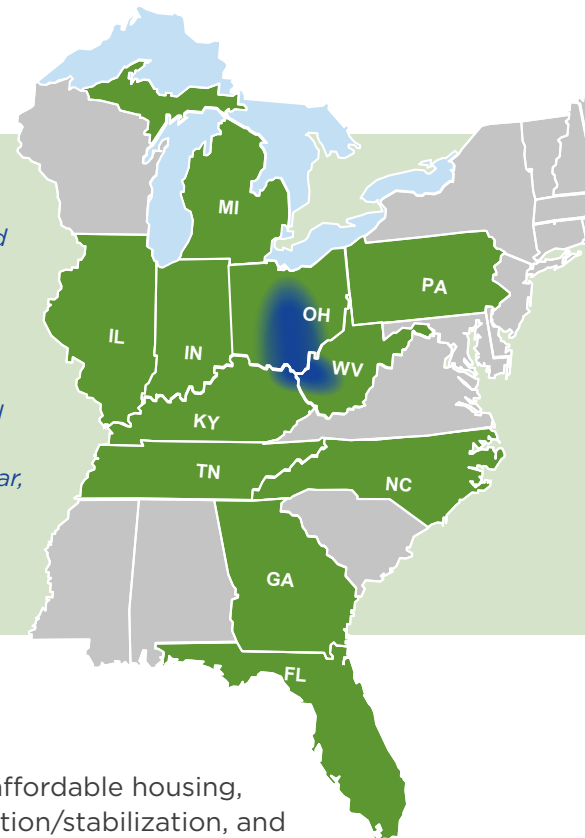


IMPROVING LIVES IN Central Ohio and West Virginia



YOUR HOMETOWN BANK

Since 1853, Fifth Third Bank has invested the time, resources and people to help build a strong Central Ohio and West Virginia. Our bankers work hard to earn the business of both consumers and businesses by consistently providing them with the tools and services needed to achieve their financial goals.

In the community, our employees work with numerous non-profit organizations in the Central Ohio region. We volunteer thousands of hours as mentors, advocates and providers of financial literacy programs like the Fifth Third Young Bankers Club® and Financial Empowerment Mobile. This outreach is part of Fifth Third Bancorp's five-year, \$30 billion commitment to community, which runs through 2020 and is committed to lending, investments and strategic support to create healthy and sustainable communities where we do business each year.



TOTAL REGIONAL COMMUNITY INVESTMENT

Fifth Third invested 24 million in affordable housing, economic development, revitalization/stabilization, and community service projects benefiting low and moderate income communities and/or individuals in the Central Ohio region in 2015. Fifth Third professionals are involved in numerous local boards and committees of non-profit organizations across the market, volunteering over 6,500 hours in 2015. Additionally, Fifth Third provided financial education to 9,500 students and 3,500 adults.



Fifth Third offers a suite of educational programs that help financially empower individuals at every age and stage of life. **L.I.F.E stands for "Lives Improved through Financial Empowerment"**.

L.I.F.E. programs are available in the Central Ohio region and include the Young Bankers Club and Dave Ramsey's Foundations in Personal Finance for youth. For adults, we offer a traveling Financial Empowerment Mobile (known as the eBus) and Empower U®, a series of free financial educational classes for community organizations and businesses. Additionally, we offer "Teach Children to Save," which engages bankers to help kids develop lifelong savings habits.



Central Ohio and West Virginia staff members are active on boards and committees of **United Way**. Our local 2015 United Way Campaign was supported through \$206,716.88 in employee pledges and a corporate donation of \$100,000.

Company-wide, our corporate and employee gifts to United Way were more than \$7.8 million in 2015.



In 2015, the **Fifth Third Financial Empowerment Mobile, or eBus**, visited Columbus, Southern Ohio and West Virginia engaging over 38 community partner organizations to bring financial empowerment resources to 3,500 individuals in underserved communities.

Fifth Third employees provided 525 hours of financial education on board our bus. More than 184 people received free credit reports and 186 took part in one-on-one credit and budget counseling.



Fifth Third Bancorp has donated more than \$6 million to fund cancer research through its collaboration with **Stand Up To Cancer (SU2C)**.

In the Central Ohio region, Fifth Third partnered with the Ohio High School Athletic Association and held cancer awareness and tribute nights with the student sections during football games. By promoting the hashtag #howifight on social media, hundreds of local students helped raise funds for cancer research, in which the bank made a \$1 donation to Stand Up To Cancer for every #howifight used during the campaign.



IMPROVING LIVES IN CENTRAL OHIO AND WEST VIRGINIA *continued*

Literacy is an important word at Fifth Third Bank. Because whether it's words or finances, understanding how to use them is often **the difference between struggle and empowerment.**

Through our financial literacy programs in 2015, we have been able to provide life-tools to more than 9,500 students and over 3,500 adults across the Central Ohio region. These programs incorporate topics such as basic banking, budgeting, building or repairing credit or buying a home.

We also reach small business owners or budding entrepreneurs each year through the offering of seminars about how to start a business and how to use financial statements more effectively.

"Understanding the basic principles of money can make a substantial difference in one's life," said Jordan A. Miller, Jr., regional president for Fifth Third Bank,



Central Ohio. "Fifth Third employees give individuals the power to achieve their financial goals. That power generates limitless opportunities for not only that individual, but also for all those that individual supports."



Fifth Third Young Bankers Club® is the Bank's signature L.I.F.E. program for fifth grade students where they learn the basics about money and the importance of education and personal responsibility.

About 53 Columbus volunteers and 38 West Virginia volunteers serve as Young Bankers Club mentors and provide 1,090 volunteer hours in our community each year.

Fifth Third is proud that more than 13,000 students have graduated from Young Bankers Club throughout all of the Bank's markets since 2004.



Central Ohio employees celebrated Fifth Third Day, our annual holiday to thank employees and customers, by raising funds to provide 10,260 meals to Mid-Ohio Foodbank. Employees also rolled up their sleeves to volunteer in food banks and helped with community garden installations, so families can have access to fresh produce.

Fifth Third also sponsors a program at Columbus Airport to benefit the Mid-Ohio Foodbank with "Empty Pockets; Full Plates." Passengers can drop their loose change into coin devices before they go through the TSA lines. In just a short time, Empty Pockets; Full Plates, has generated \$2121.36 to help provide over 8,000 meals to families in need.



We are honored to serve those who have served. Fifth Third Bank Central Ohio supports the Honor Ride Ohio Ride 2 Recovery. 25 employee riders from the bank raised funds by cycling distances ranging from 35-65 miles. Employees also donated 320 hours of their time to renovate and make repairs to a two veteran's homes in Columbus and Charleston, through a partnership with Rebuilding Together of Central Ohio and Rebuilding Together Charleston.

Company-wide, we provided career coach scholarships to the military in 2015, and invested \$220,000 with Rebuilding Together National to help rebuild the homes of low-income veterans.



Fifth Third Bank is the exclusive sponsor of **Dave Ramsey's Foundations in Personal Finance** curriculum for high school students. In Central Ohio, we delivered the curriculum to 8,883 students in the 2015-2016 school year.

In the five years of our sponsorship, Fifth Third and Dave Ramsey have helped educate 800,000 students in the ways of personal finance, helping to pave the way for these students to have successful financial futures.