

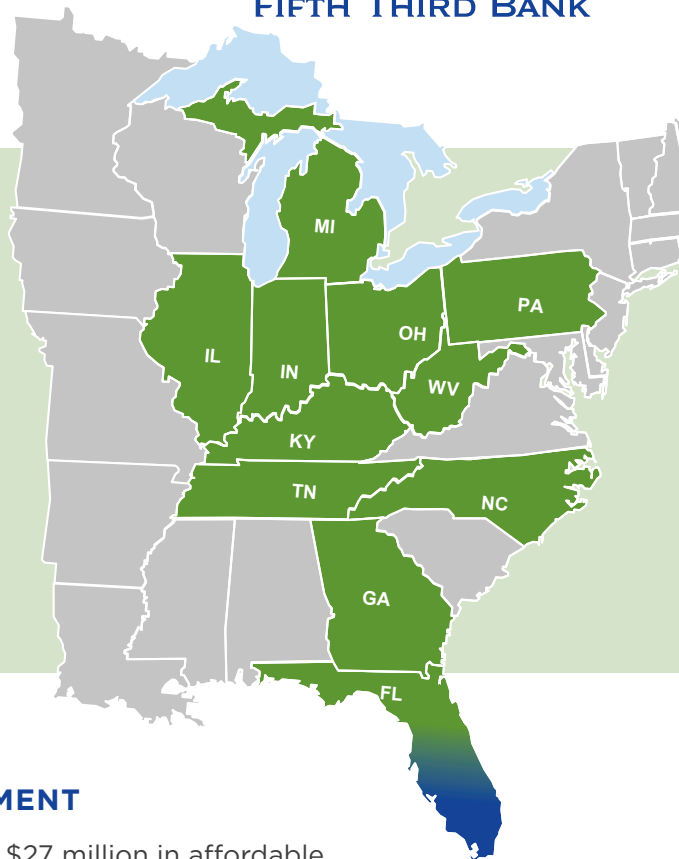
IMPROVING LIVES IN South Florida



CELEBRATING 25 YEARS AS YOUR HOMETOWN BANK

Fifth Third Bank, South Florida Region, has been improving the financial lives of the people in the community since we entered the Naples market in 1991. Today, we serve communities from Sarasota to Marco Island and on the east coast from Palm Beach to Ft. Lauderdale.

Our employees work with hundreds of non-for-profit organizations and civic arts programs throughout the region. We volunteer thousands of hours as mentors, advocates and providers of financial literacy programs, like Teach Children to Save and Empower U®. 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 nearly \$27 million in affordable housing projects in 2015. Fifth Third professionals are involved in over 79 local boards and committees of non-profit organizations across the region, volunteering over 1,931 hours in the local community. Additionally, Fifth Third provides financial education to over 8,250 students and over 750 adults in South Florida.



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 South Florida, and we also promote Teach Children to Save, which engages bankers to help kids develop lifelong savings habits. Through Teach Children to Save and Junior Achievement, bankers have been able to impact nearly 4,000 students since 2003.



South Florida staff members are active on boards and committees of **United Way** chapters across South Florida and volunteer more than 180 hours each year. Our 2015 South Florida United Way Campaign was supported through \$90,630 in employee pledges and a gift of \$77,000 from Fifth Third Foundation.



In 2015, **The Fifth Third Financial Empowerment Mobile, or eBus**, visited Bradenton, Sarasota, Port Charlotte, Lee, Collier, West Palm Beach, and Broward counties engaging over 11 community partner organizations to bring financial empowerment to nearly 500 individuals in underserved communities.

More than 50 people received their credit report, and 78 took part in one-to-one credit and budget counseling, and over 40 Free Income Taxes were prepared. The Fifth Third eBus provides these and more resources 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 South Florida, Fifth Third broadened SU2C awareness through collaboration with the Barbara B Mann Performing Arts Hall and the Chubb Classic PGA Champions Tour in Naples, FL. Over 20,000 patrons of the Barbara B Mann Performing Arts Hall, received the SU2C offer in their show programs, and over 800 volunteers at the Chubb Classic received the offer in their volunteer bags.



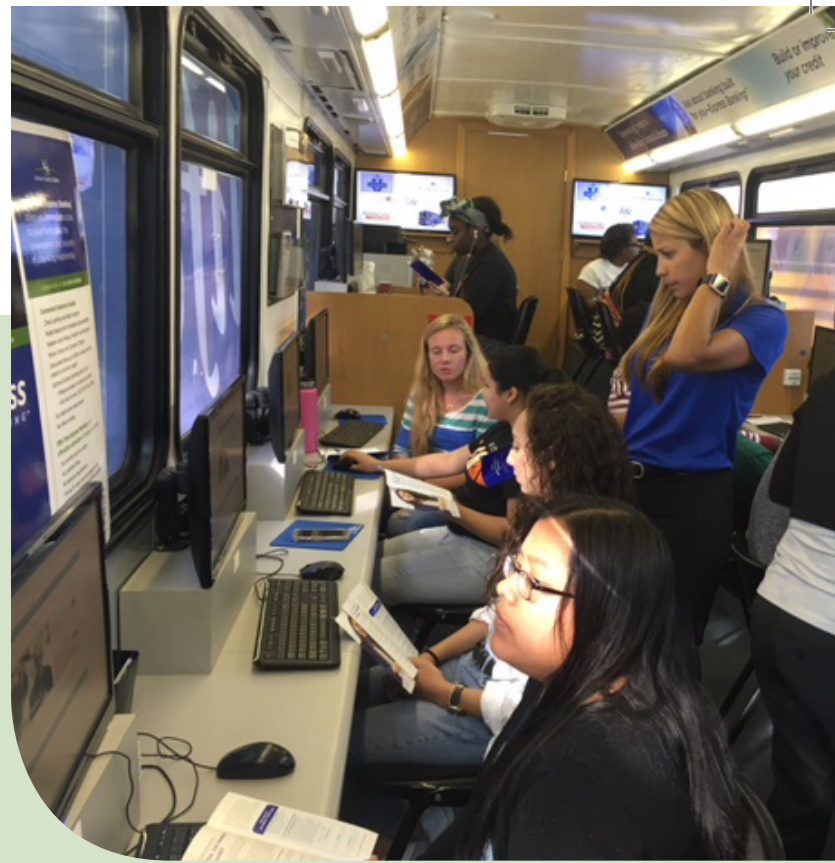
IMPROVING LIVES IN SOUTH FLORIDA *continued*

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 over 8,250 students and 750 adults across South Florida. These programs incorporate topics such as basic banking, budgeting, building or repairing credit or buying a home.

Through our partnerships, we 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 David Call,



regional president for Fifth Third Bank, South 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."



Over the past eight years, Fifth Third Bank (South Florida) has held its "Back to School" Supply Drive, filling over 8,000 back packs for children in need. The bank collects school supply donations at each of its branches throughout South Florida. All donations benefit partnering education foundations that serve Lee, Charlotte, Manatee, and Sarasota, Pinellas, Hillsborough, Broward and Palm Beach counties. In Collier, the Salvation Army of Collier benefits from the school supply donations.



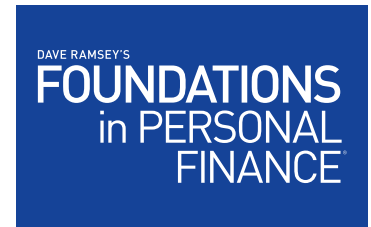
South Florida employees celebrate Fifth Third Day, our annual holiday to thank employees and customers, by collecting 4,700 lbs. of food enough to provide 13,500 meals to the Salvation Army food banks across the region. Additionally, employees volunteer over 100 hours at various food banks throughout the year. 2015 was Fifth Third Bank, South Florida's sixth year of collecting donations for the Salvation Army food banks in the communities we serve.

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 2014 and 2015, employees helped low-income veterans remodel their homes through Rebuilding Together National. Additionally, all financial centers hosted Veteran Appreciation Days throughout Veteran's Day week.

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 South Florida, we delivered the curriculum to over 8,250 students in the South Florida region.

In the five years of our sponsorship, Fifth Third Bank 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.