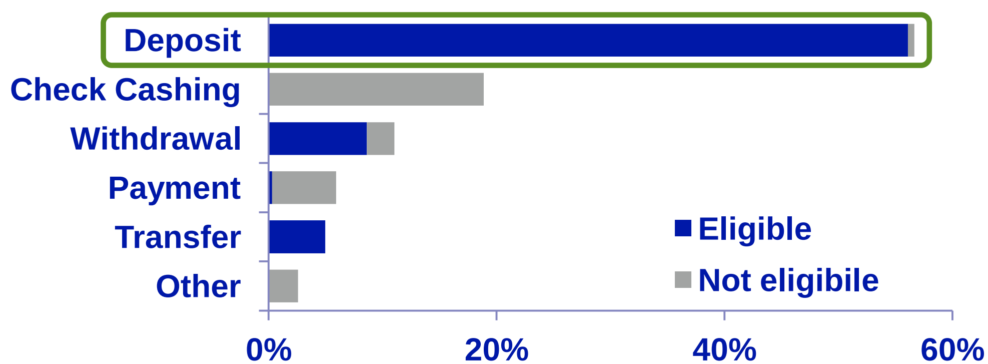
Deposit Transaction Volume by Channel



25% of consumer deposit transactions now through self-service channels; significant opportunity remains

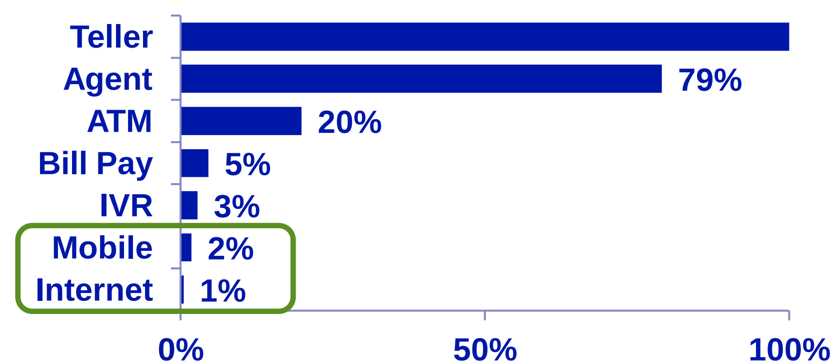
Total Teller Transactions

70% of teller transactions eligible for self-service (ATM or mobile) today



Cost per Transaction relative to teller transaction

Substantially lower cost to serve



Integrated channel strategy to drive efficiency

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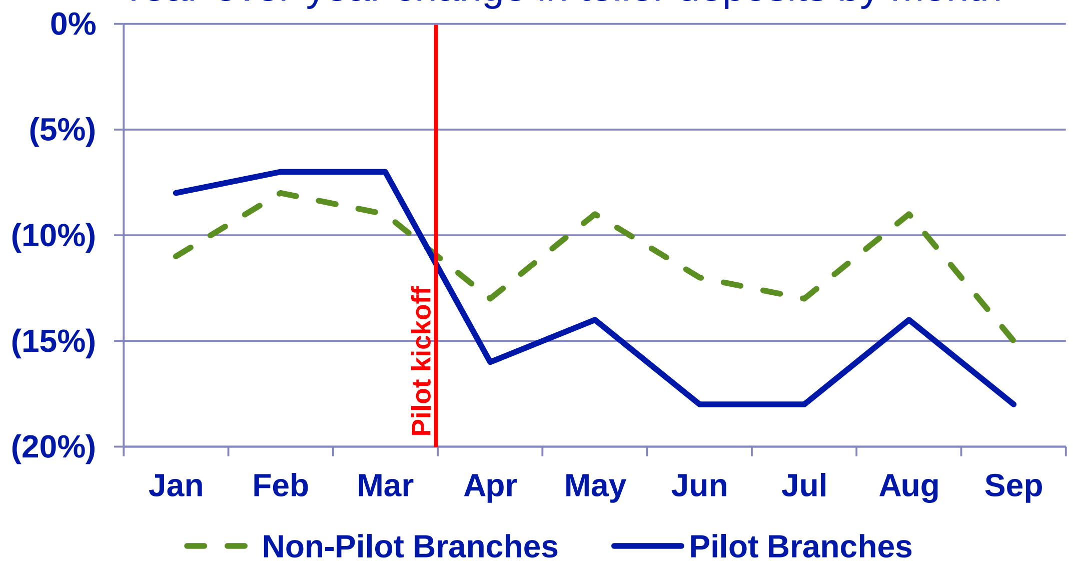
Major Focus Areas

1. Redefine branch operating model
2. Enhance multi-channel customer experience
3. Migrate customers to self-service and digital channels
4. Reshape physical distribution model

In-Branch ATM Pilot
Results in Representative Market
Year-over-year change in teller deposits by month



- In-branch ATM pilot conducted in 10 financial centers in 2 markets
- Tested ability to help migrate basic withdrawal / deposit transactions through lobby management
- 83% of customers in pilot were first time users of ATM for check deposit; 8% were first time users of mobile for check deposit

Very favorable execution trends

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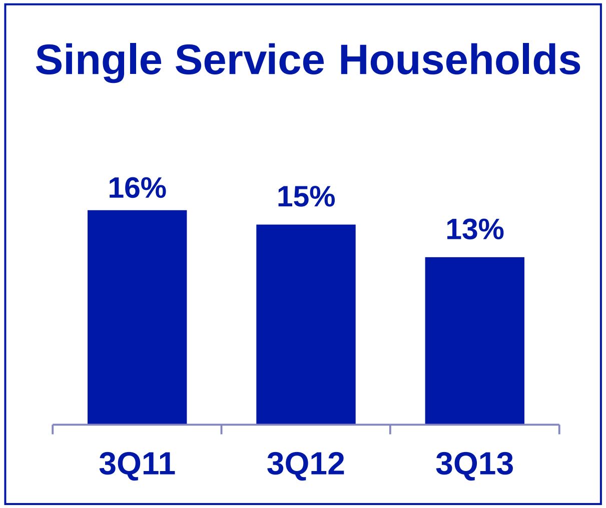
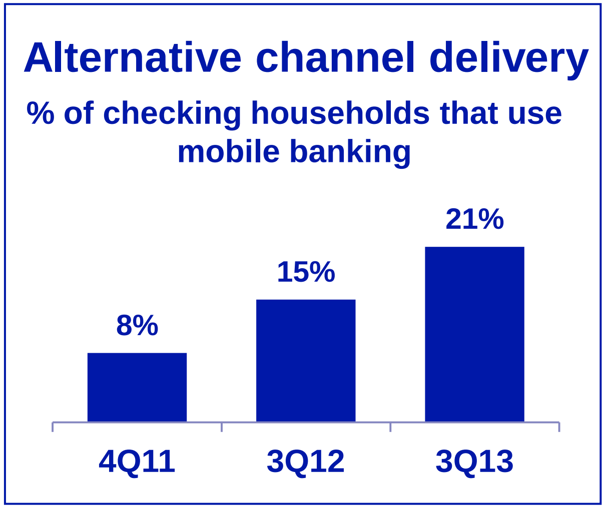
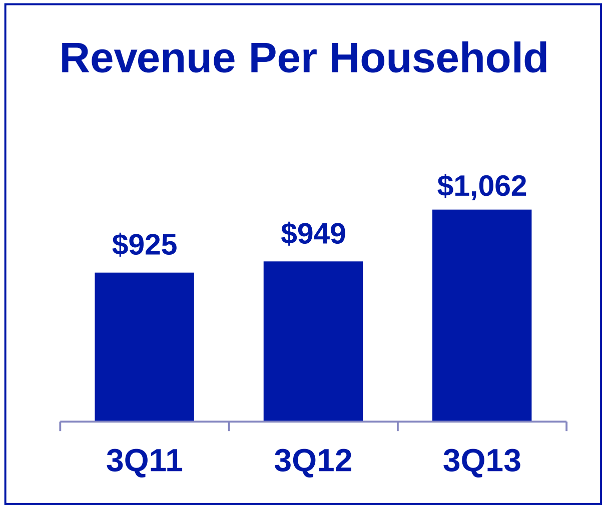






Note: Retail cross sell service set includes Checking, Savings, CD, Home Equity, Direct/Indirect Loan, Mortgage (incl EHR), Credit Card, Annuity, Brokerage, Insurance, Early Access, Debt Protection, ID Alert, Debit Card, Access 360, Online Bill Pay, Direct Deposit, Mobile Banking and Internet Banking.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

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
- Continuous product optimization and innovation

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.

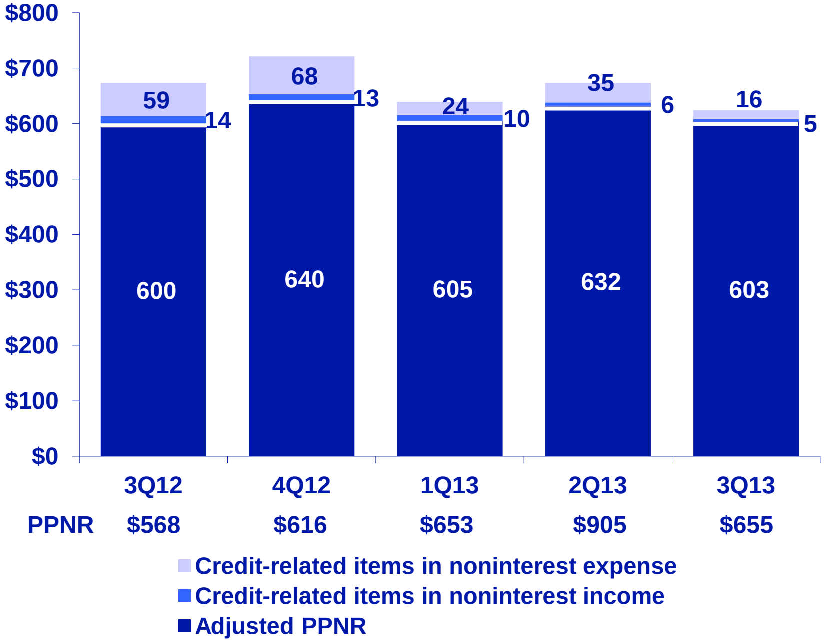
There are a number of important factors that could cause future results to differ materially from historical performance and these forward-looking statements. Factors that might cause such a difference include, but are not limited to: (1) general economic conditions and weakening in the economy, specifically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

PPNR trend



PPNR reconciliation

($ in millions)	3Q12	4Q12	1Q13	2Q13	3Q13
Income before income taxes (U.S. GAAP) (a)	$503	$540	$591	$841	$605
Add: Provision expense (U.S. GAAP) (b)	65	76	62	64	51
PPNR (a) + (b)	$568	$616	$653	$905	$655
Adjustments to remove (benefit) / detriment[2]:					
In noninterest income:					
Gain from sales of Vantiv shares	-	(157)	-	(242)	(85)
Vantiv warrant & puts	16	19	(34)	(76)	(6)
Valuation of 2009 Visa total return swap	1	15	7	5	2
Sale of certain Fifth Third funds	(13)	-	(7)	-	-
BOLI settlement	-	-	-	(10)	-
Securities (gains) / losses	(2)	(2)	(17)	-	(2)
In noninterest expense:					
Debt extinguishment (gains) / losses	26	134	-	-	-
Severance expense	2	3	3	1	5
Sale of certain Fifth Third funds	2	-	-	-	-
Large bank assessment fees	-	-	-	-	5
Gain on sale of affordable housing investments	(5)	-	(9)	(2)	(1)
Additions to litigation reserves	5	13	9	51	30
Adjusted PPNR	$600	$640	$605	$632	$603
Credit-related items[3]:					
In noninterest income	14	13	10	6	5
In noninterest expense	59	68	24	35	16
Credit-adjusted PPNR[4]	$673	$721	$639	$673	$624

PPNR of $655MM up 15%; Adjusted PPNR of $603MM up 1% from 3Q12.

[1] Non-GAAP measure; see Reg. G reconciliation on following pages.
[2] Prior quarters include similar adjustments.
[3] See Slide 7 and Slide 8 of earnings presentation dated 10/17/13 for detailed breakout of credit-related items.
[4] 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.

Note: 3Q13 also included a $15 million reduction in the mortgage representation and warranty reserve; 2Q13, 4Q12, and 3Q12 also included mortgage repurchase reserve builds of $9 million, $26 million, and $24 million, respectively, related to additional guidance received from Freddie Mac. These impacts are reflected in "Credit-related items in noninterest expense" listed above.

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				
	September 2013	June 2013	March 2013	December 2012	September 2012
Income before income taxes (U.S. GAAP)	$604	$841	$591	$540	$503
Add: Provision expense (U.S. GAAP)	51	64	62	76	65
Pre-provision net revenue (a)	655	905	653	616	568
Net income available to common shareholders (U.S. GAAP)	421	582	413	390	354
Add: Intangible amortization, net of tax	1	1	1	2	2
Tangible net income available to common shareholders	422	583	414	392	356
Tangible net income available to common shareholders (annualized) (b)	1,674	2,338	1,679	1,559	1,416
Average Bancorp shareholders' equity (U.S. GAAP)	14,440	14,221	13,779	13,855	13,887
Less: Average preferred stock	(593)	(717)	(398)	(398)	(398)
Average goodwill	(2,416)	(2,416)	(2,416)	(2,417)	(2,417)
Average intangible assets	(22)	(24)	(26)	(28)	(31)
Average tangible common equity (c)	11,409	11,064	10,939	11,012	11,041
Total Bancorp shareholders' equity (U.S. GAAP)	14,641	14,239	13,882	13,716	13,718
Less: Preferred stock	(593)	(991)	(398)	(398)	(398)
Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,417)
Intangible assets	(21)	(23)	(25)	(27)	(30)
Tangible common equity, including unrealized gains / losses (d)	11,611	10,809	11,043	10,875	10,873
Less: Accumulated other comprehensive income / loss	(218)	(149)	(333)	(375)	(468)
Tangible common equity, excluding unrealized gains / losses (e)	11,393	10,660	10,710	10,500	10,405
Total assets (U.S. GAAP)	125,673	123,360	121,382	121,894	117,483
Less: Goodwill	(2,416)	(2,416)	(2,416)	(2,416)	(2,417)
Intangible assets	(21)	(23)	(25)	(27)	(30)
Tangible assets, including unrealized gains / losses (f)	123,236	120,921	118,941	119,451	115,036
Less: Accumulated other comprehensive income / loss, before tax	(335)	(229)	(512)	(577)	(720)
Tangible assets, excluding unrealized gains / losses (g)	122,901	120,692	118,429	118,874	114,316
Common shares outstanding (h)	887	851	875	882	897
Ratios:					
Return on average tangible common equity (b) / (c)	14.7%	21.1%	15.4%	14.1%	12.8%
Tangible common equity (excluding unrealized gains/losses) (e) / (g)	9.27%	8.83%	9.03%	8.83%	9.10%
Tangible common equity (including unrealized gains/losses) (d) / (f)	9.42%	8.94%	9.28%	9.10%	9.45%
Tangible book value per share (d) / (h)	13.09	12.69	12.62	12.33	12.12

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			
		September 2013	June 2013	March 2013	December 2012	September 2012
Total Bancorp shareholders' equity (U.S. GAAP)		$14,641	$14,239	$13,882	$13,716	$13,718
	Goodwill and certain other intangibles	(2,492)	(2,496)	(2,504)	(2,499)	(2,504)
	Unrealized gains	(218)	(149)	(333)	(375)	(468)
	Qualifying trust preferred securities	810	810	810	810	810
	Other	21	22	23	33	38
Tier I capital		12,762	12,426	11,878	11,685	11,594
Less:	Preferred stock	(593)	(991)	(398)	(398)	(398)
	Qualifying trust preferred securities	(810)	(810)	(810)	(810)	(810)
	Qualifying noncontrolling interest in consolidated subsidiaries	(39)	(38)	(38)	(48)	(51)
Tier I common equity (a)		11,320	10,587	10,632	10,429	10,335
Risk-weighted assets[1] (b)		114,544	112,285	109,626	109,699	106,858
Ratio:						
Tier I common equity (a) / (b)		9.88%	9.43%	9.70%	9.51%	9.67%

Basel III - Estimated Tier 1 common equity ratio

		September 2013	June 2013
Tier 1 common equity (Basel I)		$11,320	$10,587
Add:	Adjustment related to capital components[2]	$88	$86
Estimated Tier 1 common equity under final Basel III rules without AOCI (opt out)(c)		$11,408	$10,673
Add:	Adjustment related to AOCI[3]	$218	$149
Estimated Tier 1 common equity under final Basel III rules with AOCI (non opt out)(d)		$11,626	$10,822
Estimated risk-weighted assets under final Basel III rules[4] (e)		120,447	117,366
Estimated Tier 1 common equity ratio under final Basel III rules (opt out) (c) / (e)		9.47%	9.09%
Estimated Tier 1 common equity ratio under final Basel III rules (non opt out) (d) / (e)		9.65%	9.22%

1 Under the banking agencies' risk-based capital guidelines, assets and credit equivalent amounts of derivatives and off-balance sheet exposures are assigned to broad risk categories. The aggregate dollar amount in each risk category is multiplied by the associated risk weight of the category. The resulting weighted values are added together, along with the measure for market risk, resulting in the Bancorp's total risk-weighted assets.

2 Adjustments related to capital components include MSRs and deferred tax assets subject to threshold limitations and deferred tax liabilities related to intangible assets, which were deductions to capital under Basel I capital rules.

3 Under 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 I common equity.

4 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 MSRs and deferred tax assets that are under certain thresholds as a percent of Tier I capital; and (4) Derivatives are differentiated between exchange clearing and over-the-counter and the 50% risk-weight cap is removed.