

Corporate Social Responsibility

2017 Report



What's Inside:

3 A Message from Chairman, President & CEO Greg D. Carmichael

4 Fifth Third Corporate & Economic Profile

4 2017 By the Numbers

5 Awards & Recognition

6 The Fifth Third Compass

7 A Message from Chief Administrative Officer Teresa Tanner

8 Keep the Customer at the Center

9 Improving Lives of Consumers

13 Building Better Businesses

16 Build A Stronger Community

17 Community Reinvestment Act

Community Commitment Plan: Year Two

20 Financial Education & Empowerment

24 Community Development Capital Solutions

27 Employee Volunteerism

28 Philanthropy

30 Be Respectful & Inclusive

31 Inclusion & Diversity

32 Talent Diversity

34 Engagement & Wellness

36 Supplier Diversity

38 Take Accountability: Caring for the Planet

39 Five Bold Sustainability Goals

43 Environmental Risk Governance

44 Contact Us

April 2018

A Message from Chairman, President & CEO Greg D. Carmichael

All of us at Fifth Third are committed to helping build stronger communities because everyone benefits.

Whether you are a hard-working adult, a student with a bulging backpack, a small business owner examining your cash flows, or a bank seeking to be the one bank people most value and trust, it is better to be part of a strong community. This is why we give back and invest in all the communities we serve throughout our 10-state footprint and beyond. We do this by effecting positive change, empowering the underserved and engaging with our neighbors in the places where we live, work and contribute.



The 2017 Corporate Social Responsibility (CSR) Report is your guide to how we are working to build stronger communities. Last year, we received an “Outstanding” Community Reinvestment Rating (CRA) from the Federal Reserve Bank of Cleveland. It was an important marker along our journey to collaborate with community leaders, public entities and citizens to make a positive difference and leave a strong legacy of impact.

In the following pages, you will read about the ways this collaboration created value. How our \$30 billion Community Commitment enabled first-time homeownership, small business growth and community redevelopment. How a community stretched financial support into meaningful help for those who needed it most. How listening to the needs of customers, employees and communities sparked innovation, new products and new services. How Fifth Third was recognized for our commitment to inclusion and diversity. How we set bold goals to protect our planet because it’s the right thing to do—for our environment, for shareholders and for everything and everyone with whom we share this Earth.

It’s important to know that these are not our stories, but yours. We are nothing without the people we serve. Thank you for investing your time to learn about our efforts to be a socially responsible business, and for all the ways you help us along our journey to do corporate social responsibility a Fifth Third better.

Sincerely,

A handwritten signature in black ink that reads "Greg Carmichael". The signature is fluid and cursive, with a large, stylized "G" and "C".

Greg D. Carmichael
Chairman, President & CEO, Fifth Third Bancorp

2017 By the Numbers

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

As of December 31, 2017, the Company had:



\$142B in assets*

54k fee-free ATMs**

\$362B in assets under care†

\$37B in assets under management†

*Financial information as of 12/31/17.

**Fifth Third Bank is part of the Allpoint®, Presto!, and 7-Eleven® network of ATMs, which features more than 50,000 fee-free ATMs nationwide. Customers of Fifth Third Bank can use their Fifth Third debit or prepaid card to withdraw cash fee-free from any domestic Allpoint® ATM in addition to Presto! ATMs located in Publix stores, and 7-Eleven® ATMs listed on our ATM locator on 53.com or on our Mobile Banking app. Fees will apply when using your credit card at any ATM to perform a cash advance or when using a credit card to withdraw cash at any Presto! ATM. ATM fees may apply to certain 7-Eleven® locations in Oklahoma, Hawaii, and Alaska. Any 7-Eleven® location listed on our ATM locator is fee-free.

†Assets under management and assets under care include trust and brokerage assets for individuals, corporations and not-for-profit organizations through Fifth Third's Trust and Registered Investment Advisory businesses. 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. Fifth Third Bank is proud to have an engaged and inclusive culture and to promote and ensure equal employment opportunity in all employment decisions regardless of race, color, gender, national origin, religion, age, disability, sexual orientation, gender identity, military status, veteran status or any other legally protected status.

2017 Bancorp Awards & Recognition



Community & Environment:

- **U.S. Environmental Protection Agency Green Power Leadership Club and Green Power Partner**, Fifth Third Bancorp, February 2017.
- **American Bankers Association Honorable Mention**, Fifth Third Foundation and University of Cincinnati Economics Center for the \$martPath financial education curriculum, September 2017.
- **Platinum MarCom Award**, Fifth Third Bancorp 2016 Corporate Social Responsibility Report, CSR Reports category, November 2017.



Employee:

- **2018 Human Rights Campaign Foundation's Corporate Equality Index Perfect Score**, Fifth Third Bancorp, for 100 percent national rankings for LGBTQ-related policies and practices, December 2017.
- **2017 Diversity Best Practices Inclusion Index**, Fifth Third Bancorp, for ratings in demographic transparency, best diversity practices and inclusion practices in recruitment, retention and advancement, and company culture, October, 2017.
- **2017 Disability Matters "Employer of Choice Award,"** Fifth Third Bancorp, for taking its Disability Matters award-winning initiatives: ProjectSEARCH, Stand Up To Cancer and business resource groups, to a level of synergy between mission and achievement, April, 2017.
- **2017 Cincinnati Chamber of Commerce Ignite Action Award**, Fifth Third Bancorp and Best Upon Request, for Maternity Concierge program for female employees who are pregnant or have a child under age one, October 2017.
- **American Banker's 2017 Most Powerful Women in Banking**, Teresa Tanner of Fifth Third Bancorp, for her support of programs that support and retain women in the workforce, October 2017.
- **Bloomberg Gender Equality Index**, Fifth Third Bancorp, as one of 104 companies in 24 countries who met a threshold score on Bloomberg's survey based on underlying gender disclosures and adoption of best-in-class policies and practices for fiscal year 2016, January 2017.



Organization:

- **Gold MarCom Award**, Fifth Third Bancorp 2016 Annual Report, Annual Reports, November 2017.
- **Javelin Strategy & Research Online Leader**, Fifth Third Bancorp, for top score in customer service and money movement categories evaluating companies' online platforms, October 2017.
- **Javelin Strategy & Research Account Safety Top Rankings**, Fifth Third Bancorp, for earning highest ratings possible in its evaluation of Prevention & Detection practices on customer accounts, September 2017.

The Fifth Third Compass

Our Fifth Third Compass provides the strategic direction we need to serve our customers and accomplish our objectives through alignment and ownership.



A Message from Chief Administrative Officer Teresa Tanner

A bank serves many constituencies; among them: customers, communities and employees.

To one degree or another, these various audiences are “customers,” each with different needs and expectations. In every case, our goal is the same: Give them our all.

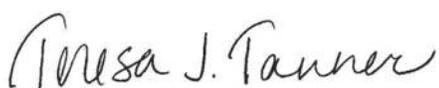
This goal is captured by the words that are at the heart of our Compass. Keeping the customer at the center describes our commitment to improve the lives of our customers, our communities and our employees. This 2017 CSR Report describes that work.

We keep our commitment by collaborating, listening, sharing and learning. For example, our collaboration with the National Community Reinvestment Coalition member organizations resulted in forums that help us better understand—and better address—the needs of underserved communities. Listening sessions with millennials resulted in the Fifth Third Momentum™ app for an easy way to round up purchases to pay down student loan debt. Our responsibility to create an inclusive and diverse workplace resulted in our leader becoming an early signatory to the CEO Action for Diversity & Inclusion as well as full transparency in annually reporting our employment diversity. For the broader community, planet Earth, we work on an ongoing basis to reduce waste and energy usage and, last year, stepped up our responsibility by setting bold environmental goals.

Our commitment also plays out in the everyday volunteerism our employees provide through their generous donations of time, talent and treasure, in the innovative work of our diverse suppliers and in the impact made by the Fifth Third Foundation—the nation’s very first corporate foundation established by a financial institution.

Putting ourselves in the shoes of the customer ensures our path is true. It creates a clear and well-defined way forward. I hope you enjoy our customer’s stories of the difference we are making together.

Sincerely,



Teresa Tanner
*Executive Vice President & Chief Administrative Officer,
Fifth Third Bancorp*



Keep the **Customer** at the Center

“We strive to keep the customer at the center of everything we do. Improving their lives through our financial products and the customer experience we provide is both our corporate social responsibility and our passion.”



Scenario B. Adebisin,
Director of Corporate Social Responsibility

BY THE NUMBERS

\$250k

loans paid by
Momentum™ App

1M

meals for the
hungry

\$50.4M

2017 supplier
diversity spend

\$156M

US Small Business
Administration
lending



Improving Lives of Consumers

We are committed to providing better financial solutions for all the people we serve. We strive to do that with every business decision and customer interaction.

The goal is to develop products and services—like our down payment assistance program and new Fifth Third Momentum™ app—that genuinely make a positive difference in people's lives.

One of those people is Nikki Hiciu. She finished graduate school with more than \$75,000 in student loans. The 34-year old accountant paid off about \$35,000 and was making \$500 monthly payments when she began using the Fifth Third Momentum™ app. The app allows college graduates to pay off student loans faster by automating frequent micropayments toward the balance on student loan accounts. Nikki's husband, Christian, used the app to pay toward her loan, too. Between the two of them, they paid about \$50 extra per month using the Momentum app.

“The debt can feel overwhelming,” Nikki said, “but the Fifth Third Momentum app makes it easier to pay my loans off early.”

“College debt affects our communities and our economy,” said Greg Carmichael, chairman, president and CEO of Fifth Third Bancorp. “As a bank, we need to bring innovative solutions to the market, to lead the way in helping the next generation pay off their student loans. Fifth Third Momentum is a simple digital tool to help pay these debts faster.”

With the app, customers with a Fifth Third debit card can link student loans held by over thirty servicers to the app. Once connected, customers can round their debit card purchases up to the next dollar or add one dollar to every purchase. The extra amount is applied to the balance on the designated loan weekly once a minimum of five dollars in round ups is achieved. In the app's first four months, customers paid an extra \$250,000 toward their student loans.

The Hiciu family is “over the moon” at the help provided by the Fifth Third Momentum App to pay off student loans and were chosen for a \$37,000 award to help pay down her debt.

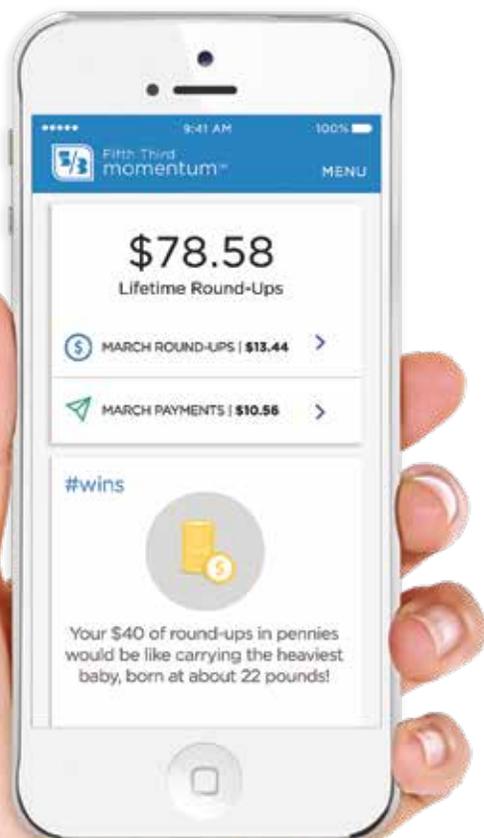


Fifth Third estimates that customers who round up \$25 a month using the Fifth Third Momentum app could pay off a 20-year loan three years sooner and pay 8 percent less in total by avoiding interest that would have accumulated, based on a loan of about \$37,000 with 6.8 percent interest.

Fifth Third surprised Hiciu and thanked her for using the app by giving her \$37,000, the average debt for a 2017 graduate. Hiciu was one of three Momentum app users who were randomly chosen to have up to \$37,000 of their loans paid off.

With most of their remaining debt now paid, the couple will put the money that used to go toward Hiciu's loans in a college savings account for their 18-month-old daughter.

In the Fifth Third Momentum app's first four months, customers paid an extra \$250,000 toward their student loans.



Programs, Education and Responsiveness

Lives also are improved through specialized programs for financial education, and through workshops and strategic alliances that bring more financial education to more people. Whether providing information on home ownership, identity protection or saving and investing, or by providing personalized help like credit counseling and tax preparation, we go the extra mile to boost financial wellness. More about these programs, which we call our Fifth Third L.I.F.E. (Lives Improved through Financial Empowerment®) programs, begin on page 20.

Our executive leadership and employees also work within each community on boards and as volunteers to ensure that our investments are improving lives in the communities we serve and bettering neighborhoods as a whole.

Finally, we always are honored to address immediate community needs. We responded to the devastating hurricanes and flooding that affected many in our footprint last year, and we again rallied to fight hunger in the U.S. by providing one million meals during the month of May.

Responsible Banking

Keeping the customer at the center of everything we do is the central component of our commitment to responsible banking. It's the commitment we make to consumers to deliver best-in-class financial products and services, and to provide access to those services whenever and wherever consumers want them. We are responsible for ensuring that our complete product and service suite is accessible to all consumers, in all markets, and that we're offering the right types of responsive products and services.

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



Impact Story

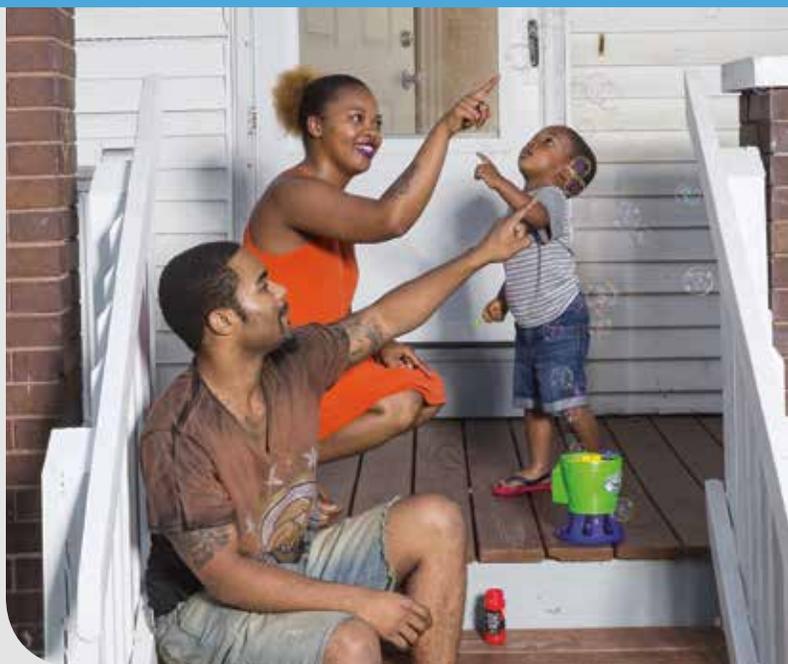
A Family's Dream Made Possible by Fifth Third's Down Payment Assistance Program

Alaysyah Yahyisrael wanted more space for her family and a yard for their dog, but at age 24, she figured a down payment for a house was out of her reach. Her goal was to stay in the neighborhood where she rented an apartment. It was close to her toddler son's daycare facility and a short commute to her job with FedEx. Mostly, she wanted a manageable monthly payment.

"But all the houses seemed like too much—too much money, too much of a down payment, too much in taxes," said Yahyisrael. "It seemed like it wasn't going to work out."

Things began to change after Yahyisrael met with her real estate agent and her Fifth Third mortgage loan originator. **She qualified for our Down Payment Assistance program which offers 3 percent of the purchase price in down payment assistance, up to \$3,600***, for low-income borrowers or those purchasing in a designated low-income area and financed through us. The program also can be combined with state and local programs to help consumers take advantage of grants and other resources for their home purchase. Her mortgage loan officer helped her qualify for two programs.

In 2017, Yahyisrael and her family moved into a \$60,000 four-bedroom, two-bathroom, 2,246-square foot-home. She needed to bring \$194 to the closing. **"I love it. I can't believe it," Yahyisrael said, as she sat on the front porch with her boyfriend, Julian Robinson, and their son. "It's more than I could have dreamed about."** ■



"I wanted to make sure her house fit her needs. She couldn't have done this without Fifth Third."

Misha Houston,

Alaysyah Yahyisrael's Real Estate Agent,
Re/Max Preferred Group

*To be eligible for the down payment assistance of 3% of the home's purchase price, up to \$3,600, the property must be in one of the following eligible states: MI, IN, IL, KY, TN, OH, WV, NC, GA, FL and either located in a low Income Census Tract or borrower must meet the low income limit threshold based on the qualifying income per FFIEC website. Down payment assistance may be taxable as income and reported to the IRS. Consult your tax advisor. Not available with all loan products.



Impact Story

Fifth Third Day Babies Get Financial Boost

Clinton and Kara Ciani's daughter, Clark Jacob, was born on May 3, 2017. Soon after, the couple received another gift: \$1,053 from Fifth Third Bank in honor of Fifth Third Day, the fifth month and third day of the year.



Banker-in-Training

“Fifth Third Day Babies: What better way to celebrate than to recognize the brightest new members of our community?”

Tim Elsbrock,
President, Cincinnati Region

The idea was to help families start their babies' first savings account or a 529 college savings plan account, a tax-advantaged savings plan designed to encourage saving for college costs. Only about 3 percent of Americans have a 529 account according to a study by the U.S. Government Accountability Office.

On Fifth Third Day, 108 families of babies born in hospitals from Northern Kentucky to Dayton received \$1,053 from Fifth Third. Families also received a new parent care package.

The Ciani family was thrilled to receive the money and planned to open a 529 account for their daughter. “We want to help lessen the burden on our children,” Clinton Ciani said. His wife, Kara, added: “The sooner you start, the easier it is.... It's her birthday; we can start today. You can't really get much sooner than that.”

For over 25 years, the Bank has used May 3 (5/3) as a day to thank valued customers, recognize employee contributions and support communities across our footprint. ■



Building Better Businesses

Keeping the customer at the center of everything we do is inclusive of all our customers—not just those of our Consumer Bank. We understand that businesses, especially small businesses, are the lifeblood of economically vibrant and healthy communities.

Small businesses supply products and services to meet the needs of communities and provide employment opportunities for residents. Our primary service to businesses is to lend and provide quality depository and efficiency services.

Small Business Lending & Technical Assistance

Fifth Third is a U.S. Small Business Administration (SBA) lender. In 2017, our SBA lending was \$155.9 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.

We offer many types of SBA lending options, including SBA Express Loans, which feature simpler application processes and faster approval than 7(a) general purposes loans. Fifth Third's SBA Express Loan production was \$29.6 million and increased 24 percent in dollar volume from 2016.

Last year, we created a new small business community lender role and hired bankers to focus on low- and moderate-income markets. This builds upon our \$30 billion Community Commitment, which includes \$10 billion for small business lending, product innovation and enhanced underwriting and fulfillment.

The team assists small business owners and emerging entrepreneurs in achieving their financial goals by providing smart financial solutions for both personal and business needs. “The Small Business Community Lending team is a critical component of our outreach to underserved or under-banked small business owners in our communities,” said Kala Gibson, head of Business Banking.

We also provide technical assistance to small businesses. Our employees often provide one-on-one business consulting to small business owners on topics such as financial management, marketing and executive education.

Members of our Small Business Community Lending team. The team was created in 2017 to focus on lending in low- to moderate-income markets within our footprint.



Expanding Economic Opportunities

Community development financial institutions, otherwise known as CDFIs, share a common goal of expanding economic opportunity in low-income communities by providing access to financial products and services for residents and businesses. We are committed to supporting the work of CDFIs as part of our efforts to boost small business growth in underserved communities within our geographic footprint.

In 2017, we supported the Economic & Community Development Institute (ECDI) in Columbus, Ohio, through the Fifth Third Community Development Corporation (CDC). The Fifth Third CDC approved a \$2 million investment in the institute's micro-loan fund. ECDI is the third-largest U.S. Small Business Administration intermediary micro-lender and the largest in Ohio. It is also the largest U.S. Treasury-designated CDFI in the state with a focus on small business.

As is often the case, Fifth Third CDC's investment was broadened by support from our Bank and employees. We provided \$15,000 in charitable contributions and 185 volunteer service hours (July 2016-July 2017) to support ECDI's small business education, technical assistance and Women's Business Center programs. Banking center managers and small business lenders worked with ECDI's Women's Business Center to provide educational workshops. This support came after Fifth Third Bank (Central Ohio) provided a leadership gift of \$50,000 for the build-out of ECDI's Women's Business Center in 2014. At that time, it was the only SBA-funded Women's Business Center in the state of Ohio. Today, it serves 345 women-owned small business members. Stefanie Steward-Young, our CRA strategies director, serves as Board Chair. ■

Fifth Third Chairman, President & CEO Greg Carmichael made a visit to the Women's Business Center in 2017 to get an inside look at the organization's operations and service to the community.





Impact Story

The Accion Impact

Our commitment to put business customers at the center of everything we do is the driving force behind our ongoing collaboration with Accion U.S. Networks, a global Community Development Financial Institution (CDFI).

Fifth Third and Accion share the goal of expanding access to capital and education resources to underserved small businesses. Our alliance makes that possible in Florida, Illinois, Indiana, Michigan and Ohio. In 2017, we collaborated with Accion to help entrepreneurs overcome barriers and achieve business growth, and Accion leveraged our grant to provide capital to small business owners and personal technical assistance for every small business owner who applies for a loan.

Dayton, Ohio, business owner Kevin Clemons is a prime example of a customer that Accion was able to assist. Clemons always had been interested in computer science and information systems, starting when his mother bought him a Commodore 64 as a child. After serving in the U.S. Marine Corps for eight years and becoming a top-level security engineer for the military, Clemons started his own cybersecurity firm in 2005. His business, ClemCorp, specializes in providing premier information technology, systems engineering and scientific services support to clients.

Over the past 12 years, Clemons has been growing his business. He has worked with a number of large clients, including the Wright Patterson Air Force Base. Despite this growth, the business relies on short-term contracts, which are not always paid in time for the business's payroll cycle. In order to pay his employees, Clemons initially looked into a U.S. Small Business Administration (SBA) loan but did not qualify. His local Chamber of Commerce helped him by reaching out to us. Banker Micah Dickson connected him to Accion, which was able to provide him with a \$21,000 loan. "My loan consultant was very good at keeping me informed and worked hard to get me what I needed to cover payroll," Clemons said. ■

BY THE NUMBERS*

ACCION

588

loans
originated

\$5.9M

market
lending

1,764

estimated jobs
created

7,546

people given
tech assistance

*2017

Build a Stronger Community



“We see it as an integral part of our business strategies to ensure that our communities thrive. We are committed to forging strategic partnerships across our footprint to positively impact community needs. This work contributed to our ‘Outstanding’ CRA rating and our ongoing fulfillment of our \$30 billion Community Commitment.”



Byna Elliott,
Chief Corporate Community & Economic Development Officer

BY THE NUMBERS*

\$2.6B

home mortgages
financed

\$1.8B

small business
loans

\$2.3B

community
development
loans

\$21.7M

charitable
giving



Community Reinvestment Act

Fifth Third’s overall performance in Lending, Investments and Service—the three tests that financial institutions undergo under the federal Community Reinvestment Act—was rated “Outstanding” by the Federal Reserve Bank of Cleveland for its most recent examination period of January 1, 2014 through June 30, 2016.

Fifth Third was rated “Outstanding” in Lending and Investments and “High Satisfactory” on the Service component to merit the overall “Outstanding,” which is the highest possible rating.

The Federal Reserve Bank’s evaluation cited several reasons for our rating. According to the report, we demonstrated an excellent responsiveness to credit needs; distribution of loans among borrowers of different income levels and businesses of different revenue sizes; leadership in making community development loans and investments; and leadership in providing community development services.

Our CRA rating is a key marker in our ongoing efforts to fulfill our corporate Purpose to improve the lives of customers and the well-being of our communities.

“Outstanding” CRA Rating: How We Got Here



\$7_B

loans & investments
in underserved communities



\$567_M

affordable housing
investments



\$27.3_M

charitable donations
to nonprofit community organizations



>118_k

volunteer hours
given by Fifth Third employees

Community Commitment Plan: Year Two

We are making good progress on our \$30 billion Community Commitment. With significant help and engagement with numerous community and business organizations, we completed year two of the five-year plan with \$14.5 billion in lending and investments to improve lives throughout our 10 footprint states.

Homeownership remains a priority for many of our neighbors and we have a key role in helping them achieve that dream. Since the start of our Commitment, nearly 45,000 customers have turned to us for mortgage loans. A number of these took advantage

of our new assistance program that reduces the burden of a down payment by providing up to \$3,600 for low-income families. We also have been grateful for the opportunity to offer free affordable housing workshops in all of our markets.

Similarly, we were grateful for the opportunity to strengthen local business communities. With 28,000 loans worth \$3.7 billion over the last two years, small business owners were able to build and expand their businesses, providing an economic boost to our communities.



Since 2016, Fifth Third invested **\$14.5 billion, or 48.3 percent,** of its total lending and investment commitment.



\$5.9B

Mortgage Lending
(147% OF GOAL)



\$3.7B

Small Business Lending
(115% OF GOAL)



\$4.9B

Community Development Lending
(137% OF GOAL)



\$41M

Philanthropic Donations
(113% OF GOAL)

Areas received further economic boosts through \$4.9 billion in community development loans and investments through the Fifth Third Community Development Corporation. One example is a \$5 million investment made with IFF. The mission-driven lender and real estate developer in Chicago creates opportunities for low-income communities throughout the Midwest. In response to need, our Commercial Real Estate group developed a 15-year permanent loan for affordable housing.

Philanthropic gifts also are a significant way that Fifth Third puts money behind its commitment. Nonprofit organizations throughout our footprint were the beneficiaries of \$38.4 million in community support. The Fifth Third Foundation also launched the Strengthening Our Communities Fund that awards organizations grants for affordable housing, small business micro lending, technical assistance and financial empowerment programs. The Foundation awarded \$2.5 million in such grants in 2017.

Community Advisory Forums, formed as part of the Commitment, completed their first year of meetings with leaders of the Bank in 2017. Conversations with our national and regional advisors have been frank, strategic and productive, helping us be a more responsive and responsible community leader. Employees also conducted community conversations throughout our footprint, the continuation of a commitment we made as we developed our five-year plan to regularly engage with civic and other organizations.



Impact Story

Accelerating Affordable Housing Capacity

Building housing capacity through training of mission-based affordable housing professionals for community leaders is a key component of our \$30 billion Community Commitment. In 2017, we partnered with the National Development Council (NDC) to offer Rental Housing Development Finance, a class in NDC's *Housing Development Finance Professional Certification* series, to nearly 40 emerging community leaders from eight states.

The participants, who were high-performing real estate professionals dedicated to helping low- to moderate-income families get into affordable rental housing, were brought to our corporate headquarters for the five-day course, with Fifth Third covering all expenses. It was done as part of our emerging leaders program, which has enabled leaders to participate in educational forums and conferences over the past several years.

“The need for more affordable housing is an issue that affects the entire United States, especially in minority, low- and moderate-income neighborhoods,” said Tom Jackson, director of training at NDC. “This training prepares staff from housing advocacy and development organizations to more

effectively tackle their communities’ needs by building their capacity to close financing gaps that keep critical projects from moving from plans to occupancy.”

Byna Elliott, senior vice president and Fifth Third’s chief corporate community and economic development officer, said the course would empower professionals in their communities. “These are mission-based developers who will focus on neighborhood redevelopment and quality affordable housing. **Through this training, they will be equipped to take an idea from paper to a tangible development project.** They’ll be able to ensure that these projects create sustainable community redevelopment and stabilize communities.” ■

Financial Education & Empowerment

Our L.I.F.E. (Lives Improved through Financial Empowerment®) programs deliver smart, practical (and often personal) financial education to individuals at every age and stage of life.

We now offer six L.I.F.E. programs, including two that debuted in 2017. We offer our L.I.F.E. programs in a variety of ways, most of them with a trusted community or business partner organization that helps us connect with the people who can most benefit from our financial expertise.

\$martPath

\$martPath was a new program for us in 2017 that was funded through a grant from the Fifth Third Foundation. We worked with the University of Cincinnati (UC) Economics Center to deliver this financial education program for grades 1 through 6 in the states of Ohio, Michigan and Florida. The program earned UC and Fifth Third an Honorable Mention from the American Bankers Association for advancing financial education. In total, \$martPath was taught in 115 school districts in those three states from March through September. In Ohio, the average percentage of low- and moderate-income students was 61.8 percent. In Michigan, that figure was 58.2 percent, and in Florida, it was 47 percent.

“This program was a game-changer for my students,” said a teacher in Columbus, Ohio. “The environment in which my students live is one that does not always embrace the importance of informed decision making. My students enjoyed every lesson.” Those lessons include: goal setting, budgeting, saving and spending decisions, methods of payment, business operations and more. \$martPath uses animated stories at each grade level, along with traditional classroom activities and online interactive exercises.



2,451

Young Bankers Club graduates in 2017

Young Bankers Club

Fifth Third's Young Bankers Club® program was developed in-house in 2004 and has graduated 21,123 fifth-grade students. In 2017, we graduated 2,451 students who reside in our 10 footprint states. The program is taught by our employees who visit elementary schools once per week for either five or 10 weeks, or at the teacher's request. It teaches the importance of education, saving and budgeting.

Students from Indiana celebrate graduating from Young Bankers Club in 2017.





Impact Story

A Letter from a Young Bankers Club Teacher

Loretta Humphrey-Cruz, a community development relationship manager in Detroit, Michigan, recently received this letter from a curriculum coach at a school that has used Fifth Third's Young Bankers Club program for many years, demonstrating how foundational financial education can result in positive behavior shifts that will have long-term benefits. Cruz said, "I'm so grateful to Ms. Moreland-Trice for updating me on her former student. It is so rewarding to know that our program resonates. **Sometimes it takes a while to see the difference we make in the lives of people we serve—it's so gratifying to know that we are helping to set students up for lifelong success.**"

Good afternoon Mrs. Humphrey-Cruz,

First, I want to thank you for allowing Rutherford Winans Academy for being a part of the Fifth Third Bank Young Bankers Club. I wanted to reach out and share a success story about one of my students. Six years ago, when you first selected our school to participate, I had a young man that would brag about spending \$75 on one pair of Nike socks. The further we got into your curriculum, the more he expressed how much he was learning about how to manage money. At the end of your program, you gave all of the students a sample checkbook and a starter check for \$5.00. My student's mother took him to a Fifth Third branch and opened a savings account for him.

I checked in on him recently and talked to his mother about her son, who was then entering the ninth grade. His mother told me that his savings account was still open and that he had saved approximately \$5,000 with the help of family. She also told me that he began purchasing a lot of his items when on sale and putting the money he saved on those purchases into his account!

As an educator, I want to thank you for helping me to inspire my students. We appreciate you and Fifth Third Bank at Rutherford Winans Academy. Thank you for letting us be a part of the Young Bankers Club program.

Sincerely,

Mrs. Falcia Moreland-Trice, Curriculum Coach at Rutherford Winans Academy

Financial Access & Empowerment Programs

Smart Path



Elementary School

High School

Adult



Fifth Third Bank's digital financial education and entrepreneurship program for high school students

FINANCE ACADEMY PROVIDES



Hands-on, self-paced digital programming



Measurement & growth of financial capability

WITH A GOAL OF REACHING



150,000

STUDENTS ANNUALLY

Finance Academy offers two unique courses: Financial Education and Entrepreneurship. Both courses meet Jump\$tart and Common Core national and state curriculum standards.

Fifth Third Finance Academy

By the time many Americans reach adulthood, they have already experienced the burden of financial stress. Research shows that 95 percent of parents agree that students should learn about personal finance in school. Last year, Fifth Third took a significant step forward in its financial education programming for high school students. In conjunction with education technology company EVERFI, Inc., we developed and launched Fifth Third Finance Academy, which gives all students an equal opportunity to learn essential financial skills.

Finance Academy includes two web-based courses. The financial literacy course is a series of modules covering topics like investing basics and common financial accounts. Each course module provides bite-sized instructional animations that make the topics approachable and relatable to students. In addition, Finance Academy immerses students in real-life financial scenarios and documentation, such as filling out a FAFSA form. Through its entrepreneurship course, Finance Academy builds and empowers the next generation of business owners by guiding them through the creation of a business plan—from idea generation to taking a business to market to sustainable business practices.

“I feel like it will be good for my personal finances and knowing exactly where I want to be.”

Mikaela Still, a 2017 Finance Academy student

The course technology of Finance Academy uniquely tracks the progress of each student. They are assessed before, during and after the course to ensure financial proficiency. While students are on their computers and mobile devices learning, teachers get real-time student score reports, supplemental offline lesson plans, detailed standards alignment guides, answer keys for all assessments and discussion guides. The learning doesn't end when the courses do. We built programming and outreach—called Financial Empowerment Days—into the program offering. On Financial Empowerment Days, employee volunteers visit schools and classrooms to lead continued education experiences. In 2017, we educated 30,215 students through Finance Academy and students completed nearly 93,000 course hours.



To enable our Fifth Third Empower Mobiles to serve more people in a variety of different ways, we upgraded one of our eBuses to a new format in 2017. It is equipped with 12 computer workstations, two large monitors and a conference room to host financial education workshops and private credit counseling sessions.

Fifth Third Bank Empower U®

Our Empower U program is a financial education curriculum for adults and covers such subjects as preparing for homeownership, protecting one's identity and ways to finance higher education. It is taught both to employees of business clients as well as in the community. In Cleveland, our employees worked with MetroHealth Hospital on a program called Metro Match, which gave MetroHealth employees the opportunity to establish an emergency savings fund while taking Empower U courses. In Kentucky, we partnered with Brescia University in Owensboro to provide financial empowerment resources for their students. This included Financial Center Manager Trish Green participating in their summer orientation programs, teaching a basic banking class for incoming freshman and offering workshops on budgeting and credit building for the general student population.

NextJob

Our workforce solution program is one in which customers of Fifth Third can get job search and training assistance. In collaboration with NextJob, a reemployment company, we offer a three-pronged training program for distressed mortgage customers, and we also offer online training called the Job Seeker's Toolkit, which can be accessed via our authenticated banking site at 53.com or on board our eBuses. In 2017, we expanded the program with a new collaboration with the National Association for the Advancement of Colored People (NAACP) to provide NextJob services for members.



Financial Empowerment Mobiles

Our eBuses made over 200 tour stops in 2017 and met with 16,272 people who were seeking access to quality financial products and services, financial education, credit counseling, job search and training help and VITA tax preparation services. They also were used to support hurricane efforts in Florida.

Community Development Capital Solutions

We funded over \$2 billion in community development loans and invested \$209 million through the Fifth Third CDC to support communities in 2017. Community development is a key component of our Community Commitment plan as we work to help foster and build sustainable communities that provide for increased economic opportunities for both businesses and individuals.

Regular interaction with community organizations and leaders is one way to make a difference. Our Community Advisory Forums—the national group as well as five statewide forums—are comprised of leading community advisors and practitioners. We meet with them several times each year and also engage with hundreds of other community organizations in every market we serve. These conversations are vital to ensuring that we are addressing the most pressing needs of our communities and help us to develop strategic plans so we can affect the most positive change.

Illustrating this point is a project called Bond Hill Roselawn Senior Housing in Cincinnati. The project, a 50-unit affordable housing community, was part of the city's development plan. We came together in multiple ways to support the plan. In 2017, our Commercial Bank made a construction loan of \$6 million as well as a \$1.7 million loan at the completion of the project. The Fifth Third CDC also committed \$10.2 million in the project.

*The Fifth Third CDC has invested more than **\$3 billion** into local communities since its inception.*

The property, when completed, will be comprised of a four-story elevator-serviced residential building with one- and two-bedroom apartments. The facility will include a community room, exercise and fitness programs, wellness checks, financial case management, estate planning, life management programs, social activities, community events, transportation services and mentoring programs.

The Fifth Third CDC has invested more than \$3 billion into local communities since its inception. This includes funding over 700 projects, including affordable housing, commercial, retail, office and historic buildings; and the creation or preservation of over 60,000 units of housing through Fifth Third CDC equity investments.

In Cincinnati, the CDC invested more than \$11 million in the Abington Race and Pleasant project in the city's Over-the-Rhine neighborhood. The project involves the renovation of five dilapidated buildings and consists of 50 units of affordable family housing above seven commercial spaces. The project has multi-tax sources and fundings to make this project come together.

Before and after the \$11 million Abington Race and Pleasant renovation project in Cincinnati's Over-the-Rhine neighborhood.





The CDC also invested \$3.65 million into Emerald Gardens, an apartment complex in West Hamlin, West Virginia. It marks the first investment in West Virginia since 2014 as it has a limited supply of low-income housing tax credit properties. West Hamlin is located 30 minutes southwest of Huntington. The project consists of 42 townhomes targeted for families at or below 40 and 60 percent area median income.



Impact Story

Stepping up in Times of Disaster

When parts of the country were ravaged by devastating hurricanes in 2017, we mobilized financial empowerment mobiles, or eBuses, to affected regions, primarily in Florida in the aftermath of Hurricane Irma.

BY THE NUMBERS

\$2B

community
development loans

\$209M

CDC
investments

Our eBuses visited Tampa, Naples and Daytona Beach and served as stations to apply for FEMA assistance, use a Wi-Fi hotspot, charge cell phones and served as cooling stations. We placed two mobile ATMs in Florida in areas where many ATMs weren't working and assembled forces to reopen our financial centers quickly to meet community needs.

An assistance program for impacted areas meant waiving or refunding some fees, along with other financial relief. Our corporation, the Foundation and employees also joined with the community to provide more than \$500,000 through grants and other support. ■

Greg Carmichael and Fifth Third employees served lunch and provided entertainment to children while families received assistance with FEMA applications in Naples.



Impact Story

Giving Children an Advantage

The Fifth Third Community Development Corporation (CDC), in collaboration with the Ohio Capital Corporation for Housing, helped ensure that 1,000 economically disadvantaged children in Ohio and Kentucky started the 2017-2018 school year with the right supplies through the Starting at an Advantage initiative.



Backpacks and school supply kits were provided for 1,000 children.

The CDC obtained classroom-supply lists from a variety of districts to compile a back-to-school package geared toward three age groups: pre-kindergarten, elementary and secondary (middle- and high-schoolers). In total, the CDC, through the Ohio Capital's Impact Fund, donated \$100,000 to the initiative. The children who benefitted live in affordable housing developments in which the CDC has invested.

“Our work to provide families with safe, decent and affordable housing is a critical factor in advancing the stability of children,” said Catherine Cawthon, senior vice president and head of the Fifth Third CDC. “Helping provide school supplies is an additional way for us to make an immediate impact.” The Starting at an Advantage initiative was a first step to provide children with the support and enrichment they need in the classroom.

The CDC also is a generous partner in the Resident Development Fund, an Ohio Capital Corporation for Housing program that provides access to summer camps and other enrichment opportunities. The CDC supported a \$75,000 grant toward sending children to camp and providing backpacks. ■



Employee Volunteerism

It's our privilege to be an integral part of the communities we serve and to support organizations like the United Way in all of our regions. In 2017, our corporate and employee donations totaled \$7.1 million.

Our leaders, like Bob Sullivan, regional chairman of Fifth Third Bank (Chicago), served as the chair of Chicago's Metropolitan United Way Campaign, a position he was well prepared for after his previous leadership of Cincinnati's campaign. His campaign exceeded its goals. Our support goes beyond dollars, though. Employee team members extend a hand into their neighborhoods through volunteerism. In 2017, our employees logged 112,908 volunteer hours.

Fifth Third employees volunteered 112,908 hours in our communities.

For example, more than 1,000 employees, families and friends walked more than 1.2 million miles last year in support of the Leukemia and Lymphoma Society's Light the Night. The event aims to bring light to the darkness of a cancer diagnosis through hope, research and support for patients, families, friends, doctors, nurses, researchers, colleagues and caregivers. In addition to showing their support with their feet, our employees helped raise more than \$300,000 for the effort. In addition, the Cincinnati city-wide event was chaired by our CAO, Teresa Tanner. Her leadership resulted in a donations increase of 36%.

In Indiana, we revved up efforts to drive food donations in the community around Fifth Third Day (5/3 on the calendar) by partnering with Rahal Letterman Lanigan Racing and INDYCAR driver Graham Rahal. Employee volunteers collected pasta throughout the month of May to benefit Second Helpings, a local nonprofit, and the Flanner House Urban Garden as part of our annual Feeding Our Communities initiative. "We are thankful Fifth Third is committed to helping end hunger in our region," said Brandon Cosby, executive director for Flanner House. "Every day we see people who are facing food insecurity. Fifth Third employees are invested in rolling up their sleeves to contribute to our efforts to build a sustainable food system for our community."

Employees also helped support the Feeding Our Communities initiative in Kentucky, where we partnered with St. Vincent De Paul and God's Pantry, both in Lexington. Throughout May, across our banking centers, we collected food from employees and customers for the organizations. We also contributed \$8,000 and helped serve lunch and pack food boxes.

Rahal Letterman Lanigan Racing and INDYCAR driver Graham Rahal joined Fifth Third employees at the Flanner House Urban Garden on Fifth Third Day as part of our annual Feeding Our Communities initiative.





Fifth Third employees “light up the night” in support of the Leukemia & Lymphoma Society in Cincinnati.

Philanthropy

Our Fifth Third Foundation was the first corporate philanthropic foundation established by a financial institution in 1948. Since then, our foundation has focused on providing financial support to organizations in the areas of community development, health and human services, the arts and education.

The Foundation’s support is augmented by donations made through Fifth Third Bancorp. In 2017, our combined philanthropic support was \$21.7 million.

Strengthening Our Communities Fund Grants

One of the most significant announcements we made last year was \$2.5 million in Strengthening Our Communities Fund grants. Funded primarily by the Fifth Third Foundation, the Fund awards grants to designated nonprofit programs that support homeownership, affordable housing, small business development and financial stability for individuals and families. Programs in these areas strengthen and stabilize communities and make them a better place to live, work and thrive.

“The Strengthening Our Community grants are important because they result in people’s lives being positively changed, and they allow organizations the opportunity to expand their reach,” said Heidi Jark, managing director, Fifth Third Foundation. “Through these grants,

we are able to continue building lasting relationships and strengthen the communities we serve.”

The fund in 2017 had an impact on more than 355 people through neighborhood revitalization projects and nearly 5,200 people who received workforce development and financial education services. More than 1,640 households were assisted with resources for home repair and rehab programs that helped senior citizens maintain their homes and through homeowner assistance programs that helped people achieve the American dream of homeownership. Nearly 2,200 more people were helped by economic development programs, including technical assistance and micro-lending for small businesses.

Fifth Third Bank’s Western Michigan region received \$250,000 in grants. “We are humbled and grateful to be a Strengthening Our Communities grant recipient and to mobilize these funds in the Roosevelt Park neighborhood of Grand Rapids,” said BriAnne McKee, executive director of Habitat for Humanity of Kent County. “Fifth Third Bank’s generosity and commitment to affordable housing and strong neighborhoods is bringing the neighbors of Roosevelt Park one step closer to realizing their vision for their neighborhood.” Other organizations in the region that received funds were the Literacy Center of West Michigan for linking adult and financial literacy programs, and Start Garden for its loan pool fund. ■



Impact Story

Strengthening Our Communities through Strategic Grants

Strengthening Our Communities grants were awarded to deserving organizations across Fifth Third's footprint, including:

Central Ohio

- Community Development for All People's healthy neighborhoods and families program.
- Habitat for Humanity MidOhio's Habitat Housing Initiative.
- Ohio Minority Supplier Development Council's supplier diversity executive education program.
- Partners Achieving Community Transition's home repair program.
- The United Way of Central Ohio's leadership academy.

Chicago

- Concordia University of Chicago for the higher education of 11 students as part of Tomorrow's Promise.

Florida

- Affordable Homeownership Foundation's program for affordable housing for low-to-moderate income home buyers with disabilities.
- Central Florida Urban League's Meet the Bankers.
- Corporation to Develop Communities of Tampa's comprehensive asset building project.
- Florida Gulf Coast University's growth acceleration and new market development initiatives.
- Florida Housing Coalition's nonprofit rental development capacity.
- Hispanic Business Initiative Fund of Florida's technical assistance.
- University of South Florida Foundation's Florida Small Business Development Center.
- Urban League of Broward County's Entrepreneurship Center.

Georgia

- Access to Capital for Entrepreneurs for the ACE Business Advisory Services.
- Atlanta Neighborhood Development Partnership's Neighborhood by Neighborhood Initiative.
- Georgia Advancing Communities Together's Capacity Building Initiative.
- Urban League of Greater Atlanta's Housing and Community Development Program.

North Carolina

- Charlotte Housing Authority/CORE's Destination Homeownership.
- Charlotte Mecklenburg Housing Partnership's Homeownership Center of Charlotte.
- Community Link's VITA/Homeownership Asset Building program.
- North Carolina Development Initiative's Building Capacity and Meeting the Need fund.
- North Carolina Institute of Minority Economic Development's small business technical assistance.
- Renaissance West Community Initiative's computer literacy training program.

Toledo

- Area Office on Aging to provide accessibility-related repairs for senior home owners.
- LISC of Toledo's First Steps to Homeownership Initiative.
- YMCA of Greater Toledo to support financial literacy within its Youth Opportunity program;
- YWCA of Northwest Ohio to support survivors of emotional and physical abuse.

“The Bank is committed to creating strategic, philanthropic community partnerships that align with programs and impact focus areas for the purpose of empowering communities and the people in them.”

Byna Elliott, Chief Corporate Community & Development Officer

Be Respectful & Inclusive

“The commitment to Be Respectful and Inclusive is a commitment to live a Core Value that makes Fifth Third a place where people want to work, want to bank and want to connect. Inclusion in all things fosters respect, trust and good will. It makes all of us better and it makes our Bank better, too.”

Jule Kucera,
Chief Diversity & Corporate Responsibility Officer



BY THE NUMBERS

100%

Diversity Best Practices

Transparency Score

100%

Human Rights Campaign

Corporate Equality Index Score

+2k

Business Resource Group members

\$50.4M

Supplier Diversity spend



The young professionals BRG in Tennessee, called YP53, made great strides in 2017 in developing a strategic plan for the group. They selected Room in the Inn, an organization pictured here, to be their volunteer focus. Members of YP53 volunteered several times last year at the organization that serves Nashville's homeless population. YP53 also hosted a negotiations seminar last year, and hosted a networking session for members of the business community.

Inclusion & Diversity

Inclusion and diversity are essential to living our Core Values and to serving customers, delivering financial performance and being recognized as a leader in building an engaging workplace, a strong supplier base and vibrant communities.

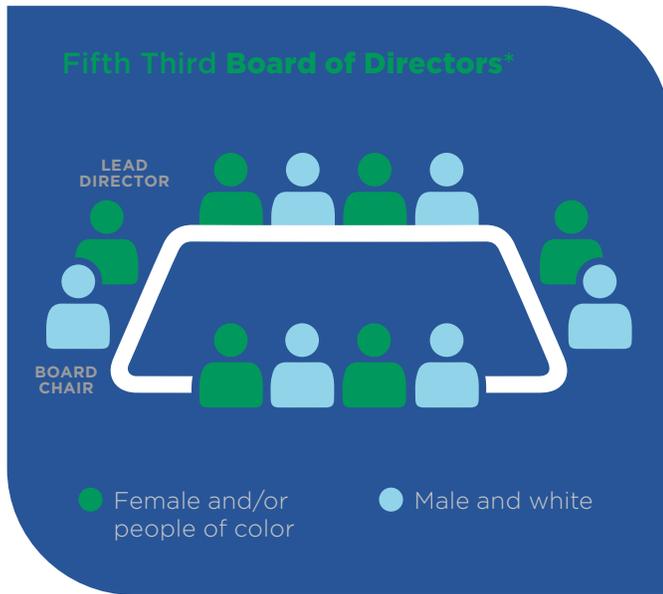
Business Resource Groups (BRGs) are one way our Company fosters inclusion and diversity. **In 2017, we expanded BRG access by creating Enterprise BRGs to enable employees to participate virtually** in addition to joining in-person regional BRGs. Employees join these groups to celebrate inclusion and diversity while benefitting from leadership, development and community involvement opportunities. Employees can join as many BRGs as they choose and do not need to be a member of a group's constituency to participate.

Progress in 2017 included:

- Launching eight executive-led Enterprise BRGs.
- Increasing number of regional BRGs to 10, with 69 chapters.
- Increasing number of BRG members to over 2,000.
- Holding 18 virtual EBRG sessions.

Victoria Daly, a Fifth Third Human Resources specialist in the Cincinnati region, said, "The goal of the Women's BRG is to provide opportunities that inspire women to recognize and achieve their full potential. As a co-chair for the leadership and development subcommittee, I was able to build leadership skills while having an impact on BRG members through programs and events. Our most notable contribution for 2017 was the successful pilot of our Leadership and Development Book club, which connected members and Women in Leadership participants."

"As co-chair for the LGBT group in Kentucky, we get chances to be out in the community and show Fifth Third's commitment to diversity and inclusion," said Justin Preece, vice president and retail regional manager in Louisville, Kentucky. "We did that this past year by volunteering at the Lexington Pride Festival. I am most proud of being there because we were the only bank at the event, and we had multiple people thank us for our visibility. We had the chance to interact with existing clients and attracted new clients due to our presence."



Fifth Third Employees & Board of Directors*

	Women	People of Color
Board of Directors	33.3%	25%
Exec/Sr. Managers	24%	10.4%
First/Mid. Managers	49.9%	17%
Professionals	51.3%	16.8%
All Others**	69.3%	31.2%
Total	59.9%	24.4%

Talent Diversity

We are committed to talent diversity at every level of our Company, from our Board of Directors to our Executive Team to our over 18,000 employees.

We also are committed to full disclosure and to publishing our diversity demographic data. We did so for the first time in the 2016 CSR Report and are pleased to continue. We are proud of our efforts while also recognizing that this commitment to balanced representation requires ongoing effort.

We operate the Women in Leadership (WIL) program, an integrated development experience targeted to high-performing senior female leaders who we believe can have more impact and influence on the success of our Company.

The program is focused on accelerating participants' readiness to lead at the next level, and ultimately, in the C suite. Participants are challenged to leverage their leadership capabilities through skill building, experiential learning and exposure to enhance the achievement of business outcomes.

About 10 women go through the program each year after they have been nominated by our Bank's Enterprise Committee. **Since 2015, more than 29 women have graduated from the program and more than one-third have been promoted and/or taken a new role with expanded responsibilities.**

“The program inspired me to be more bold and think bigger about my career and the transferability of my skills to other roles. It gave me greater passion to pay-it-forward—sharing what I’ve learned to support and encourage others.”

Marcie Wright,
Director, Regional Portfolio Management, Senior Vice President



*As of December 31, 2017. Greg Carmichael became board chair 2/1/18. Marsha C. Williams served as board chair 4/19/16–2/1/18. She now serves as lead director.

**Source: December 31, 2017, employee data produced in a manner consistent with EEO-1 reporting with aggregation across EEO-1 ethnicity categories. “All Others” is a combination of the following EEO-1 job categories: sales workers and administrative support.



Impact Story

A Maternity Concierge for Fifth Third Moms

When Lexus Smith learned her baby would be several weeks early, she panicked. The customer service representative in Cincinnati needed to prepare for the early arrival of her son and move up her baby shower all while working full-time and raising her 5-year-old daughter. Her mom could only drive from her home in Tampa to visit for one weekend, so the baby shower had to be that week.

That's when Smith turned to Fifth Third's Maternity Concierge Program, designed to assist women with the unique challenges they face during pregnancy, after the baby is born and especially upon their return to work. The free program is powered by Best Upon Request and begins when a woman learns she is pregnant, continues through maternity leave and ends when the baby turns 1. The Bank introduced the program in 2017 to help retain and recruit women.

Smith talked with Best Upon Request Concierge Jessica Hanson. "That's when I knew everything was going to be OK," she said. "Jessica took care of me like she was my mother." Hanson called six places and found the perfect spot for the baby shower that met her specifications for budget, food and location.

"She just helped ease all of my stress," said Smith, whose son, Zavier, is now 13 months old. "It made me feel valued, like I wasn't just a number. Fifth Third wants employees who are OK at the end of the day on every level... I can provide better service when I don't have so many things on my mind."

Smith later moved to work for Fifth Third in Tampa, and during Hurricane Irma, the Maternity Concierge helped get her distilled water for formula for her son.



“The Maternity Concierge made me feel valued, like I wasn’t just a number.”

Lexus Smith,
Customer Service Representative

“Maternity Concierge is part of Fifth Third’s commitment to provide an environment and culture where working mothers can not only succeed, but excel,” said Teresa Tanner, executive vice president and Fifth Third’s chief administrative officer, who worked with Best Upon Request to co-create the program. In its first year, the program enrolled about 300 women from all 10 states in our retail footprint. ■

Engagement & Wellness

We are extremely proud of our efforts to enable employees to confidently say they are “banking on me.” We are striving to be a leader in employee wellness leadership. The new Maternity Concierge program clearly tells Fifth Third moms that we care about them—both personally and professionally. To further support working parents, we made four weeks of paid bonding leave available to all new employee parents (male and female) in 2017. The benefit provides important paid time away from work without the need to use sick and vacation time.

Financial wellness also is an important component to our employees’ overall well-being. We launched a new employee financial program, provided by Ayco, in 2017. The program offers employees personal financial coaching and online resources to help them become more financially fit.

Stacey Bowers, a banking center support specialist, had this to say about the personal coaching provided through the program: “I met over the phone with a financial coach to discuss my finances. The coach was very helpful and motivated me to take action to improve my situation.”

The new myWellness–Financial program offered through Ayco is a complement to the myWellness–Health program, powered by Go365. Together, along with other benefits like LifeWorks, the maternity concierge and more, the program holistically supports the overall wellness of our employees and their families.

We offer these and other benefits like LifeWorks, a free and confidential program that provides employees and their families with support for a variety of issues, including tips on family topics, stress management advice and tools for researching products and services. In serving customers, supporting one another and improving communities, they drive the Bank’s business, reputation and success. We strive to fairly recognize and compensate employees based on individual performance and market alignment.

When the U.S. government passed tax legislation in December, including a reduction in corporate tax rates, we saw an opportunity to further recognize employees’ efforts. We were the first bank to announce:

- **A rise in our minimum hourly wage to \$15.** All non-exempt employees who had previously earned less than \$15 per hour received a base pay increase to meet the new minimum. The pay increase became effective just after the New Year.
- **Over 13,500 employees received a one-time payment of \$1,000,** paid in December 2017.

These investments help to reward, recruit and retain employees. As our chairman, president and CEO Greg Carmichael said at the time, “It is the right thing to do.”

Fifth Third “Banking on Me” Programs





Impact Story

Being Inclusive of those with Disabilities

Project SEARCH is a one-year, school-to-work transition program for individuals with intellectual and developmental disabilities that we helped establish in 2005. We operate three Project SEARCH campuses, two in Cincinnati and one in Grand Rapids, Michigan.

Over the years, we have guided and mentored more than 260 students and prepared them for job placements with multiple companies. We have also been honored to hire 34 graduates as Fifth Third team members. Last year marked our 12th consecutive year hosting the program's single largest fundraiser, the Tee-Off for Project SEARCH golf tournament, which raised over \$155,000. Since 2005, we have raised more than \$1.3 million.

In addition, we sponsored the 37th annual Veterans Wheelchair Games in Cincinnati. The Wheelchair Games are a rehabilitation and sports program empowering veterans with spinal cord injuries, multiple sclerosis, amputations and other neurological injuries to live more active and healthy lives through wheelchair sports and recreation. About 600 veteran athletes competed.

Our Company has earned significant recognition for our work with and for individuals with disabilities, including the 2017 Disability Matters "Employer of Choice Award," and we understand that the work we do with individuals with disabilities is its own reward. "There is nothing more rewarding than the work we do with Project

SEARCH and other initiatives for individuals with disabilities," said Mitch Morgan, vice president and Fifth Third's inclusion and diversity manager. "Improving lives of the people we serve isn't just about financial services or customer experience—it's about creating opportunities for growth, development and enabling our friends and neighbors to reach their full potential." ■



"Project SEARCH taught me how to prepare for a job. Since I was hired, I have gained organizational skills and I like being a part of a team. My favorite thing about my job is getting all of the work done and staying on task. I love my job at Fifth Third."

Edie Bahlman,

Project SEARCH graduate and Fifth Third employee



Stephanie Smith, director of Supplier Diversity, interacts at the Supplier Diversity Summit.



Supplier Diversity

We believe that diverse perspectives, ideas and thinking make us a stronger bank and, more, we recognize that diverse suppliers are a critical part of the health and vitality of our communities, our customers and the overall economy. In 2017, our total supplier diversity spend was \$50.4 million. Year-over-year growth from 2016 to 2017 was a significant 174 percent.

In January 2017, we selected Empower, one of the nation's largest independent media agencies, as our media agency of record. That means that Empower is leading media planning and buying efforts for Fifth Third, including social media and content marketing. Empower is a women-owned agency.

We also held our third annual Supplier Diversity Summit in our headquarters city of Cincinnati last year. The event is designed to help women-, minority- and veteran-owned companies do more business with Fifth Third.

Nearly 170 people attended the event, with 42 diverse companies represented from our 10-state footprint. Tillie Hidalgo Lima, president & CEO of Best Upon Request Corporate Inc. (BEST), a Hispanic- and women-owned business, and co-creator of the Maternity Concierge, was one of the presenters at the Summit.

"The maternity concierge program is incredible," said Hidalgo Lima. "The leadership that was required to implement this service was bold. The program ultimately helps women succeed at home and at work and creates a pipeline for women to grow their careers at Fifth Third Bank. We're honored to be a part of that strategy."

The Maternity Concierge is an example of how supplier diversity serves as an engine for innovation and growth. In acknowledgment of our commitment to partnering with women-owned businesses, we were awarded the Women's Business Enterprise National Council (WBENC) America's Top Corporations Bronze Award. ■

"We are proud of the progress of our supplier diversity spend in 2017, but even more important were the relationships we built with new diverse suppliers. It is extremely rewarding to collaborate with minority-, women-, and veteran-owned companies whose talent and expertise boost our business."

Stephanie Smith,
Director of Supplier Diversity



Supplier Diversity At-a-Glance

Vision

We desire to be the One Bank people most value and trust. In support of that vision and our commitment to communities, our Supplier Diversity Program strives to:

- **Increase spend with diverse suppliers,**
- **Increase our number of diverse suppliers,**
- **Increase diverse supplier representation** in challenging spend categories.

Our Partnerships

- National Minority Supplier Development Council (nmsdc.org).
- U.S. Small Business Administration (sba.gov).
- U.S. Department of Veterans Affairs (va.gov).
- Women’s Business Enterprise National Council (wbenc.org).

What We Buy

We purchase billions of dollars in goods and services each year. Our key areas of opportunity include marketing, facilities management services, IT software and hardware, fintech and professional services such as legal services.

Supplier Diversity Success Stories



HP ENERGY (MNC)

Middletown, Ohio-based HP Energy, co-founded by President Steve Hightower, consulted with Fifth Third on a project to install LED lighting across our facilities. The project is expected to cut our energy costs by \$650,000 per year and our energy consumption by 50 percent. HP Energy provided strategic advice to identify our most valuable energy savings opportunities, sources for lighting, and how to obtain an industry-leading manufacturer’s warranty and energy rebate.



BEST UPON REQUEST (WMBE)

Headquartered in Cincinnati, Ohio, Best Upon Request provides on-site concierge services to Fifth Third employees. This unique benefit aligns with our strategies to attract and retain top talent and foster a positive work environment. Employees can request help with everything from grocery shopping to dry cleaning and, most recently with the new Maternity Concierge, even plan for the arrival of a new child.

Take Accountability: Caring for the Planet

“In June 2017, Fifth Third committed to being an environmental sustainability leader by setting five bold goals, including achieving 100 percent renewable power by 2022. Just six months later, we signed a long-term power purchase agreement that will enable us to achieve our 100 percent goal four years ahead of schedule. That’s bold leadership that will benefit the environment and communities we serve.”



Scott Hassell,
Director, Environmental Sustainability, Vice President

BY THE NUMBERS





Five Bold Sustainability Goals

We announced five operational sustainability goals in 2017 that will promote a healthy and sustainable environment and help protect the planet for future generations. The identification and public statement of goals is our way of formalizing and accelerating our environmental sustainability efforts.

“I applaud Fifth Third Bancorp for establishing environmental sustainability goals that will help strengthen our communities,” said Kristin Weiss, executive director of Green Umbrella, the leading alliance working to maximize the environmental sustainability of Greater Cincinnati. “Public commitments are important and demonstrate Fifth Third’s willingness to be transparent, report its progress and be held accountable. This is the kind of leadership that will bring sustainable, positive change.”

Fifth Third committed to the following operational sustainability goals by 2022:

- Reduce energy use by 25 percent.
- Reduce greenhouse gas emissions by 25 percent.
- Reduce landfill waste by 20 percent.
- Reduce water usage by 20 percent.
- Purchase 100 percent renewable energy.

Progress

We made significant progress* toward the goals we made public in 2017, and are pleased to report on that progress relative to our 2014 baseline year.

19% reduction in energy use

29% reduction in greenhouse gas emissions

10% decline in water consumption

30% renewable energy purchased in the form of renewable energy credits (RECs)

100% renewable energy contract signed

*Energy use, greenhouse gas (GHG) emissions and water consumption calculations are based on owned or ground-leased buildings where we receive a utility bill. GHG emissions are calculated using national average emissions factors. Energy use and water use are calculated per square foot. Complete energy consumption and GHG emissions are reported in our annual submissions to the Carbon Disclosure Project. We will begin reporting on landfill waste in 2018.



100% renewable energy

In 2017, Fifth Third signed a contract to achieve **100% solar power**.

That's about **194,000 megawatt hours** of clean energy per year.

That's the same as:



powering
22,000
homes



growing
4 million
seeds for 10 years



switching to nearly
5 million
LED lightbulbs



eliminating
144,000mt*
of gas emissions



avoiding
800
railcars of coal



reducing
31,000
passenger vehicles



We also made tremendous progress toward achieving our 100 percent green power goal. **In December, we signed a virtual power purchase agreement with SunEnergy1 to purchase power from a new solar facility that they will build and operate in Hertford County, North Carolina.** This agreement made us the first Fortune 500 Company and first bank to announce a new project that will allow us to achieve 100 percent renewable power. The project is expected to be complete in 2018, which will allow us to meet our bold goal four years earlier than anticipated.

Renewable Energy Finance

In addition to purchasing renewable power, we are proud to finance new renewable energy projects. In October 2017, Fifth Third financing helped bring the NC92 utility solar power project to commercial operation, generating more than 92 MW of clean energy for thousands of residences across Cumberland County, North Carolina.

This project is part of a broader relationship between Fifth Third and DEPCOM Power, an Arizona-based utility solar power development, engineering, construction, operations and maintenance firm. Fifth Third has provided DEPCOM with a working capital revolver, a construction revolver, and letters of credit to support the development and construction of projects in multiple states across the U.S.

“The utility-solar power industry is changing the American energy grid, generating clean, affordable energy. It’s forward-thinking investment companies like Fifth Third Bank that are helping power the utility solar power technology evolution and supporting the future for an energy independent America.”

Jim Lamon,
Chief Executive Officer, DEPCOM Power





Impact Story

OurWorkplace Works for Employees and the Planet

Fifth Third's OurWorkplace model is re-engineering the workday from the ground up by letting our employees curate their day based on what best supports innovation, collaboration and providing our customers with the best advice and services.



OurWorkplace creates happier, more productive employees while helping Fifth Third become a more environmentally sustainable company.

We began OurWorkplace as a pilot in Detroit in 2015 and it continues to improve as we renovate offices nation-wide. OurWorkplace renovations are people-centric workplaces with a variety of formal and informal collaborative team areas. Options include workbenches, couches, presentation zones, cafes, huddle and focus rooms, as well as traditional offices.

By providing employees with many workspaces, people will move around during the day and choose the environment that best supports a given task. This creates 200 different work points in an area that previously provided about 80 traditional desks and offices.

OurWorkplace's effective space planning and efficient LED lighting also consumes less energy. Additional benefits include enhanced recycling infrastructure, sit-stand and treadmill desks, dual monitors to reduce printing, filtered water and reusable glasses and mugs. ■



Environmental Risk Governance

Disclosure and transparency help our Company and our stakeholders better understand, prepare for and manage climate change-related risks and opportunities. For this reason, we continue to participate in the annual Carbon Disclosure Project (CDP) reporting process that covers our emissions and our approach to managing the risks and opportunities related to climate change.

For the fifth year in a row, we had our Scope 1, Scope 2 and some components of our Scope 3 greenhouse gas emissions independently verified to ensure the integrity of our data collection process and calculations. Based on our 2016 emissions and management approach, we received a CDP score of “C.”

In 2017 we enhanced our approach to managing climate-related risks and opportunities by launching a new Corporate Responsibility & Reputation Committee which has a broad scope, including climate change. The committee includes representatives from multiple lines of business and corporate functions and reports to the Enterprise Risk Management Committee. In turn, that group reports to the Risk and Compliance Committee of the Board of Directors.

In 2017, we also convened an internal working group to review the work of the Task Force on Climate-related Financial Disclosures and provide recommendations. Topics the working group will explore in 2018 include increasing the transparency of our governance process for environmental risks, leveraging existing practices and procedures to enhance our environmental risk management framework, and reviewing our portfolio for exposure to carbon-intensive and renewable sectors. ■

“We hope this report has defined, articulated and communicated our commitment to good corporate citizenship. We invite all of our customers, communities, employees and shareholders to hold us accountable and to continue engaging with us in our mission to improve lives and the well-being of our communities. We are striving everyday to keep our customers at the center of everything we do and to do well by doing good.”

Greg D. Carmichael
Chairman, President & CEO, Fifth Third Bancorp

Contact Us

Visit 53.com/customer-service for a full list of contact numbers for specific inquiries.

Visit 53.com/csreport to read the 2017 Fifth Third Bancorp Corporate Social Responsibility Report online.

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