



Corporate Profile

2015 STATISTICS

\$141B
IN ASSETS

OPERATES
1,254
FULL-SERVICE
BANKING
CENTERS

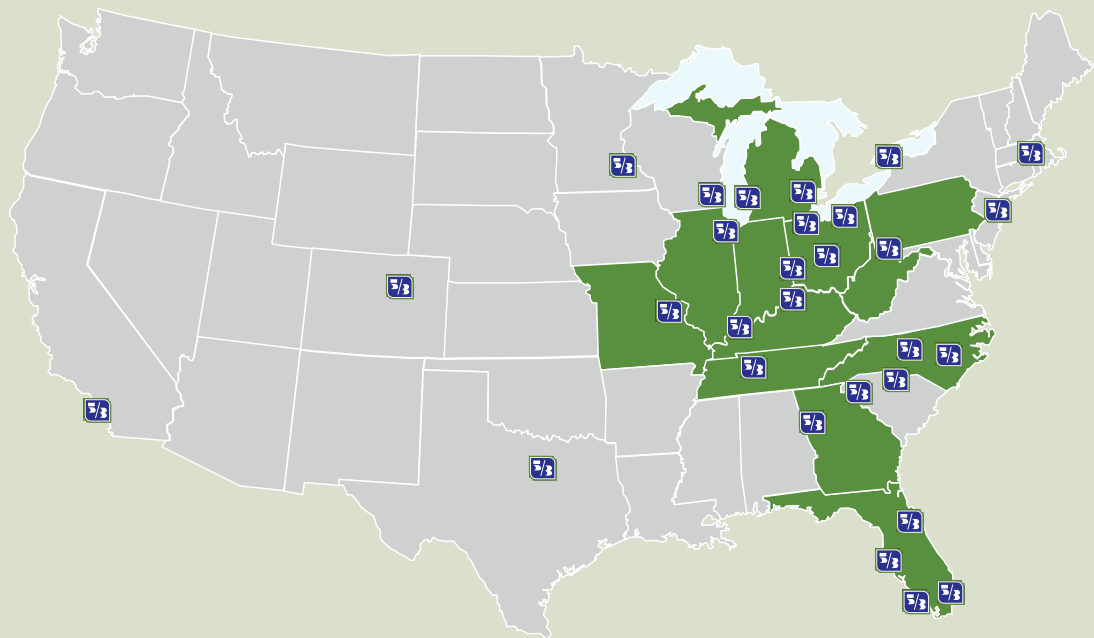
95
BANK MART®
LOCATIONS

2,593
ATMs
OH, KY, IN, MI, IL,
FL, TN, WV, PA, MO,
GA, NC

31
CORPORATE
OFFICE
LOCATIONS



ESTABLISHED IN
1858

Fifth Third Bancorp, established in 1858, is a diversified financial services company headquartered in Cincinnati, Ohio.



 Corporate Office Locations (London and Toronto offices not shown)

 Fifth Third Bank Regional Footprint as of Dec. 31, 2015

Fifth Third operates four main businesses: **Commercial Banking, Branch Banking, Consumer Lending, and Investment Advisors.** Fifth Third also has an 18.3% interest in Vantiv Holding, LLC. Fifth Third is among the largest money managers in the Midwest and, as of Dec. 31, 2015, had \$297 billion in assets under care, of which it managed \$26 billion for individuals, corporations and not-for-profit organizations. Member FDIC.  Equal Housing Lender. 



A Message To Our Shareholders



Greg D. Carmichael
President and Chief Executive Officer

Dear Fifth Third Shareholders,

It is my great pleasure to address you as chief executive officer of Fifth Third Bancorp. I am honored by the Board's appointment to this post and I look forward to helping our Company deliver new solutions that will continue to raise the bar on the services we provide as a trusted advisor to our retail and commercial customers.

Before turning to the highlights and challenges of 2015, and on behalf of everyone at Fifth Third, **I want to thank Kevin Kabat for his 33 years of strong and steady leadership.** Having served as CEO for more than eight of those years, Kevin deftly guided Fifth Third through the financial crisis with a steadfast commitment to deliver shareholder value and support the communities we serve. I want to thank him for his guidance, his support and his friendship.

2015 was a transformative year for Fifth Third; a year in which we took bold steps to better navigate, manage and anticipate industry change as well as risk, and a year in which we redoubled our efforts to keep the customer at the center of everything we do.

The second half of the year was especially active as **we worked to position Fifth Third for sustainable success through every economic cycle.** For example, we welcomed several top-caliber executives who are already contributing to our talented leadership team. We chose to exit two of our retail markets to improve efficiency and competitiveness. And we resolved a number of long-standing regulatory matters, allowing us to take a strong step forward on the road ahead.

Given the grounding early in my career in technology and operations, you will not be surprised to hear that this road will include significant technological milestones as well as a focus on process improvements, customer service and regulatory excellence. **We are firmly committed to growing our businesses profitably and responsibly.**

2015 Performance

Our progress in 2015 across our businesses and markets provides a good start. Net income available to common shareholders was \$1.6 billion and earnings per diluted share were \$2.01. The results reflect a solid performance across each of our business lines, highlighted by revenue growth in mortgage banking, payments processing and wealth management. This contributed to a return on average assets of 1.2 percent, which is an increase from 2014 and higher than the average of our commercial bank peers.

Return on average tangible common equity¹ of 13.5 percent was a 130-basis-point increase from 2014. Loan and lease balances grew by more than \$2 billion in 2015, as our continued focus on the commercial and industrial space remained strong. The growth in our commercial business was complemented by customer deposits, which increased by over \$5 billion. We continued to recognize significant value from our position in Vantiv and, as a result, generated over \$500 million of after-tax cash proceeds after liquidating a portion of our position.

¹ Non-GAAP measure. For further information, see the Non-GAAP Financial Measures section of MD&A.



Expenses were up in 2015 as we invested in our commitment to digitize our business and regulatory excellence. However, we improved our efficiency ratio by carefully managing the relationship between revenue and expenses. Line of business performance also improved. Mortgage banking revenue grew 12 percent due to more than \$8 billion in originations. Wealth management revenue grew 3 percent as asset management and securities and brokerage fees grew 3 and 4 percent, respectively. Payment processing revenue increased 2 percent as we issued more credit cards to meet customer needs and grew our client base. We also continued to return capital to shareholders through a 2 percent dividend increase and the repurchase of over 42 million shares of common stock.

Driving Consistently Strong Results

In a world of higher and higher expectations—in terms of service, efficiency, results and returns—our own expectation for Fifth Third is to deliver a consistently strong performance throughout the cycle. To meet that expectation, we have added and enhanced talent and ramped up the level of accountability at all levels of the Company.

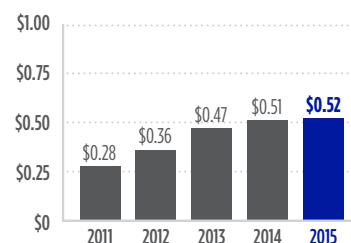
Our commitment to growing our businesses will be calibrated and measured, with a focus on profitability, lower volatility and risk management. Resources will be allocated strategically and carefully managed. Additionally, we will seek relationships with the right risk/return profiles. This includes avoiding an over-reliance on credit income and building out more fee-driven relationships, specifically showcasing our suite of products across our consumer and core middle-market sectors.

The substantial investments we have made in people, products and services are already moving us toward a better mix of fee and credit income. By focusing on having a greater proportion of our revenue driven by fee-based products and services, we are supporting our goal to operate with lower volatility. We have also worked to reshape our business mix, again to manage the volatility inherent in certain, more cyclical industries. We regularly consider opportunities that could be additive to our existing businesses or could expand our existing lineup.

We are very pleased to have assembled a leadership team that brings together significant experience from within the industry and from companies that have served the industry. New additions include **Lars Anderson**, a seasoned commercial banker with a 30-year record of success at other large regional banks. Since the day he joined us as chief operating officer last August, Lars has modeled the high level of work ethic and performance that is necessary for us to win.

Tim Spence came to Fifth Third in September from Oliver Wyman, where he was a partner in the regional banking practice. As our new chief strategy officer, Tim brings along substantial knowledge about our Company, our industry and the competitive landscape. Chief Legal Officer **Heather Russell Koenig**, who also joined in September, has deep experience with regulatory affairs at several other large financial institutions. In addition to these great executives, **we also have added senior talent in sales, credit and risk management over the last 18 months.** These leaders, along with the highly capable and engaged individuals all across our Company, have the skill and energy to execute on our vision.

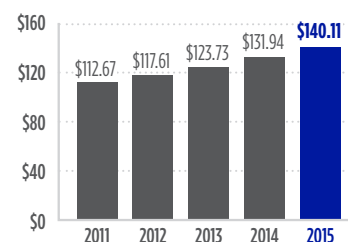
Common Dividend Per Share



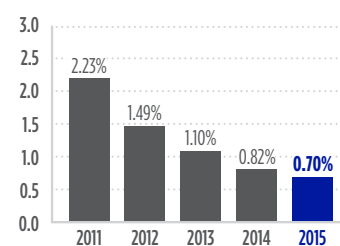
Book Value Per Share



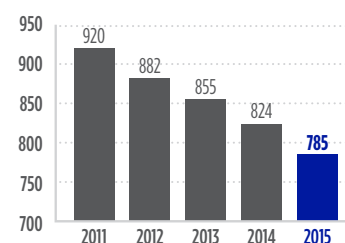
Average Assets (\$B)



NPA Ratio



Common Shares Outstanding



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Our commitment to growing our businesses will be calibrated & measured, with a focus on profitability, lower volatility and risk management.
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Dealing Effectively with Uncertainty

Along with investing to grow and drive efficiencies in our core businesses, we are also mindful of the challenges of operating through different economic cycles to protect the value of the business. As you may know, interest rates have recently dominated discussion around bank earnings, and we continue to perform well in the current low interest rate environment. Our balance sheet is positioned very well and reflects our expectations for slowly rising interest rates, as our securities portfolio is structured with lower exposures to prepayments and re-pricing.

At the same time, however, we have also maintained the flexibility to adapt to an even lower rate environment in the event that the Fed takes a slower-than-expected approach. We believe this strategy will be pivotal to supporting a stable earnings stream in a continually uncertain rate environment.

In any environment, the keys to our future are steadfast: keep the customer at the center, operate with excellence, proactively manage risk and foster engagement among our teams.

Achieving Excellence in Risk Management and Operations

While we are constantly looking ahead, we are also focused on day-to-day operational excellence while managing the risks that are inherent in the business of banking. As I mentioned earlier, we settled a few significant regulatory matters in 2015 and we were pleased to put these matters behind us. We are focused on ensuring that we meet or exceed our regulatory and compliance targets to avoid regulatory enforcement actions in the future.

As the Dodd-Frank Act and other banking regulations take effect, we are gaining more clarity around the types of regulatory and compliance expectations we will be required to meet in the coming years. We have made the necessary investments to continue to meet these expectations and ensure that our risk management culture will be a competitive advantage going forward.

Our commitment to risk management is not just about the back office, or narrowly focused in support of regulatory and compliance areas. Our commitment is also a big driver of how we think about customer satisfaction as we strive to achieve service excellence. **When we deliver on our operational duties, risks are mitigated, and both our customers and our Company win.**

This means that whether a customer is standing in front of us or banking online, at the ATM or on the phone, he or she should have a great experience with Fifth Third. We need to make sure we do all we can, every time, to deliver from an operational standpoint. This will mitigate risk to the customer and to us, all while ensuring that every customer has a great overall experience at Fifth Third. Ultimately, we are proving to our customers that they can and should trust us to provide high-quality and highly efficient services that connect them with their goals.

Keeping Customers at the Center

Doing the right thing, the right way, is a core principle of our Company. We want to be the One Bank people most value and trust. To achieve this, we will remain focused on understanding and meeting customer needs; being clear and transparent; and delivering solutions when, and how they want to bank. We will look at processes through the lens of the customer and work to continually meet and exceed expectations. **We know that by putting the customer at the center of everything we do, we will continue to create shareholder value.**

With the right foundation in place, we are firmly focused on growing direct, profitable relationships with our customers. Being a trusted advisor and taking care of our customers are vital to creating value for our franchise, and will require us to increase the pace of play across each of our businesses.

In the Consumer Bank, investments in technology and efforts to develop and improve digital channels are essential to building these relationships. Customer demographics are changing, and by any measure, it's clear that their comfort level with digital channels is growing. Digital channel experiences are generally more highly rated than traditional service channels and online services in retail and other categories are increasing expectations for access, transparency and speed.

Digital channels are integral to the way people shop for, apply for and use financial services and we are already using these tools to increase the number of customer touch points. This places a higher focus on customer-facing actions while helping to develop a consultative sales process in which we are the trusted advisor to our consumer customers.

Late last year, we rolled out a new website with an enhanced look and feel to improve the customer experience, which is the most important factor in the ultimate success of digital deployment. As the frequency of digital contact is growing relative to physical contact, our investments have been increasingly moving to ensure and improve the quality of the experience. This also has led us to more effective management of our brick and mortar branch network. These strategies will improve customer experience and take risks out of processes,



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*We will look at processes through the lens of the customer and work to **continually meet and exceed expectations.***

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all while allowing us to deliver services and solutions to our customers safely and efficiently through the channels they most prefer.

In the Commercial Bank, we are targeting high-value customers with the right risk/reward balance. We have enhanced the capabilities available to our relationship managers so that they have the necessary tools to be assets to their customers, especially on the go. It is important that we monitor and consult on significant macroeconomic trends to help benefit commercial clients in a dynamic rate environment. By offering fast, seamless, convenient and flexible solutions,

we will earn respect from our customers by promoting trust and integrity as the valuable advantages to doing business with Fifth Third.

In the wealth management business, our investments in mobile enhancements and our convenient Life360 tool will connect our customers and advisors to more information faster, which will improve the quality of relationships. Our specific focus on intergenerational wealth transfer will help build long-term relationships driven by the value Fifth Third provides as a trusted advisor.

Over the last several years, we have also continued to grow our **Payments and Commerce Solutions business**, and I am enthused about the opportunities we have in this space. We are bringing value-added services to customers faster than the competition and are focused on this competitive advantage going forward. Through emerging products in mobile payments, digital sales and consulting tools, we continue to drive customer-centric innovations.

Overall, we are using technology to enhance our ability to be nimble and opportunistic in all aspects of our Company. While we will continue to have an intense focus on expenses in 2016, we have invested wisely in the digital space. Technology is transforming our industry through its impact on day-to-day operations, its success in widening the delivery channels for products and services, and the value that data analytics provides. Our digital investments will set the stage for ongoing outperformance through all economic cycles.

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Digital channels are integral to the way people shop for, apply for and use financial services and we are already using these tools to increase the number of customer touch points.

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Improving the Lives of Customers and the Well-being of Communities

Fifth Third is committed to improving the lives of customers and the well-being of our communities. This commitment shows in our products, services and relationships, and it also shows in the way we step up and step together to positively impact the places where we live and work.

This long legacy of caring, which has been a hallmark of our Company, continued in 2015. Last August, for example, we announced that Fifth Third's headquarters and Cincinnati region had held the most successful **United Way campaign** to date, raising more than \$3 million from employee contributions alone. We provided roughly 800,000 meals to the hungry through **Fifth Third Day** celebrations in 2015 (5/3 on the calendar).

In June, **we received the prestigious Community Service Award from the Illinois Bankers Association (IBA)** for our many efforts to help the communities we serve, especially through our **"Honoring Our Veterans" campaign**. This campaign included providing veterans and military families with college scholarships, care packages, house remodeling, free pet adoptions, job coaching assistance and training for support dogs. It culminated on Veterans Day, when more than 200 veterans received either jobs or solid job leads at our **first-of-its-kind "Hiring Fair" for veterans**.

Additionally, since our collaboration with **Stand Up To Cancer (SU2C)** began in 2013, Fifth Third has raised \$6 million by providing opportunities for customers and community members to help in the fight against this disease by donating to SU2C's innovative research programs.

We could not have this kind of community impact, nor could we deliver the financial products and services that improve the lives of individual and families, without the dedication of our more than 18,000 employees. **Our employees are the face of Fifth Third. They also are the hands that put their neighbors in homes; help businesses launch, expand and operate; put kids through college and send workers to a secure retirement.** I am proud to be part of this industry, this Company and this team. I look forward to the future with confidence, optimism and great faith that Fifth Third will continue to make a positive difference in the lives of customers, communities, employees and shareholders.

Sincerely,

Greg D. Carmichael

President and Chief Executive Officer



I look forward to the future with confidence, optimism & great faith that Fifth Third will continue to make a positive difference in the lives of customers, communities, employees and shareholders.



2015 Financial Review

2015 HIGHLIGHTS

Full-year net income available to common shareholders

INCREASED
16%

Average loans & leases

INCREASED TO
\$93.3B

Average securities

INCREASED
\$5.2B

Average transaction deposits

INCREASED
6%

At year-end, our LCR was

116%
exceeding Federal requirements

Noninterest income

INCREASED
21%

Full-year 2015 net income available to common shareholders of \$1.6 billion increased 16 percent from 2014. Earnings per diluted common share of \$2.01 increased 21 percent.

Results for both years included the benefit to earnings related to our holding in Vantiv. **In 2015, after-tax Vantiv net gains were approximately \$519 million (approximately \$0.64 per share),** compared with net gains of \$148 million (approximately \$0.17 per share) in 2014. We reduced our direct ownership stake and realized significant gains, and our remaining interest in Vantiv will continue to be a source of significant future returns.

Our balance sheet is strong as we maintained our disciplined approach to lending and focused on areas that we believe have a compelling risk/return profile. **Average loans and leases increased to \$93.3 billion,** with a majority of the growth in commercial and industrial and commercial construction loans. **Average securities increased \$5.2 billion** as we worked toward an optimal mix for the current and near-term rate and liquidity environment.

We also continued to grow high-value, low-cost transaction deposits in 2015, with average balances increasing 6 percent from 2014. **We view the strength of our deposit franchise to be the driving force for profitable balance sheet growth in the coming years.**

Full-year net interest income declined 1 percent as we nearly offset \$94 million dollars of revenue reduction from the changes made to our deposit advance product that went into effect on Jan. 1, 2015. Excluding that, NII was up 1 percent. At year-end, our liquidity coverage ratio (LCR) was 116 percent, which exceeds the Federal Banking Regulators' LCR requirements.

Noninterest income increased 21 percent from 2014, reflecting the higher net benefit from our investment in Vantiv, partially offset by charges associated with branch rationalization plans, and an 11 percent decline in corporate banking revenue. Otherwise, fee income results were highlighted by mortgage banking net revenue and investment advisory fees. Throughout the year, we maintained our focus on expenses, and while total noninterest expense increased 2 percent from 2014, we are driving efficiencies in our operations that are largely funding our investments in our risk and compliance infrastructure.

Credit trends reflected the benign environment and our continued focus to improve our businesses and results. Full-year net charge-offs decreased 22 percent, while nonperforming assets declined 16 percent from 2014. **Our coverage ratios remain solid at 1.37 percent of loans and 252 percent of nonperforming loans.**

Overall, we have momentum in many of our core businesses.

We believe we are taking appropriate steps to be successful today and to position ourselves for long-term success. ■



Consumer Lending

We offer **competitive rates with flexible terms** to help customers reach their goals.

2015 HIGHLIGHTS

\$656M
TOTAL REVENUE

\$21B
AVERAGE
LOANS

\$73B
MORTGAGE
SERVICING
PORTFOLIO

8,717
DEALER
INDIRECT AUTO
LENDING
NETWORK

Our Consumer Lending division offers competitive rates with flexible terms to help customers reach their goals, whether short- or long-term. **In our consumer credit card business**, we focus on acquiring and activating existing retail and small business customers to strengthen the total customer relationship. The recent creation of our Payments and Commerce Solutions division takes this strategy even further, allowing us to accelerate and deepen customer relationships.

Our auto business is another important component of Consumer Lending, and it is a business that has remained stable in size throughout 2015. There is no shortage of opportunity to generate substantial auto loan growth, given the industry volume, but we believe we are sized right to effectively manage risk and controls in this area. Fifth Third is one of the largest bank originators of indirect auto loans in the country, and we continue to value the relationships with our extensive dealer network across our 45-state indirect auto footprint.

Mortgage is the most cyclical of our businesses, and we have managed well through the most recent cycle. We have a fairly flexible

business model that can be adjusted quickly in response to the changing environment. Fifth Third is primarily an in-footprint, direct and retail lender, though we also purchase loans through a correspondent channel. We offer home loans to our existing customers and new prospects, knowing that ideally, we can provide additional products and services beyond their home loan. Mortgage often opens the door to deeper, more profitable relationships, and our One Bank approach to holistically serving the needs of customers is key to leveraging these opportunities.

Regardless of whether our credit customers come to us through card, auto, mortgage or other Consumer Lending areas, Fifth Third provides ample resources to simplify the process of obtaining a loan. We proactively work with borrowers to explore options that make sense within their current financial situation. Our commitment to demonstrate better listening, better ideas and better solutions helps earn us the trust that creates value...value that lasts well beyond the life of the loan. ■

We proactively work with borrowers to explore options that make sense within their current financial situation.



Branch Banking

*Our mobile app and re-designed website makes it **easier to bank where and when our customers prefer.***



We continue to believe a **strong Retail Bank** is critical to the future of Fifth Third.

We offer a complete suite of retail banking products and services, and our localized, high-touch service model allows us to connect with the unique and diverse areas of our footprint to create a more personal banking experience. Our branch network is fundamental to our success, as customers have indicated that convenience and branch proximity are still top factors in selecting a bank.

Our physical infrastructure complements our digital efforts. Over the last several years, we have taken significant action to re-engineer our retail operations to better meet the evolving needs of customers. As we announced in June, this work included changes to the size of our branch network. We are in the process of selling or consolidating 107 branches across our footprint. While our banking centers represent the physical manifestation of our brand in the community, our enhanced online and mobile presence is becoming an increasingly valued tool for our customers.

Customers' expectations for access, transparency and speed are quickly rising. Accordingly, we are prioritizing our investments to align with the demographic and technological changes that are reshaping these markets. The traditional lines across retail delivery channels are no longer well-defined, and our investments will continue to integrate every touch point into a universal sales, service and marketing strategy. We believe our efforts to effectively integrate digital technology in this fast-changing environment will not only improve the lives of our customers, but also will provide significant shareholder value. ■

\$2.2B
TOTAL REVENUE

\$16.4B
AVERAGE
CORE
LOANS

\$51.2B
AVERAGE
CORE
DEPOSITS

1.7M
ONLINE
BANKING
CUSTOMERS

~1.2M
MOBILE
BANKING
CUSTOMERS

2015 HIGHLIGHTS

Investment Advisors

We provide our clients with complete, powerful financial solutions from **one trusted advisor**.

2015 HIGHLIGHTS

\$546M
TOTAL REVENUE

\$2.8B
AVERAGE
LOANS

\$9.4B
AVERAGE
CORE
DEPOSITS

\$26B
ASSETS UNDER
MANAGEMENT

\$297B
ASSETS UNDER
CARE

Investment Advisors is comprised of four distinct businesses tailored to the unique needs of its customers. We put more than 100 years of experience to work to help individuals, families, businesses, and institutional clients protect, grow, and manage their wealth.

- **Fifth Third Private Bank** serves the complex financial needs of the Bank's clients with teams of professionals dedicated to helping clients achieve their financial goals.
- **Fifth Third Securities** helps individuals and families at every stage of their lives, offering retirement, investment and education planning, managed money, annuities and transactional brokerage services.
- **ClearArc Capital, Inc.** provides asset management services to institutional clients.
- **Fifth Third Institutional Services** provides consulting, investment and record-keeping services for corporations, financial institutions, foundations, endowments and not-for-profit organizations. Products include retirement plans, endowment management, planned giving and global and domestic custody services.

Our Investment Advisors business has become successful through helping clients over their lifetimes and becoming their trusted partner. Client behaviors, preferences and expectations are evolving alongside shifts in demographics. We are prioritizing our investments in recognition of these significant changes. One such investment is in digital tools to help clients better manage their personal wealth and enhance their experience with us.

By providing holistic advice, guidance and service, and focusing on the needs of our clients, Investment Advisors is poised to continue to deliver growth to Fifth Third. ■

*We put more than 100 years of experience to work to help our clients **protect, grow and manage their wealth.***



Commercial Banking

*We offer a variety of services that can **help your business succeed**—no matter your industry.*



Our commitment to **business lending** remains strong.

In the Commercial Bank, we develop relationships with business, government, and professional customers through customized financial solutions. **With our focused segmentation strategy**, we are targeting clients ranging in size from those with \$20 million in annual revenue to some of the world's largest companies. Our comprehensive and competitive offerings span from traditional lending and depository products to global cash management, foreign exchange and international trade finance, derivatives and capital markets services, asset-based lending, real estate finance, public finance, commercial leasing, and syndicated finance.

This wide range of service and experience allows us to address our clients' needs as our talented bankers become valued partners in our customers' financial success. We have seen the benefits of our strategies in stronger partnerships with our customers and in the steady growth of this business. **In 2015, our Commercial Bank produced 38 percent of Bancorp revenue** and accounted for more than half of our loan balances.

We are focused on sustaining the growth trajectory in this business by cultivating relationships that go well beyond traditional lending arrangements and that fit within

our risk appetite. We are focused on selecting high-value customers with the right risk/reward balance. Our commitment to business lending remains strong. **Our track record of success and ability to develop new capabilities sets Fifth Third apart from the competition.** We have built specialized verticals and significantly strengthened our credit underwriting by adding experienced talent in these areas as well.

We stand ready to help businesses adapt to the new economy, drive innovation and growth, and access the working capital needed to meet their goals. We are confident we have the experience and knowledge to grow this business profitably. ■

\$2.5B
TOTAL REVENUE

\$53B
AVERAGE
LOANS

\$37.2B
AVERAGE
CORE
DEPOSITS

14,000
CLIENTS

1,800
STRATEGIC
VERTICAL
CLIENTS

2015 HIGHLIGHTS

Community Giving



Our purpose is to **improve lives**, and by extension, our communities.

We are committed to serving our community by delivering signature programs that keep our customers at the center of everything we do.

Our alliance with **Stand Up to Cancer (SU2C)** hit a major milestone in 2015—the raising of \$6 million for cancer research since our collaboration began in 2013. We helped to raise the funds through our SU2C credit and debit cards, regional SU2C Nights at minor league ballparks and an innovative social media campaign, which encouraged people to share stories about how they fight cancer with the #howifight hash tag. Fifth Third donated \$1 to SU2C for each eligible post and more than 35,000 stories were shared.

The Bank also expanded its unique collaboration with national employment solutions company, **NextJob**, to help fight against unemployment in the United States. In 2015, our outreach included offering \$1,000 scholarships to recent college graduates to get career coaching from NextJob experts.

For more than 10 years, Fifth Third has worked to empower people through educational programs that equip people with the knowledge and tools they need to be financially successful. Our Fifth Third Bank **L.I.F.E. (Lives Improved through Financial Empowerment®)** programs teach budgeting, saving and planning strategies for major life events like homeownership, college funding and retirement.

The Young Banker's Club®, our L.I.F.E. program for fifth-graders, graduated more than 2,000 students in 2015. We took our sponsorship of **Dave Ramsey's Foundations in Personal Finance®** curriculum into our fifth consecutive year and into approximately 1,800 schools. More than 800,000 students have gone through the program to date. **Empower U®**, our program for adults, reached more employees within our business client base in 2015, as did our Fifth Third Financial Empowerment Mobiles, or **eBuses**, which conducted more than 200 tours in

over 100 cities. The eBuses are staffed by Bank professionals who bring credit counseling, job search assistance, foreclosure prevention and homeownership help directly into underserved and minority neighborhoods.

We expanded our **"Feeding Our Communities" initiative** in 2015 where the fundraising and volunteer efforts of our employees helped to provide more than 800,000 meals and personal care items to those in need in our local neighborhoods.

Veterans, too, continued to receive our admiration and support. We provided NextJob scholarships for veterans looking to transition from their military career into a civilian role. We invested \$220,000 with Rebuilding Together National to do 17 home rebuild projects for low-income veterans in our regional markets. We hosted job fairs, commemorative events and key sponsorships to give back and serve those who have served.

Finally, our innovative school-to-work transition program for people with disabilities, **Project SEARCH®**, continued to positively impact the lives of student interns served at our three Project SEARCH campuses. We had 30 student interns in 2015. Further, the Bank hosted its annual Tee Off for Project SEARCH golf outing and raised \$151,000. Over the past 10 years, the Bank has helped raise more than \$1 million in support of the program.

Beyond our signature programs, we also invested directly into our communities. Our 2015 corporate and employee donations to **United Way** were more than \$7.8 million. We invested over \$190 million in affordable housing, historic preservation projects through the Fifth Third Community Development Corporation. We made more than \$4 million in grants through the Fifth Third Foundation. These investments, and many others, helped to improve the lives of hundreds of thousands of people in the markets we serve. ■

Financial Highlights 2015



For the years ended Dec. 31	2015	2014	2013
<i>\$ in millions, except per share data</i>			
Earnings and Dividends			
Net income attributable to Bancorp	\$ 1,712	\$ 1,481	\$ 1,836
Common dividends declared	417	427	407
Preferred dividends declared	75	67	37
Per Common Share			
Earnings	\$ 2.03	\$ 1.68	\$ 2.05
Diluted earnings	2.01	1.66	2.02
Cash dividends	0.52	0.51	0.47
Book value per share	18.48	17.35	15.85
At Year-End			
Total Assets	\$ 141,082	\$ 138,706	\$ 130,443
Total Loans and Leases (incl. held-for-sale)	93,485	91,345	89,558
Deposits	103,205	101,712	99,275
Bancorp Shareholders' Equity	15,839	15,626	14,589
Key Ratios			
Net Interest Margin (FTE)	2.88%	3.10%	3.32%
Efficiency Ratio (FTE)	57.6%	61.1%	58.2%
Tier 1 Common Equity Ratio*	N/A	9.65%	9.45%
CET1 Ratio (Basel III Transitional)	9.82%	N/A	N/A
Tier 1 Risk-Based Capital Ratio	10.93%	10.83%	10.43%
Total Risk-Based Capital Ratio	14.13%	14.33%	14.17%
Actuals			
Common Shares Outstanding (000's)	785,080	824,047	855,306
Banking Centers	1,254	1,302	1,320
ATMs	2,593	2,638	2,586
Full-Time Equivalent Employees	18,261	18,351	19,446

* Non-GAAP measure. For further information, see the Non-GAAP Financial Measures section of MD&A.

Stock Performance	2015			2014		
	High	Low	Dividends Declared Per Share	High	Low	Dividends Declared Per Share
Fourth Quarter	\$ 21.14	\$ 18.15	\$ 0.13	\$ 20.82	\$ 17.65	\$ 0.13
Third Quarter	21.93	18.21	0.13	21.79	19.45	0.13
Second Quarter	21.90	18.63	0.13	23.41	19.82	0.13
First Quarter	20.53	17.14	0.13	23.90	20.37	0.12

Fifth Third's common stock is traded on the NASDAQ® Global Select Market under the symbol "FITB."

Fifth Third Bancorp

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