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A Message

from our President & CEO

DEAR FRIENDS,

Thank you for your interest in Fifth Third Bancorp's 2016 Corporate Social Responsibility (CSR) Report. We are pleased to share our progress toward our stated Purpose: to improve the lives of individuals and the well-being of the communities we serve.

This CSR Report serves as a companion to Fifth Third's 2016 Corporate Annual Report, published in March 2017 and available at 53.com.

I marked my first anniversary as CEO of Fifth Third last November. I am honored to lead this Company and extremely proud of the great strides we took in 2016, especially in terms of progress made against our strategic plan, which we call NorthStar, and a key component of it, our \$30 billion Community Commitment for 2016-2020. This report includes the details of our first year results.

Our Vision for Fifth Third is to be the **One Bank people** most value and trust. We also want to be a topperforming bank regardless of economic cycle as well as a respected bank. The entire Fifth Third team—the Board of Directors, the executive leadership and our more than 18,000 team members—understands fully that trust and reputation must be earned.

We intend to do this by keeping our customers and communities at the center of everything we do, and by doing the right thing for them every single day. We also will further partner with the 145 National Community Reinvestment Coalition (NCRC) member organizations, who last year signed a historic agreement to help Fifth Third implement our \$30 billion Community Commitment.

The NorthStar strategy is a three-year plan to help ensure that we meet our financial targets for net income, efficiency, business diversification and balance sheet strength. It further defines the path toward achieving risk and regulatory excellence. Specifically, we want to improve our rating on our next Community Reinvestment Act (CRA) exam. We also hope to strengthen our brand and reputation by improving the customer experience, creating stronger brand equity and building an earned reputation based on high ethical standards and daily practices with all of our constituencies.

Fifth Third is committed to inclusion and diversity. This year, for the first time, we are sharing our employment diversity data in this report. We are one of only a few U.S. banks to do so. While we are not satisfied with our performance in all categories, we firmly believe that transparency is key to both accountability and visibility regarding areas for focus.

In 2016, we took a significant step toward ensuring that we can meet the ambitious and achievable goals we've set, creating the position of chief corporate social responsibility and reputation officer, and naming Brian Lamb to the post. Brian previously headed Fifth Third's North Florida region, and is now a member of our Enterprise Committee. He will lead the comprehensive strategic framework of our civic commitments and reputation management for Fifth Third.

Successfully executing on our plans at every level of the Company will ensure that we can have a powerful impact on our community. At Fifth Third, we have always believed that to build a strong bank, we need to build strong communities.

Greg D. Carmichael President & CEO

Fifth Third Bank 2016

By the Numbers

18,473

EMPLOYEES

1,191

BANKING CENTERS

2,495

ATMs

45,000

ALLPOINT® ATMS

2016 Awards



FRANCHISE:

No. 1 Bank in Bank Performance Scorecard, Bank Director magazine

Second-Most Trusted Retail Bank. Ponemon Institute's 12th Annual **Privacy Trust Study**

Mobile Banking Leader, Javelin Strategy & Research

Most Comprehensive Alerts, Fifth Third Bank Mobile App, Javelin Strategy & Research

Most Powerful Women in Banking, **Executive Vice President** Teresa Tanner, American Banker



EMPLOYER OF CHOICE:

100 Percent Score on Human **Rights Campaign's Corporate Equality Index**

Disability Matters Honoree, Springboard Consulting, LLC

Save 10 Employer for dedication to helping employees save for retirement

Gold Level Fit-Friendly Worksite. American Heart Association

First Award, Enterprise Engagement Alliance, for early innovation in enterprise engagement

Bronze Workplace Health Achievement for building a culture of health in the workplace, American Heart Association

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. As of Dec. 31, 2016, the Company had \$142 billion in assets and operated 1,191 full-service Banking Centers and 2,495 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Georgia and North Carolina.

Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending and Wealth & Asset Management. As of Dec. 31, 2016, Fifth Third also had a 17.9 percent interest in Vantiv Holding, LLC. Fifth Third is among the largest money managers in the Midwest and, as of Dec. 31, 2016, had \$315 billion in assets under care, of which it managed \$31 billion for individuals, corporations and not-for-profit organizations. Investor information and press releases can be viewed at 53.com. Fifth Third's common stock is traded on the NASDAQ® Global Select Market under the symbol "FITB." Fifth Third Bank was established in 1858. Member FDIC, @ Equal Housing Lender.



COMMUNITY:

Corporate Social Responsibility Leadership Award, Financial Services Roundtable

MarCom Platinum Award, Corporate Social Responsibility



ENVIRONMENT:

Green Power Leadership Club and Green Power Partner, **Environmental Protection Agency**

2nd Place, Battle of the Buildings Competition, U.S. Green Building Council, West Michigan Chapter

Our Commitment to

Social Responsibility

DEAR COMMUNITY MEMBERS,

President & CEO Greg Carmichael often travels throughout our 10-state Consumer Bank footprint to meet with employees, customers and community members. At town halls with employees, he often recites a favorite quote from Dr. Martin Luther King, Jr.: "It is always the right time to do what is right."

Pitch perfect. That's what comes to my mind when I hear him share those profound and simple words with our employees. It reflects both the expectation and absolute dedication at Fifth Third to operate in all respects as a socially responsible company. We expect to make a positive impact by treating people both inside and outside our Company with the respect and attention they deserve. With every transaction and every interaction, we want to earn a reputation for being trustworthy and for conducting ourselves in a highly ethical and professional manner. We firmly believe we are all members of one community, and we want to be your one bank.

After spending the past many years as regional president and CEO in Florida, I am honored now to serve in the newly created role of chief corporate social responsibility and reputation officer, and to be a member of the executive leadership team. My elevation

to this new position highlights the importance Fifth Third places on its CSR strategy and execution. Our community work, our reputation and our brand equity are all key components of the NorthStar strategy, which is our guiding light for Fifth Third's future. I'm excited to work with all of you for the betterment of our communities.

The \$30 billion commitment to the community we announced in 2016 is a prime example of our focus on corporate citizenship. It's a five-year set of targeted goals and specific actions that we developed in conjunction with more than 145 community organizations affiliated with the NCRC. We considered the areas of greatest need for lending, investments and service within each community we serve. We are executing the plan and deploying resources to make a real and measurable impact.

As of this writing, we are well into year two of our commitment. We are pleased to report results of year one in the following pages. It was a successful and productive 12 months when measured against our five-year goals. In fact, we are ahead of pace in a majority of the focus areas. More important, 2016 was a year during which we built an extremely strong foundation to generate an even greater impact in the coming years.

Chief Corporate Social Responsibility & Reputation Officer



EMPLOYEES | PLANET | CONSUMERS | COMMUNITIES mun

Fifth Third will lend or invest \$30 billion to low- and moderateincome (LMI) borrowers and in LMI communities from 2016 to 2020. This agreement between Fifth Third and the National Community Reinvestment Coalition (NCRC) was signed by 145 NCRC member organizations.

MORTGAGE LENDING

\$11 billion over five years

Fifth Third is committing \$11 billion to LMI borrowers and LMI neighborhoods.

SMALL BUSINESS LENDING

\$10 billion over five years

Fifth Third will lend \$10 billion to small businesses.

COMMUNITY DEVELOPMENT LENDING AND INVESTMENTS (CDLI)

\$9 billion over five years

Fifth Third committed to \$9 billion in CDLI over five years including affordable housing, pre-development loans, non-tax-credit-related projects to assist with access to affordable housing, and support for economic development projects that promote job creation and retention for LMI individuals.

FIFTH THIRD IMPACT PROGRAMMING

\$154.8 million over five years

Philanthropy

Fifth Third will strengthen communities through philanthropic donations and impactful community sponsorships including supporting organizations with resources for capacity building, workforce training and assistance for older adults.

Housing-related Investments

Fifth Third will help address the gap for consumers who need down payment assistance, support housing counseling and financial literacy programs, and fund housing loan pools for home repairs and gap financing to support neighborhood revitalization.

Small Business-related Investments

Fifth Third will help fund technical assistance programs for small business development and growth and support the ecosystem for small business lending.

Branch and Staff Commitments

Fifth Third will seek to increase access to banking services in LMI and/or high minority communities by opening additional branches in those neighborhoods. The Company also will expand CRA staffing in mortgage lending and small business lending.

Inclusion and Diversity

Fifth Third's plan supports its commitment to ensure that its human capital is inclusive and diverse. The Company also will increase its efforts to support diverse suppliers.

Fifth Third L.I.F.E. Financial Education

Fifth Third will deliver its Fifth Third L.I.F.E. (Lives Improved through Financial Empowerment®) programs, which strive to reach consumers at every age and stage of life through foundational financial education.

Year One Results

Full Year 2016

\$3.26B

MORTGAGE LENDING \$1.96B

SMALL BUSINESS LENDING \$2.64B

CDLI*

\$19.1M

PHILANTHROPIC DONATIONS

Fifth Third is pleased to report its results for year one (2016) of its \$30 billion Community Commitment. **The Company invested \$7.88 billion, or 26.3 percent of the total commitment.** These results put Fifth Third on pace to exceed the goals of the commitment by 2020.

Fifth Third laid the groundwork to create a national Community Advisory Forum, which will form in 2017. The Company also will create five statewide forums. Over the course of 2016, Fifth Third leadership met with hundreds of community organizations, the majority of whom are affiliated with the National Community Reinvestment Coalition.

Additional detail and stories about the Commitment's first year and Fifth Third's Impact Programming can be found in the following pages.

*Community Development Lending & Investments



Financially Empowering

Consumers

Fifth Third believes that lives are improved when individuals have easy access to traditional banking products and services and have the knowledge and tools they need to make wise financial decisions.

FINANCIAL ACCESS

Fifth Third is committed to increasing financial access in the communities it serves, especially in low- and moderate-income (LMI) and high minority communities. One major area of continuing concern is the reliance of many households on non-traditional banking services like money orders, payday loans, auto title loans, refund anticipation loans and pawn shop loans. Utilizing these services in lieu of having an account relationship with a bank is costly, as these products often carry higher interest rates and fees, which put increased stress on household finances.

In November 2015, Fifth Third launched Express Banking* to help address this need. Fifth Third's Express Banking account is a depository account that offers check cashing and direct deposit, money orders and cashier's checks, among other services. By the conclusion of 2016, Fifth Third had opened 176,300 Express Banking accounts throughout its footprint. The Express Banking depository account is helping to facilitate financial independence by serving as an entry point into a long-term banking relationship and its features provide a simple and safe way for families to manage finances and build assets.

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

The rise of financial technology, or fintech, in the industry is helping to increase financial inclusion in the United States. With smartphone usage high among the underbanked (70 percent) and the unbanked (40 percent),** new solutions that facilitate mobile financial transactions are helping to increase financial access. Fifth Third's President and CEO Greg Carmichael has publicly stated that the Company intends to invest in and/or acquire a number of financial technology companies and be an innovator in this space.

Similarly, Fifth Third is one of the few banks in the United States to offer its customers the ability to use all five major forms of mobile payments.† These mobile wallets allow customers to make in-store purchases with their eligible smartphone devices at participating retailers. Fifth Third offers customers Apple Pay, Samsung Pay, MasterPass, Android Pay and Microsoft Wallet.

The availability of these options is important in light of the fact that Americans made an estimated \$27.67 billion in purchases on smartphones in 2016, according to research firm eMarketer.[‡] That amount, a 183-percent increase over 2015, is expected to double again in 2017. Fifth Third has seen the popularity of mobile payments grow among its customers in the past few years. Since the launch of Apple Pay in 2015, mobile payments have increased by 133 percent among Fifth Third's customers.

Another way that Fifth Third expanded financial access in 2016 was by joining the Allpoint® ATM network, which gave Fifth Third customers fee-free access to their money nationwide at more than 49,000 ATMs, which can be found via its ATM locator on 53.com and through its Fifth Third mobile banking app.

Fifth Third also takes its services directly to LMI communities via tours of its two Financial Empowerment Mobiles, or eBuses. Fifth Third eBuses are financial centers on wheels. The eBus drives financial access directly into traditionally underserved communities, often in partnership with local nonprofits.

Bus guests can meet with Fifth Third bankers to open accounts or request other needed services, like tax preparation assistance, financial education, job search help and credit reports.

The eBuses traveled to 239 locations and hosted 17,600 people in 2016, and Fifth Third bankers provided 3,867 credit reports to individuals.



Fifth Third CEO **Teaches Fifth Third** Bank Empower U® Class

President and CEO Greg Carmichael rolled up his sleeves in August to teach a Fifth Third Bank Empower U® class at the Community Action Agency in Dayton, Ohio. The class was taught as part of Fifth Third's month-long effort to financially empower community members through the free offering of four financial education courses.

Carmichael, whose career prior to Fifth Third included leadership in the field of information technology, felt right at home teaching his Company's Protecting Your Identity Empower U class.

Hundreds of Fifth Third team members across the Company's footprint joined their president and CEO in teaching the classes. Fifth Third collaborated with 70 organizations and reached nearly 3,000 people through the effort.

President & CEO Greg Carmichael teaches a "Protecting Your Identity" Fifth Third Empower U course.

An Empower U student holds up her individual goals for protecting her identity.

^{**}Federal Reserve Board of Governor's Survey, 2015.

[†]Mobile Internet data charges may apply. Contact your mobile service provider for details. [†]eMarketer article, "Newer Smartphone Models Help Drive Mobile Payments Usage," published on eMarketer.com. November 22, 2016.



EBUS BY THE NUMBERS



Fifth Third operates two eBuses, which are mobile classrooms providing access to quality financial products and services as well as financial education and other programming.

FINANCIAL CAPABILITY

After access to the financial system is achieved, the next step in the journey to financial independence is capability. Fifth Third facilitates a number of service events and workshops across its footprint to meet community members where they are in their financial lives and to help them to meet their next goals.

During Financial Capability Month in April 2016, Fifth Third provided more than 200 financial capability events in the community. The workshops, seminars and training sessions were designed for low- and moderate-income census tracts, and lowand moderate-income families. The sessions focused primarily on asset building, entrepreneurship, credit building and money management, and included several of the Company's signature financial education programs.

In August 2016, the Company conducted its first full market offering of its Fifth Third Bank Empower U® courses to the community, reaching nearly 3,000 people. Fifth Third partnered with 70 nonprofit organizations to teach four Empower U classes to community members: Financial Checkup 101, Budgeting & Savings, Protecting Your Identity and Preparing for Homeownership. In November, the Company began teaching Empower U classes to military members and veterans, reaching 700 people through the end of 2016.

Fifth Third Brings Financial Education and More to Tampa Bay Students



A total of 155 fifth grade students from four schools in Tampa Bay got the experience of a lifetime when Fifth Third decided to bring one of its L.I.F.E. (Lives Improved through Financial Empowerment®) programs, the Young Bankers Club (YBC), to their schools. In addition to lessons on budgeting, savings, higher education and career opportunities, the students—many of whom are disadvantaged—got

new book bags full of school supplies, and their first-ever view of the ocean when Fifth Third secured approval to take the students on a field trip (and a drive over an eight-mile bridge) to Finance Park at the Gus A. Stavros Institute.

The YBC classes were taught by 27 Fifth Third team members. They gave the students real-world lessons by creating a budget with them, paying bills and completing career profiles for each individual. At the conclusion of the five-week course, Fifth Third held a graduation celebration in Jacksonville. Fifth Third received piles of thank you letters from grateful students after the program ended.

Fifth Third also promotes financial capability by helping people land their next job. After all, the ability to make money is foundational to achieving other financial goals. Fifth Third seeks to help people who are out of work, underemployed or who want to move to the next level. Fifth Third collaborates with **NextJob**, a reemployment solutions company, to provide reemployment services, and offers several ways for consumers to avail themselves of NextJob's services.

First, for mortgage customers who are in danger of defaulting because of a job change or loss, Fifth Third offers the opportunity to take advantage of NextJob's three-part job search and training program. The program includes work with a job coach; the Job Seeker's Toolkit, a nine-module online training course; and weekly instructor-led webinars. The program is voluntary and fully underwritten by Fifth Third. Since Fifth Third and NextJob created this first-of-its-kind program in 2012, hundreds of job seekers have secured meaningful employment.

Fifth Third also offers its customers free access to the Job Seeker's Toolkit via its authenticated banking site at 53.com. Further, people who step on board the eBuses can gain access to the Toolkit and receive a code that will enable them to complete the training at their convenience.

FINANCIAL EDUCATION & EMPOWERMENT

Financial capability is furthered through financial education. Fifth Third believes that foundational financial knowledge is a prerequisite for financial empowerment. For nearly 15 years, Fifth Third has focused on developing financial programs that educate individuals over the course of their lives, and are available to them as they move through life stages. That is precisely why the Company's financial empowerment programs are called Fifth Third L.I.F.E. (Lives Improved through Financial Empowerment®).

Starting young is key to a healthy financial life. In 2004, Fifth Third developed the Young Bankers Club® (YBC) program for students in the fifth grade. YBC is taught by Fifth Third employees who visit schools once per week for either five or 10 weeks, or at the teacher's request. Fifth Third employees teach the importance of education, saving and budgeting in YBC classes. In 2016, approximately 3,000 students graduated from the Young Bankers Club. More important, 2016 marked the first year in which every Fifth Third region offered the program in local schools. More than 18,000 students have graduated since the program's inception.





For the last six years, Fifth Third has invested more than \$10 million to educate one million students in personal finance throughout its footprint. Through its sponsorship of a financial education curriculum, Fifth Third helped prepare high school juniors for their financial lives after graduation.



150,000

students to be educated annually with



In 2016, Fifth Third signed a multi-year contract with a new partner, EverFi Inc., that will enable the Company to offer financial education and entrepreneurship classes to 150,000 high school students annually throughout its markets. EverFi powers financial education in a national network of K-12 public schools, colleges and universities, and with community-based organizations. With a national on-the-ground team of community leaders and former teachers partnering in schools across the country, EverFi delivers innovative,

mobile-ready technology using gamification and personalized learning that focuses on increasing knowledge, preparedness and financial well-being. "Fifth Third has made an incredible commitment to improve the financial capability of teens all across the communities it serves," said Ray Martinez, co-founder and president of EverFi's Financial Education division. "Its groundbreaking investment will provide students and teachers with our digital learning technology and a national network of educators for training and professional development. We are excited to bring this innovative and hands-on approach to students. We applaud Fifth Third as it continues to transform the lives of young people."

Fifth Third's new high school financial education program will be available for the 2017-2018 school year. It is highly digitized and interactive to allow students to personally engage with and learn in the dynamic environment with which they have grown accustomed. It includes a method of measuring progress and learning, and it ends with a Fifth Third Post-High School Financial Road Map. The program will be embedded into high school curricula and is aligned with state and national standards. Additionally, EverFi's high school financial education program, which is a part of Fifth Third's new program offering, is a Consumer Financial Protection Bureau (CFPB) recommended resource.

Responsible Banking

Responsible banking is Fifth Third's commitment to consumers;

The Company will strive to deliver best-in-class financial products and services and will provide access to those services whenever and wherever consumers want them. Members of Fifth Third's Community and Economic Development team are responsible for ensuring that the Company's complete product and service suite is accessible to all consumers, in all market segments, and that Fifth Third is offering the right types of responsive products and services.

Fifth Third's commitment is to act in the best interest of customers by providing reasonably priced products, defining clear terms and disclosures and offering fair and consistent service. By doing so, the Company can build lasting customer relationships and meet its responsibility to help those customers prosper.



Community

Development & Empowerment

Fifth Third is fully committed to meeting the needs of all the communities it serves. It embraces its obligations to invest in and serve its communities and believes that building strong communities builds a stronger bank.

During 2016, Fifth Third focused on strengthening its commitment to meet the needs of LMI communities and enhancing regulatory compliance under the Community Reinvestment Act.

In February 2016, Fifth Third announced a major community development plan that outlined the Company's strategic funding and investment priorities for the years 2016-2020. The plan detailed specific targets in the areas of lending, investments and service, as well as other impact programming.

As the year progressed, Fifth Third collaborated with the NCRC on all aspects of the plan. Fifth Third leadership met with NCRC member organizations in six of the Company's footprint cities. The purpose of the meetings was for Fifth Third to gain a better understanding of the opportunities and challenges faced by the organizations, and for all parties to align on strategic ways for Fifth Third to address those needs.

The meetings and resulting work led to a revised plan that went from a \$27.5 billion commitment to a \$30 billion commitment. The revised Community Commitment was well received when President & CEO Greg Carmichael and Executive Vice President Brian Lamb unveiled it in the fourth quarter of 2016. Brian Lamb was named to the newly created position of chief corporate social responsibility and reputation officer last year and heads the effort responsible for fulfilling the Community Commitment.

COMMUNITY DEVELOPMENT

BY THE NUMBERS

SIGNATORIES

\$7,88B RESULTS

LENDING



Fifth Third recently released first-year results of the **Community Commitment. The** Company reported \$7.88 billion of loans and investments, which put Fifth Third ahead of pace to

meet its five-year goal of \$30 billion. The Company's year one results, as well as details of the Commitment itself, are available on pages 10-11 of this report and online at 53.com/commitment.

A hallmark of Fifth Third's commitment is its promise to provide regular updates to all of its stakeholders, remain open to feedback, and continue to meet regularly with community organizations that have a vested interest in the successful execution of the plan.

AFFORDABLE HOUSING

Fifth Third's mortgage lending commitment designates \$11 billion for low- to moderate-income borrowers and census tracts, including a sub-goal focusing on home ownership. The home ownership focus is key, as studies show that home ownership is a necessary component for wealth-building and community revitalization and stabilization.

"NHS of Greater Cleveland welcomes the opportunity to continue our partnership with Fifth Third Bank to implement this broad-reaching plan that will positively affect the residents and the communities we serve in northeast Ohio."

—Lou Tisler, executive director, Neighborhood Housing Services of Greater Cleveland



100 YEARS OF NAVY PIER:

Honoring the Past by Shoring Up for the **Future**

Chicago's Navy Pier, with its extended arm into Lake Michigan, is an iconic institution with a storied 100-year history. July 15, 2016 marked the Pier's official 100th anniversary, but celebrations continue through 2017. The popular annual attraction, the Fifth Third Winter WonderFest, will this year become the Fifth Third Bank Centennial Celebration at Navy Pier 2017 and will serve as an official close to the Pier's centennial celebration.

President & CEO of Navy Pier, Inc. Marilynn Kelly Gardner said, "At this pivotal time in the Pier's history, we are truly grateful for our collaboration with Fifth Third Bank and appreciate their commitment and contribution to Navy Pier's Centennial Celebration."

Fifth Third Bank embraced the Pier's centennial by hosting special programming on financial empowerment, home buying and work-related issues. In early August 2016, the Company hosted an "Empower U" day at Navy Pier, helping hundreds of Chicagoans gain access to financial empowerment classes, free consultations and community nonprofit partners.

On Veterans Day 2016, Fifth Third took over the Pier's Crystal Garden and held a day of appreciation for veterans and active-duty service members that included a hiring fair and the opportunity to adopt rescue pets (especially helpful for those suffering with Post-Traumatic Stress Disorder). Fifth Third employees also collected personal care donations that were sent as care packages to troops from the area.

Fifth Third team members worked on Veterans Day at Navy Pier bringing financial empowerment and job assistance to Chicagoland veterans.



Affordable Housing Means Quality of Life for One North **Carolina Community**

A housing development known as Civic Park is alleviating a distressed neighborhood in Salisbury, North Carolina, located in an area called the West End. The community had been burdened by old housing stock and challenged by illegal activity, high unemployment and unsatisfactory living conditions. Today, thanks in part to financing from Fifth Third Bank, the area is getting a new apartment community that addresses the need for affordable housing and an improved quality of life for residents. Civic Park is the first affordable housing development for Salisbury in more than 20 years.

The Civic Park development creates a safe, familyfriendly environment for 80 working families. The community includes a resident clubhouse to promote community engagement and resident connectivity. It has a children's playground, picnic area and "tot lot." There also is a fitness center onsite to promote healthy living and lifestyles.

For this project, Fifth Third originated a term loan with flexible terms for the development. The developer, Laurel Street Residential, along with the Housing Authority of the City of Salisbury and the City of Salisbury, was awarded federal tax credits by the North Carolina Housing Finance Agency. The balance of the financing was secured by a conventional loan backed by the U. S. Department of Housing and Urban Development (HUD).

The dramatic after-shot of the Civic Park development in Salisbury, North Carolina.

Fifth Third launched a novel down payment assistance program in 2016, providing 3 percent of the purchase price in mortgage down payment assistance, up to \$3,600, for low-income borrowers or those purchasing a home in a low-income area. The Company also laid the groundwork in 2016 for plans to expand the down payment assistance program with all of its mortgage products, including Federal Housing Administration (FHA) loans.

The Company also outlined plans in 2016 to expand into additional state bond programs, which are designed to provide eligible homebuyers a belowmarket interest rate. Additionally, Fifth Third is evaluating a proposed portfolio product of its own that would serve low- to moderate-income borrowers and facilitate a re-entrance into FHA mortgage lending.

In 2016, the Mortgage team reorganized to sharpen its focus on CRA mortgage strategy and is expected to continue growing in 2017. Using marketplace data and analytics, leadership will ascertain the best locations for mortgage loan originators to support low- to moderate-income consumers and communities.

As the focus on CRA mortgage lending increased in 2016, Fifth Third emphasized training for new and existing team members to understand what is and what is not considered CRA lending.

"One of our main objectives is to deliver top-quality mortgage services to all the communities we serve. We want to be viewed as a lender of choice for low- to moderateincome and



-Ed Robinson. senior vice president and head of Mortgage

multicultural customers, as well as for first-time homebuyers. Our work in this space will do exactly that."

Fifth Third works to help educate community members, too. Team members often visit the community to conduct affordable housing workshops, mortgage seminars and Empower U courses on preparing for homeownership. Fifth Third used its eBus tours to conduct credit counseling sessions and provide free credit reports.

FIFTH THIRD COMMUNITY **DEVELOPMENT CORPORATION**

The Fifth Third Community Development Corporation (CDC), a wholly owned, indirect subsidiary of Fifth Third Bancorp, funded \$188.9 million in affordable housing, revitalization, historic preservation and small business projects in the Company's footprint states last year. The CDC accomplished this by purchasing low income tax credits primarily through single-investor or multi-investor funds, by purchasing historic tax credits, and by using new market tax credits to benefit the community.

Since inception, the Fifth Third CDC has invested more than \$3 billion into local communities.

This includes funding over 650 projects, including affordable housing, commercial, retail, office and historic buildings; and the creation or preservation of over 55,000 units of housing through Fifth Third CDC equity investments.

In 2016, the Fifth Third CDC invested \$3 million in the North Grove Apartments in Seffner, Florida. North Grove Apartments are an existing 32-unit U.S. Department of Agriculture (USDA) Rural Development, Section 515 project. Through the Section 515 program, the USDA provides essential, decent housing for the lowest income rural residents. Built in 1979, the North Grove Apartments hadn't had renovations completed since it was built. The CDC's investment enabled the substantial rehabilitation to bring the property back to current market conditions.

The Fifth Third CDC invested \$8.4 million in the Lake Park City Apartments in Gary, Indiana, in 2016. Lake Park features 80 housing units for seniors, aged 55 and over. The apartments feature a dog park, community room and mind-fit room, and offer social and physical services to its residents like free bike/ trike sharing, in-home health care, free smartphones with discounted service plans and free training, and paid membership to the local senior center.



Fifth Third Invests in Indianapolis' **Southside**

Fifth Third joined with the Indianapolis chapter of the Local Initiatives Support Corporation (LISC), the University of Indianapolis, and the Indianapolis Neighborhood Housing Partnership (INHP) to spur revitalization of Indianapolis' Southside. Together, the organizations completed a Quality of Life Plan for the area in 2016, which worked to spur dramatic transformation of the neighborhood.

Fifth Third made a \$100,000 Strengthening Our Communities grant to LISC in 2014 for the study, and made an additional donation of \$5,000 in 2016, as the University and LISC worked together to raise \$70,000 for the effort. The Company also committed \$32,000 to the INHP for each of the years 2015, 2016 and 2017 to enable the nonprofit to open a Southside Housing Office, where Fifth Third will host homebuyer education sessions. Fifth Third Bank financed an \$18 million construction loan to the University of Indianapolis for Greyhound Village, student housing located in a low- and moderate-income housing tract.

Fifth Third also operates a financial center in the Southside and offers programming related to the Young Bankers Club in partnership with the University.

Fifth Third was proud to invest with other community partners to revitalize Indianapolis' Southside.

COMMUNITY DONATIONS

Fifth Third's regions are headquartered in the markets they serve, and therefore, have bankers on the ground close to the needs of those communities. Fifth

Third is proud to use its resources to support local communities through donations and sponsorships to help drive positive economic impact as well as support the mission of many nonprofit organizations.

The Company directs a significant portion of its community dollars to efforts that are in collaboration with other entities to maximize the impact of the dollars and often for multi-year projects that will improve lives for the long term.

In 2016, Fifth Third and the Fifth Third Foundation made community donations of \$19.1 million.

Donations ranged from modest donations to support neighborhood fundraisers to multi-year, six-figure donations to help revitalize communities. Fifth Third often supported these dollar infusions with other services, including affordable housing workshops, financial education services and eBus tour visits.

Fifth Third provided \$25,000 to the Community Development Collaborative of Greater Columbus, also known as The Collaborative, an intermediary

organization that provides grant, loan and technical assistance to support the city's community development corporations. Fifth Third's grant was designated for operational support and sponsorship of The Collaborative's housing development grant program.

Fifth Third also provided \$25,000 to support the city of Detroit's 2016 Grow Detroit's Young Talent program. Grow Detroit's Young Talent is a citywide summer jobs program that employs 8,000 young adults between the ages of 14 and 24 for six weeks during the months of July and August. The Company itself employed students where they assisted area nonprofits with programs such as computer training and delivering financial literacy courses in summer camps. Similarly, Fifth Third provided \$25,000 in support of a critical after-school and summer program in Orlando, Florida, the All Stars Summer of Dreams Camp. The camp provides comprehensive afterschool programs that keep children safe and help them succeed both in school and life.

The Fifth Third Foundation, established in 1948, was the first philanthropic foundation established by a financial services company. In 2016, it supported the community in the areas of community development, education, health and human services, and arts and culture. When Hurricane Matthew devastated the

Fifth Third Responds to Flint Water Crisis

When the city of Flint was besieged by a water crisis, Fifth Third stepped in to help. The Company helped to develop a consortium of Michigan banks to help children of Flint who were in danger of lead poisoning. Eight banks donated \$660,000 to the Community Foundation of Greater Flint. Fifth Third also collaborated on a program that enabled Zero Water Company to match every purchase of their water filter pitcher with a donation to the United Way of Genesee County. Fifth Third placed an initial order and team members fundraised for the effort. Fifth Third also sent in the eBus to provide vital financial services to residents.

Fifth Third also responded to a direct plea from Mayor Karen Weaver when it was discovered that.



The Fifth Third team staffed the eBus for residents in Flint.

while filters were helping with drinking water, a new problem was arising for showers. When heated, the water was causing a break out of rashes. Fifth Third quickly purchased 200 new showerheads to alleviate the problem and Fifth Third employees personally handed them out at a community meeting.

COMMUNITY DONATIONS

BY THE NUMBERS





\$3.6M **FOUNDATION GRANTS**

U.S. Southeast and other areas worldwide, the Fifth Third Foundation stepped up to assist with \$50,000 of support to relief agencies that were filling a critical need in affected communities. The American Red Cross received a grant of \$25,000, as did the Salvation Army.

COMMUNITY LEADER SPONSORSHIPS

Fifth Third recognizes that it only is as strong as the communities it serves. Each year, the Company sponsors community and economic development forums and conferences with the aim of giving its partners access to valuable information and networking opportunities. The Company helps to ensure that select community organizations can participate by providing full scholarships through its Empowering Community Leaders (ECL) Scholarship program.

Through the ECL program, Fifth Third has enabled nearly 90 emerging or long-standing leaders to participate in educational forums and conferences over the past six years. In 2016, 14 scholarships were awarded for individuals to attend conferences and workshops like the National Association of Community and Economic Development Annual (NACEDA) Summit, the Opportunity Finance Network's Annual Conference, Operation HOPE Forum and the Neighborworks National Training Institute.

Annually, Fifth Third financially supports a wide range of national forums and conferences. It supported the Association of Enterprise Opportunities and the National Community Reinvestment Coalition annual conferences in Washington, D.C., in 2016. Within its footprint, Fifth Third also supported the Operation HOPE Forum and Opportunity Finance Network's Annual Conference in Atlanta, and the NACEDA's 9th Annual Summit in Cleveland.



Fifth Third Sponsors National NAACP Convention in Cincinnati

With its headquarters in Cincinnati, Fifth Third was thrilled that the National Association for the Advancement of Colored People (NAACP) decided to host its national convention in the Queen City in 2016. The NAACP is the nation's oldest, largest and most widely respected grassroots civil rights organization.

Fifth Third was a \$100,000 sponsor of the annual event. Beyond its financial investment, Fifth Third team members were actively engaged in daily activities. More than 100 team members worked at the event and logged nearly 600 volunteer hours. Fifth Third team members staffed the Fifth Third eBus, which stationed itself at the Duke Energy Convention Center, where the event was held over several days in July.

Fifth Third team members met with NAACP conference guests, provided credit reports, facilitated money management workshops, opened accounts and shared information about Fifth Third's services and commitment to the community. Fifth Third President and CEO Greg Carmichael also had a meeting with NAACP President Cornell William Brooks, and Carmichael ioined Fifth Third's Chief Administrative Officer Teresa Tanner to attend the convention and meet with convention guests.

President & CEO Greg D. Carmichael visited with guests at the NAACP Convention in Cincinnati.



Boosting

Business

Fifth Third's commitment to businesses, especially small businesses, is anchored in the belief that an environment conducive to business success is a key driver in the building and maintenance of strong and sustainable communities.

Not only does robust business activity enable a healthy supply of products and services to meet demand, but it also boosts employment opportunities for residents. Fifth Third's primary service to businesses is as a lender and provider of quality depository and efficiency services that enable businesses to run at high capacity.

Fifth Third also is working to become a Top 15 Small Business Administration (SBA) lender. In 2016, Fifth Third's SBA lending was \$138.7 million. SBA loans offer many benefits for small businesses, including fixed and variable interest rates with flexible terms, the ability to finance loan closing costs and lower down payments on commercial real estate.

Fifth Third offers may types of SBA lending options, including SBA Express Loans, which feature simpler application processes and faster approval than 7(a) general purpose loans. Fifth Third's SBA Express Loan production was \$20.1 million and increased 6 percent in dollar volume year-over-year.

Helping Businesses with SBA Preferred Lending

A survey* commissioned by Fifth Third Bank in 2016 revealed a significant gap between small business owners' knowledge of the Small Business Administration and their use of SBA services. While most of those surveyed had heard of the SBA, only about 13 percent had used education resources on the SBA website, and less than seven percent had actually applied for an SBA loan.

"We really want to clear up any misconceptions about the SBA loan program and show small businesses that getting a loan may be much easier than they realize," said David Jackson, national director of SBA Lending at Fifth Third Bank. "In 2016, we helped business customers start their business, expand their business, acquire another business, finance equipment, purchase real estate and so much more—all through SBA loans."

Blue Moon Pizza

(Atlanta, Georgia)

Despite some of his business partners wanting to move in a new direction, Paul Barli had bigger plans for Blue Moon Pizza. With five locations already, Barli wanted to continue to expand the chain into new markets. Recognizing an opportunity to buy out his partners and upgrade the equipment in the current locations, Barli relied on Fifth Third to help secure a 7(a) loan from the SBA.

"Fifth Third Bank made me feel important as a customer, and as someone who is in the service business, that's incredibly important to me," Barli said. "Fifth Third was always prompt in replying and helped me from start to finish in the process of securing my first SBA loan."

Ecobrite Linens

(Skokie, Illinois)

Brian Polatsek came to Fifth Third in a different situation. He had the idea and plan for his business that would provide a centralized laundry facility for long-term care facilities, but couldn't find anyone who would give him credit with no prior start-up history. It wasn't until he received clear, accurate information from Fifth Third on the SBA loan program that his business dream became a reality.

"There was so much misinformation about the SBA loans that I was receiving from other banks that I couldn't keep it straight," Polatsek said. "Fifth Third gave me the clearest overview of the products, options and even the potential for my business. I wish I had found them months earlier."

Wall Decal World

(Cincinnati, Ohio)

Interested in purchasing Wall Decal World—a business that produces custom designs and wall decals for businesses and home use—from her boss, Lindsay Robinson was connected with Fifth Third Bank through a business development organization.

"I started the process of buying Wall Decal World by meeting with the Warren County Small **Business Development Center** (SBDC) to outline my business plan," Robinson said. "The SBDC was instrumental in connecting me with Fifth Third Bank, who then took me through all the steps needed to secure an SBA Express loan."

SMALL BUSINESS LENDING BY THE NUMBERS

LOANED TO **SMALL BUSINESS** IN 2016

PLEDGED FOR **SMALL BUSINESS LOANS 2016-2020**

PLEDGED TO SMALL BUSINESS RESOURCES



*Based on a survey of 500 U.S. small business owners with annual revenues below \$10 million conducted by Research Now and commissioned by Fifth Third Bank, 3/24/2016 – 3/28/2016.

COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS

In 2016, Fifth Third took a giant step forward in its commitment to working with Community Development Financial Institutions (CDFIs). The Company made a \$465,000 grant to Accion, a global nonprofit dedicated to building a financially inclusive world with economic opportunity for all by giving people the financial tools they need to improve their lives. Accion is the nation's largest nonprofit microfinance network.

The grant from Fifth Third will be used to support lending to underserved small businesses in Illinois, Indiana, Florida, Michigan and Ohio, and support financial education activities to help small business owners learn and network. Fifth Third and Accion are working to strengthen the referral partnership that will allow Fifth Third bankers to provide small business customers that may be too small for the Company to serve with a second-look loan through Accion.

Eighty percent of the \$465,000 grant will be used to provide lending and technical assistance support to small businesses in the identified states. Twenty percent will be utilized for technology and process improvements to further scale lending and referrals. financial education activities, administration and communication. Fifth Third also will be developing digital content and conducting webinars on financial topics that can be accessed by Accion's 13,000 e-newsletter subscribers to provide additional educational support for small businesses.

ACCION

Fifth Third made a **\$465,000 grant** to Accion to support lending to underserved small businesses.

Financial education with Accion is aligned with the Fifth Third's ongoing commitment to financial empowerment. During Small Business Week in May 2016, its team members hosted nearly 40 events that were attended by 3,500 small business owners and entrepreneurs. Fifth Third's Kala Gibson, senior vice president and head of Business Banking, also hit the airways to deliver workshop content and tips to hundreds of thousands of radio listeners.

SUPPLIER DIVERSITY

Fifth Third approaches diversity as a strategic imperative. It is relevant in its supplier network and in all other aspects of the business. Fifth Third is committed to identifying additional diverse suppliers, providing access to financing for undercapitalized businesses and investing in building supplier management capabilities.

The Supplier Diversity leadership team has developed a multi-year plan for the growth and expansion of Fifth Third's supplier diversity efforts. It includes the education, training and development of minorityowned (MBE), veteran-owned (VOB) and other businesses in order to build a more robust pipeline, educate on the request-for-proposal process and support community organizations providing technical assistance and training. Fifth Third also supports programs that assist diverse suppliers in accessing capital, and accessing the internal support to assist them in competing for Fifth Third's business on a fair and equal basis.

In 2016, Fifth Third's year-over-year spend (from Dec. 31, 2015, to Dec. 31, 2016) increased 73 percent with more than 350 diverse suppliers. One such supplier is Urban Lending Solutions, a privately held company that provides products and services to lending companies like banks, credit unions and mortgage companies. Darlene Burnham, senior vice president of business development and sales for Urban Lending Solutions, said, "Deciding to partner with Fifth Third was easy. We have a lot of similar values. What we like best is that they not only say what they'll do, they actually do it and then prove it."



"Doing Business"

Summit has two definitions: An important meeting between two governments or organizations, or the peak of a mountain. When Fifth Third held its second annual Supplier Diversity Summit in August 2016, it had both definitions in mind. Not only was it an important meeting to foster deeper relationships with minority-owned, women-owned, veteran-owned and other businesses, it also brought the summit of the Company's Supplier Diversity strategy into view for all who attended.

At the Summit, which began in 2015, diverse suppliers are able to engage with other suppliers on strategies to win business, learn about Fifth Third's strategic sourcing process and engage directly with Fifth Third's leadership about their business capabilities. Invitations were sent to a select number of suppliers that had the capacity and ability to meet Fifth Third's various service, solution and product needs. More than 35 diverse suppliers attended in 2016.

One of the speakers at the 2016 Summit was Steven Hightower, president and CEO of HP Energy, a wholly owned subsidiary of Hightowers Petroleum. HP Energy was awarded a \$4.0 million contract to improve Fifth Third's environmental footprint through LED lighting, a project that was completed last year.

"In many instances, a project like this would not have been so collaborative. We could have simply been asked to submit a bid," Hightower said. "But Fifth Third had a different approach and made us an integral

part of the process. They sat down with us to identify the solution that provided them with the best value. It was a partnership from start to finish, and that made the difference."

HP Energy identified that Fifth Third was eligible for \$1.4 million in rebates from Duke Energy, along with a significant reduction in annual maintenance costs. The company then worked with the lighting manufacturer to extend the warranty from five years to 10," said Juan Munoz, chief sourcing officer at Fifth Third Bank. "It is this type of innovation and cost savings that solidifies the business case for working more closely with diverse suppliers."

President and CEO Greg Carmichael noted that the Supplier Diversity Summit goes beyond doing business with Fifth Third and also includes the opportunity for diverse suppliers to do business with larger vendors of the Company. "We are sending the message that Fifth Third is committed to promoting a culture that provides diverse suppliers the opportunity to compete for our business on a fair and equal basis. This is good business for us, our shareholders and our communities."

Hightower echoed these sentiments. "You have to run hard to compete with corporate America," he said. "Efforts like these help small businesses like mine compete at a higher level and prove that we can deliver on the service and value that corporations have come to expect."

Stephanie A. Smith, Fifth Third's vice president and director of supplier diversity, addressed quests at the 2016 Supplier Diversity Summit. In the second photo, Steven Hightower, president & CEO of Hightowers Petroleum, spoke at Fifth Third's 2016 Supplier Diversity Summit. After attending the Summit in 2014, Hightower and Fifth Third collaborated on a major project to improve Fifth Third's environmental footprint. That project, completed in 2016, is detailed in the Planet section of this CSR Report. Photos by Steve Easley.



Fifth Third Bank supports Catapult Lakeland, Inc., an organization that operates as the premier coworking space in Lakeland, Florida. Fifth Third is a sponsor of Catapult, and the Fifth Third Foundation made a \$5,000 grant in support of its micro-grant program for entrepreneurs. Photo by Sunglow Photography and courtesy of Catapult Lakeland.

Fifth Third was named Class II Corporation of the Year by the Ohio Minority Supplier Development Council (OMSDC) in November 2016 and Teresa Tanner, executive vice president and chief administrative officer, was named to the National Minority Development Council (NMSDC) board of directors. These honors demonstrate that Fifth Third is delivering on its promise to expand supplier diversity efforts across its footprint. Fifth Third uses all possible resources—from its internal database to collaborations with the OMSDC, National Minority **Supplier Development Council, Women's Business Enterprise National Council and other state and local** organizations—to find diverse and talented suppliers.

GIVING & SUPPORT

Fifth Third and the Fifth Third Foundation are proud to put their financial resources into support of small business development. In addition to supporting Accion for lending and technical assistance through its 2016 donation, Fifth Third Bank also donated \$53,000 to Accion Chicago in support of its micro loan pool. Accion Chicago provides one-on-one coaching to entrepreneurs to maximize their growth potential in addition to providing necessary capital to micro-enterprises.

In Michigan, Fifth Third provided \$25,000 to the **Small Business Development Technical Center for** a statewide education program to assist businesses that have been operating for three years or more with resources to grow and expand their business. Fifth Third also works with the University of Georgia's Small Business Development Center. Fifth Third made a \$20,000 grant for its program, which provides

tools, training and resources to help small businesses grow and succeed. The University's program is designated as one of Georgia's top providers of small business assistance. It also provides the GrowSmart program to business owners to assist in the creation of a framework to improve the performance of their businesses and shape its success for the future.

Fifth Third also invested \$20.000 in the Cincinnati African American Chamber of Commerce. The Chamber's mission is to establish, cultivate and strengthen consumer and business relationships; provide its members access to major corporate markets and assist in developing strategic partnerships to strengthen and grow the business community.

The Fifth Third Foundation made an \$8,000 grant to the Avondale Comprehensive Development Corporation in Cincinnati, Ohio, to support its business attraction, retention and expansion project. Also in Cincinnati, the Foundation made a \$10,000 grant to the Walnut Hills Redevelopment Foundation Inc. for its THRIVE business development grants. In Toledo, Ohio, the Arts Commission of Greater Toledo Inc., received a \$5,000 Fifth Third Foundation grant for its Artist Entrepreneurial Initiative Extension Program.

In Florida, the Foundation made a \$5,000 grant to Catapult Lakeland, Inc. for the launch of its microgrant program. The University of South Florida also received grant funding for small business consulting and training. The Women's Entrepreneurial Opportunity Project Inc. in Atlanta, Georgia, received a \$5,000 grant for its Building Bridges to Access Capital program. Mujeres Latinas en Accion in Chicago, Illinois, received a \$5,000 grant to support its small business program.

Community Commitment Lending

The Community Commitment outlines a goal for Fifth Third of \$10 billion in small business lending though 2020, including \$2.5 billion in loans to businesses with less than \$1 million in revenue. At the conclusion of the Commitment's first year, Fifth Third lent \$1.96 billion to small businesses, or 19.6 percent of the five-year goal.

As Fifth Third works to achieve its lending commitment, it is striving to be the Bank of Choice in the small business community, and to be an industry leader with a focus on CRA small business lending with dedicated products, services, marketing, programs, partnerships and education.



Employees-

Our Greatest Resource

Fifth Third's success is entirely attributable to the team of employees, shareholders, board members and community partners who work together to fulfill the Company's Purpose to improve lives of the individuals and the well-being of the communities it serves.

The collective talent of these individuals forms a powerful whole that touches every aspect of the Company's operations—from how Fifth Third treats people, to the products and services it offers, to its work in the community.

ENGAGEMENT & WELLNESS

Fifth Third measures employee engagement on an annual basis. Measurement is key to assessing progress against stated goals, identifying potential problems and working toward common goals. In 2016, Gallup once again administered Fifth Third's 2016 Employee Viewpoints Survey.

The survey showed that **employees see and share the commitment to sustain our great workplace.** The overall engagement score was 4.30 on a 5-point scale. Although even one actively disengaged employee is one too many, Fifth Third saw improvement on its engaged to disengaged ratio from the last survey, despite having undergone a period of great change in the industry and within the organization. Fifth Third believes this improvement speaks volumes about its leadership and the dedication of employees.

EMPLOYEES BY THE NUMBERS



96,800+ **HOURS OF EMPLOYEES' COMMUNITY SERVICE IN 2016**

DONATIONS TO UNITED WAY ACROSS THE FOOTPRINT

Inclusion items received high marks in the survey, indicating that employees feel the environment is trusting and open and that they are treated with respect at work. That's important because included employees are engaged employees; trust is essential to Fifth Third's ability to achieve its Vision to be the One Bank people most value and trust. This spirit of engagement and inclusion builds strong teams, and strong teams build strong futures—for customers, employees and Fifth Third.

Risk items also scored well. Results indicated that employees understand their role in managing risk at Fifth Third, are committed to living the Company's risk principles and feel comfortable raising their hands to escalate potential concerns.

The survey's administration and results reporting were just the beginning. As results were digested, teams developed workgroups to address key engagement findings. All employees were invited to be a part of that process to leverage strengths, address opportunities and further strengthen the outstanding work environment that is part of Fifth Third Bank's culture.

VOLUNTEERISM

Engagement at Fifth Third is powerfully affected by team members' involvement in the communities served by Fifth Third Bank. In 2016, the Company worked to encourage the use of a new technology system to capture employees' volunteer service hours. As recorded by that system, employees volunteered more than 96,800 hours in the community last year.

Fifth Third team members volunteered in a variety of ways in 2016. First, they opened their own pocketbooks to support organizations like United Way. Employee, corporate and Fifth Third Foundation donations to United Way in 2016 totaled \$7 million. Beyond their own generosity, team members taught financial education throughout the community, in schools and through nonprofit organizations, offered financial access via the eBus, and conducted affordable housing and other Fifth Third Bank Empower U® workshops.

WELLNESS

Fifth Third is deeply committed to the wellness—both physical and financial—of its team members. Fifth Third has taken a number of positive steps over the last several years to encourage physical wellness, including the implementation of **Go365**, a program administered by Humana and formerly known as HumanaVitality, which offers financial and other rewards for making healthy lifestyle choices.

In 2016, Fifth Third expanded medical coverage for weight loss surgery, infertility treatments, autism referral programs and gender transition. Fifth Third also worked to develop an expanded parental leave program for Fifth Third employee parents. The expanded program is for mothers and fathers, both biological and adoptive, and new employees are eligible for the program after just 31 days after employment.

Bank Benefits Change Life of One Team Member

In January 2015, Brandy, a Private Banking senior client service associate, made a decision that changed her life. She resolved to get healthy and used the launch of Fifth Third's myWellness program to get started. After winning a Go365 (formerly HumanaVitality) contest, Brandy took a trip of a lifetime to California to learn how to eat right, exercise and change her mindset. It was a great experience, but just the beginning of her wellness journey.

"The reason I entered the contest was because my husband and I wanted to start a family. I wanted to qualify for a program at a fertility center after we had exhausted all of our local options."

The fertility center offered Brandy and her husband, Russell, the opportunity to try in vitro fertilization—the last option available for the couple—if Brandy met the requirements. The program would give Brandy three tries to get pregnant, and if it was unsuccessful, she would get back the money she paid for the program.

"In vitro is an expensive option, so this was the program that made the most sense for us, but I still didn't qualify," Brandy said. "Then Fifth Third helped again."

In 2016, Fifth Third's benefits programs expanded coverage to include fertility treatments. Because of this change, Brandy was able to get started on her tests and procedures to prepare for in vitro cycles.

"After years of struggling and trying everything shy of in vitro, we got pregnant without it!" Brandy said. "Our entire lifestyle had changed to be focused on health, and it made a difference. While the fertility center assisted us through the testing and procedures, we did not have to start in vitro and got pregnant on our very first attempt with this fertility center. We would never have even started working with them if Fifth Third hadn't started covering infertility treatments."

Brandy has made sure she's making the most of all the Total Rewards programs offered to employees. She has enrolled as an early adopter in the Fifth Third Maternity Concierge program to help keep her life in balance with a new baby. In 2016, she and her husband



"I am just so grateful to Fifth Third for everything," said Brandy. "It's clear that Fifth Third has its employees' best interests at heart—not just those that help make us better employees, but those that enrich our personal lives."

took a financial wellness program offered by the Company to start saving more for their future. And, last summer, Brandy started taking advantage of the tuition reimbursement and Fifth Third's relationship with Western Governors University to finish her bachelor's degree.

"I'm so thankful I started working for this Company, and I hope others realize everything that is offered to us, because it is life-changing," said Brandy. "I've worked here for three short years, and here I am, healthier, earning my bachelor's degree and a mom for the first time, all thanks to Fifth Third."

Brandy, Private Banking senior client service associate, and her husband, Russell.

The program, which will launch in 2017, is expected to make four weeks of paid bonding leave available to new employee parents. For birth moms, this means additional paid time away as Fifth Third already provides a Company-paid leave benefit. For non-birthing parents, this new benefit would provide important paid time away without the need to use sick and vacation time.

In addition to additional paid time away, Fifth Third is supporting mothers in an innovative way with the Fifth Third Maternity Concierge program. This firstof-its-kind offering was designed specifically for our employees and will focus on providing assistance for the unique challenges during pregnancy, from birth up to the child's first birthday, and especially upon a mother's return to work. This assistance may include researching child care options and scheduling visits, ordering breast pumps and facilitating meal deliveries during maternity leave, along with many other helpful tasks that enable new or expectant moms to make the most of their time—at work and at home. These programs were developed in response to employees' family needs, and to demonstrate the Company's level of commitment to facilitating work-life integration.

Fifth Third also is committed to financial wellness for its employees. Fifth Third is a leader in delivering financial empowerment programs in the communities it serves, and the same commitment applies to its team members. Fifth Third has offered specialty financial programs for its employees for many years, and in 2016, did an extensive search for a new partner for the delivery of financial education to employees.

INCLUSION & DIVERSITY

Fifth Third Bank believes that inclusion and diversity are essential to living its Core Values; serving its customers; delivering financial performance; and being recognized as a leader in building an engaging workplace, a strong supplier base and vibrant communities.

Fifth Third also is committed to talent diversity at every level of the Company, from its Board of Directors, to its Enterprise Leadership Committee, to the 18,000+ employees throughout its markets.



The Fifth Third Compass provides the strategic direction team members need to serve the Company's customers and accomplish its objectives. The Compass represents who Fifth Third is, what the Company believes, and how it defines success when guided by Fifth Third's NorthStar strategy.

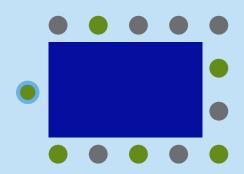
The Why: Fifth Third's Vision is to be the One Bank people most value and trust. It sits at the top of the Compass and points to the north. It is colored in green.

The How: Fifth Third's Core Values direct how the Company acts and interacts with others. Integrity, Respect & Inclusion, Accountability and Collaboration are highlighted in light blue.

The What: Actions drive Fifth Third's business and inform its decision making. The Company's commitment to community, its will to offer innovative products and services, focus on operational excellence and dedication to proactive risk management are the four key elements. These priorities are dark blue.

Keep the customer at the center: The customer is at the center of the Compass, and at the center of Fifth Third's universe. A heart image further conveys the way Fifth Third feels about its customers.

FIFTH THIRD BOARD OF DIRECTORS **DIVERSITY, 2016**



= Female and/or person of color, 46.2%

= Male and white, 53.8%

= Board chair

FIFTH THIRD EMPLOYEE & BOARD DIVERSITY, 2016¹

	Women	Persons of Color
Board of Directors	30.8%	23.1%
Exec/Sr. Managers	23.3%	8.2%
First/Mid. Managers	49.9%	16.2%
Professionals	51.3%	16.0%
All Others ²	70.0%	29.4%
Total	60.6%	23.1%

¹Source: December 31, 2016, employee data produced in a manner consistent with EEO-1 reporting with aggregation across EEO-1 ethnicity categories.

²"All others" is a combination of the following EEO-1 job categories: sales workers and administrative support.

Further, the Company is committed to full disclosure to publishing Fifth Third's inclusion and diversity practices and demographic data on an annual basis via this CSR Report. Fifth Third will disclose information that demonstrates its commitment to inclusion and diversity, as both are critical components of Fifth Third's strategy.

The Company is proud of its efforts and recognizes that it still has work to do to ensure its workforce representation matches the supply of skilled talent available for current roles. Fifth Third is determined to focus on progression so that every employee feels valued, respected and understood.

WOMEN IN LEADERSHIP

Fifth Third operates the Women in Leadership (WIL) program, an integrated development experience that is targeted to high-performing senior female leaders who Fifth Third believes can have more impact and influence on the success of the Company. The program is focused on accelerating their readiness to lead at the next level and, ultimately, in the C suite. Participants are challenged to look inward, outward and forward to leverage their leadership capabilities through skill building, experiential learning and exposure to enhance the achievement of business outcomes.

The areas of focus for the WIL program include:

- · Leading authentically, through increased selfawareness and understanding of unique talents, strengths and challenges.
- Gaining clarity on others' perceptions of their leadership capabilities vs. self-perception.

"I gained so much selfconfidence going through this program. I realized that it is a matter of making up my mind about what I want to do and seeing it through, not leaving my destiny in someone else's hands. This program gave me the confidence and the platform to reach higher."



—Beena Mathew, Retail group manager, senior vice president and WIL participant



Fifth Third Project SEARCH Grad Teddy Kremer **Extols Benefits of ABLE Accounts**

Fifth Third Bank supports Ohio's new STABLE* Accounts, which allow people with disabilities to save for the future without losing their benefits. Under the new federal ABLE Act, people with disabilities and their families can set aside up to \$14,000 a year without affecting their eligibility for Supplemental Security Income, Medicaid or other government programs.

"You want to raise your child to be independent, to work and to do as much as they can," said Dave Kremer of Cincinnati, whose 33-year-old son Teddy has Down syndrome. "The ABLE accounts help encourage that for families of a person with a disability. Before ABLE, some families discouraged a person with a disability from working because they didn't want them to lose their benefits."

Teddy works part-time in the mailroom for Fifth Third Bank and part-time in guest relations for the Cincinnati Reds. He is a graduate of the Project **SEARCH program at Fifth Third in Cincinnati.** In 2016, he participated in a video that explained the value of ABLE accounts.

The ABLE account, which stands for Achieving a Better Life Experience, is loosely modeled after the popular 529 state-sponsored college savings accounts. Ohio was the first state to launch an ABLE account, with its version called STABLE Accounts. STABLE Accounts, administered by Ohio Treasurer Josh Mandel's office, stands for State Treasury Achieving a Better Life Experience. States offer their own versions of ABLE

accounts, with different options for investments, managing the accounts, fund limits and other variables.

"This will help me save money for my future," Teddy said. "So I can save and one day I can go to live with my brother."

"A big worry for parents of children with a disability is who will help care for them when we are gone," Cheryl Kremer said. "ABLE accounts help us plan for Teddy's future beyond us."

ABLE accounts can help lift people with disabilities out of poverty, said Stuart Spielman, senior policy advisor and counsel for the national group Autism Speaks. According to the U.S. Census, almost 30 percent of Americans ages 15 to 64 with severe disabilities live in poverty, compared to 14 percent of Americans without disabilities.

"ABLE accounts will help ensure that financial planning is not just for people without disabilities," Spielman said. "For many people, tools like trusts are not within reach because they don't have a lot to invest, or they are just too complicated. ABLE was created to be accessible, and simpler than other financial products."

Spielman, who has an adult son with autism, has advocated for laws that would allow a product like ABLE. Now he urges families to explore ABLE accounts among their financial options. Congress approved the Achieving a Better Life Experience legislation in 2014, making the STABLE Account and other such programs possible. Since then, 46 states have passed state legislation to implement such a program.

^{*}STABLE is a product of the State of Ohio, **stableaccount.com**.



Members of Fifth Third's I BGT BRG in North Carolina marched in the Pride Parade in 2016. This photo of Fifth Third team members was featured in the Charlotte Observer newspaper. In addition to marching, the BRG wrote the names and ages of the 49 Orlando shooting victims on letters, so that they could literally carry their memory along with them as they marched. After the parade, the group sent their letters to fellow team members in Orlando to encourage them and their local community, who were still recovering from the tragedy.

- Developing behaviors that align with and support their professional leadership brand.
- Projecting a powerful executive presence.
- · Leveraging strategic relationships to enhance leadership effectiveness.
- Building a strong, broad internal support network.

PROJECT SEARCH



Fifth Third's commitment to inclusion is evidenced by its years-long leadership with Project SEARCH, a schoolto-work transition

program for people with physical or developmental disabilities. Fifth Third provides interns with three rotational opportunities throughout the Company to build marketable and transferrable work skills. The goal of Project SEARCH is competitive employment at the end of the program, either at Fifth Third Bank or in the community. It is a public-private collaboration operated out of Cincinnati Children's Hospital Medical Center.

For 12 years, Fifth Third has operated three programs, two in Cincinnati, Ohio, and one in Grand Rapids, Michigan. Over that time, Fifth Third has trained 236 individuals, and is proud to have 30 of those individuals as employees of the Company. The placement rate for all Project SEARCH interns since 2005 is 73 percent.

Fifth Third goes a step farther each year by collaborating with the College Leadership Program to host the Tee Off for Project SEARCH golf outing, the proceeds of which go to replicating the program throughout the country and sponsoring the Project SEARCH national conference. Over the past 11 years, Fifth Third has raised over \$1.1 million for the program.

HUMAN RIGHTS CAMPAIGN



For the second consecutive year, Fifth Third Bank has been awarded a score of 100 percent on the **Corporate Equality** Index (CEI), a national benchmarking survey

and report on corporate policies and practices related to LGBT workplace equality, administered by the Human Rights Campaign (HRC) Foundation. Fifth Third joins the ranks of 517 major U.S. businesses which also earned top marks this year. This recognition is evidence of Fifth Third's commitment to inclusion and diversity and earned the Company the designation as a Best Place to Work for LGBT Equality. Executive Vice President and Chief Administrative Officer Teresa Tanner accepted the 2016 HRC Corporate Equality Award in Cincinnati in recognition of Fifth Third's exceptional commitment to equality through inclusive corporate policies and practices that embrace the power of diversity.

Increasing Inclusion & Diversity

Fifth Third Bank's Business Resource Groups (BRGs) are constituencies of employees and allies, focused on employee development, community involvement and business excellence. The BRGs foster employee engagement and are evidence of the Company's Core Values, particularly the Core Value of Respect and Inclusion. The Bank encourages all employees to share their voices, talents, perspectives and creative thinking through its BRGs.



AFRICAN AMERICAN
Business Resource Group



ASIAN & PACIFIC ISLANDER
Business Resource Group



INDIVIDUALS with DISABILITIES
Business Resource Group



LATINO
Business Resource Group



LGBT Business Resource Group



MILITARY Business Resource Group



WOMEN'S
Business Resource Group



YOUNG PROFESSIONALS
Business Resource Group



Doing Our Part to Protect Our

Planet

Fifth Third increased its commitment to the environment in ways big and small in 2016.

Fifth Third launched a significant LED lighting retrofit program, commenced implementation of the new OurWorkplace open office standard and made organizational changes that will help accelerate progress in the years ahead. From changes such as the launch of a new Enterprise Workplace Services department and naming the Company's first chief corporate social responsibility and reputation officer, Fifth Third is looking to drive sustainability into its corporate culture, increase employee engagement and create value for the customers and the communities it serves.

ENERGY USE, GREENHOUSE GAS EMISSIONS, & CLIMATE CHANGE

As a large owner and operator of facilities, Fifth Third views improving energy efficiency as a tool to reduce costs, energy use and environmental impacts. Early in 2016, Fifth Third's headquarters office in Grand Rapids, Michigan, was recognized as the second-most improved office building in the Battle of the Buildings contest run by the U.S. Green Building Council's Western Michigan Chapter. Due to a systematic focus on re-commissioning existing HVAC systems and controls and better using the office space, Fifth Third reduced energy use by 15 percent with limited capital investments.



The Fifth Third 200 Monroe Building was recognized by the U.S. Green Building Council's West Michigan Chapter as the second-most improved office building in its 2016 Battle of the Buildings.

SUSTAINABILITY BY THE NUMBERS

\$4V LED LIGHTING RETROFIT **INVESTMENT**

KILOWATT-HOUR **REDUCTION IN ENERGY USE**

13,950 **METRIC TON REDUCTION IN** CO. EMMISSION

DIVERSION OF MADISONVILLE CAMPUS WASTE

Fifth Third's energy efficiency efforts also included completing a multi-year HVAC and controls project at its largest headquarters building in Cincinnati. The Company also completed a pilot project focused on LED lighting in January and used that experience to scale up rapidly and launch a \$4 million LED lighting retrofit project at more than 100 locations.

As a result of these efforts and other factors, in 2016, electricity consumption at facilities where Fifth Third receives an energy bill was reduced by 18 million kilowatt-hours (10 percent) relative to a baseline year of 2014. These facilities also reduced natural gas consumption by 87,000 British thermal units (29 percent) relative to 2014. Based on average emissions factors for electric power and natural gas in the United States, these energy savings correspond to a reduction in 2016 carbon dioxide equivalent emissions of 13,950 metric tons (13 percent) relative to 2014.

In 2016, Fifth Third again committed to corporate transparency through the Carbon Disclosure Project (CDP). For the fourth year in a row, Fifth Third had its Scope 1, Scope 2 and some components of its Scope 3 greenhouse gas emissions independently verified to ensure the integrity of its data collection process and calculations. The verification, along with Fifth Third's written submission, led the Company to receive a 2016 CDP score of "C" under the CDP's new scoring system. With the launch of Fifth Third's Corporate Responsibility and Reputation division, the Company will continue to monitor climate change-related developments and improve its ability to raise awareness and proactively manage the risks and opportunities related to climate change.

RENEWABLE ENERGY

Fifth Third supports renewable energy in two distinct ways. First, as a consumer of energy, the Company purchased 65 million kilowatt-hours of renewable energy certificates (RECs) in 2016. Equivalent to 30 percent of Fifth Third's projected electricity consumption at owned and leased facilities, the RECs were from the Hereford Wind Project in Deaf Smith County, Texas. This purchase led the U.S. Environmental Protection Agency (EPA) to recognize Fifth Third Bank as a Green Power Partner and a



Fifth Third Finances Solar Photovoltaic **Projects**

In December 2016, Fifth Third financing helped bring two new solar photovoltaic projects representing 13 megawatts (MW) of solar power online in Hertford County, North Carolina. These projects are part of a larger relationship between Fifth Third and Ecoplexus Inc., a San Franciscobased renewable energy project developer. Since 2014, Fifth Third has provided Ecoplexus with construction and/or term debt for 87 MW of solar power projects. Each year, these projects generate electricity equivalent to the energy used by more than 10,000 average North Carolina homes.

Ed Campaniello, vice president of finance for Ecoplexus, said, "We appreciate Fifth Third's commitment to supporting our company's growth as we provide customers with an affordable and reliable source of electricity that has no air pollution, no greenhouse gas emissions and avoids many of the environmental risks associated with other fuel types."

Fifth Third Bank provided construction financing for the 6.5 Megawatt Baker solar photovoltaic project in Hertford County, North Carolina. The project was developed by Ecoplexus and will provide electricity equivalent to the needs of roughly 700 North Carolina homes.



member of EPA's Green Power Leadership Club. Fifth Third was also ranked as the 25th largest purchaser of

green power in the EPA's October 2016 Fortune 500® Partners List. Second, as a bank, Fifth Third is proud to finance renewable energy projects like those developed by Exoplexus Inc.

GREEN BUILDING, WELLNESS, & OURWORKPLACE

Two new Fifth Third financial centers earned the U.S. Green Building Council's (USGBC) Leadership in Energy and Environmental Design (LEED) recognition in 2016, including the Montgomery financial center in Cincinnati that earned LEED Silver. This project showcased not only a new design for Fifth Third financial centers, but also helped demonstrate that sustainability can be incorporated into all new branches. Fifth Third now operates 28 LEED-certified financial centers.

Fifth Third also is developing a new standard for its corporate office space to drive inclusion, collaboration, flexibility and efficiency. Known as OurWorkplace, this standard will increasingly integrate environmental sustainability and wellness as it is developed. In 2016, two new floors were opened that are helping test and improve upon the standard. Green building, sustainability and wellness features included in the new space include access to daylight and views, enhanced recycling infrastructure, flexible workspaces, dual monitors to reduce printing, sit/stand and treadmill desks and amenities that encourage employees to drink filtered water and use reusable glasses and mugs.

Photos, Right: The Montgomery Financial Center in Montgomery, Ohio, earned LEED Silver recognition for incorporating energy efficiency and environmental sustainability into its design.

In 2016, Fifth Third opened two floors using its new OurWorkplace standard. OurWorkplace provides access to daylight and views, flexible workplaces and amenites that encourage collaboration, wellness and recycling.





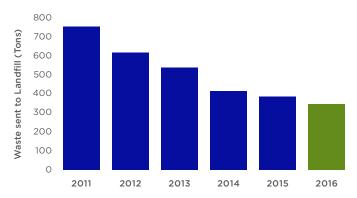
Fifth Third Completes \$4 Million LED **Lighting Retrofit Program**

In October 2016, Fifth Third and HP Energy—a minority-owned energy efficiency financing, project development and project management firm—announced a \$4 million LED lighting retrofit program. The program replaced 90,000 light bulbs at 136 Fifth Third facilities in four states, including five of its largest headquarters facilities in Cincinnati. The upgrades will reduce lightingrelated energy use by 50 percent; energy costs by \$650,000 per year; and greenhouse gas emissions by 2.7 percent while also providing a better working environment for employees and reducing maintenance expenses. This project was made possible by a successful pilot project in Florida as well as harmonized rebates offered by Duke Energy in the states of Ohio, Kentucky, Indiana and North Carolina. Steven Hightower, co-founder, chairman and president of HP Energy, said, "Through our direct-to-manufacturer sourcing, we were able to provide Fifth Third with the latest generation of LED lighting technology, including the industry's first 12-watt LED light bulb. We also helped Fifth Third obtain an industryleading 10-year manufacturer's warranty and acted as its strategic advisor by developing an implementation strategy that would provide the greatest savings."

WASTE REDUCTION & RECYCLING

As part of OurWorkplace, Fifth Third introduced a "Recycling 2.0" model that uses centralized recycling stations. By making employees responsible for recycling their own materials, the Company makes them conscious of their waste and facilitates diversion into recyclable streams. Fifth Third's Madisonville campus in Cincinnati continues to reduce the quantity of waste sent to the landfill each year. The campus' secure shred program, recycling initiatives and compost program diverted 88 percent of its waste from the landfill in 2016.

FIFTH THIRD MADISONVILLE LANDFILL **SHIPMENTS, 2011-2016**



ADVANCING SUSTAINABILITY

Fifth Third supports sustainability organizations. As a founding member of the Greater Cincinnati Green Business Council, the Company promotes the sharing of best practices throughout the region. Fifth Third also supports Green Umbrella®, the regional sustainability alliance for Greater Cincinnati, and sponsored its Midwest Regional Sustainability Summit, where entrepreneur and visionary Paul Hawken delivered the keynote. Through its work with these organizations, Fifth



Fifth Third sponsored Green Umbrella's Midwest Regional Sustainability Summit featuring keynote speaker, Paul Hawken.

Third believes it is enabling communities to better innovate, improve the environment and boost quality of life that benefits all.

Fifth Third's commitment to good citizenship is tangible. It is defined, articulated and communicated in the pages of this report to help hold Fifth Third accountable to the people and communities it serves.

Fifth Third is pleased to have worked so closely, and with so many across the footprint and the nation, to live the commitment to strong corporate citizenship. The \$30 billion community development plan announced in 2016 is a prime example of what can be accomplished through this kind of public-private collaboration for the common good. It is what citizenship is all about.

It's also what building a better kind of company is all about...the kind that fundamentally improves the lives of customers and the well-being of communities.



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