

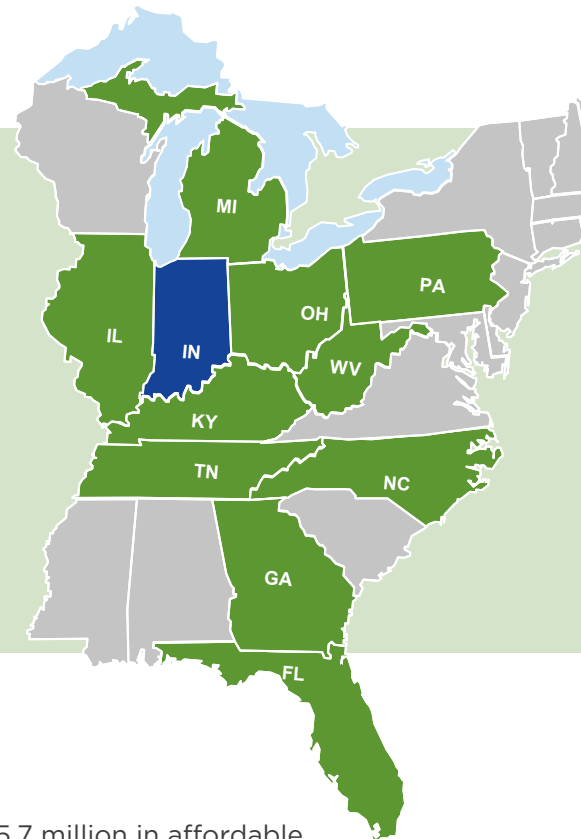
# IMPROVING LIVES IN Greater Indiana



## YOUR HOMETOWN BANK

Since 1853, Fifth Third Bank has invested the time, resources and people to help build stronger communities, including in the Greater Indiana region. Our bankers work hard to earn the business and trust of our neighbors and partners, providing smart financial tools and solutions that help them improve their lives and achieve their financial goals.

We're also committed to enhancing the wellbeing of our communities, annually working with hundreds of non-profit organizations across the region. We volunteer thousands of hours as mentors, advocates and providers of financial literacy programs, such as the Fifth Third Young Bankers Club®. This outreach is part of Fifth Third Bancorp's five-year, \$30 billion commitment to community, which runs through 2020 and exemplifies our commitment to healthy and sustainable communities through lending, investment and strategic support.



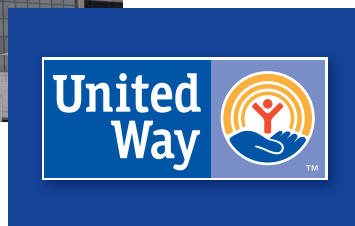
## TOTAL REGIONAL COMMUNITY INVESTMENT

Fifth Third invested more than \$25.7 million in affordable housing projects in 2015 in the region. Bank professionals are involved in nearly 200 boards and committees of local non-profit organizations, volunteering more than 10,000 hours in the local community each year. Additionally, Fifth Third provides financial education to 12,500 students and more than 2,500 adults in Greater Indiana.



Fifth Third offers a suite of educational programs that help financially empower individuals at every age and stage of life. These **"Lives Improved Through Financial Empowerment" (LIFE) programs** serve as the cornerstone of the bank's commitment to giving back to the community.

Local employees have been educating students and adults since 2002, graduating more than 2,000 kids from our Young Banker's Club. The Empower U® program, a comprehensive education module delivered for free to employees of business clients, provides fundamental knowledge to guide people toward financial fitness. Fifth Third's education outreach strengthens communities and inspires success.



Greater Indiana employees are active on boards and committees of **United Way** chapters across the region. Regional executives currently hold leadership positions for United Way chapters in central and southwestern Indiana. In 2015, local employees contributed more than \$275,000 to the United Way campaign as well as countless hours volunteering for the United Way or affiliated agencies.

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



In 2015, **The Fifth Third Financial Empowerment Mobile, or eBus**, visited Bloomington, Evansville, Columbus, Fort Wayne, Indianapolis and Terre Haute, engaging with more than 30 community partner organizations to bring financial empowerment resources to about 1,000 individuals in underserved communities.

More than 325 people received their credit report and 400 took part in one-on-one credit and budget counseling during the eBus tour last year. The Fifth Third eBus brings financial empowerment resources to the people who need it the most.



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

In Greater Indiana, SU2C was the charitable beneficiary of baseball games in 2015 with partner teams—the Evansville Otters, Fort Wayne TinCaps and the Indianapolis Indians—which helped to raise more than \$13,000 for cancer research. The events included special recognitions for cancer survivors as well as the donation of hundreds of tickets to local cancer organizations, all of which raised awareness for the SU2C mission.



IMPROVING LIVES IN **GREATER INDIANA** *continued*

Through **education, lending and investment**, Fifth Third Bank and our employees are dedicated to continually improving the lives of our neighbors and the wellbeing of our communities.

Fifth Third is committed to economic and community development in Greater Indiana and across our footprint, extending \$48 billion in credit in 2015. Workshops and seminars on accessing capital support small business owners and entrepreneurs, and we provide them with more than \$2 billion in small business lending.

Along with the bank's valuable financial education programs, these investments enrich the quality of life for the communities we serve.

"Our commitment to financial education for all defines who we are as a bank," said Steven Alonso, regional president for Greater Indiana. "We have a proud



history of putting people on the right path to financial fitness. Our programs and outreach strengthen our communities and give individuals the resources they need to succeed."



**Fifth Third Young Bankers Club® (YBC)** 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. More than 30 YBC club mentors provide nearly 700 volunteer hours in our local elementary schools each year.

Fifth Third is proud that more than 13,000 students have graduated from Young Bankers Club programs since 2004 across all our communities, including 2,000 students from the Greater Indiana region.



Greater Indiana employees celebrated Fifth Third Day (May 3), our annual holiday to give back to the community, by collecting pasta and donations in more than 100 financial centers across the region. In 2015, more than 70,000 servings of pasta were collected through employee and customer donations, and proceeds were donated to food pantries across the state. Employees volunteered more than 300 collective hours of service to food pantries in Evansville, Fort Wayne and Indianapolis.

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



**Fifth Third Bank is honored to serve those who have served.** Bank locations in Greater Indiana collected donations for Operation Comfort Warrior, a national organization that supplies comfort items to veterans to aid in their recovery.

In addition, Fifth Third Bank sponsored a traveling war memorial, Remembering Our Fallen, which honors all Indiana soldiers who have died while serving since 9-11. More than 50 employees volunteered for an entire day to rehab a veteran's home as part of Rebuilding Together, part of a \$220,000 company-wide investment for low-income veterans.



Fifth Third Bank is the exclusive sponsor of **Dave Ramsey's Foundations in Personal Finance** curriculum for high school students. Across Greater Indiana, we provided the curriculum to more than 12,000 students in 2015 at 129 schools across the area.

Fifth Third funded the delivery of Ramsey's program in 1,637 high schools across 12 states in the 2015-2016 school year. In the five years of the sponsorship, Fifth Third and Dave Ramsey have helped educate nearly 1 million students in the ways of personal finance, helping to pave the way for these students to have successful financial futures.