



CONSUMERS



One way that Merriam-Webster's Collegiate Dictionary defines a bridge is: a time, place, or means of connection or transition. At Fifth Third, we are partial to that definition because our support of individuals and families in communities—customers and non-customers alike—is centered on helping connect them to the products and services they most need.

Consumers need access to top-quality financial products and services. Our bricks and mortar locations, and more frequently, our 53.com website, mobile applications and other forms of digital delivery like Apple Pay, are key to this effort. So is a new product that Fifth Third launched in 2015, Express Banking.*

Fifth Third designed Express Banking to serve the one in four households that is unbanked or underbanked.** Individuals who are underbanked often don't feel they have enough money for a bank account or are unable to

open an account due to past banking problems. They often use banks and non-bank alternatives such as check-cashing centers to cash checks, make payments and get cashier's checks.

The underbanked are growing at a faster rate than the overall population, especially among younger consumers.*** Further, Fifth Third Bank's footprint includes some of the highest underbanked markets in the country, including Kentucky, Florida and North Carolina. Express Banking provides a way for people to manage their money with no monthly service charge, balance requirement or overdraft fees.

**FIFTH THIRD BANK IS
CONNECTING CONSUMERS
TO THE PRODUCTS AND
SERVICES THEY MOST NEED.**

We developed Express Banking to meet a growing need. The program, which launched in 2015, quickly attracted customers and exceeded the Bank's expectations.

The Consumer Financial Protection Bureau (CFPB) recently announced a plan to improve checking account access. The CFPB sent letters to the 25 largest retail banks encouraging them to make available and widely market lower-risk deposit accounts. The bureau emphasized designing services that prevent customers from overdrafting their accounts to avoid spending money they don't have, and avoid accumulating fees.

"This is exactly why we created Express Banking," said Greg Carmichael, Fifth Third Bancorp president and CEO. "We want to provide a simple and safe way for families to manage their finances and build their assets. It will benefit families, but also our communities."

Express Banking features check cashing and direct deposit, money orders and cashier's checks, among other services. The more consumers use qualifying Express Banking services, the more discounts they earn on these services. Express Banking features a lifetime tier system, so once consumers earn discounts, they keep them for the life of the account. The highest level gives customers a 50 percent discount on money orders and check-cashing fees, among other services.

Express Banking customers also have access to money management tools and financial literacy resources.

*Visit 53.com/expressbanking for more details about the account.

**2013 Federal Deposit Insurance Corporation National Survey of Unbanked and Underbanked Households

***KPMG's 2014 Banking Industry Outlook Survey

SPOTLIGHT



Fifth Third Leads 11-Bank Effort to Teach Financial Literacy in Cincinnati Public Schools

In an unprecedented collaboration, more than 300 volunteers from 11 area banking institutions taught lessons on the importance of saving to more than 4,000 seventh- and eighth-graders in Cincinnati Public Schools (CPS) on Sept. 16, 2015 (pictured above and below). Using curriculum developed by the American Bankers Association (ABA) Foundation, they reached more than 155 classrooms in 20 district schools as they helped to address a major issue confronting the nation: lack of financial literacy.

"Our local banking community understands the need to increase financial literacy in the community," said Tim Elsbrock, market president for Fifth Third Bank. "We also understand that, like so much in life, the sooner good financial habits are adopted, the more likely they are to continue in life."

Led by Fifth Third Bank, participating banks included Chase, Citi, the Federal Reserve, First National, Huntington, KeyBank, Park National, PNC, Republic and U.S. Bank.

"Bankers live and breathe the world of finance and we believe no one is better suited to take on financial education," said Jeni Pastier, senior manager of financial education for the ABA



Foundation. "We're proud that bankers continue to make this a priority for their communities and that ABA Foundation resources help them do so."

We believe lives are improved when individuals have the tools and knowledge they need to successfully manage their finances at every age and stage of life.



84%

of teens look to their parents for money management skills*

BUT



34%

of parents don't discuss finances with children to "let kids be kids."**

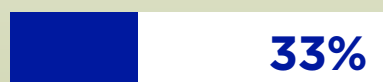
MONEY HABIT

PERCENTAGE OF AMERICANS

SPEND WITHOUT A BUDGET**



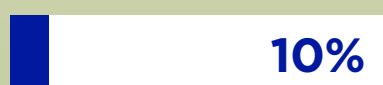
BALANCE CHECKBOOK <1 TIME A MONTH***



HAVE A SIX-MONTH SAVINGS SAFETY NET***



KNOW MAX. \$ TO CONTRIBUTE TO 401(K)***



HOW DOES FIFTH THIRD HELP?

The Fifth Third Financial Empowerment eBus logged:



221
TOURS



113 CITIES
VISITED



35K+
VISITORS



1K VOLUNTEER
HOURS



2,072 students educated through **Young Bankers Club** in 2015

Ramsey's Foundations in Personal Finance delivered to 800,000 students since 2010, thanks to Fifth Third Bank.

*2015 Teens and Personal Finance Survey. Junior Achievement/The Allstate Foundation, March 25, 2015. <http://tinyurl.com/JA-Allstate-2015>

**2015 Consumer Financial Literacy Survey. National Foundation for Credit Counseling/NerdWallet, April 7, 2015. <http://tinyurl.com/NFCC-Consumer-Survey>

***2015 Financial Literacy Survey. Research Now, Commissioned by Fifth Third Bank, March 5-17, 2015.

Financial Empowerment

In addition to providing the underbanked with an economical and safe way to conduct financial transactions and potentially bridge to more traditional bank relationships through Express Banking, Fifth Third also helps improve lives through its suite of financial empowerment programs, called L.I.F.E. (Lives Improved through Financial Empowerment®).

Our L.I.F.E. programs were born more than a decade ago out of the need to combat financial illiteracy. Our years of experience in the industry showed us how a lack of understanding about budgeting, saving and financial planning can have a detrimental and long-lasting effect on people's future. We also learned through one of our key programs, the Young Bankers Club, how effective financial education can be if taught early and reinforced throughout a child's development.

L.I.F.E. is a combination of our internally developed programs and key sponsorships exclusive in our 12-state market. Our L.I.F.E. programs provide free access to educational services to hundreds of thousands of people. At the conclusion of 2015, L.I.F.E. at Fifth Third included four key programs:

- The Fifth Third Young Bankers Club® for elementary school students teaching the importance of education, saving and budgeting.
- Dave Ramsey's *Foundations in Personal Finance*® curriculum for high school juniors that teaches budgeting, insurance, investing and charitable giving.
- Empower U® for adults, including classes on homeownership, college funding and retirement planning.
- Fifth Third's Financial Empowerment Mobiles, or eBuses, which travel into underserved and minority neighborhoods bringing financial education and access directly to residents. Job search assistance, homeownership education, loss-mitigation assistance and foreclosure prevention are available on our eBuses.



In 2015, our Company commissioned a financial literacy survey that confirmed the need for financial literacy education. We also put two of our bankers on the radio airwaves during Financial Literacy Month in April to build awareness about Fifth Third's L.I.F.E. programs. The coverage included an article in *USA Today* aimed at stimulating discussions about budgeting and savings in American households.

Our L.I.F.E. programs provide free access to educational services to hundreds of thousands of people.



Employees from our Georgia region are excited about a day staffing the Financial Empowerment Mobile. At the event, they offered financial guidance to community members and helped many obtain and read their credit reports.

Reemployment

One of the most successful bridges we've built in the past several years has been to out-of-work consumers with NextJob, a national employment solutions company. Several years ago, our two companies joined forces to create the first-ever homeowner reemployment program. It matched our mortgage borrowers who were unemployed or underemployed with NextJob career coaches and additional NextJob services to help them regain financial security and potentially avoid foreclosure. Since 2012, this and other Fifth Third and NextJob collaborations have helped more than 250 people land jobs.

In 2015, we continued this program as well as free access for our customers to the Job Seeker's Toolkit, a set of online job training modules, at 53.com. We also expanded our outreach in 2015 to recent college graduates who were finding it tough in a recovering economy to land jobs after graduation. That effort, called *Brand of You*, provided scholarships to members of the Millennial generation and others to get job coaching from NextJob. Our *Brand of You* effort helped many young people get their foot in the door to their first career and the beginning of the rest of their lives. We also extended the scholarship offer to U.S. military members, veterans and their spouses during November and December of 2015.

Responsible Banking

Responsible banking is at the core of how we serve consumers. We are committed to delivering best-in-class financial products and services and to providing access to those services whenever and wherever consumers want them.

Our Responsible Banking department, part of our Compliance Risk Management group, ensures that our complete product and service suite is accessible to all consumers, in all market segments, and that we're offering the right types of responsive products and services.

Our commitment is to act in the best interest of our customers by providing reasonably priced products, defining clear terms and disclosures and offering fair and consistent service. By doing so, we can build lasting customer relationships and meet our responsibility to help them prosper. ■



Above: Fifth-graders from Grand Haven Christian Schools received a valuable lesson on business from our Robbins Road Financial Center. Manager Julie Koning helped students write and present a business plan. Then, 32 fifth-grade students met with Fifth Third bankers at the branch, presented their plans and asked for a \$20 loan as seed money to run their business.

Ideas ranged from dog walking and car detailing services to products like art work, food, books and jewelry. The Robbins Road team made each session feel like an actual loan interview, shaking each student's hand, giving them a business card and taking notes. At the close of school, a market day was held where the students sold the products from their business. The students turned the original \$640 in seed grants into \$2,262 in donations to Casa de Esperanza, an orphanage in Haiti, and the World Vision Micro Loan Program.

Above, lower: More than 235 fifth-grade students and volunteer mentors from the West Virginia and Kentucky Young Bankers Club programs attended a field trip to Marshall University.

Fifth Third Bank and NextJob: Bridging the Gap to Employment

7.9MM

UNEMPLOYED
AMERICANS*

2.1MM

LONG-TERM
UNEMPLOYED*

62.2%

CIVILIAN LABOR FORCE
PARTICIPATION RATE*

HOW DOES FIFTH THIRD HELP?

Fifth Third Bank's Homeowner Reemployment Program
matches out-of-work mortgage customers with job coaches
and job-search training from NextJob.



*Bureau of Labor Statistics, U.S.
Department of Labor, Press release
"The Employment Situation—December
2015, January 8, 2016.

**since 2012.

SPOTLIGHT

"I don't think I'd have found a job as soon as I have if it were not for my NextJob coach Karen Hansen. She's been so helpful in finding me leads, and giving me ideas for leads. She advised me on how to approach the subject of relocating for jobs and how to word that on my cover letter."

—Patrick Harrington, who won a scholarship through Fifth Third's 2015 *Brand of You* campaign

"This experience has truly convinced me that job coaching is an essential tool to anyone who's struggling to find work. Without Fifth Third funding NextJob's services for me, I may never have left the retail industry. Thank you so much for helping me advance my career."

—Kristian, who started his new career in the fall of 2015

"An idea whose time had come."

—John Courtney, CEO, NextJob

"If the world's greatest athletes can benefit from a coach, why can't today's job seekers?"

—Kristi Weigant, chief operating officer and director of customer happiness, NextJob