# Table of Contents

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

Fifth Third Corporate and Economic Profile 4

  2018 By the Numbers 4
  2018 Awards and Recognition 5

The Fifth Third Compass 6

A Message from Chief Administrative Officer Teresa J. Tanner 7

Keep the Customer at the Center 8

  Improving Lives of Consumers 9
  Building Wealth for the Future 10
  Building Better Businesses 14

Building Stronger, Inclusive Communities 18

  Progress Under our $32 Billion Community Commitment 20
  Driving Change in Communities 21
  Expanding Capacity with Leaders 28

Be Respectful and Inclusive 30

  Inclusion and Diversity 31
  Talent Diversity 34
  Engagement and Wellness 36
  Feature: From Tragedy, a Legacy of Resilience and Solidarity 39
  Supplier Diversity 40

Take Accountability: Caring for the Planet 43

  Five Bold Sustainability Goals and 2018 Progress 43
  Accelerating Sustainability 46

Contact Us 48
A Message from Chairman, President and CEO Greg D. Carmichael

We have a long legacy at Fifth Third Bank of supporting our local communities through investments, lending, community development, philanthropy and service. We’ve often said that we engage in those activities because we believe that building a strong community builds a better bank. The reverse also is true. When Fifth Third Bank is strong, we can put that strength to work for the communities we serve. With the help of all of our stakeholders, that’s exactly what we did in 2018.

From a financial standpoint, 2018 was a solid year for our company. This report details the many ways we used our financial strength and the most tangible strength we have—our employees’ generosity and commitment—to better the world around us.

We’ve taken great care in this CSR Report to provide you with highlights of our efforts to keep our customers at the center of everything we do; to build strong communities; to foster inclusion and support wellness; and achieve great sustainability goals to protect and strengthen our planet. Please know that we don’t do any of this alone. In fact, without our community partners, none of this would be possible.

To that end, I want to extend my sincere thanks to everyone who supported our Fifth Third family after the shooting that occurred in our Cincinnati headquarters lobby last September. The adage that strength comes from tragedy certainly is true. Our hearts were broken that day as we lost employees and contractors and saw other team members injured. We also saw how great the human spirit is; what we’re all capable of when we come together. From the first responders to the community to the employees whose lives were forever changed that day, we all learned how to be #FifthThirdStrong. I am grateful, and I ask that you continue to keep our company in your thoughts as the healing continues.

The strength of community, in all of its forms, is something that sustains all of us through good times and bad. Our commitment to it, therefore, is steadfast and true. We’re honored to be members, ourselves, of each of the communities we serve. Like you, we are business owners, consumers, community members and residents. Also like you, we take great pride in doing our part to continue a legacy of caring, concern and social responsibility.

With gratitude,

Greg D. Carmichael
Chairman, President and CEO, Fifth Third Bancorp
2018 BY THE NUMBERS

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

As of December 31, 2018, the Company had:

- 18,084 TEAM MEMBERS
- 2.2M HOUSEHOLDS
- 1,121 FINANCIAL CENTERS
- 10 STATES*

$146B IN ASSETS**
52K FEE-FREE ATMS***
$356B IN ASSETS UNDER CARE*
$36B IN ASSETS UNDER MANAGEMENT*

*Fifth Third’s Consumer Bank footprint.
**Financial information as of 12/31/18.
***ATM network is fee free for Fifth Third Bank customers when using their debit or prepaid card to withdraw cash. When you use an ATM not owned by us, you may be charged a fee by the ATM operator or any network used (and you may be charged a fee for a balance inquiry even if you do not complete a fund transfer). Non-Fifth Third ATM Transaction: $2.75 per transaction; International Point of Sale/ATM Transaction Fee: 3.00% of Transaction Amount; Currency Conversion Fee: 0.20% of the Transaction Amount; International ATM Withdrawal: $5.00; Non-Fifth Third Cash Advance Debit Card Fee: Greater of $5 or 3.00% of the transaction amount up to a maximum of $10.

+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, age, disability, sexual orientation, gender identity, military status, veteran status or any other legally protected status.
2018 AWARDS AND RECOGNITION

Community and Environment

- U.S. Environmental Protection Agency Green Power Partner, October 2018.
- Platinum MarCom Award, Fifth Third Bancorp 2017 Corporate Social Responsibility Report, CSR Reports, November 2018.
- Platinum MarCom Award, Fifth Third Bancorp 100 Percent Renewable Energy Public Relations Plan, Public Relations program, November 2018.

Employee

- 2018 Human Rights Campaign Foundation’s Corporate Equality Index Perfect Score, for 100 percent national rankings for LGBTQ-related policies and practices, December 2017.
- Bloomberg Gender Equality Index, January 2018.
- Cincinnati Business Courier C-Suite Award-Chief Marketing Officer. Matt Jauchius, executive vice president and chief marketing officer, June 2018.
- Cincinnati Business Courier s IT Team of the Year. April 2018.
- Dave Thomas Foundation’s Top 100 Adoption-Friendly Workplaces. October 2018.
- Careers and the disABLED Employee of the Year. Debbie Lewinski, vice president of business process and controls, April 2018.

Organization

- Bank Director’s Best Corporate Citizen. December 2018.
- Bank Director’s No. 1 Best Technology Strategy. December 2018.
- Entrepreneur Magazine’s Top 100 Brilliant Companies. May 2018.
- Opportunities for Ohioans with Disabilities, Platinum Partner, October 2018.
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 J. Tanner

It is an honor to serve our customers—from all walks of life, at every age and every stage, and inclusive of everything that makes them who they are. Our goal is to keep our customers at the center of every single thing we do, both inside and outside of our company. We relish being a part of their communities. It’s a privilege we will never take for granted.

On a personal note, I am extremely proud of our employees who came together so beautifully after the shooting at our headquarters in Cincinnati last September. We are indeed #FifthThirdStrong. The tremendous outpouring of love and support was inspiring. It helped begin the healing process. We did our best to support those employees and contractors personally impacted, and, in three instances, the families they left behind. We provided weeks of counseling services to our employees and helped lead events that invited us to lift one another up. More about the Sept. 6 tragedy can be found on page 39 of this report. All of us, throughout our entire company, were touched and humbled by the care we received during this difficult time.

Care is not something we take lightly. We believe strongly in the power of genuine care and in its ability to transform situations, outcomes and lives. That’s one reason we made care the basis of a new customer experience initiative in our Operations division last year. Called CARE, the acronym stands for Curious, Accountable, Respectful and Empathetic. It’s a guide for how we approach every interaction with our customers. We appreciate how every touchpoint with our customers is an opportunity to show we care. It’s the right way to provide a customer experience that’s a Fifth Third Better®.

We exemplify the CARE model when we innovate and develop products like Fifth Third Momentum™, which helps customers pay down student debt; when we engage in listening sessions with community stakeholders to help fill gaps in affordable housing, capital access and down payment savings; and when we go about the daily work of getting to know our customers and understand their needs.

This same model helps guide the actions we take as an employer of thousands of talented women and men across the United States and beyond. Such actions have earned Fifth Third recognition as a Top Workplace in multiple regions, as one of the “Best Places to Work for LGBTQ Equality” and as one of America’s “Top 100 Adoption Friendly Workplaces.”

Care is part of everyday life at Fifth Third Bank, just as it is part of everyday life in the communities we serve. Thank you, again, for giving us the privilege to know and serve you. Thank you for the opportunity to show you we care.

Sincerely,

Teresa J. Tanner
Executive Vice President and Chief Administrative Officer
Fifth Third Bancorp
Keep the Customer at the Center
Life is filled with financial decisions and opportunities, big and small. No one wants to feel that they’ve fallen behind; no one wants to feel strapped or trapped. The more individuals, families and small businesses are empowered and financially healthy, the more our communities thrive.

Improving Lives of Consumers

We are committed to providing better financial solutions for all the people we serve. To improve lives, we are constantly listening, searching and discovering new ways to make a difference. When we innovate on our customers’ behalf, the result is products like the Fifth Third Momentum™ app to help with student loan debt, and our Down Payment Assistance Program, which makes achieving homeownership possible.

Easing the Burden of Student Debt

The Fifth Third Momentum app, launched in 2017, enables customers to round up their debit card purchases to help pay down their student loans. Through December 2018, Fifth Third Momentum already had helped customers pay down $1.6 million in debt. We developed the program and its innovative app because student debt is such a significant hurdle for millennials. A 2018 report on Student Loan Hero stated that the average debt for a 2017 graduate was $39,400, an amount that increased 6 percent from the prior year.

Additionally, we joined forces in 2018 with CommonBond to help customers pay down their student loans through innovative refinancing solutions. CommonBond is known for its advanced technology, competitive rates and award-winning customer service. It also has a one-for-one social mission: For every loan funded through CommonBond, the company also funds the education of a child in need.

“We are thrilled to team up with Fifth Third to offer CommonBond student loan refinancing to Fifth Third customers,” said David Klein, CEO and co-founder of CommonBond. “We are combining the best of financial technology and banking to make personal finance better for consumers. Both companies value delivering great financial products to customers, building long-lasting brands that matter, and having outsized impact on communities across the U.S.”

We surprised a Chicago nurse in December 2018 by paying off her $185,000 student loan. “I never imagined a life without student loan debt,” said Jasmin Ford, who works six days a week, often double shifts of 16 hours a day, and juggles childcare for her son, Caleb. “I just presumed monthly payments for a lifetime. Now, thanks to Fifth Third, I can put those payments into college savings for my son so he won’t have to go into debt like I did.”

Jasmine is the first in her family to go to college. She earned her master’s degree in nursing from the University of Illinois at Chicago in 2015 and works in the psychiatric department of a Chicago-area hospital.

“Jasmin’s story exemplifies the choice many Americans face when they strive to build a better life for themselves and their families through higher education,” said Mike Crawford, who led the Bank’s research of millennials and their financial needs. “We recognize that for many people the only available path to a fulfilling career with a promising future includes being saddled with debt. This is a woman who chose to lift herself out of poverty in a career dedicated to helping others.”

That’s why we launched the Fifth Third Momentum app: to help customers pay down their student loan balances faster. By helping address that issue, we know that we can have a profound and lasting effect on communities and the economy.

Making Homeownership a Reality

When we made our Community Commitment, we pledged to facilitate homeownership for low- and moderate-income individuals and within low- and moderate-income communities. Our down payment assistance program (DPA)* grew out of that mission, and in 2018, we reached the milestone of $5 million in assistance provided throughout our 10-state geographic footprint.

Our DPA program 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 may be combined with state and local programs to help consumers take advantage of grants and other resources for their home purchase.

Mortgage Loan Originator Carrie Johnson, who works in our Central Ohio market based in Columbus, understands the key role we play in helping customers make the important decision to become a first-time homeowner. “I had a customer who intended to take a loan from his 401(k) plan to purchase his first home,” Carrie said. “After we met, I noted that the home he wanted to purchase was located in a low-income census tract, which qualified him for our DPA program. My customer was extremely happy that he didn’t have to tap into his 401(k) to achieve homeownership. And, our DPA program combined with other programs, meant he didn’t have to bring any funds to the closing table. It’s a wonderful feeling to have the resources and programs available that can help people accomplish their goals.”

Building Wealth for the Future

Financial education can make a lasting impact on the lives we touch. We are dedicated to improving financial wellness at all stages of the life cycle. We equip individuals with the skills they need through our Fifth Third L.I.F.E. (Lives Improved through Financial Empowerment*) programs. Offered throughout our Consumer Bank footprint, our employee volunteers, trained educators and community organizations collaborate to create financial stability in neighborhoods one session at a time.

Building a Bright Future

Our newest LIFE program, Fifth Third Finance Academy, was first offered to high school juniors during the 2017-2018 school year. Finance Academy includes courses on financial education and entrepreneurship and was delivered to nearly 150,000 students. Pre- and post-course testing data showed an average 74 percent gain in knowledge in topics like saving, banking, owning versus renting and insurance.

Fifth Third Young Bankers Club* is a L.I.F.E. program we offer at no cost in the communities we serve. Since 2004, our employee teachers have educated kids in fifth-grade classrooms to establish good financial habits at the outset. In 2018, we were proud to graduate over 3,000 students from our program. Other LIFE programs include Fifth Third Empower U®, our adult financial education curriculum; SmartPath, a collaboration with the University of Cincinnati Economics Center, for grades 1-6 in Ohio, Michigan and Florida; and our Next Job workforce solution program.

In addition to our L.I.F.E. programs, we build financial wellness in our communities through our offerings of free workshops that help adults and families with money-related matters. We collaborate with local organizations to educate the community about homeownership, identity protection, college education savings and financing, and estate and retirement planning. We also use our Fifth Third Financial Empowerment Mobiles, or eBuses, to drive directly into neighborhoods and offer individual, personalized assistance like credit counseling, job search training and tax preparation.

*Lending subject to credit review and approval. 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.
I dream of becoming a successful African-American entrepreneur. With the help of Finance Academy, I have learned the importance of a budget and how I should start one. Finance Academy has also furthered my understanding of banks and how they work. Additionally, this will help me manage my money when I get older and start pursuing my dreams as an entrepreneur.

— Kiara Fuller, Student
Finance Academy, Illinois

Special Feature

Helping Customers During Tax Season

For consumers with little to no access to banking services, it can be hard to find help with tax return preparation. That’s why our bankers collaborated with local organizations across our footprint to deliver Volunteer Income Tax Assistance (VITA). Our employees conducted free tax services in financial centers, on board our financial empowerment mobiles (eBuses) and at national tax preparation centers in underserved communities.

The VITA program offers free tax help to those who make $54,000 or less per year and need support in preparing their tax returns. Volunteers are certified by the Internal Revenue Service and provide free income tax return preparation with electronic filing to those who meet the criteria. Volunteers also help community members receive special tax credits for which they qualify.

In North Carolina, an event we held with the Urban League resulted in an average tax refund of $1,482. “The Fifth Third eBus was a great resource for clients of the Urban League of the Central Carolinas,” said Teddy McDaniel, Urban League president and CEO. “The Fifth Third team was very thorough with one-on-one counseling, advising and tax preparation assistance. The eBus served as an excellent enhancement to our financial education series for clients on the path to economic self-sufficiency. We look forward to the eBus returning in the near future.”

In Tennessee, we worked with the AARP Donelson Senior Center to provide tax preparation services, one-on-one financial counseling and credit report reviews for seniors. Regional President Mickey McKay was on hand with employees Tracee Smith, community and economic development manager, Tammy Elizer, mortgage sales assistant, and winner of a random drawing, Joyce Skaggs (see photo). Other events in the region, such as one called Operation Stand Down, focused on veterans for assistance.

Finally, in our Central Ohio region, we hosted an event on the eBus in collaboration with the United Way. Called the Super Saturday United Way VITA event, it enabled over 140 community members to get help with their taxes. Columbus Mayor Andrew Ginther stopped in to show his support.
Fifth Third Day Babies Receive Financial Gifts

When Gianna Rose entered the world May 3, she was greeted by her adoring family, including her 6-year-old sister. That was enough for her mom to say it was one of the best days ever. Later that day, Fifth Third gave the Chicago mom a gift card for $1,053 to start a college savings account for her new daughter.

“She is my lucky baby,” Monica Arellano said. “What a wonderful surprise.”

For us, it’s one more way we celebrate Fifth Third Day—May 3 or 5/3. We want to give back to our community—and promote savings from the earliest of ages. We partnered with 20 hospitals in Chicago to give new babies a gift card worth $1,053 to open a 529 account for her new daughter.

Additional, we work to make a difference during times of crisis. In 2018, the Fifth Third Foundation made a $100,000 donation to the American Red Cross in the aftermath of Hurricanes Florence and Michael.

“I have seen first-hand the destruction caused by Hurricane Florence,” said Stephanie Byrd, CEO of the American Red Cross of Cincinnati. “With their gift, Fifth Third helped restore hope and give much-needed relief to the residents of North Carolina and South Carolina.”

We also are able to mobilize our resources quickly when disaster strikes and to get involved in relief efforts. In the aftermath of Hurricane Florence, for example, several of our financial centers in North Carolina served as collection points for community donations of supplies and items, including bottled water, bleach, mops, diapers, paper products, cleaning supplies, toiletries, baby supplies and non-perishable foods.
CARE and Responsible Banking

Care. It’s a word that denotes empathy and concern for other people, and that’s what made it a perfect acronym for a new customer experience initiative led by Fifth Third’s Chief Administrative Officer Teresa Tanner. The initiative is rooted in our commitment to keep our customers at the center of everything we do. No matter the type of interaction—in person, on the phone, online—we want to give customers an experience that’s a Fifth Third Better®, an experience that shows we care.

CARE for everyday customer service stands for Curious, Accountable, Respectful and Empathetic. It’s a model for how employees resolve to treat people inside and outside of our organization. Since its official launch last spring within the Operations division, employees have enthusiastically worked to put it into action.

Jordan, a branch support specialist in our Operations Center, exemplified CARE while working as financial center customer service representative. He had a regular customer with a hearing impairment who would communicate by writing down the transactions he wanted. On some occasions, completing the transactions was difficult because the pair couldn’t easily engage for questions and answers. Jordan took it upon himself to learn American Sign Language during his off hours. The face of his customer lit up at their next transaction, pleased with their new ability to communicate. Jordan had exemplified the CARE model by respecting and acknowledging his customer.

A new email service for employees called WeCare also grew out of the CARE movement. The service, launched companywide at the end of 2018, acknowledges that employees are approached frequently while off duty with questions about Bank processes or policies, or about customer issues. Friends, neighbors and others may not realize that the employee they’re asking does not have the answer they’re seeking: they just know the person works at Fifth Third. The new service allows the employee to help, even if the question lies outside the area of his or her expertise. WeCare invites employees to contact a special customer care team that will follow up and employ the CARE model to resolve any issues. The email service also enables employees to pass along compliments or notes of positive feedback. WeCare is a customer concierge hotline for employees to use when they want to help, but don’t know exactly where to turn.

Being customer-centric is at the heart 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. We always will strive to act 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.

CARE FOR EVERYDAY CUSTOMER SERVICE

Curious: Take time to understand the customer’s true needs.

Accountable: Own what you do and say.

Respectful: Respect the person and the situation.

Empathetic: Show compassion and relate to the person’s thoughts and feelings.
Building Better Businesses

Small businesses are the lifeblood of economically vibrant and healthy communities. As they employ residents and supply products and services to meet the needs of our communities, we work hard to ensure the business environment is ripe for their success. We also are committed to entrepreneurs; to providing the training and technical support they need to start and grow their businesses.

Small Business Lending and Technical Assistance

Fifth Third is a U.S. Small Business Administration (SBA) lender. In 2018, our SBA lending was $113.6 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.

Last year, Chicago Business Banker Betsy Brace saw her commitment to two clients turn into a groundbreaking ceremony for a new healthcare business called Lake Immediate Care and Clinic, a medical practice that combines both primary and urgent care. The clinic is run by Dr. Ebere Ibe and Dr. Ebirim Reginald.

The doctors were referred to Brace three years ago by the Island Lake Financial Center. During the initial phone call, Betsy learned of the doctors’ intent to purchase land and build a medical center to meet the needs of the community, which, at the time, didn’t have a primary care services provider.

Financing an Olympian’s Dreams

Olympic Gold Medalist Dominique Moceanu was the youngest person to win Olympic gold with her teammates at the 1996 Summer Olympics in Atlanta. Dominique has been involved in gymnastics for over 30 years as a gymnast, coach, clinician, choreographer, mentor, camp owner and director. She has always wanted to open a gymnastics center to inspire children. In 2018, Dominique’s dream came true, thanks in large part to Fifth Third Small Business Community Lender Mary Santora.

“I wanted to do whatever it took to help this Olympic gymnast fulfill her lifelong dream of opening of gymnastics center,” Mary said. That’s why she enlisted the help of Fifth Third’s Business Banking Relationship Manager Greg Turk. Together, Mary and Greg got to work with Dominique and their internal partners, and Dominique’s facility opened in Medina, Ohio, last summer.

The facility offers summer gymnastics camps for children, ages 6-18, and yoga for adults. Parents are able to take yoga while their children hone their gymnastics skills. Dominique works to develop the recreational aspect of the sport before connecting students with an appropriate competitive program.

The Fifth Third team was able to provide an SBA 7(a) loan for the purchase of the building and improvements, an SBA (7a) for equipment financing and a home equity line of credit.
Betsy assembled a cross-functional team of internal colleagues to listen and develop a road map to see the doctors through the purchase of the land, construction of their building and the start-up of their business. She helped facilitate a SBA 504 loan for real estate construction as well as equipment financing, a line of credit, depository and treasury management services. Although the process was long and often complex, Betsy said it’s why she loves her job.

“This medical facility was a goal for the doctors and it serves a community of 8,000 people,” she said. “It’s one of the few that will serve any individual regardless of insurance, and it combines urgent and primary care, which means a patient can be seen for an emergency and then receive care for the rest of their life.”

Brace expects to be there for Drs. Ibe and Reginald for the long-term. “My passion for their business means that I was there to pick up the phone when they first called; when we put the shovel in the dirt for the groundbreaking with the village; when the architect came to figure out where the doors could go. I was there when the contractor couldn’t find a place for the sewer and we worked it out together. I was there when the florist came to plant the flowers. I was there to make sure the x-ray equipment got into the right place.”

As part of our commitment to the community, the role of small business community lender was created to focus on building relationships and providing resources to small entrepreneurs that often face trouble with access to capital. The Fifth Third team members in these roles assist small business owners and emerging entrepreneurs in achieving their financial goals by providing smart financial solutions for both personal and business needs.
Expanding Economic Opportunities

In 2018, we continued our significant support of funds created to boost access to capital for small businesses. We have supported Entrepreneurs of Color Funds in both Detroit and Chicago, and last year, we were a founding partner in the creation of the Cincinnati Access Fund, which was designed to provide capital to small, minority- and women-owned businesses. We provided its initial capital of $1.2 million. We also underwrote the specialized technical services available through the Cincinnati Access Fund, something we do through our own programs and initiatives as well as through collaborations with other nonprofit organizations.

Community development financial institutions, or 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 have significantly invested with CDFIs to boost small business growth in underserved communities within our geographic footprint. Our most significant work with CDFIs is represented by Accion, a global nonprofit dedicated to creating a financially inclusive world.

We have worked with Accion for several years providing over $1 million to the organization to support the lending and technical assistance it provides for underserved small business owners in Illinois, Indiana, Florida, Michigan and Ohio. We also financially support Accion’s in-person outreach with small business leaders and its online educational resources.

In 2018, Accion provided loans and technical assistance to nearly 625 clients with an average loan size of approximately $10,500. According to Accion, these entrepreneurs are creating and retaining an average of three jobs per business, totaling an estimated 1,875 jobs in communities in need of economic activity.

In September, Fifth Third and Accion together supported a Spanish speed coaching event in which entrepreneurs received advice on a variety of topics.
**Accion Partnership Encourages Business Expansion**

**Felipe Funderburg**, owner of the Legendary Art Gallery, grew up on Chicago’s West Side, where he painted and drew at his mother’s kitchen table. As he grew, however, he gave up art when he didn’t see a future in it—or any artists in his neighborhood that looked like him.

Felipe began hanging out with the wrong crowd, battling homelessness, and losing several cars to repossession. That’s when he was encouraged to try his hand at being a tattoo artist. He borrowed money to purchase an equipment kit and started training. “There was a book that came with the equipment kit, Tattooing A to Z. I essentially taught myself with that book.” He practiced on family and, after a few months, started charging for his services. He tattooed in barbershops, a basement, and his apartment. In 2007, Felipe opened his own shop, Tat2K, in Garfield Park. Not just a tattoo parlor, Tat2K quickly became a place where Felipe could apprentice five other emerging artists. Felipe boasts, “All the guys I taught are still tattooing to this day.”

Despite the following Felipe had developed, owning a business was difficult in such a rough part of Chicago. Artists were afraid to come to the studio, and at the time, the neighborhood was not conducive to economic growth. Felipe knew a change was needed, a realization that came as he was rekindling his love of painting. In 2016, Felipe decided to close his doors in West Garfield and look for a new space for a business that integrated painting, apprenticing and lifting up the community.

Originally, Felipe had his heart set on Chicago’s Pilsen neighborhood, but his building funding fell through. He eventually rented instead and opened Legendary Art Gallery, an event space and artist studio that hosts paint parties, poetry readings and community art nights showcasing local artists.

In 2018, Felipe learned about Accion through the launching of the Entrepreneurs of Color Fund, a fund that supports minority entrepreneur business ventures and for which Fifth Third had provided seed money. He went into his local Fifth Third Bank branch and met with Lionel Gomez. Felipe was looking for working capital to maintain his gallery space, and while Fifth Third was unable to provide assistance, our collaboration with Accion gave him a second option. Lionel referred Felipe to Accion Community Lender Tierra Bradford. “Tierra was really interested in helping me out, even with my damaged credit,” says Felipe. “I definitely want to continue working with her so I can continue to grow my business. It’s my passion.”
Building Stronger, Inclusive Communities
Since our founding, Fifth Third has been committed to helping people achieve their best lives through responsible financial solutions that are right for individuals and the community. This legacy of support has confirmed for us that we are capable of improving lives and making generational, transformative impacts in the communities we serve.

Our Community Reinvestment Act rating was “Outstanding” on our most recent exam (for the period of Jan. 1, 2014 through June 30, 2016). We are committed not only to maintaining our level of investment, lending and service, but also to increasing it as we move into the future.

A proof point of that commitment is our public announcement of $30 billion—increased to $32 billion in 2018—to support comprehensive and innovative solutions to challenges facing our communities. These challenges include the increasing costs of housing and declining homeownership rates, especially in communities of color; diminished access to capital for small businesses seeking to start, grow and expand; and a gap in financial education and workforce development.

Our work to address these critical areas has been intentional. We have leveraged research, incubated ideas and scaled successful program models. We are proud to share examples of how we are transforming communities—person by person, neighborhood by neighborhood and city by city. Through compassionate and inclusive lending, investments and services, we are working to create healthy, vibrant and economically-diverse communities. For us, it’s not about numbers or scores. It’s about doing what’s right for the people we serve; the people who entrust their dreams to us.

“Every day we work with community partners as well as public and private sector organizations to make strategic investments to improve the financial health and sustainability of neighborhoods. We have driven deeply into the markets we serve, putting our hearts, our hands and our heads fully into our commitment.”

— Byna Elliott
Chief Corporate Community and Economic Development Officer

COMMUNITY IMPACT FIGURES

$246.0M
CDC INVESTMENTS

1,800
NEW HOMEOWNERS THROUGH DPA ASSISTANCE

$12.1M
IN FIFTH THIRD FOUNDATION GRANTS

$3.0M
IN STRENGTHENING OUR COMMUNITIES GRANTS
Progress Under Our $32 Billion Community Commitment

We have delivered $20.3 billion under the five-year Community Commitment plan we developed in 2016. At that funding level, we are ahead of pace to deliver on our promise to communities in the areas of mortgage, small business and community development and investments. Our Community Commitment plan was created in consultation with the National Community Reinvestment Coalition (NCRC) and developed from insight gleaned from meetings with more than 200 community organizations.

In 2018, we increased our $30 billion Commitment to $32 billion to reflect our planned expansion in Chicago. The additional $2 billion will be invested entirely in Chicagoland and increases the Commitment there from $3.6 billion to $5.6 billion. The complete investment will be made within the timeframe of the original Commitment, which runs through 2020.

Since 2016, Fifth Third has invested $20.3 billion, or 68 percent of its total lending and investment commitment.*

- **$8.0B**
  - Mortgage Lending
- **$5.6B**
  - Small Business Lending
- **$6.6B**
  - Community Development Lending and Investments
- **$64.5M**
  - Philanthropic Donations

*68 percent reflects percentage of $30 billion. The increase of the Commitment to $32 billion begins in 2019.
Helping Lead the Urban Core’s Rebirth

We are proud to be part of Detroit’s renaissance. In 2016, our Bank’s leadership took a bold step and relocated our regional headquarters from Southfield to the iconic One Woodward Building downtown because we wanted a role in the city’s rebirth. In doing so, we joined our administrative functions with our six downtown Detroit banking centers. Since then, we have been able to grow by serving more businesses and consumers. More important, the move was a catalyst for others to follow.

Advancing Inclusive Business Growth

Our commitment to small business growth, including minority entrepreneurship, led to our $3 million investment in the Entrepreneurs of Color (EOC) Fund, a fund dedicated to closing the wealth, capital and credit gap. Administered by the Detroit Development Fund, the EOC Fund has grown from $6.5 million to more than $22 million by December 2018. It’s a model that worked so well that we have made investments in similar funds in other market cities, including Chicago and Cincinnati.

One of the major challenges Detroit has faced for several decades is urban blight and flight. We collaborated with the Detroit Land Bank Authority, the owner of tax-reverted properties in the city, on its Disposition and Buy Back program. The program enables occupants of properties owned by the land bank authority to gain ownership of the home in which they live.

"We are taking the strategy that worked in Midtown and scaling it citywide to bring more development to neighborhoods, and now, with the help of our partners, we’re going to make sure the development is equitable and inclusive to all."

— Detroit Mayor Mike Duggan

Krystal Spears is one such resident. She was a renter whose landlord failed to pay the property taxes on her home in Southwest Detroit. A part of the “working poor,” Krystal had believed homeownership was beyond her reach—until the Buy Back program came along. She was able to purchase her home for $1,000 and enter into an agreement to pay at least $100 per month for one year to cover the property tax bill. The land bank authority estimates that it owns as many as 3,900 occupied properties. For hundreds of future homeowners like Krystal, Fifth Third holds the individual accounts for the monthly deposit. At year-end 2018, our collaboration with the Detroit Land Bank Authority had helped convert 465 residents into homeowners.

In December 2018, we made a $5 million commitment to invest in the city’s efforts to renovate 10 Detroit neighborhoods. We were one of seven companies to commit $5 million to fund physical improvements to parks, streetscapes, commercial corridors, single family housing and affordable housing in the next five years. We will be deploying our $5 million Fifth Third Foundation grant to adopt a specific neighborhood area in Detroit, which will be announced in 2019.
In our most recent community assessment, 58 percent of respondents called the lack of affordable housing a major concern. The Fifth Third Community Development Corporation (CDC), a wholly-owned, indirect subsidiary of Fifth Third Bancorp, invests in places that people call home. One such investment was Alfred Brush Park, new construction of rental housing in the historic district of Brush Park, Detroit. The development provided 54 new affordable housing units for seniors. The investment helped provide much-needed affordable housing in an area where affordable housing has been steadily declining. Further, the neighborhood offers access to jobs and the region’s highest concentration of economic, educational, cultural and entertainment assets.

Financing the American Dream

A 2017 report by the Urban Institute lists down payments as the primary barrier to homeownership. According to the report, 53 percent of renters cite saving for a down payment as an obstacle, and 80 percent of consumers are unaware of how much lenders require for a down payment or believe all lenders require a down payment above 5 percent. These statistics confirmed what our own customers were telling us. By providing up to $3,600 in assistance, our down payment assistance (DPA) program—launched in 2017—has helped over 1,800 customers achieve the goal of owning their own home.

“I have always dreamed of purchasing a home where my kids can play in the backyard,” said Ken White, a married father of four in eastern Michigan. “But saving for a down payment was hard. I was paying about $900 in rent each month and working to feed and clothe my family. I always seemed to fall short.”

Detroit Loan Specialist Priscilla Hampton was able to get Ken and his family into the home of their dreams through the $3,600 DPA benefit and another grant program. “It was truly a pleasure to sit at the closing table with Ken as his dream was coming true,” Priscilla said. “This is what we do. We overcome obstacles and push forward in supporting the American dream.”

Creating Paths to Financial Well-Being

One of the ways we serve Detroit communities is by driving our Financial Empowerment Mobiles, or eBuses, directly to them. A Detroit eBus tour in 2018 reached more than 15,000 people and provided services like job search training and credit counseling, and through collaborations with local nonprofits, services like youth dental visits. Our eBus visited 80 sites in Detroit and surrounding areas.

<table>
<thead>
<tr>
<th>Financial and Health Empowerment Tour</th>
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<tbody>
<tr>
<td>Sites</td>
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<tr>
<td>People Helped</td>
</tr>
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</tr>
<tr>
<td>Credit Counseling Sessions</td>
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<td>Customer Service Support</td>
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</table>

We also deliver comprehensive financial empowerment programs to people at all ages and stages. The Fifth Third Finance Academy is one such program. In its first full year, Finance Academy educated over 8,000 high school students in Detroit, representing 16,580 hours of learning. Additionally, $2,500 scholarships were awarded to two Finance Academy students in Detroit last year.

Fifth Third and NextJob collaborated with the NAACP in Detroit to offer job training services.

We also launched our workforce development program with the National Association for the Advancement of Colored People (NAACP) last year. In May, Fifth Third sponsored the Detroit Branch NAACP Career Fair. Our Human Capital team was on hand to discuss career opportunities at Fifth Third and job coaches from NextJob, a national reemployment company, met with over 200 individuals to assist with interview readiness. We have collaborated with NextJob for many years, bringing job search and training services to customers at risk of foreclosure and to others looking for their next career.

We further leveraged our collaboration with NextJob to create weekly Job Club meetings at the NAACP branch, including eight weeks of meetings with NAACP staff. The Job Club provided career resources and training each week. Tamara, a NextJob participant from Michigan, was grateful for the career advice she received. “NextJob provided me with a job coach who supported me every step of the way, encouraged me to take on challenges and helped me build my confidence.”

Nicholas Martinez of Chavez High School won a $2,500 Fifth Third Finance Academy scholarship in 2018. He said, “The Finance Academy course savings module has had a very positive impact on my life. It showed me many things, including how to save up money myself, providing fine examples of how to save and even videos with descriptive examples.”

Cussandra McAfee, wholesale client advisor in eastern Michigan, is ready to greet community members on our eBus.
**INCLUSIVE GROWTH IN CINCINNATI**

**Revitalizing Neighborhoods in the Queen City**

Cincinnati has undergone a renaissance of its own in recent years, with developments in places like The Banks, a large swath of downtown land that includes several professional sports stadiums along the Ohio River. Today, The Banks is teeming with restaurants, entertainment and sports activities, as well as a family-friendly urban park. The city also has seen revitalization in its central business district—where Fifth Third’s headquarters is located on Fountain Square—and north into the area known as Over-the-Rhine.

The Fifth Third CDC is an important part of the renaissance. Since its inception in 1989, the CDC has invested more than $4 billion in communities the Bank serves, including funding over 700 projects that focus on affordable housing, commercial, retail, office and historic buildings; and the creation or preservation of over 60,000 units of housing. In 2018, the CDC closed five investments representing $56.3 million in Cincinnati. It also announced a $5 million investment in the Cincinnati Development Fund to further housing redevelopment in underserved neighborhoods.

Through the years, the CDC has partnered with the Community Development Fund on several projects, including the renovation of the Sanctuary at St. Michael’s complex in Cincinnati’s Lower Price Hill. The renovations involved five historic structures and more than 46,000 square feet of classroom and event space. The renovation helped programs aimed at ending poverty in the community, including: an English language program for immigrants and refugees; Opportunity Hub, a space for residents to connect with jobs, housing and other opportunities; and Community Market, a food pantry.

Also in 2018, the Fifth Third CDC joined with the Ohio Capital Corporation for Housing to celebrate the grand opening of the Abington, Race and Pleasant project in Over-the-Rhine. Fifth Third was a tax investor in the historical renovation project, in which five vacant and blighted buildings were turned into affordable housing and commercial space.

Our Bank, along with the city of Cincinnati and Local Initiatives Support Corporation (LISC), announced in 2018 the launch of the Cincinnati Access Fund, a $3.5 million loan fund that will provide access to capital and ongoing support and technical assistance for minority- and women-owned small businesses in Cincinnati. We were proud to provide the Fund’s initial capital of $1.2 million, to underwrite the specialized support services and to make referrals to the Fund.

“I want nothing more than to grow my business,” said Taren Kinebrew, chief executive officer of Sweet Petit Desserts in Cincinnati’s historic Over-the-Rhine neighborhood. “The Cincinnati Access Fund creates the opportunity to purchase the bakery equipment I need to manage production and expand my business without being at a financial disadvantage. This Fund is important because small businesses like mine often have trouble securing small-scale loans.”

Kathy Lamb-Tyler, owner of In God’s Hands, an early education and childcare center, agreed. “I now have the possibility of developing my business with the Cincinnati Access Fund. This matters not just to me, but to all the people I serve—the kids and their families and our community in Kennedy Heights and beyond.”
Making Houses Homes

We believe homeownership is critical to the stabilization and revitalization of neighborhoods. Cincinnati residents were able to realize the dream of owning their own home with careful planning and assistance from a series of Fifth Third Empower U® sessions offered in partnership with The Cincinnati Herald. These “Owning It” seminars helped prepare potential homebuyers for the mortgage process.

Our Mortgage Loan Officer Robert Norris worked with a potential homeowner who needed to establish a credit score before attempting to buy a house. Robert got her a secured card product to work on her credit and then got her prequalified for a loan using our down payment assistance program. To cover the remaining loan closing costs, he helped the customer set up a savings account. Our DPA program cut her closing costs by half. Likewise, another mortgage loan officer, Natasha Sizemore, was able to get a single mother into a new home with only $188 due at closing, thanks to DPA and a county grant.

Collaborating to Create Opportunities

Our team members met with over 3,000 local residents at 15 eBus tour stops coordinated last year with organizations like Santa Maria Community Services, Hamilton County Community Action Agency and Talbert House. Our eBus also was present at the American Heart Association Expo and Half Marathon in March. During the two-day event, our employee volunteers assisted more than 300 people. Companywide, our eBuses were present at 232 event days and served over 19,000 people in 2018.

We also delivered Fifth Third Finance Academy courses on financial education and entrepreneurship to more than 5,800 students in Cincinnati last year and a student from Anderson High School won a $2,500 Finance Academy scholarship to help finance her college education. Additionally, we offered Young Bankers Club®, Fifth Third Empower U® and SmartPath programs, all financial education courses in our suite of Fifth Third L.I.F.E. programs for kids ages 10 to adults.
**CREATING CONNECTIONS IN FLORIDA**

**Community Growth in the Sunshine State**

Our presence in Florida dates back to 1991 when we opened our first branch in Naples. **Today, our employees serve customers in the state through 153 branches.** We have been in Florida through major weather events and the real estate crisis and continue to make strategic investments of time, money and people to improve lives in a state that 24 million people call home.

According to The Florida Scorecard™, metrics important to Florida’s economy compiled by the Florida Chamber of Commerce, the number of students in Florida receiving free and reduced lunch is at 60 percent and increasing. And the number of homeless children is just shy of 70,000. These facts make the Fifth Third Summer of Dreams program, an initiative we’ve funded and delivered for more than seven years, critical to the quality of life of Florida kids.

For homeless children, summer break is anything but a vacation. Without the stability of school, thousands of school-aged children make up Florida’s homeless population. They move frequently—living with friends, in shelters, motels, cars... or even on the street. When school’s not in session, they lose access to a safe environment, engaging activities, and resources like the free and reduced lunch program, which provides many their only two meals of the day.

To fill this need, Fifth Third partners with Orlando After School All-Stars for Summer of Dreams, a comprehensive 10-week program for K-12 homeless students in Central Florida. **Fifth Third invests $45,000 per year for the annual program, which provides two free meals and snacks each day, weekend food packs, enriching academic activities, field trips, tutoring and mentoring, financial empowerment, a backpack of school supplies and more.** More than 1,100 students a year participate in the program at 36 sites in Orange, Seminole and Osceola counties. Over the last seven years, we have supported Summer of Dreams through charitable giving, volunteer service and community partnerships and helped over 9,000 students.

We also made investments that support entrepreneurship and small business growth in Florida. We supported Florida Gulf Coast University’s growth acceleration and new market development initiatives; Prospera, formerly the Hispanic Business Initiative Fund, of Florida’s technical assistance program; University of South Florida Foundation’s Florida Small Business Development Center; and the Urban League of Broward County’s Entrepreneurship Center.

Fifth Third Bank, the city of Orlando, and public and private partners filled over 1,100 backpacks with notebooks, pencils, rulers and other school supplies during the eighth annual Summer of Dreams backpack stuffing event. The backpacks will be donated to at-risk students participating in the 10-week Summer of Dreams program. “It’s so important that every child show up to school with the supplies that they need and feel good about the first day of school,” Orlando Mayor Buddy Dyer said.
Making Homes Affordable

We have collaborated with the Florida Minority Community Reinvestment Coalition to increase low- and moderate-income homeownership through a Rental Homeownership program in the state. The program provides high-quality, affordable housing to low- and moderate-income families at reduced rental rates. It then provides homeownership training to the family and enables them to be pre-qualified for a home loan within 24 months. The program produces an affordable rental housing model that provides a viable road to homeownership.

Our DPA program has also made an impact in the state of Florida. Tracy Carter, a mortgage loan officer in central Florida, said her customer, Quinn, had dreamed of homeownership for quite a while despite his young age. Unfortunately, Quinn had only minimal funds for a down payment. Our program reduced his closing costs to just $1,300. “Our DPA program left him with enough money to purchase furnishings for his new home. I’m so proud that, through the DPA program, Fifth Third can give back to the communities that need it most.”

In 2018, the Fifth Third CDC closed two investments in Florida representing $18.9 million. One of those investments was in Los Altos Apartments, the new construction of 100 affordable units for families in unincorporated Osceola County, Florida. Residents will have a community room, computer lab and business center and swimming pool. The project represents our commitment to providing affordable housing in safe neighborhoods and providing for amenities and social services to advance the lives of those who live there.

Through our Strengthening Our Communities Fund, we made $250,000 in housing-related grants in Florida. The Florida Community Loan Fund (FCLF) received $50,000. “The grant will help lead $15 million in direct financing by FCLF,” said Ignacio Esteban, chief executive officer. “Our financing creates decent, safe and affordable housing for low-income residents. We thank Fifth Third for supporting our vision that every person in every community in Florida deserves the opportunity to live with dignity.” We also supported the Central Florida Urban League’s Meet the Bankers program. Meet the Bankers provides homebuyer education and one-on-one financial consultations with prospective homebuyers.

Modeling Change through Service

Fifth Third has an ongoing sponsorship relationship with the Tampa Tarpons minor league baseball team. Each year, the Tarpons host an education day with the Hillsborough County School District in which students and teachers can attend the game for free. We provided Fifth Third Finance Academy lessons between the first and sixth innings of the game to 3,000 students, most of whom receive free or reduced lunch. In addition to those we reached at the Tampa Tarpons game, 22,136 Florida students took Finance Academy courses in 2018.

Employees in Florida also worked hard on Fifth Third Day (5/3 on the calendar) to feed the hungry throughout the state. Together, they volunteered nearly 635 hours by partnering with agencies like the Salvation Army, Second Harvest Food Bank, Feeding Northeast Florida and Lehigh Community Services. In all, the effort helped deliver 101,000 meals across the state.
Expanding Capacity with Leaders

We committed to millions of dollars of impact programming through our Community Commitment. This work is done through partners all across our footprint, organizations that are critical to the health and vitality of communities. As they face new challenges, we see it as our responsibility to invest in them—in their leadership, especially—to accelerate their problem-solving capabilities, innovation and collaboration.

One of the reasons we do this is to support their education. In 2018, nearly 40 housing professionals completed a Rental Housing Development Finance class offered through Fifth Third and the National Development Council (NDC), and received their housing certifications. We were proud to cover all the expenses for the five-day course, which was open to high-performing real estate professionals throughout our core 10-state footprint.

“The chronic shortage of affordable housing nationwide increases the need for well-trained nonprofit developers, but these professionals often lack the resources needed to build their organizational and personal capacity to bring projects to fruition,” said Daniel Marsh, III, president and CEO, National Development Council. “Fifth Third’s support for NDC’s training in Cincinnati and Detroit helped to bridge this training gap and will pay dividends in the form of increased housing production and quality of life in these deserving communities for decades to come.”

Better Working Together

Over 150 non-profit organizations have received funding and assistance through our Strengthening Our Communities Fund over the past two years, $3 million of which was delivered in 2018. Our fund enables us to positively affect communities through strategic philanthropic partnerships that align with our community impact focus priorities and Community Reinvestment Act objectives. Last year, the fund:

- Granted $1.2 million to help entrepreneurs grow their business and create jobs.
- Impacted over 2,000 people through neighborhood revitalization projects.
- Provided over 8,500 people with workforce development and financial education services.
- Helped 4,870 people through economic development programs like technical assistance and small business micro-lending.
- Granted $700,000 to support affordable housing.
- Funded $1.1 million in financial empowerment programs.
- Made grant awards to nearly 80 organizations.
Kids were able to attend summer camps thanks, in part, to the Fifth Third CDC.

Our employees increased the impact of our dollars through their willingness to volunteer in communities and with various nonprofit organizations. In 2018, our employees reported over 145,000 volunteer hours. Our team members helped feed the hungry, turn houses into homes, and walked and ran to raise funds for groups focused on health, the arts and inclusion.

In 2018, the Fifth Third CDC committed $202,417 in funding through a partnership with Ohio Capital Corporation for Housing to provide summer camp opportunities for 320 youth residing in affordable housing developments. The CDC’s funds were used at 10 camps in Akron, Cincinnati and Dayton, Ohio, as well as Paris, Kentucky. The CDC was proud to invest in these camps because evidence shows that learning loss results in cumulative reversals in academic progress, especially for children from households with low incomes, who relative to their more affluent peers, have less access to summer enrichment opportunities.

Fifth Third Foundation

Founded in 1948, the Fifth Third Foundation was one of the first corporate philanthropic foundations established by a financial institution. In 2018, the Foundation awarded $12.1 million in grants in the areas of arts and culture, education, civic and community, and health and human services.

The Foundation made a $250,000 grant to the Cincinnati USA Regional Chamber Foundation to support the return of a city-wide arts showcase, Blink, to Cincinnati in 2019. It made education grants to the Children First Fund for financial education in Chicago Public Schools and to Florida A&M University for a college-aged Finance Academy program. Civic and community grants included $50,000 to the Dayton Metro Library for its Career Adventures Camp and $50,000 to the Anthony Munoz Foundation for Hispanic Character Camp. Health and human services grants included a significant gift to St. Elizabeth Medical Center to help combat the opioid crisis and $50,000 to The Shield, Inc., to support police officers and their families for officers injured, disabled or killed in the line of duty.
Be Respectful and Inclusive
Fifth Third Bank is committed to inclusion and diversity. Through the work of our inclusion councils and business resource groups (BRGs), this comes to life in the communities we serve and in our workplace. In addition to operating 10 inclusion councils and 69 local BRGs, our senior leaders also lead eight virtual enterprise BRGs, which are groups that all employees can participate in virtually regardless of work location.

Our BRGs are open to all Fifth Third employees, and in July 2018, we launched our Ally program to encourage employees who are allies of individual BRGs to join them and become involved with their missions. It was formalized first with the LGBT+ BRG.

The LGBT+ Business Resource Group participated in the PRIDE parade in North Carolina in 2018 and employees carried signs saying, “Everyone deserves to live a Fifth Third Better!” Even the Fifth Third Fee Shark made an appearance.

"I didn’t even fully realize that I was an ally of the LGBT+ community until I attended an Ohio Diversity Council event earlier last year,” said Cherelle Houston, lead customer service representative in Maple Heights, Ohio. “I know people in the LGBT+ community, and I’m a confidante and supporter, so I joined the BRG to show that support.”

Caroline Hughes, senior decision scientist in Cincinnati, felt the same when she joined the Bank last summer. “It’s necessary to have a diverse group within all BRGs who support one another. Not everyone within a BRG should be the same.”

Caroline has been working with the Cincinnati LGBT+ BRG to bring members from other BRGs together, including the Women’s and Young Professionals BRGs, through lunch roulette sessions and executive speaker panels to enable the different BRGs to network and learn from each other.

In addition to the LGBT+ ally program, we have encouraged new allies to join other regional BRGs locally and Enterprise BRGs virtually to show their support and to further their own development.

Fifth Third Bank BRGs

- LGBT+ Business Resource Group
- AFRICAN AMERICAN Business Resource Group
- MIDDLE EASTERN Business Resource Group
- WOMEN’S Business Resource Group
- ASIAN & PACIFIC ISLANDER Business Resource Group
- INDIVIDUALS with DISABILITIES Business Resource Group
- LATINO Business Resource Group
- YOUNG PROFESSIONALS Business Resource Group
- MULTICULTURAL Business Resource Group
- MILITARY Business Resource Group
Military BRG Spurs New Paid Military Leave Guidelines

We salute those who serve our country, and in 2018, we were proud to introduce new paid military leave guidelines to support our employees who serve in the uniformed services. The update to our guidelines was initiated by an employee who had faced financial challenges due to his military leave.

“There was a period when I went without pay for six weeks,” said Michael Routzon, reservist, officer and Business Controls analyst. “My past employers had military leave per year, and by comparison, the government offers only 15 days of paid military leave annually,” Michael said. “Not only that, our new guidelines provide paid leave for any kind of military leave, including drills or training, not just active duty like many companies offer.”

AJ Jessen, Treasury Management client implementations manager and reservist, had a similar experience missing several paychecks while on military leave. “The decision was to not get paid at all or use vacation time that I otherwise would have used to spend time with my family,” AJ said. “I believed we could do better.”

Military Business Resource Group members, including Michael and AJ, joined a focus group to talk about our guidelines and ways they could be improved, perhaps even beyond what other companies offer.

“Our new guidelines provide for 30 days of paid military leave per year, and by comparison, the government offers only 15 days of paid military leave annually,” Michael said. “Not only that, our new guidelines provide paid leave for any kind of military leave, including drills or training, not just active duty like many companies offer.”

“The fact that we could impact this change shows the value of our BRGs,” said Greg Chow, vice president, principal business analyst and Cincinnati’s Military BRG co-chair. “By bringing the BRG members to the table, we collectively could express the hardships faced by military members, provide alternatives based on examples from other companies and industries, and connect with the right team in Human Capital to make a real difference.”

Project SEARCH

We have invested significant time and resources in being a supportive and dedicated company for people with developmental and/or physical disabilities. We were a founding member of the Project SEARCH program, a school-to-work transition program for students that provides three rotating internships at major corporations and often leads to gainful employment.

Project SEARCH is now run in three Fifth Third locations: the downtown and Madisonville campuses in Cincinnati and in Grand Rapids, Michigan. In addition to Fifth Third, Project SEARCH is operated at more than 600 sites worldwide. In 2018, we worked with 27 interns at Fifth Third. We have educated 325 people through Project SEARCH since 2005, and are proud of the 31 Project SEARCH graduates who are members of our Bank team.

Each year, we sponsor a Tee Off for Project SEARCH golf outing to raise funds for the program. In 2018, we raised $130,000, which brings the total we’ve raised through the years to $1.5 million.

Fifth Third’s Tee Off for Project SEARCH golf outing in 2018 helped raise $130,000 for the school-to-work transition program for individuals with physical and/or developmental disabilities. Fifth Third operates three Project SEARCH campuses.
Abe Homann-Hubbard is the son of Fifth Third’s Kristin Cole. She says that Fifth Third’s support has meant the world to her since learning that her son could be born with Down syndrome.

We also care deeply about our employees who have family members with special needs. It was a concern that became real for Fifth Third Team Member Kristin Cole last year. Kristin works for the Fifth Third Private Bank and is a member of the Individuals with Disabilities BRG. She became a member of the BRG while she was pregnant with her second child.

“When I was 24 weeks pregnant with my son, Abe, my fiancé and I found out there was a good chance he’d be born with Down syndrome,” Kristin said. “One of the first things I remembered was the day my team spent volunteering at Redwood, an organization that provides educational, therapeutic and vocational services to individuals with disabilities. That had been one of the best days of my life. I couldn’t have known at the time, but Fifth Third had provided an experience that gave me confidence to successfully parent a child with a disability.”

“Abe is pure joy and the light of our lives,” Kristin beamed. “His potential is unlimited. The evidence of that is everywhere—even at work—because I’m part of a company that employs and values people with disabilities. I love passing through the hallways at work and seeing fellow employees, some of whom have Down syndrome. There’s no greater evidence than that of working for a company that cares.”

Abe’s first year has involved multiple doctor visits and consultations with specialists. “Fifth Third has been so good to me. Whenever I need to take time off to be there with him, I am encouraged to go without hesitation. I always appreciated that Fifth Third cares for its employees and their wellness, but you don’t necessarily feel it until you’re in a situation that sees it in action.”

Project SEARCH Grads Celebrate 12 Years with Fifth Third Bank

Five Project SEARCH interns are celebrating 12 years with Fifth Third.

Since 2005, Fifth Third Bank’s Project SEARCH program has provided interactive learning opportunities to 325 students. Five interns who started in our inaugural year remain with the Bank today, more than a dozen years later: Esther Ahn, operations general office clerk; Collin Biddle, investor specialist; Evan Denenberg, CFR file-document specialist; Sarah Kayes, receptionist; and Nathan Michelson, CFR file-document specialist.

They started in the program on our Madisonville campus in Cincinnati, where they received training and education to prepare them for gainful employment.

Todd Reese, vice president and Bancorp collateral operations manager, was one of the first managers to host a Project SEARCH intern in his department. “I was fortunate to have had the opportunity to hire Nathan, the first person coming out of the program in 2005. Both my work life and personal life have been enriched by everyone I’ve met—from teachers to interns and their parents, to facilitators and job coaches.”

“I have been a champion for this program since the beginning, and it is one of the reasons I’m so proud to work here,” said Paul Moore, senior vice president and division head of Operations. “In addition to the success of our employees who have graduated from the program, I am also proud of the employees who have worked side-by-side with our Project SEARCH participants for the benefit of our business.”
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 are also committed to publishing our diversity demographic data, a practice we started with the 2016 CSR Report.

In 2018, Board members Jerry W. Burris, President and CEO of Midwest Can and Container Specialties Company, and Jewell D. Hoover, retired senior official with the Office of the Comptroller of the Currency, were named to the Black Enterprise 2018 Registry of African American Corporate Directors. Our executive team also includes three women of color who lead teams integral to our success: Byna Elliott, senior vice president and chief corporate community and economic development officer, Phenise Poole, senior vice president and deputy general counsel, and Saema Somalya, senior vice president and deputy general counsel.

![Congratulations, on being named to the Black Enterprise 2018 Registry of African American Corporate Directors.](image)

Jerry W. Burris
President and CEO of Midwest Can and Container Specialties Company
Fifth Third Bancorp Board Member

Jewell D. Hoover
Retired Senior Official with the Office of the Comptroller of the Currency
Fifth Third Bancorp Board Member

Byna Elliott
Senior Vice President and Chief Corporate Community and Economic Development Officer

Phenise Poole
Senior Vice President and Deputy General Counsel, Employment

Saema Somalya
Senior Vice President and Deputy General Counsel, Corporate

Demographic Information as of 12/31/18

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**Source: Dec. 31, 2018, 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.
**Q&A with Board Member Jorge L. Benitez**

Jorge Benitez, retired chief executive officer of Accenture-North America, has served on the Fifth Third Board of Directors since May 2015. He has extensive experience developing and executing business strategies across a range of industries, particularly air, freight and travel and transportation services. He also possesses vast executive experience running operating units within a large multinational, publicly-traded corporation. He recently shared his thoughts on the importance of Board diversity.

**Q. Why is a diverse board important for corporations?**

“Diversity, whether it is at the Board, part of management or at a general team level, is about making better decisions by including multiple perspectives and experiences. Teams comprised of people with diverse backgrounds are better able to evaluate opportunities and solve problems. Gender, racial and ethnic diversity are important elements that shape who we are and how we think. When you consider multiple views, you develop better solutions.”

**Q. How has your background prepared you for your role as a member of Fifth Third’s Board?**

“I came to the United States at the age of 10 as a political refugee from Cuba. I didn’t speak a word of English when I started attending school near Cleveland, and my sister and I experienced the same difficulties faced by so many other immigrants and minorities—mispronounced names, ridicule over our accents and difficulties navigating a different culture. But, in the long run, I learned to understand and value cultural differences, and this skill has been critical to my professional success and my ability to contribute to Fifth Third’s Board. The power of diversity lies in having everyone feel valued, which enables them to contribute.”

**Multicultural Recruitment**

Our Company took great strides in 2018 to further implement our multicultural college recruitment strategy. The strategy is an important part of our $32 billion Community Commitment, helping to build not only stronger communities, but also a stronger bank.

Led by Hosetta Coleman, senior manager of university relations, our multicultural college recruiting strategy works to establish relationships with multiple colleges to recruit, hire and retain the best and brightest students. As part of our strategy, we have deepened our relationships with traditional colleges as well as Historically Black Colleges and Universities (HBCUs) as a way to strengthen the pipeline of diverse talent. The strategy also emphasizes internships and long-term employment through leadership programs.
Be Respectful and Inclusive

While we have worked to deepen our partnerships at universities such as the University of Cincinnati, Xavier University and Miami University, all in Ohio, we have also worked to foster relationships with five HBCUs: Central State University (CSU), Florida A&M University (FAMU), Johnson C. Smith University, Wilberforce University and Tennessee State University (TSU). The HBCUs were selected based on their location within our Consumer Bank footprint, our leaders’ board involvement and the number of students we’ve hired through the years from those schools. The schools’ strong business and science, engineering, technology and math programs also were noted for developing the kind of talent that would excel at Fifth Third.

“This strategy is important because we want to ensure that we are reflective of our customer base,” Hosetta said. “Strategies like this also help us add diversity of thought and improve our ability to serve all.”

Last spring, Hosetta and a team of recruiters traveled to FAMU to recruit business and computer science students. At TSU, they hosted a job fair and financial literacy activities. They also hosted a reception and tour for CSU students at the Madisonville Operations Center in Cincinnati. In the fall, they traveled back to FAMU to launch a collegiate version of Fifth Third Finance Academy, and CSU became the inaugural HBCU to receive job coaching through our NextJob program. Our Community and Economic Development team supports the multicultural recruitment strategy through scholarship dollars to students at the core colleges to assist them with their educational needs.

Engagement and Wellness

One of the primary ways we support health and wellness is through our annual support of United Way. In 2018, our employees and the Fifth Third Foundation combined to raise over $7 million for United Way agencies. Our team members also engaged in activities ranging from walks and poverty simulations, and to volunteer work at local non-profit organizations.

We are committed to participating in one company-wide health and wellness initiative each year to offer employees an opportunity to work together toward a common wellness goal. In 2018, all employees were invited to start down the path to good heart health by participating in a “Pass the Baton” Walk, which kicked off on Go Red Day on Feb. 2. Each employee had a designated time to start and finish the walks and many employee teams walked at their office location, around their local financial center and in the community. The final leg of the baton concluded with the American Heart Association’s 41st annual Heart Mini Marathon in Cincinnati on March 18. Fifth Third’s Chief Human Capital Officer Bob Shaffer served as the chair of the 2018 Heart Mini.

Bank executives connected with African American leadership development students at a meet-and-greet luncheon in the Summer of 2018.
Team Member Finishes United Way Walk after Lupus Diagnosis

For the fourth consecutive year, our employees in Cincinnati organized “United We Walk,” a walk held at our Madisonville campus. The walk is designed to raise funds for United Way and to encourage good health. Last year, the walk took on a new level of importance when an employee, devastated by a life-threatening diagnosis of lupus, made completion of the walk a major goal during his treatment.

A former football player for Thomas More College, Ronnie Williams was diagnosed with systemic lupus erythematosus in April 2017. It started with pain in his left leg, which was later discovered to be a blood clot. His brain swelled and his body filled with fluid. He suffered a stroke and became unresponsive before a team of 10 specialists diagnosed him. At the time, he’d been employed with Fifth Third for only a few weeks.

His mom, Roshelle Williams, is also a Bank employee. “Fifth Third was ready to accommodate Ronnie and kept him on short-term disability,” she said. “They kept his income streaming, which helped me with our household. I was missing time, too, because he needed me. Our management was outstanding and helped in every way possible.”

Ronnie is a fighter. He spent over two months in Good Samaritan Hospital in Cincinnati and then time rehabilitating from the stroke. “Every time I saw him, I’d whisper in his ears how loved he was and how I raised him to fight,” Roshelle said. And that’s just what her son did. Ronnie took his first steps and promised to be walking by his birthday in July. He fulfilled that vow and in September 2017, he was cleared to return to work.

We also partnered with Mercy Health and the American Heart Association to offer a program called “Check. Change. Control.” The initiative encouraged employees to lower their blood pressure by initiating healthy habits like diet and exercise. The program helped participants learn how to monitor and manage blood pressure. High blood pressure, also known as hypertension, can be a precursor for heart disease or stroke. The results were encouraging: the average reduction in systolic blood pressure was 11.7mmHg, which equates to a 21 percent reduction in risk for heart attack and a 33 percent reduction in risk for a stroke. Fifteen percent of participants decreased their blood pressure from an uncontrolled level to controlled, based on the results from their first and last readings.

“I made the race a goal of mine because I’m a big supporter of United Way, and I really wanted to prove what I was capable of in terms of completing the walk and showing the people I care for most how far along I’ve really come,” Ronnie said.

While he was finishing the walk—one that doctors told him he might not live to see—Mom was waiting along the walking path with a hug. □
Fifth Third’s annual “Feeding Our Communities” initiative provided more than 1.7 million meals in May to fight hunger, surpassing the Bank’s goal for the second straight year. The month-long effort included more than 4,000 volunteer hours by our employees to support individuals and communities across the Bank’s 10-state footprint and other key markets.

According to Feeding America, an estimated 41 million Americans—including nearly 13 million children—live in households that lack the means to get enough nutritious food on a regular basis. Statistics like these inspire us to be part of the solution to ending hunger.

We partnered with more than 85 organizations across our footprint to provide employee volunteer opportunities in May. Each region identified needs in their local communities and designed volunteer efforts to support. In Chicago, we provided more than 179,000 meals for the hungry. Employees engaged in activities including sorting and packing meals with the Northern Illinois Food Banks in Geneva, Deer Park and Rockford, Illinois. They also hosted a special event at Navy Pier, helping fill 1,000 backpacks with nutritious meals on behalf of Blessings in a Backpack, a nonprofit that provides food to children who are often dependent on school food programs for their meals and nutrition.

Employee volunteers from Chicago who worked to feed the hungry throughout the month of May.

Georgia employees provided more than 34,500 meals and volunteered nearly 100 hours to the Atlanta Community Food Bank and the Hosea Helps Family Center to box food for families in the communities that the Bank serves. In North Carolina, employees provided more than 50,000 meals through contributions and volunteer activities. The employees volunteered more than 250 hours on activities that included packing meals through the BackPack Buddies program and volunteering at two Second Harvest Food Banks in the state. Additional donations brought the state total to nearly 88,000. Fifth Third teams in markets where we don’t have Consumer Bank branches, like Texas and California, also joined in the effort.

Employee volunteers in California and Houston, where Fifth Third operates Commercial offices outside of our Consumer Bank footprint, also worked to fight hunger as part of our Feeding our Communities initiative.
Tragedy landed on the doorsteps of Fifth Third Bank in Cincinnati late last summer. On Sept. 6, a gunman opened fire in the lobby of our headquarters. The brave and rapid response of police officers brought a quick end to the situation, but not before three members of our Fifth Third family were killed and two others injured.

As is often the case, the worst of times brought out the best in people. During the shooting, employees, contractors and security guards risked their lives to keep others out of harm’s way. Police officers, running toward the gunfire rather than away from it, prevented further bloodshed. The thousands of people on Fifth Third’s downtown campus and others around Fountain Square patiently awaited the “all clear,” helping one another through hours of fear and difficulty.

In the aftermath, the community rallied around us. The outpouring of support from customers, fellow employees, neighbors, businesses, political leaders and others—even strangers near and far—provided great comfort. People donated money and blood. Many left mementos and words of encouragement on Fountain Square. They humbled us. They inspired us. They strengthened us.

Through the leadership of the community as a whole, #FifthThirdStrong and #CincinnatiStrong arose organically, becoming symbols of solidarity, fortitude and resilience. They also became part of our legacy, a clear reminder that we are, and always will be, Fifth Third Strong.

Remembering Those Impacted

The Sept. 6 tragedy left three members of our Fifth Third family dead. We mourn and remember:

- Luis Calderon, a Fifth Third finance manager.
- Prudhvi Raj Kandepi, an IT contractor.
- Richard Newcomer, a building contractor.

We pray for the continued recovery of two others injured, digital lending manager Whitney Austin and contractor Brian Sarver.

The actions of first responders—including the Cincinnati Police and Fire departments, the Hamilton County Sheriff’s Department and our own security team, as well as teams at the University of Cincinnati Medical Center and Hoxworth Blood Center—saved lives. Also, the American Red Cross, the United Way of Greater Cincinnati, the city of Cincinnati, 3CDC, the Jewish Community Relations Council, the Cincinnati Recreation Commission, Cincinnati Symphony Orchestra and many businesses delivered care in the immediate aftermath of the shooting. We are grateful for this support.

In the days, weeks and months after the tragedy, the aid and comfort continued:

We also are grateful for the many contributions to the Cincinnati Strong Victims Fund, which is affiliated with the National Compassion Fund and the National Center for the Victims of Crime. The Fifth Third Foundation launched the Cincinnati fund with a $1 million gift, and more than 500 individuals and organizations helped raise nearly $250,000 in additional contributions. The money was distributed in early 2019 to more than 30 people impacted by the shooting.
Supplier Diversity

We continue to value our diverse suppliers and have taken great strides in recent years to increase our spend, the number of diverse suppliers with whom we work and diverse supplier representation in challenging spending categories. In 2018, our diversity spend was $77.4 million—a 55% increase over 2017 efforts.

The Summit

We hosted our fourth annual Supplier Diversity Summit last year, with the theme of “Leveling Up Your Business”. The summit focused on providing women and minority business owners with the information and access they need to advance their companies. We host the Summit to help diverse companies understand what it means to be a supplier to Fifth Third and if they are an existing supplier, how they can continue to deepen their relationship with the Bank. It’s also a way for women-, minority- and veteran-owners to gain perspectives from each other, while learning about additional business opportunities within their respective organizations. Over 180 people attended the 2018 event, and more than 60 diverse companies from 15 states were represented.

Fifth Third spends hundreds of millions of dollars annually in goods and services, ranging from facility-management services to information technology and office supplies. Awarding more of these contracts to diverse businesses has been a major focus of our Bank. “We continue to take an integrated and thoughtful approach to identifying, supporting and partnering with the many qualified diverse suppliers all over the country,” said Chief Sourcing Officer Juan Munoz. “The Summit affords us the opportunity to collaborate with these individuals and to make them aware of the opportunities that exist at the Bank.”

A highlight of the 2018 summit was recognizing graduates of the Ohio Minority Supplier Diversity Council/Ohio State University Fisher School of Business Supplier Diversity Executive Education (SDEE) program. Sponsored by Fifth Third, the SDEE program delivers development opportunities for the enhancement of minority business executives within the area of operational excellence. This curriculum helps these MBE’s become better suppliers to corporate partners. The program also helps facilitate the employment and economic development of minority communities.

Kimberly Blackwell (right), CEO of PMM Agency, served as keynote speaker at our 2018 Supplier Diversity Summit. She shared that, as a business visionary, an owner has the opportunity and responsibility every day to share the company’s brand with the world. She is pictured with Fifth Third’s Chief Inclusion and Diversity Officer Stephanie Smith (left) and Chairman, President and CEO Greg Carmichael.
Through the years, Fifth Third has developed many partnerships with organizations that focus on enhancing the capacity, expertise and business acumen of diverse suppliers: the National Minority Supplier Development Council, the U.S. Small Business Administration, the U.S. Dept. of Veterans Affairs and the Women’s Business Enterprise National Council (WBENC). In 2018, our Supplier Diversity Program was recognized by Minority Business News as one of the Best of the Decade, by Diversity Plus Magazine for Chief Inclusion and Diversity Officer Stephanie Smith’s accomplishments in directing the supplier diversity initiatives, and by WBENC as one of America’s Top Corporations. **Fifth Third was 1 of only 60 companies nationally to be recognized by WBENC as one of America’s top corporations working with women business owners.**

**The Pitch**

We worked with Messer Construction, Co. last year to create an innovative program called The Pitch, which created a platform for small businesses to compete for contracts, mentoring and monetary prizes. We saw 50 local businesses apply and 18 were selected as finalists to make their pitch: 10 to Fifth Third and eight to Messer.

The Fifth Third winner received a first-place prize package worth $10,000. It included a Cintrifuse membership, a one-year Union Hall residency and an $8,850 cash investment in the winner’s business. The Messer Construction Co. first-place winner received a one-on-one meeting with Messer’s leadership, an introductory lunch with Messer’s senior management team, a financial assessment by the Minority Business Accelerator and quarterly mentoring from a Messer senior manager.

“Current capacity makes it difficult for corporations to identify diverse companies that are qualified to do business,” said Stephanie Smith, chief inclusion and diversity officer at Fifth Third Bank. “Executives at Fifth Third Bank and Messer Construction realized this issue and created The Pitch to help create a fair and level playing field for diverse suppliers.”

Natasia Malihollo is founder and CEO of Wyzerr, which develops artificial intelligence to turn customer and employee feedback data into real-time insights. She said winning first place in The Pitch helped build her company’s reputation. “Revenue aside, getting a corporate contract validates a company’s business model and removes a lot of the friction and doubts about a company’s capabilities,” she said.
Take Accountability—
Taking Care of the Planet
We are committed to taking care of our planet for our customers, shareholders and employees. That’s why we set five bold sustainability goals to promote a healthy environment and protect it for future generations, all of which we’ve committed to achieving by 2022.

In 2018, we achieved our first goal—to reduce greenhouse gas emissions by 25 percent—and took a giant stride toward accomplishing our 100 percent renewable energy goal three years ahead of schedule.

Specifically, we made measurable progress or took steps that will lead to significant progress on the remaining goals:

- **Energy**: through lighting upgrades, improved energy management, new corporate standards and other factors, we reduced our energy use 14 percent.
- **Greenhouse Gas Emissions**: due to the noted energy reduction strategies and declining greenhouse gas emissions from the electricity grid, we reduced our emissions by 28 percent, achieving our goal.
- **Landfill Waste**: we have been transitioning to a new vendor and data system and expect to begin measurable reductions in 2019.
- **Water**: installing smart irrigation systems along with other best practices helped us reduce water consumption 17 percent.
- **Green Power**: even as we focus on advancing our power purchase agreement (PPA) to achieve our 100 percent renewable goal in 2019, we supported renewable energy generation by purchasing 30 percent green power from the Crosswinds Wind project in Oklahoma.

*Through Q3

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. Progress toward reduction goals are measured relative to a 2014 baseline. Due to delays involved in billing, data collection, and reporting, the energy, GHG, and water calculations reflect a rolling 12 month average ending in the 3rd quarter of 2018. Complete energy consumption and GHG emissions are reported in our annual submission to the Carbon Disclosure Project. After establishing a new baseline for waste this year, we will provide an update on our reduction goal in 2019.
Moving Toward 100 Percent Solar Power

In March 2018, Fifth Third became the first Fortune 500 company to sign a contract to purchase 100 percent renewable power through solar power and through a single project. Our executives rang the Nasdaq opening bell in New York to announce our signing of a power purchase agreement (PPA) to buy all of the power from a new 80 megawatt solar project to be built within our Consumer Bank footprint in North Carolina. The contract put us on track to achieve our goal of achieving 100 percent renewable power three years ahead of schedule.

“We applaud Fifth Third for becoming the first RE100 member company to contract for 100 percent solar power,” said Amy Davidsen, North America executive director, The Climate Group, which leads the RE100 initiative. “By striving to achieve its 100 percent renewable energy goal three years early, Fifth Third is demonstrating that there is a strong business case for solar, that corporate leadership on renewables is accelerating, and that faster greenhouse gas emissions cuts are possible. This will inspire more companies to follow suit.”

The Aulander Holloman Solar Facility, an 80 megawatt solar project in Hertford County, North Carolina, will enable Fifth Third Bank to meet its 100 percent renewable power goal when it comes online in 2019.

RE100 is a collaborative initiative bringing together the world’s most influential businesses committed to 100 percent renewable power. To emphasize our commitment to renewable energy, we joined both RE100, a corporate leadership initiative led by The Climate Group in partnership with the Carbon Disclosure Project, and the Business Renewables Center in 2018.
Following the announcement of the PPA, we worked with our partners to complete the project’s financing and to monitor its construction. Heavy rains that started with Hurricanes Florence and Michael and continued throughout much of 2018 forced construction delays. However, the Aulander Holloman Solar Facility is expected to be completed and come online in 2019.

The innovation and collaboration required to evaluate, sign and implement the PPA led to an industry first achievement, as well as many inquiries about how we assembled a team and the expertise needed to make the decision. We were pleased to share our experiences and lessons learned at various renewable energy conferences in 2018. We hope other companies can follow in our footsteps and make a cost effective, positive and long-lasting impact on our environment.

We were honored to receive the 2018 Business Leadership in Clean Energy Award from the North Carolina Sustainable Energy Association (NCSEA). This award recognized our “lasting positive impact” on North Carolina’s clean energy economy due to our role in financing solar projects as well as for signing a Power Purchase Agreement for a major new solar project in North Carolina.

“NCSEA is grateful for Fifth Third and its Renewable Energy Finance Group for their bold leadership and commitment to the communities they serve. When Fifth Third announced their PPA to purchase 100% solar power from a project in North Carolina, they demonstrated their unwavering commitment to building a clean energy economy that benefits all North Carolinians. We are honored to have Fifth Third as an NCSEA member, and we look forward to our continued partnership to keep North Carolina the #2 solar market in the United States.”

— Ivan Urlaub, Executive Director
North Carolina Sustainable Association
Accelerating Sustainability

When it comes to environmental sustainability, as in life, small acts can lead to big change. In addition to setting bold goals and innovating with projects like the power purchase agreement, we are focused on the small steps we can take within our Company, in our community and within industry circles to collectively drive actions that improve the health and vitality of our planet and the environment for all.

Operations

With a growing number of renovation projects across our portfolio, our new construction and demolition waste diversion initiative is moving us toward our ambitious 20 percent waste reduction goal. Construction and demolition waste accounts for some of the largest and heaviest items we use, including metal, wiring, insulation, wood and concrete. In 2018, this initiative helped to divert more than 70,000 pounds of construction materials from landfills. Our Enterprise Workplace Services group also launched a new office supply donations program to help put unused supplies to new use and reduce the waste we generate.

The past year also saw two innovative new solutions to water management. We launched a smart irrigation program to manage and control landscaping water use, giving us remote visibility into irrigation schedules and irrigation control functionality. The system also monitors real-time weather data—when rain is set to overlap with our watering schedule, the system makes a real-time correction, reducing the water used. Separately, we helped reduce interior water usage by replacing faucets with high-efficiency aerators. By being smarter and more conscious of our water use, we support communities and help protect water as an important local resource.

Employees

Our employees demonstrated a keen interest in supporting our sustainability initiatives last year. The Corporate Culture and Enterprise Workplace Services teams hosted our first employee tree planting event in Cincinnati. Employees planted ten new trees around our Madisonville campus, an action that will foster cleaner air, cleaner water and a more beautiful environment for years to come.

We also held another Electronics Waste (E-Waste) Recycling day, and the 2018 event saw nearly twice the amount of recycled content from 2017. Made possible through a partnership with Getronics and Cohen Recycling, the event enables employees to safely and responsibly recycle old electronics from home. They recycled more than 8,700 pounds of electronics waste, from laptops to cell phones to batteries as well as 88 televisions.

Fifth Third Environmental Sustainability Leader Jeremy Faust receives first- and second-place awards from the Michigan Battle of the Buildings in April.
Community

We participated in Earth Hour again in 2018, an international day of recognition on climate issues. We turned off exterior or non-safety lights at 19 sites and more than two million square feet of space. We also continued our leadership roles with several local sustainability organizations, including Green Umbrella and the Greater Cincinnati Green Business Council.

New in 2018, we became a founding member of the Cincinnati 2030 District. 2030 Districts are a national model for urban sustainability. Each 2030 District is made up of property owners who make a voluntary commitment to reduce their building’s energy use, water consumption and transportation emissions in an effort to achieve a set of bold community sustainability goals. We joined the newly formed Cincinnati 2030 District, designating Fifth Third Center in Cincinnati as a member building.

Climate Related Disclosure

In 2018, based on our review of recommendations from the Task Force on Climate-related Financial Disclosure (TCFD), we included more detail about our governance approach, risk management framework and our identification of climate-related risks and opportunities in our 2018 submission to the CDP (formerly the Carbon Disclosure Project). Based on our submission, we received a CDP score of “C.” We are continuing to drive further changes, including examining ways to increase transparency, enhance our environmental risk management framework, and review our portfolio for exposure to carbon-intensive and renewable sectors. One example of our efforts to expand disclosure is that we are introducing a new, Climate-related Disclosure document, which provides additional detail using the TCFD’s reporting structure. This document will be available later this year at 53.com/sustainability.

As a Founding Member of the Cincinnati 2030 District, Fifth Third Bank is continuing its leadership in advocating for and adopting best practices in sustainability. Fifth Third’s commitment will not only result in tangible reductions in greenhouse gas emissions, but also contribute to the enhanced resiliency, competitiveness, and vibrancy of the Greater Cincinnati region.

— Tremaine L. Phillips, Director
Cincinnati 2030 District

In November 2018, Fifth Third employees helped plant 10 trees on our Madisonville campus.
Contact Us

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

Visit 53.com/csrreport to read the 2018 Fifth Third Bancorp Corporate Responsibility Report online.

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