

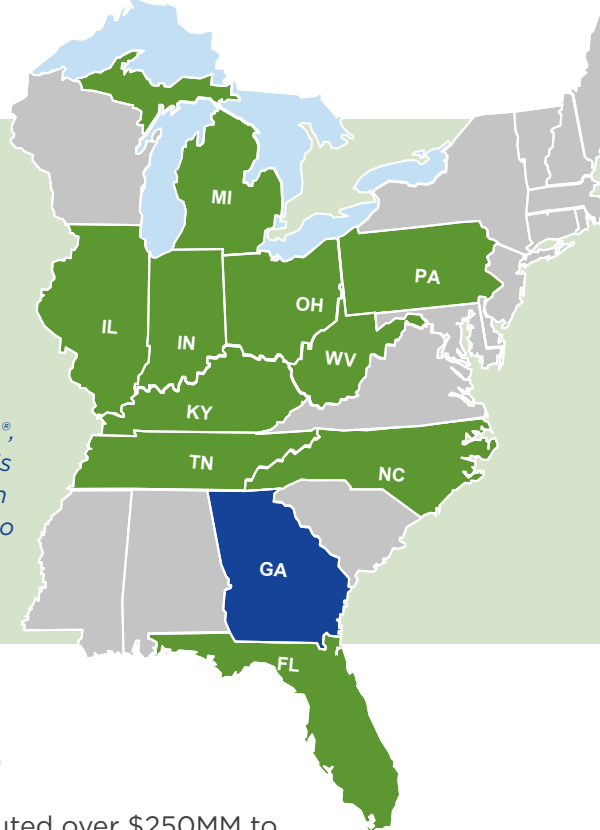
IMPROVING LIVES IN Georgia



YOUR HOMETOWN BANK

Since 1858, Fifth Third Bank has been helping to improve the well-being of individuals, families, businesses and communities. Fifth Third entered the Georgia market in 2008, and is committed to investing time, resources, and people to help build a stronger community.

Our employees work with hundreds of not-for-profit organizations in Metro Atlanta and Augusta. As volunteers, we dedicate thousands of hours as mentors, advocates and providers of financial literacy programs such as Fifth Third Young Bankers Club®, Empower U® and Volunteer Income Tax Assistance (VITA) programs. This outreach is part of Fifth Third Bancorp's five-year, \$30 billion commitment to community, which runs through 2020 and is dedicated to lending, investments and strategic support to create healthy and sustainable communities where we do business each year.



TOTAL REGIONAL COMMUNITY INVESTMENT

In 2015, Fifth Third (GA) contributed over \$250MM to organizations such as United Way, Urban League of Greater Atlanta, and others serving the LMI community to provide homebuyer education fairs and financial education workshops. In addition, Fifth Third employees serve on over 30 local boards and committees of non-profit organizations.



Fifth Third offers a suite of educational programs that help financially empower individuals at every age and stage of life.

In 2015, the Georgia Market presented **L.I.F.E (Lives Improved through Financial Empowerment)**® programs in partnership with 55 schools, dozens of companies, and several non-profits providing financial empowerment and education to over 5,000 individuals.



Since 2010, the Georgia Region has contributed over half a million dollars to the **United Way** of Metro Atlanta and the United Way of the Central Savannah River Authority through foundation gifts and employee giving. In addition, we have sponsored United Way VITA Super Saturday events, hosted United Way Financial Coaching Train-the-Trainer sessions and are actively involved with the United Way Financial Capability Network. 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 Atlanta and Augusta, partnering with local organizations and government agencies to reach unbanked and under-banked consumers. The tour featured nine stops including the Urban League Super Saturday Homebuyer Fair, United Way VITA Super Saturday events, and the Atlanta Public Schools CTAE Job Fair. 1,441 people participated in our eBus activities and gained free access to the job seeker toolkit, one-on-one financial coaching, and free credit reports. Our 2015 eBus partners included: United Way of Greater Atlanta, Catholic Charities, Clear Point Credit Counseling, Seed Co, DeKalb Metro Housing Counseling, and Tax Advocates.



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

Fifth Third Georgia also supports awareness and visibility for SU2C at Kennesaw State University, Gwinnett Braves and Augusta GreenJackets games. Prior to games, Fifth Third volunteers discuss donation offers associated with checking accounts and distribute literature and giveaways.



IMPROVING LIVES IN **GEORGIA** *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.**

“Understanding the basic principles of money can make a substantial difference in one’s life,” said Randy Koporc, Regional President for Fifth Third Bank, Georgia. “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.”

Connecting consumers to necessary products and services, especially financial education, is one of the ways we improve lives in the community. We developed Express Banking to specifically meet the financial needs of the under-banked. We invest significant time and resources in our signature L.I.F.E. (Lives Improved through Financial Empowerment)[®] programs,



and we offer specialty programs, like Homeowner Reemployment, that bridge out-of-work consumers with employment services from NextJob.

Through our Community and Economic Development department, the Fifth Third Foundation and our community partners, we work to create economically healthy and sustainable communities through strategic investments, grants, scholarships and sponsorships.



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. The Young Bankers Club[®] program debuted in the Georgia Region in 2015 serving 25 children from Grove Park Elementary School in South Atlanta and engaging 22 employee volunteers with 109 service hours. In 2016 the program was presented to 25 children at Norcross Elementary School. 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.



The Georgia Region celebrates Fifth Third Day, our annual holiday, by hosting a “Strike Out Hunger” food drive. During the 2016 campaign, Fifth Third (GA) partnered with the Gwinnett Braves, Augusta GreenJackets, Druid Hills Youth Sports, and Kennesaw State University to collect donations for the Atlanta Community Food Bank, Golden Harvest Food Bank, KSU CARE Center, and Rehoboth Food Pantry. The Strike Out Hunger Food Drive has provided over 21,000 meals to our community since 2014 through donations and volunteerism.

In 2015, **all of the Fifth Third regions helped to provide over 800,000 meals to the hungry.**



We are honored to serve those who have served. In 2015, 35 volunteers teamed with Rebuilding Together to remodel and repair the homes of two local veterans in Atlanta and Norcross. Our annual Veterans Day activities also included partnerships with the Tuskegee Airmen, American Red Cross, and Urban League’s Homebuyer Education event. Additionally, Fifth Third sponsored Veterans Day at Zoo Atlanta providing free admission to Veterans and Active Duty Military. Company-wide, we provided career coaching 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 Georgia, the program was delivered to 53 schools (Metro Atlanta and Savannah) during the fall semester of 2015 and 35 schools during the spring semester. 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.