



# EMPLOYEES



The employee members of our Fifth Third Bank family are the Company's bridge to the community. In fact, they are the face of Fifth Third every time they assist a customer, volunteer on local boards and work together to deliver on our promise to be the one bank people most value and trust.

In 2015, Gallup recognized Fifth Third Bank for the third time with its Gallup Great Workplace award. This prestigious honor acknowledges the degree to which employees feel connected, valued and supported in their workplace. Receiving the Gallup Award is a true testament to the efforts of Fifth Third Bank's employees, managers and leadership team to actively build and sustain an engaging and inclusive environment, especially given that only 13 percent of employees worldwide are engaged at work, according to Gallup's 142-country study on the State of the Global Workplace.

Many of Fifth Third's regions, including Cincinnati, Central Ohio, Eastern Michigan, Indiana, Northeastern Ohio, Northwestern Ohio

and Tennessee, were honored last year as Top Workplaces, as were many of our great leaders whose commitment to our Company and the community were significant and noteworthy.

This recognition reflects our commitment to engagement and inclusion. We measure employee engagement each year through an Employee Viewpoints survey administered by Gallup. In 2015, survey results showed that employees share our commitment to sustaining our great workplace. Items that asked about employee engagement action plans received high marks, with 75 percent of workgroups achieving an overall score of 4 or higher on a 5-point scale. Inclusion index scores also show that employees feel respected and included at work.

**FIFTH THIRD'S EMPLOYEES  
ARE THE COMPANY'S  
BRIDGE TO THE  
COMMUNITIES WE SERVE.**

## Inclusion Councils and Business Resource Groups

Our Company is proud of our active inclusion councils and business resource groups (BRGs), which help to drive our employees' sense of engagement and serve as a bridge into the communities we serve. For several years, these groups have been working to infuse engagement and inclusion into the work culture. The structure of the groups is designed to:

- Drive accountability for both engagement and inclusion.
- Aid in retention and recruitment.
- Support career development.
- Create a consistent way to share local best practices and foster collaboration.
- Facilitate business networking among employees and senior leaders.
- Leverage strengths to drive business results for the Bank.

In 2015, to help connect and present our councils and BRGs as one unified team, new logos and names were introduced to our communities. Historically, the names, logos and images of the BRGs were developed locally and were unique to each region. This limited the use of the names and identities to internal use only. Now, the Bank is pleased to present images to our communities that clearly tie to our Vision and brand while articulating clearly what the names of the BRGs represent.



## INCLUSION COUNCIL

This shows the many diverse, raised and willing hands it takes to conduct the important work of leading the BRGs.



### AFRICAN AMERICAN Business Resource Group

The logo represents Martin Luther King's "I Have a Dream" speech that resonates both in the United States and with those from other countries in search of the American dream.



### ASIAN & PACIFIC ISLANDER Business Resource Group

This portrays the feeling of harmony and balance in the design using the yin and yang, and soothing colors.



### INDIVIDUALS with DISABILITIES Business Resource Group

The bright horizon gives the sense of a journey to a positive future of opportunity.



### LATINO Business Resource Group

The many hands working together represent a sense of connection and family and also represent many different Latino ethnicities from around the world.



### LGBT Business Resource Group

The rainbow flag of the Lesbian, Gay, Bisexual and Transgender (LGBT) logo illustrates the diversity and vibrancy of the people included in the LGBT community.



### MIDDLE EASTERN Business Resource Group

The strong and thriving tree represents the perseverance of the group to succeed and overcome challenging circumstances.



### MILITARY Business Resource Group

The American flag is symbolic of the respect and honor for those who serve our country.



### MULTICULTURAL Business Resource Group

This mosaic illustrates a diverse group coming together, keeping each individual's valuable uniqueness.



### WOMEN'S Business Resource Group

The bright ladder has no limits and depicts endless opportunities.



### YOUNG PROFESSIONALS Business Resource Group

Here the abundance of energy is illustrated, which is channeled in many pursuits.



## Project SEARCH

Fifth Third's commitment to inclusion is evidenced by our years-long commitment to Project SEARCH, a school-to-work transition program for people with physical or developmental disabilities. Fifth Third Bank's Project SEARCH program welcomed incoming classes in the fall of 2015 with 30 student interns—eight in downtown Cincinnati, 13 at the Madisonville campuses north of Cincinnati, and nine in Grand Rapids, Michigan.

To celebrate another successful year, the 10th annual Tee Off for Project SEARCH golf outing was held in September and raised \$151,000 for the continued enhancement of the program. Over the past 10 years, the golf outing has raised \$1 million for Project SEARCH. Since 2005, Fifth Third Bank's Project SEARCH program has provided interactive learning opportunities to 225 students.

"Having an active, engaged and important partner like Fifth Third is vital to the continued success of Project SEARCH," said Erin Riehle, founder and director of Project SEARCH at Cincinnati Children's Hospital Medical Center. "The program provides meaningful vocational training and employment for people with disabilities. Fifth Third serves as a model and leader to other programs across the globe."

Ellie Tobin, a Fifth Third Project SEARCH intern, said, "I wanted a challenge. That's why I came to Fifth Third. My job coaches and instructor help me stand on my own two feet, build confidence in myself and say 'I have my own job and I can do whatever anybody else can do.'"

Fifth Third's work on behalf of those with disabilities earned significant recognition in 2015, including the Full Circle Brand Award from Ohio Excellence in Disability Inclusion; Disability Matters Award from Springboard Consulting, LLC.; and Champion of Opportunity Award presented by Opportunities for Ohioans with Disabilities.

## Wellness

Just as we want to improve lives in the community, we also want to do our part to contribute to the physical, emotional and financial wellness of our employees. We do this because Fifth Third understands that our employees are our greatest asset.

Our wellness programs saw active participation in 2015—from our Humana Vitality program that rewards employees for positive actions taken on behalf of their physical and emotional health to the online financial wellness programs we made available, our employees took advantage of the tools provided.

In 2015, we were recognized as a Save 10 Employer for our dedication to helping our employees successfully save for retirement. Save 10, a coalition of employers through the Financial Services Roundtable, empowers employers to help put their employees on the path to save, eventually saving a minimum of 10 percent of their income. In addition, Fifth Third was named an American Heart Association Fit-Friendly Gold Worksite for offering employees physical activity support, increasing healthy eating options at work and promoting a wellness culture.



Above: Project SEARCH students at the Tee Off for Project Search 2015 check presentation.

Above, lower: Fifth Third was proud to sponsor the ReelAbilities Film Festival last year. Established in 2007, ReelAbilities is the largest national film festival dedicated to the stories, lives and art of individuals with disabilities. The Bank was proud to lend its financial and volunteer resources to its Silver Popcorn sponsorship of the festival and the March 5 screening of *Travis, A Soldier's Story*.

## Employee Volunteers

As an extension of our Company in the community, our employees play a vital role in our community support. In addition to spending several days in May working to end hunger in our communities through our Feeding Our Communities campaign in which we provided over 800,000 meals, employee volunteers also worked during local United Way Days of Caring throughout our markets. In 2015, the Bank's employee and corporate gifts to United Way were \$7.8 million.

Volunteers also worked as tutors for the Be the Change recruitment initiative in our headquarters market of Cincinnati. Be the Change is an effort led by Cincinnati Public Schools, the Strive Partnership and United Way of Greater Cincinnati to utilize 1,000 volunteer tutors in Cincinnati Public elementary schools for math and reading. For the 2015-2016 school year, 38 Fifth Third Bank Leadership Program participants are volunteering in two local schools. ■

OVER  
**11,000,000,000**  
EMPLOYEE STEPS

## SPOTLIGHT



## Feeding Our Communities on Fifth Third Day

On the third day of the fifth month, 5/3 on the calendar, Fifth Third celebrates its unique day by helping to meet the basic and immediate needs of the communities we serve. The Bank's regions work with food pantries and other like organizations to provide meals and collect personal care items. In many cases, employees work alongside volunteers from the non-profits to stock shelves, distribute the foodstuffs and package items for families. In 2015, Fifth Third helped provide more than 800,000 meals.

In a special effort in North Florida called Fifth Third Feeding Families, employees and customers collected 227 barrels of food, the equivalent of 36,320 meals, and fed 9,080 families throughout the Tampa Bay, Central Florida and Jacksonville markets. Teams commemorated Fifth Third Day by volunteering at Metropolitan Ministries in Tampa and Second Harvest Food Bank in Orlando to help sort the collected food and prepare meals for families in need (pictured above). That region's community partners launched Summer of Dreams, a 10-week program that provides homeless students with meals, academic enrichment, mentoring and school supplies as well as financial empowerment for parents and students. 2015 marked the fifth year of Fifth Third sponsoring the program, and the goal was to raise enough funding, food and supplies



Fifth Third Day activities in Cincinnati included making Power Packs for the Freestore Foodbank on Fountain Square. Each Power Pack provides a child food for a weekend.

to send 2,000 children in Central Florida to camp during the summer gap, when school food and services are often not available.