

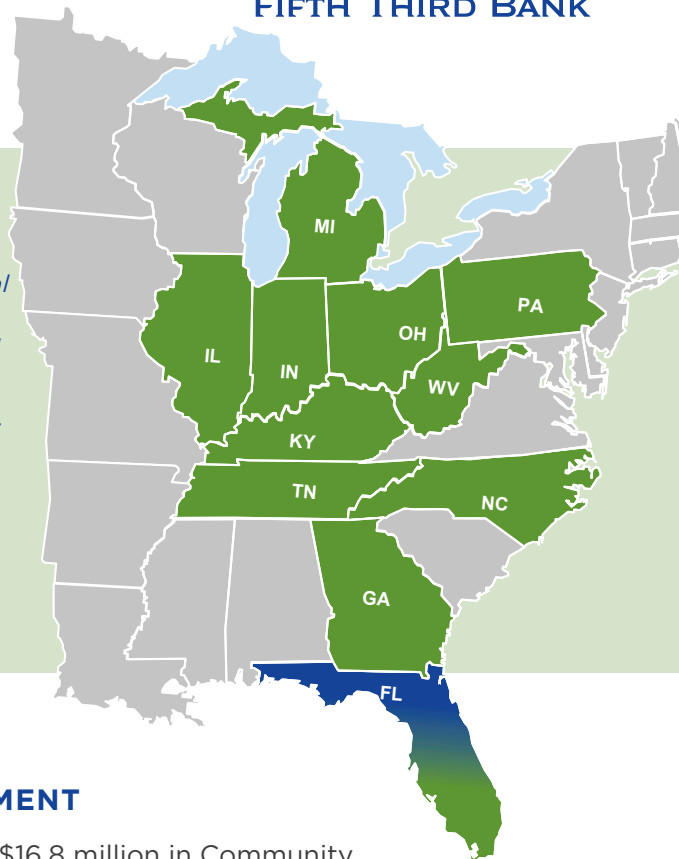
# IMPROVING LIVES IN North Florida



## YOUR HOMETOWN BANK

Since 1858, Fifth Third Bank has invested time, resources and people to help build strong communities. In our North Florida markets of Tampa Bay, Central Florida and Jacksonville, 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.

Our employees work with hundreds of nonprofit organizations and volunteer thousands of hours as mentors, advocates and providers of financial literacy programs like Empower U® and Dave Ramsey's Foundations in Personal Finance®. 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.



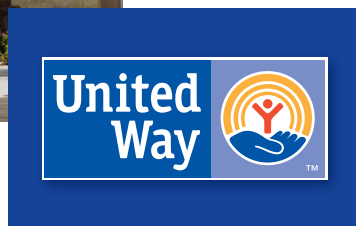
## TOTAL REGIONAL COMMUNITY INVESTMENT

Fifth Third Bank provided \$16.8 million in Community Development Corporation investments in 2015. Fifth Third professionals are involved in more than 100 boards and committees of nonprofit organizations across Tampa Bay, Central Florida and Jacksonville, volunteering nearly 6,000 hours each year. Additionally, Fifth Third provides financial education to 18,000 students and 4,800 adults in our local communities.



Lives are improved when people have the knowledge and tools to make wise financial decisions. Fifth Third's **L.I.F.E. "Lives Improved Through Financial Empowerment"** programs deliver financial education to people at all ages and stages of life.

All L.I.F.E. programs are available in North Florida, including Young Bankers Club, Dave Ramsey's Foundations in Personal Finance®, Empower U® and our Financial Empowerment Mobiles.



Fifth Third's employees in North Florida are active on boards and committees of **United Way** chapters across the state. Our 2015 local United Way campaign was supported through \$137,000 in employee pledges and a gift of \$71,000 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 the Central Florida, Tampa Bay and Jacksonville markets, engaging over 10 community partner organizations to bring financial empowerment resources to 1,500 individuals in underserved communities.

More than 150 people received their credit report and 50 took part in one-to-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 North Florida region, Fifth Third supports awareness and visibility for SU2C during its annual Daytona Tortugas SU2C night and at other local sponsorship activations.



IMPROVING LIVES IN NORTH FLORIDA *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 18,000 students and over 4,800 adults across North Florida.** These programs incorporate topics such as basic banking, budgeting, building or repairing credit or buying a home.

We partner with nonprofit small business service and technical assistance providers to host and support small business development activities and financial education programming.

"Understanding the basic principles of money can make a substantial difference in one's life," said Brian Lamb, regional president for Fifth Third Bank (North Florida).



"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 10 North Florida staff members will serve as Young Bankers Club mentors in 2016, providing more than 100 volunteer hours in our community.

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.



North Florida employees celebrated Fifth Third Day, our annual holiday to thank employees and customers, by raising food donations to provide 45,120 meals to four food banks across the region. Employees then rolled up their sleeves to provide more than 250 hours in volunteerism to these food banks. Additionally, as the founding sponsor of the Summer of Dreams program, we've helped provide meals, school supplies and a safe place to go for 6,781 homeless students in Central Florida since 2011.

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



**We are honored to serve those who have served.** Each year in North Florida, we raise and match donations to benefit local veterans-focused charities such as the Camaraderie Foundation. We also provide financial empowerment to our veterans through our Empower U® curriculum.

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. Just in North Florida, we sponsor 194 high schools for nearly 16,000 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.