

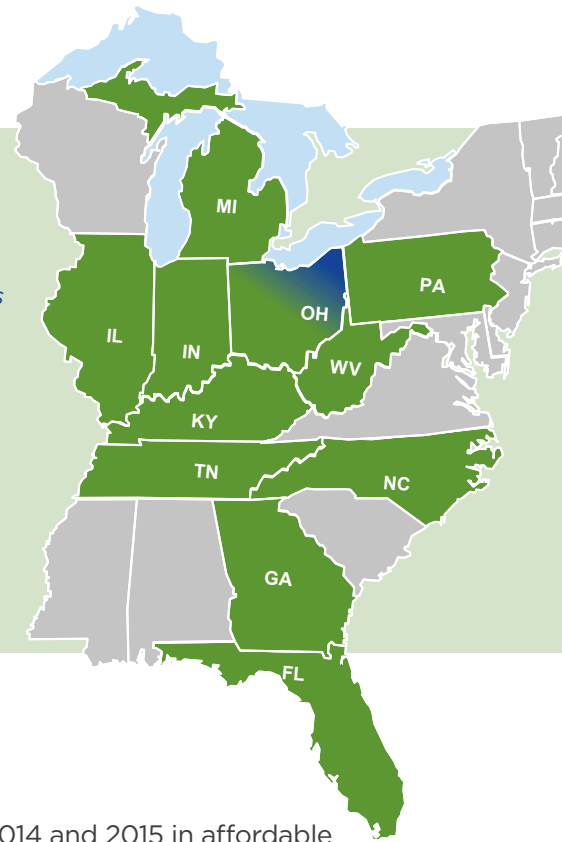
IMPROVING LIVES IN Northeast Ohio



YOUR HOMETOWN BANK

Since 1998, Fifth Third Bank has invested the time, resources and people to help build a strong Northeast Ohio. 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 hundreds of non-for-profit organizations and civic arts programs in Northeast Ohio. We volunteer thousands of hours as mentors, advocates and providers of financial literacy programs like Teach Children to Save® and 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 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 \$27 million in 2014 and 2015 in affordable housing projects and \$1 million in community support annually. Fifth Third professionals are involved in 150 local boards and committees of non-profit organizations across the market, volunteering 5,000 hours in the local community. Additionally, Fifth Third provides financial education to 10,000 students, 2,000 adults and 1,200 business owners in Northeast Ohio.



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

All **L.I.F.E. programs** are available in Northeast Ohio and we also promote Teach Children to Save, which engages bankers to help kids develop lifelong savings habits. Since inception, Fifth Third Bank has reached over 47,000 students with the assistance of more than 1,300 Bank employees.



Northeast Ohio staff members are active on boards and committees of **United Way** chapters across the region. Our 2015 campaign was supported through \$300,000 in employee pledges and gifts from the Fifth Third Foundation.

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 Northeast Ohio, engaging 30 community partner organizations to bring financial empowerment resources to 2,000 individuals in underserved communities.

More than 90 people received their credit report and took part in one-to-one credit and budget counseling. The Fifth Third eBus brings financial empowerment to underserved communities.



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

In Northeast Ohio Fifth Third supports awareness of Stand Up To Cancer through its media campaigns, involvement with local sports organizations, cancer organizations and hospital partnerships.



IMPROVING LIVES IN **NORTHEAST OHIO** *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 10,000 students and over 2,000 adults across Northeast Ohio.** These programs incorporate topics such as basic banking, budgeting, building or repairing credit or buying a home.

We also reach over **1,200 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



Jerry Kelsheimer, regional president for Fifth Third Bank, Northeastern Ohio. **“Fifth Third employees give individuals the power to achieve their financial goals.”**



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.

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.



Northeast Ohio employees celebrated Fifth Third Day, our annual holiday to thank employees and customers by raising funds to provide 19,000 meals through volunteer efforts at the Cleveland and Akron Food Banks.

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. Locally we have supported veterans in a variety of ways including rehabbing a veteran’s home in Slavic Village in partnership with Rebuilding Together. In addition, we supported the Greater Cleveland Fisher House and Northeast Ohio Foundation for Patriotism through donations at our Financial Centers over the past two years.

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. Fifth Third Bank sponsors Dave Ramsey’s Foundations in Personal Finance curriculum in 106 Northeast Ohio high schools, impacting 10,000 students.

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.