

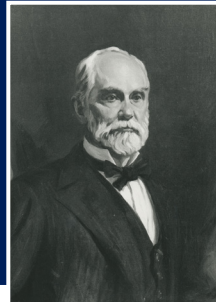


FIFTH THIRD

Our History

We've been inspiring customers and communities to achieve financial well-being since 1858.

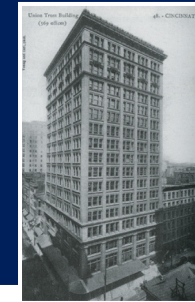
June 17, 1858



Fifth Third traces its origins to **The Bank of the Ohio Valley**, organized by William W. Scarborough and 11 other bold entrepreneurs.

Numerous banks in Fifth Third's family tree emerge in the 1800s, including Queen City National Bank, Market National Bank, Union Savings Bank & Trust Co., and Third National Bank. Queen City National Bank changes its name to The Fifth National Bank in 1888.

1900s-1920s



Cincinnati's **Fifth National Bank and Third National Bank merge in 1908** and become Fifth Third National. Fifth Third National merges with Union Savings Bank and Trust Co. in 1927 and establishes the largest branch banking system in the city.

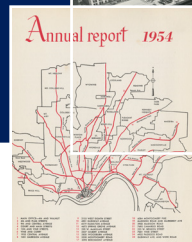
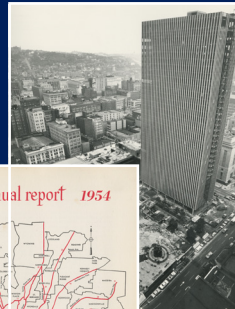
1930s-1940s



Fifth Third Union Trust emerges from the Great Depression as one of the strongest banks in its market.

During World War II, Fifth Third Union Trust plays a significant role in the War Bond effort. In 1948, after the war, **Fifth Third Union Trust creates the Fifth Third Foundation**—the first corporate foundation established by a financial institution in the United States.

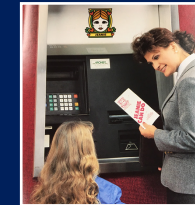
1950s-1960s



By 1956, the focus is on convenience and service. Fifth Third Union Trust is the first to open branches in shopping centers and it earns the reputation as being the most convenient bank in town.

In 1969, the new home of Fifth Third Union Trust opens on Fountain Square and officially adopts Fifth Third Bank as its name along with the 5/3 shield logo.

1970s



Smart growth, enhanced marketing and a focus on technology rule this decade.

Fifth Third Bancorp is created in 1974, allowing Fifth Third to open branches in adjacent Ohio counties.

1970s (cont.)

"The One Account at Fifth Third. It's about the only bank account I'll ever need."



Johnny Bench



Fifth Third signs **Johnny Bench**, catcher for the Cincinnati Reds, as its spokesperson and adopts "Working Hard to Be The Only Bank You'll Ever Need" as its slogan.



In 1977, Fifth Third introduces **JEANIE®—the first online shared network of ATMs in the United States**. Midwest Payment Systems becomes a leading payments processing provider.

1980s



Fifth Third has its greatest decade of growth, beginning with 88 branches in Ohio and ending with **198 branches in Ohio, Kentucky and Indiana**. Growth is aided by the opening of Bank Marts in grocery stores—an innovative first for Fifth Third and the banking industry.

The 80s also mark the introduction of Fifth Third's iconic lapel pin worn by employees.



1990s

Cincinnati bank gets approval to open N. Naples trust office

By CLAY W. COONE
 Fifth Third Bancorp. of Cincinnati received federal approval Wednesday to open a trust office in Naples, Fla.
 The U.S. Comptroller of the Currency granted the bank's application to open a trust office in Naples, Fla. The bank will operate an office in the Naples Square Plaza at U.S. 91 North and will offer a wide range of trust services.
 Fifth Third Bancorp. would be open the Naples office in 1991 to serve the growing number of Midwesterners vacationing or retiring in Southwest Florida, according to Nancy Glavin, vice president and chief officer.
 "There are a lot of Midwesterners down here," Glavin said. "We have a good customer base here already."

Law firm adds to legal staff

Atlanta, Ga.-based St. Francis has added Scott D. Frazier to its legal staff.
 The company will offer a range of trust services, including personal and corporate trust administration and investment management, trust creation, trust and estate planning and trust services. The firm also will provide legal advice on trust matters through its law firm, St. Francis Law Firm, which is located in the Naples Square Plaza at U.S. 91 North and will offer a wide range of trust services.
 The Naples Trust office will be the first of its kind in the state of Florida, which has assets of \$1 billion and 100 banking locations in Ohio, Kentucky and Indiana.
 "The expansion into Florida to serve our customers in Naples, coupled with the recent opening of the Naples office, will strengthen our commitment to customer convenience and quality service," said St. Francis C. Frazier, vice president and president of personal trust.

Seeking to expand its footprint in other states, **Fifth Third enters the Naples, Florida market** where many Midwesterners spend winter months. It also celebrates its inaugural Fifth Third Day on May 3, a tradition that continues today.

Naples, Florida

2000s-2010s



In 2001, **Fifth Third acquires Old Kent Bank**, creating a strong presence throughout Michigan, a stronger base in Chicago and greater market share across northern Indiana.

The rapid succession of acquisitions prompts the need for more space and personnel, resulting in the opening of the Madisonville Operations Center in 2000.

A strong Midwest presence

2000s-2010s

As the U.S. enters the worst financial crisis since the Great Depression, **Fifth Third helps its customers and communities navigate uncertain times.**

\$32B
\$30B
\$27.5B

Fifth Third continues its commitment to communities by announcing its **Community Commitment of \$27.5 billion over five years** in 2016. Later that year, it increases to \$30 billion. In 2018, Fifth Third again expands the commitment to \$32 billion.

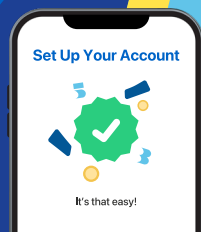


In 2019, **Fifth Third completes its acquisition of MB Financial**, the second largest acquisition in its history, expanding its presence in Chicago.

Later that year, **Fifth Third makes history by becoming the world's first bank to achieve 100% renewable power** with the Aulander Holloman Solar Facility in Hertford County, North Carolina.

2020s

Fifth Third helps customers, businesses and communities navigate the financial challenges of the pandemic and **launches Fifth Third Momentum® banking to customers in 2021.**



The Banker names Fifth Third "Bank of the Year U.S." in 2023.

Today

With **over 18,000 employees and 1,088 banking centers in 11 states**, we are proud of our heritage and how we make the lives of our customers, communities and employees a Fifth Third Better.

For more information on our history, visit [53.com](https://www.fifththird.com).