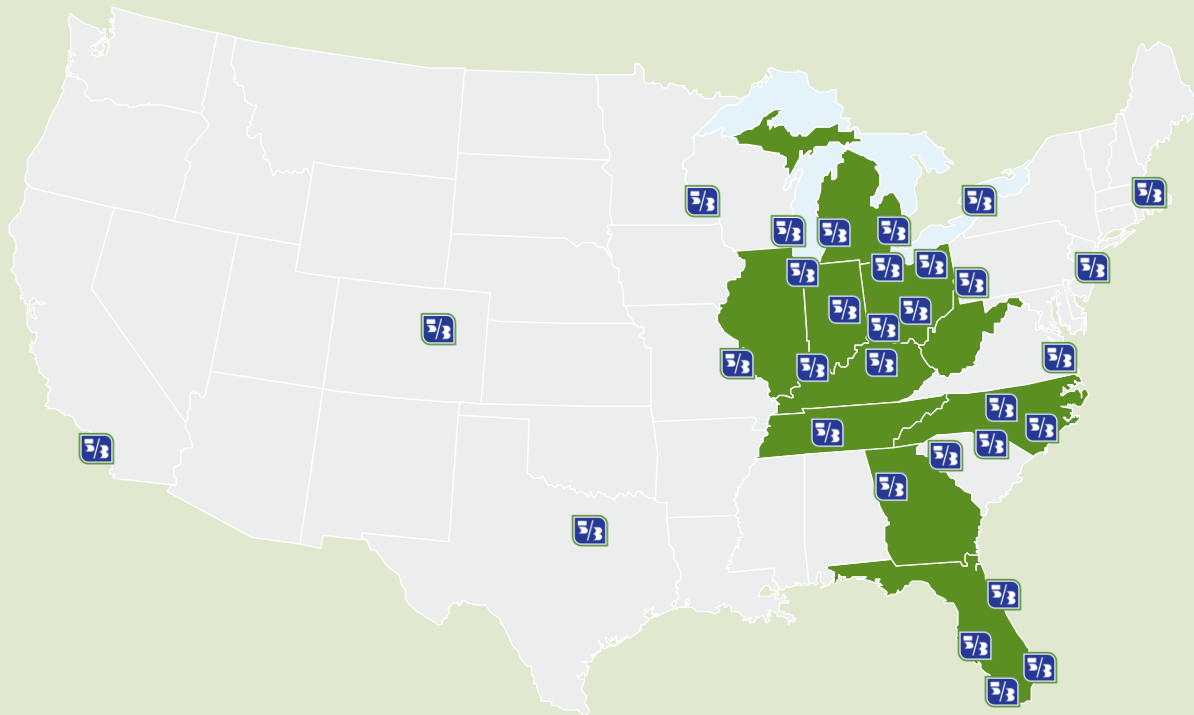


Corporate Highlights


FIRST QUARTER 2017

CORPORATE PROFILE

Fifth Third Bank, established in 1858, is a diversified financial services company headquartered in Cincinnati, Ohio. Fifth Third is among the largest money managers in the Midwest, and as of March 31, 2017, had \$323 billion in assets under care, of which it managed \$33 billion for individuals, corporations and not-for-profit organizations through its Trust, Brokerage and Insurance businesses.



 Fifth Third Bank Regional Footprint as of March 31, 2017

 Corporate Office Locations (London and Toronto offices not shown)

STATISTICS as of March 31, 2017

\$140B
IN ASSETS

OPERATES
4
MAIN BUSINESSES
Commercial Banking; Branch Banking; Consumer Lending; Wealth & Asset Management

OPERATES
1,155
FULL-SERVICE BANKING CENTERS

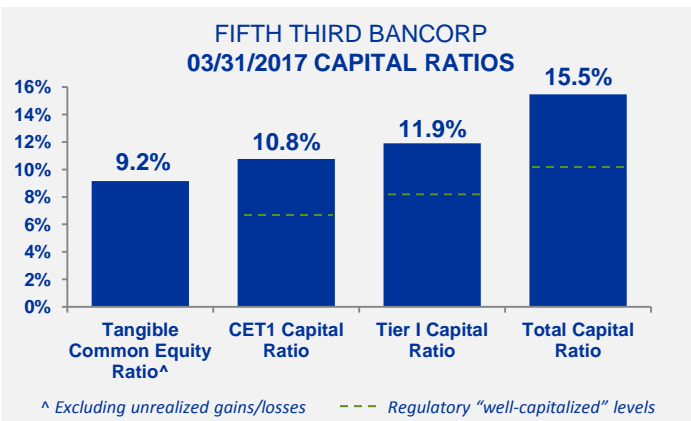
2,471
ATMs
OH, KY, IN, MI, IL, FL, TN, WV, GA, NC

HOLDS
17.8%
INTEREST IN VANTIV HOLDING, LLC

CAPITAL RATIOS

Today, it is important that you know your banking company is strong and well-capitalized. **Fifth Third is both.**

Throughout its history, Fifth Third has represented a source of strength and stability. Our capital levels significantly exceed all regulatory "well-capitalized" levels as well as our own target levels.



CREDIT AGENCY RATINGS*

	Holding Co. Long-Term Issuer	Rating Level	Bank Long-Term Deposit	Rating Level
Moody's	Baa1	8 th highest of 22	Aa3	4 th highest of 22
S&P	BBB+	8 th highest of 23	A-#	7 th highest of 23
Fitch	A	6 th highest of 23	A+	5 th highest of 23
DBRS	AL	7 th highest of 26	A	6 th highest of 26

* As an investor, you should be aware that a security rating is not a recommendation to buy, sell or hold securities, that it may be subject to revision or withdrawal at any time by the assigning rating organization and that each rating should be evaluated independently of any other rating.

S&P does not provide a depositor rating. Fifth Third Bank's issuer credit rating is A-.

Financial Highlights

FIRST QUARTER 2017



	THREE MONTHS (Ended March 31)			CALENDAR YEAR				
	2017	2016	Bps/% Change	2016	2015	2014	2013	2012
Key Performance Ratios								
Return on Average Assets	0.88%	0.93%	(5)	1.10%	1.22%	1.12%	1.48%	1.34%
Return on Average Common Equity	7.8%	8.3%	(50)	9.8%	11.3%	10.0%	13.1%	11.6%
Taxable Equivalent Net Interest Margin ^(a)	3.02%	2.91%	11	2.88%	2.88%	3.10%	3.32%	3.55%
Taxable Equivalent Efficiency Ratio ^(a)	67.4%	63.8%	360	61.6%	57.6%	61.1%	58.2%	61.7%
Earnings and Per Share Data								
Net Income Available to Common Shareholders	\$290	\$311	(7%)	\$1,489	\$1,637	\$1,414	\$1,799	\$1,541
Earnings Per Share, Basic	0.38	0.40	(4%)	1.95	2.03	1.68	2.05	1.69
Earnings Per Share, Diluted	0.38	0.40	(5%)	1.93	2.01	1.66	2.02	1.66
Cash Dividends Per Common Share	0.14	0.13	8%	0.53	0.52	0.51	0.47	0.36
Book Value Per Share	20.13	19.46	3%	19.82	18.48	17.35	15.85	15.10
Common Shares Outstanding (\$000)	750,145	770,471	(3%)	750,479	785,080	824,047	855,306	882,152
Income Statement Highlights								
Taxable Equivalent Net Interest Income ^(a)	\$939	\$909	3%	\$3,640	\$3,554	\$3,600	\$3,581	\$3,613
Total noninterest income	523	637	(18%)	2,696	3,003	2,473	3,227	2,999
Total noninterest expense	986	985	-	3,903	3,775	3,709	3,961	4,081
Average Balances								
Loans and Leases, including held-for-sale	\$92,791	\$94,078	(1%)	\$94,320	\$93,339	\$91,127	\$89,093	\$84,822
Core Deposits	100,845	98,715	2%	99,381	99,295	93,477	86,675	82,422
Bancorp Shareholders' Equity	16,429	16,376	0%	16,597	15,865	15,290	14,302	13,701
Asset Quality Ratios								
Net Charge-Offs/Avg. Loans and Leases	0.40%	0.42%	(2)	0.39%	0.48%	0.64%	0.58%	0.85%
Nonperforming Assets/Portfolio Loans, Leases and Other Assets, including OREO	0.79%	0.88%	(9)	0.80%	0.70%	0.82%	1.10%	1.49%
ALLL/Portfolio Loans and Leases	1.35%	1.38%	(3)	1.36%	1.37%	1.47%	1.79%	2.16%
Market Performance FITB (NASDAQ)								
Market Close Price Per Share: High	\$28.75	\$19.61	47%	\$27.79	\$21.71	\$23.39	\$21.04	\$16.16
Market Close Price Per Share: Low	24.73	13.94	77%	13.94	17.22	17.74	15.35	12.04
Market Close Price Per Share: End of Period	25.40	16.69	52%	26.97	20.10	20.38	21.03	15.20
Market Capitalization (\$ in millions)	19,054	12,859	48%	20,240	15,780	16,790	17,987	13,409

^(a)Non-GAAP measure: see discussion of non-GAAP and Reg. G reconciliation beginning on page 31 of Fifth Third's Q1 2017 earnings release

This Financial Highlights Sheet is for general informational purposes only and does not constitute an offer or sale of Fifth Third common stock or any other security. All such offers and sales shall be made only pursuant to an effective registration statement filed with the Securities and Exchange Commission ("SEC") and a current prospectus.

Fifth Third files annual, quarterly and special reports, proxy statements and other information with the SEC. These documents provide more information regarding the information contained in this Fact Sheet. Investors may read and copy reports, proxy statements and other information filed by Fifth Third at the SEC's public reference rooms at 100 F Street N.E., Washington, D.C. 20549. Please call the SEC at 1-800-SEC-0330 for further information about the public reference rooms. Fifth Third's reports, proxy statements and other information are also available from commercial document retrieval services, www.53.com, and at the SEC's website located at www.sec.gov.