

FIFTH THIRD BANCORP  
Form FWP  
June 18, 2008

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Investor Update  
June 18, 2008  
Before reviewing this presentation, please carefully review  
the cautionary statements preceding the discussion  
Free Writing Prospectus  
Filed on June 18, 2008

Pursuant to Rule 433  
Registration No. 333-141560  
Fifth Third Bancorp

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Cautionary statement  
This  
report  
may  
contain  
forward-looking  
statements

about  
Fifth  
Third  
Bancorp  
and/or  
the  
company  
as  
combined  
acquired  
entities  
within  
the  
meaning  
of  
Sections  
27A  
of  
the  
Securities  
Act  
of  
1933,  
as  
amended,  
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thereunder,  
and  
21E  
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Securities  
Exchange  
Act  
of  
1934,  
as  
amended,  
and  
Rule  
3b-6  
promulgated  
thereunder,  
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involve  
inherent  
risks

and  
uncertainties.  
This  
report  
may  
contain  
certain  
forward-looking  
statements  
with  
respect  
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the  
financial  
condition,  
results  
of  
operations,  
plans,  
objectives,  
future  
performance  
and  
business  
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Fifth  
Third  
Bancorp  
and/or  
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company  
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believes,  
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plans,  
trend,  
objective,  
continue,  
remain  
or  
similar  
expressions  
or  
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conditional  
verbs  
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will,  
would,  
should,  
could,  
might,  
can,  
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or  
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expressions.  
There  
are  
a  
number  
of  
important  
factors  
that  
could  
cause  
future  
results  
to  
differ  
materially  
from  
historical  
performance  
and  
these  
forward-looking  
statements.  
Factors  
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might

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include,  
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limited  
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economic  
conditions  
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in  
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specifically  
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estate  
market,  
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national  
or  
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Fifth  
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or  
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acquired  
entities  
and/or  
the  
combined  
company  
do  
business,  
are  
less  
favorable  
than  
expected;

(2)  
deteriorating  
credit  
quality;  
(3)  
political  
developments,  
wars  
or  
other  
hostilities  
may  
disrupt  
or  
increase  
volatility  
in  
securities  
markets  
or  
other  
economic  
conditions;  
(4)  
changes  
in  
the  
interest  
rate  
environment  
reduce  
interest  
margins;  
(5)  
prepayment  
speeds,  
loan  
origination  
and  
sale  
volumes,  
charge-offs  
and  
loan  
loss  
provisions;  
(6)  
Fifth  
Third's  
ability



to  
maintain  
required  
capital  
levels  
and  
adequate  
sources  
of  
funding  
and  
liquidity;  
(7)  
changes  
and  
trends  
in  
capital  
markets;  
(8)  
competitive  
pressures  
among  
depository  
institutions  
increase  
significantly;  
(9)  
effects  
of  
critical  
accounting  
policies  
and  
judgments  
and  
the  
use  
of  
estimates  
for  
results  
of  
current  
or  
future  
periods  
;  
(10)  
changes

in  
accounting  
policies  
or  
procedures  
as  
may  
be  
required  
by  
the  
Financial  
Accounting  
Standards  
Board  
or  
other  
regulatory  
agencies;  
(11)  
legislative  
or  
regulatory  
changes  
or  
actions,  
or  
significant  
litigation,  
adversely  
affect  
Fifth  
Third,  
one  
or  
more  
acquired  
entities  
and/or  
the  
combined  
company  
or  
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businesses  
in  
which  
Fifth  
Third,  
one

or  
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entities  
and/or  
the  
combined  
company  
are  
engaged;  
(12)  
ability  
to  
maintain  
favorable  
ratings  
from  
rating  
agencies;  
(13)  
fluctuation  
of  
Fifth  
Third's  
stock  
price;  
(14)  
ability  
to  
attract  
and  
retain  
key  
personnel;  
(15)  
ability  
to  
receive  
dividends  
from  
its  
subsidiaries;  
(16)  
potentially  
dilutive  
effect  
of  
future  
acquisitions  
on

current  
shareholders'  
ownership  
of  
Fifth  
Third;  
(17)  
effects  
of  
accounting  
or  
financial  
results  
of  
one  
or  
more  
acquired  
entities;  
(18)  
difficulties  
in  
combining  
the  
operations  
of  
acquired  
entities;  
(19)  
ability  
to  
secure  
confidential  
information  
through  
the  
use  
of  
computer  
systems  
and  
telecommunications  
networks;  
and  
(20)  
the  
impact  
of  
reputational  
risk

created  
by  
these  
developments  
on  
such  
matters  
as  
business  
generation  
and  
retention,  
funding  
and  
liquidity.  
Additional  
information  
concerning  
factors  
that  
could  
cause  
actual  
results  
to  
differ  
materially  
from  
those  
expressed  
or  
implied  
in  
the  
forward-looking  
statements  
is  
available  
in  
the  
Bancorp's  
Annual  
Report  
on  
Form  
10-K  
for  
the  
year  
ended

December  
31,  
2007,  
filed  
with  
the  
United  
States  
Securities  
and  
Exchange  
Commission  
(SEC).  
Copies  
of  
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are  
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cost  
on  
the  
SEC's  
Web  
site  
at  
[www.sec.gov](http://www.sec.gov)  
or  
on  
the  
Fifth  
Third's  
Web  
site  
at  
[www.53.com](http://www.53.com).  
Fifth  
Third  
undertakes  
no  
obligation  
to  
release  
revisions  
to  
these  
forward-looking  
statements

or  
reflect  
events  
or  
circumstances  
after  
the  
date  
of  
this  
report.

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Securities law statement

Fifth Third Bancorp has filed a registration statement (including prospectus) with the SEC for the securities offerings discussed

in

this

presentation.

Before



you  
would  
invest  
in  
such  
securities,  
you  
should  
read  
the  
prospectus  
in  
that  
registration

statement, the related preliminary prospectus supplements and other documents that Fifth Third Bancorp has filed with the SEC for more complete information about Fifth Third Bancorp and these offerings. You may obtain these documents for free by visiting EDGAR on the SEC website at [www.sec.gov](http://www.sec.gov). Alternatively, Fifth Third Bancorp, the underwriter or any dealer participating in the offerings will arrange to send you the relevant prospectus and prospectus supplements if you request it by contacting Goldman, Sachs & Co. Attention: Prospectus Department, 100 Burma Road, Jersey City, NJ 07305, or by calling

toll-free  
(866)  
471-2526

or  
by  
facsimile

at  
(212)  
902-9316;

Credit  
Suisse  
Securities  
(USA)

LLC,  
Prospectus  
Department,  
One

Madison Avenue, New York, NY 10010, 1-800-221-1037; or Merrill Lynch & Co., Attention: Prospectus Department, 4 World Financial Center, New York, NY 10080, 212-449-1000.

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Description of the capital offering

\$1.0 billion (+ 15% greenshoe)

Size of Offering

Maturity

Non-Cumulative Dividend

Conversion Right

Conversion Premium

Put / Call Features

Forced Conversion

Perpetual

[TBD]% per annum; payable

quarterly

Convertible into common at any

time at the option of the holder

[TBD]%

None

After 5 years, Issuer may force

conversion if stock price exceeds

130% of conversion price

Convertible Preferred Stock

Dividend Stopper

No dividends on junior stock if

convert dividend not paid

Security

5

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Capital actions

Management developed a capital plan designed to help ensure strong regulatory capital and tangible equity levels, positioning the bank to absorb losses and provisions significantly in excess of current levels and environmental conditions through 2009

Revising Tier 1 capital target range to 8-9%

Total capital target raised

Tangible equity/tangible assets

Strengthening Fifth Third's capital position through the following capital actions:

Capital issuance

Subject to market conditions, plan to issue \$1 billion of Tier 1 capital in the form of convertible preferred securities - achieves new Tier 1 target immediately

Dividend reduction

-

Reducing quarterly common dividend by \$166 million, from \$0.44 to \$0.15

Asset sales/dispositions

Near-term sale of non-core businesses to supplement common equity capital, if successfully completed, by additional \$1 billion or more

Capital actions assume further deterioration of credit and economic environment and are intended to maintain a Tier 1 ratio within target range through credit cycle without further issuance

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Pro forma capital ratio comparison  
6-7%  
11.5-12.5%  
8-9%  
Target  
N/A  
10%

6%

Regulatory well  
capitalized  
minimums

6.3%

6.22%

TE/TA

12.2%

11.34%

Total Capital

7.72%

1Q-

2008

8.5%

2Q-2008 Pro

forma\*

Tier 1

Capital Ratio

\* Pro forma for \$1B preferred capital issuance and a quarterly dividend reduction to \$0.15 per share.

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Agenda

Overview of Fifth Third

Second quarter review

Credit costs overshadow continuing strong performance

Credit update



Trends remain negative, driven primarily by residential and commercial real estate

Increased charge-off expectations; credit forecast review

Summary

Appendix

8  
Fifth Third Bank | All Rights Reserved  
Naples  
Fifth Third overview  
^  
As of 3/31/2008  
\*  
As of 6/16/2008  
\*\*

Nilson, March 2008

\$111

billion

assets

#14

^

\$7

billion

market

cap

#15

\*

1,315 banking centers

Over 2,250 ATMs

18 affiliates in 12 states

World s

5

th

largest

merchant

acquirer

\*\*

Cincinnati

Florence

Louisville

Lexington

Nashville

Atlanta

Augusta

Orlando

Tampa

Naples

Raleigh

Charlotte

Huntington

Pittsburgh

Cleveland

Columbus

Toledo

Detroit

Grand Rapids

Traverse

City

Chicago

Evansville

Jacksonville

Indianapolis

St. Louis

9

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Diversified franchise

38%

12%

31%

10%

9%

2007 Revenue -

\$6.0 billion\*

Branch

Banking

\$2.2B

FTPS

\$736M

Investment

Advisors

\$562M

Commercial

Banking

\$1.9B

Consumer Lending

\$601M

Branch Banking (36% of earnings)

Retail & Business banking

2.8 million households

Over 1,200 banking centers, over 2,200 ATMs

Commercial Banking (41%)

Corporate & Middle Market Lending, Treasury Services,

International Trade Finance, Commercial leasing and

syndicated finance

Processing Solutions (9%)

Over 155,000 merchant locations

Processes transactions for over 2,600 Financial

Institutions

3

rd

leading

issuer

of

MasterCard

Branded

debit

cards<sup>1</sup>

Consumer Lending (8%)

9,300 dealer indirect auto lending network

\$35 billion mortgage servicing portfolio

Federal and private student education loans

Investment Advisors (6%)

800 Registered Representatives

338 Private Bank Relationship Managers

Over 81,000 Private Bank Relationships

\*Represents tax-equivalent revenue. Excludes eliminations/other revenue.

Data: 2007 10-K; all as of 12/31/2007

1

Source

Media

2007

edition

10

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Fifth Third differentiators

Integrated affiliate delivery model

Strong sales culture

Operational efficiency

Streamlined decision making

Integrated payments platform (FTPS)

Acquisition integration

Customer satisfaction

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2.75%

3.00%

3.25%

3.50%

3.75%

1Q07

2Q07



3Q07

4Q07

1Q08

\$500

\$550

\$600

\$650

\$700

\$750

\$800

\$850

Net interest income

Net interest margin

Increasing net interest income

Net interest margin and net interest income expected to continue to trend higher

in 2Q08

NII expected up more than 10% year-over-year and NIM 3.40+

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Fee income growth and diversification  
\$0  
\$100  
\$200  
\$300  
\$400  
\$500

\$600

\$700

\$800

\$900

1Q07

2Q07

3Q07

4Q07

1Q08

Payment

processing

Deposit

service

charges

Investment

advisory

Corporate

banking

Mortgage

Secs/other

Reported noninterest income growth 42%. Excludes \$152 million BOLI charge and \$273 million Visa IPO gain in 1Q08; exclu

YOY

growth

+15%

+17%

-3%

+30%

+144%

+10%

2Q08 non-interest income expected to grow more than 10% from a year ago

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Strong operating performance offset by current  
high credit costs

-\$600

-\$400

-\$200

\$0

\$200

\$400

\$600

\$800

1Q07

2Q07

3Q07

4Q07

1Q08

Net charge-offs

Reported pre-tax pre-provision earnings growth 64%. Excludes \$152 BOLI charge, \$273 Visa IPO gain, \$152 million reversal in merger-related and severance charges in 1Q08; excludes \$177 million BOLI charge, \$94 million in Visa litigation expense, in merger-related expenses in 4Q07; excludes \$78 million in Visa litigation expense in 3Q07.

Additional provision

Strong operating results and reserve build continue in 2Q08; pre-tax pre-provision earnings expected >10%

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2Q08 operating trends/outlook

Operating trends remain strong and generally exceed expectations

NII growth of more than 10% compared with 2Q07

Average loans expected to grow 10%+ vs. 2Q07

Average core deposit growth of approximately 3% vs. 2Q07, transaction deposits +5%

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2Q08 NIM estimated to exceed 3.40%, similar to 1Q08  
Noninterest income growth of more than 10% compared with 2Q07

Excluding Visa gain and securities gains, growth of 3% sequentially\*  
Noninterest expense growth of more than 10% compared with 2Q07, core expense growth  
approximately 4%\*\*  
Full year 2008 outlook

Operating trends currently expected to remain strong

Potential charge related to lease litigation; believe a maximum exposure of \$250 million\*\*\*  
First Charter acquisition closed 6/6/08: had modest effect on growth rates, margins

Note:

all  
growth  
rates,  
ratios,  
dollar  
expectations  
are  
approximations  
and  
estimates  
based  
on  
current  
forecast;  
subject  
to  
change;  
please  
refer  
to  
risk  
factors  
on  
page  
2

\*Reported noninterest income expected to decline approximately 15% due to effect \$273mm Visa gain and \$29mm in securities

\*\*Excludes the following: First Charter merger-related charges, 2 percent; effect of acquisition of First Charter; 1 percent; effect of R-G Crown, 1 percent; effect of adoption of FAS 159 for mortgage originations, 2 percent; and the effect of growth in provision unfunded commitments, 3 percent.

\*\*\*If June 30, 2008 measurement date

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Credit trends/outlook

2Q08 annualized charge-off ratio of approximately 1.60-1.65%; total provision expense of approximately \$700-725 million (\$350-375 million in excess of charge-offs)

Estimated allowance to loan ratio of 1.8% at 2Q08

NPAs up 40-45% compared with 1Q08 to approximately \$2.3 billion or 2.6%



Full year 2008 outlook

Full year charge-off ratio expected to be approximately 160-165 bps

NPAs expected to continue to grow, although at lower growth rate than experienced in recent quarters

Provision expense expected to continue to exceed charge-offs; allowance to loan ratio currently expected to build to over 2% by year-end, subject to the results of our reserve modeling and actual results and trends.

Note:

all  
growth  
rates,  
ratios,  
dollar  
expectations  
are  
approximations  
and  
estimates  
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risk  
factors  
on  
page  
2

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Provision levels:

Well ahead of stressed losses

\$462

\$276

\$628

\$544

\$340-

\$350

\$1,300-

\$1,400

\$700-

\$725

\$0

\$1,000

\$2,000

\$3,000

2007

1Q08

2Q08

FY08

Net charge-offs

Provision

1.17%

1.49%

1.8%

>2%

0.00%

0.50%

1.00%

1.50%

2.00%

2.50%

2007

1Q08

2Q08

FY08

Allowance for Loan and Lease Losses

FY09

Charge-offs

expected to be

above 2008 levels

**Continue**

provision build

FY09

**Expect allowance**

for loan losses

>2%

2H08 provision

dependent on credit

results and

allowance model

2% allowance

17

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15.2%

14.1%

13.4%

12.8%

12.6%

12.6%

12.2%

12.1%  
 12.0%  
 11.9%  
 11.8%  
 11.8%  
 11.1%  
 11.0%  
 10.7%  
 10.9%  
 11.4%  
 12.3%  
 12.1%  
 10.3%

NCC

BBT

WB

KEY

USB

MI

FITB -

PF <sup>1</sup>

HBAN

RF

MTB

ZION

PNC

CMA

STI

Capital position

Tangible Equity /

Tangible Assets

Tier 1

Total Capital Ratio

Source: SNL and company filings. Reported capital ratios adjusted for recent acquisitions and capital issuances based on public information. FITB forecast; pro forma for \$1.0bn capital issuance. No disposition of businesses included. PNC pro forma for \$560mm acquisition of Sun Life of Canada. <sup>1</sup>

FITB forecast; pro forma for \$1.0bn capital issuance. No disposition of businesses included.

1Q 08 - Standalone

1Q 08 - Pro Forma for Recent Capital Issuances

5.5%

7.7%

7.6%

11.4%

11.1%

Peers 1Q08

FITB 2Q08<sup>1</sup>

9.7%

7.7%

7.6%

7.3%

6.5%  
6.3%  
6.2%  
6.2%  
5.7%  
5.5%  
5.4%  
5.3%  
4.9%  
4.6%  
5.0%  
4.3%  
4.3%  
4.7%  
5.9%  
6.5%  
6.9%  
NCC  
MI  
CMA  
KEY  
STI  
FITB  
-  
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ZION  
RF  
HBAN  
BBT  
WB  
USB  
MTB  
PNC  
6.7%  
7.6%  
8.3%  
7.4%  
8.6%  
11.4%  
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7.6%  
7.6%

7.4%

7.2%

7.3%

7.2%

NCC

BBT

MI

HBAN

KEY

WB

USB

FITB

-

PF <sup>1</sup>

PNC

ZION

MTB

RF

CMA

STI

18

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Credit Deterioration

Economic environment continues to be challenged; significant stress on real estate and real estate related portfolios, with Florida and Michigan particularly hard hit

Recently conducted intensive



review  
of  
loan  
portfolio  
to  
develop  
credit  
forecast for 2H 2008 and 2009

Top-down and bottoms-up analysis with particular focus on RE / RE-related portfolios

Development  
of  
stress  
scenarios  
to  
forecast  
potential  
losses  
and  
test  
adequacy of capital actions

Homebuilder / developer

Commercial mortgage

Home equity

Commercial construction

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Diversified loan portfolio

\$48 billion commercial loan portfolio

91% secured

\$1.0 million average outstanding

\$1.9 million average exposure

1Q08 NCOs: 121 bps

\$33 billion consumer loan portfolio

95% secured

—

66% secured by real estate, 26% by auto

Real estate portfolio

—

77% weighted average CLTV

—

Weighted average origination FICO 735

—

58% first lien secured

No subprime originations

1Q08 NCOs: 158 bps

Comercial lease

5%

Home Equity

15%

Auto

10%

Credit Card

2%

Residential

mortgage

12%

C&I

33%

Commercial

Mortgage

15%

Commercial

construction

7%

Other Consumer

1%

Distributed by type

Geography Distribution

Other

15%

Florida

10%

National

18%

Ohio

27%

Michigan

19%

Illinois

11%

All as of 3/31/2008

20  
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Credit by portfolio  
C&I  
13%  
Home equity  
15%  
Auto  
13%

Other  
consumer  
2%  
Residential  
mortgage  
12%  
Commercial  
mortgage  
12%  
Commercial  
construction  
26%  
Card  
7%  
MI  
36%  
KY  
2%  
Other  
13%  
IL  
6%  
OH  
16%  
IN  
7%  
FL  
20%  
Net charge-offs by loan type  
Net charge-offs by geography  
(\$ in millions)  
C&I  
Commercial  
mortgage  
Commercial  
construction  
Commercial  
lease  
Total  
commercial  
Residential  
mortgage  
Home  
equity  
Auto  
Credit  
card  
Other  
consumer  
Total

consumer

Total loan &

lease

Loan balances

\$26,590

\$12,155

\$5,592

\$3,727

\$48,065

\$9,873

\$11,803

\$8,394

\$1,686

\$1,066

\$32,821

\$80,886

% of total

33%

15%

7%

5%

59%

12%

15%

10%

2%

1%

41%

100%

Non-performing assets

\$305

\$325

\$418

\$11

\$1,058

\$333

\$162

\$26

\$13

\$1

\$534

\$1,592

NPA ratio

1.15%

2.67%

7.47%

0.29%

2.20%

3.33%

1.37%

0.30%

0.76%

0.09%

1.62%

1.96%

Net charge-offs

\$36

\$33

\$72

\$0

\$141

\$34

\$41

\$35

\$20

\$5

\$135

\$275

Net charge-off ratio

0.57%

1.10%

5.20%

0.00%

1.21%

1.33%

1.39%

1.52%

4.78%

1.78%

1.58%

1.37%

All as of 3/31/2008

21  
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Commercial construction  
FL  
23%  
KY  
5%  
IL  
7%



MI  
 21%  
 IN  
 8%  
 Other  
 5%  
 OH  
 31%  
 Services  
 3%  
 Other  
 5%  
 Health care  
 2%  
 Finance  
 2%  
 Retail trade  
 2%  
 Manufacturing  
 1%  
 Construction  
 40%  
 Individuals  
 1%  
 Real Estate  
 44%  
 Loans by geography\*  
 Credit trends  
 Loans by industry\*  
 Comments  
 (\$ in millions)  
 1Q07  
 2Q07  
 3Q07  
 4Q07  
 1Q08  
 Balance  
 \$5,688  
 \$5,469  
 \$5,463  
 \$5,561  
 \$5,592  
 90+ days delinquent  
 \$20  
 \$33  
 \$54  
 \$67  
 \$49  
 90+ days ratio  
 0.35%

0.60%

0.99%

1.21%

0.87%

NPAs

\$59

\$66

\$106

\$257

\$418

as % of loans

1.03%

1.21%

1.94%

4.61%

7.47%

Net charge-offs

\$6

\$7

\$5

\$12

\$72

as % of loans

0.37%

0.48%

0.35%

0.83%

5.20%

Commercial construction

\*As of 3/31/2008

Declining valuations in residential and land  
developments

Higher concentrations in now stressed markets (Florida  
and Michigan)

Continued stress expected through 2008

22

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Homebuilder/developer

Credit trends

Loans by property type\*

Comments

Other MW

27%

MI

24%  
Other SE  
9%  
NE OH  
6%  
FLA  
34%  
Resi  
23%  
Other  
18%  
Land  
59%

\*Current definition not in use prior to 3Q07

(\$ in millions)

3Q07

4Q07

1Q08

Balance

\$2,594

\$2,868

\$2,705

90+ days delinquent

\$50

\$57

\$60

90+ days ratio

1.94%

1.99%

2.21%

NPAs

\$78

\$176

\$309

as % of loans

3.01%

6.14%

11.42%

Net charge-offs

\$4

\$8

\$43

as % of loans

0.54%

1.11%

6.32%

Homebuilders/developers\*

\*As of 3/31/2008

Making no new loans to builder/developer sector

Residential & land valuations under continued stress

Balance < 6% of Commercial Loans; <3% of total gross loans

Balance by product approx. 52% Construction, 38%

Mortgage, 10%

C&I

C&I

10%

Mortgage

38%

Construction

52%

Portfolio split\*

Loans by geography\*

23  
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Residential mortgage  
1  
liens:  
100%  
;  
weighted  
average

LTV:

77%

Weighted average origination FICO: 724

Origination

FICO

distribution:

<659

13%;

660-689

11%;

690-719

17%;

720-749

18%;

750+

40%

(note:

loans

<659

includes

CRA

loans

and

FHA/VA

loans)

Origination

LTV

distribution:

<70

26%;

70.1-80

42%;

80.1-90

12%;

>90.1

20%

Vintage

distribution:

2008

3%;

2007

19%;

2006

18%;

2005

30%;

2004

15%;

prior

to

2004

15%

%

through

broker:

11%;

performance

similar

to

direct

OH

25%

FL

34%

IL

6%

KY

5%

MI

16%

IN

6%

Other

8%

Loans by geography\*

Credit trends

Portfolio details\*

Comments

(\$ in millions)

1Q07

2Q07

3Q07

4Q07

1Q08

Balance

\$8,484

\$8,477

\$9,057

\$10,540

\$9,873

90+ days delinquent

\$78

\$98

\$116

\$186

\$192

90+ days ratio

0.91%

1.14%

1.27%



1.75%

1.92%

NPAs

\$103

\$112

\$150

\$216

\$333

as % of loans

1.21%

1.30%

1.64%

2.03%

3.33%

Net charge-offs

\$7

\$9

\$9

\$18

\$34

as % of loans

0.32%

0.43%

0.41%

0.72%

1.33%

Consumer mortgage

\*As of 3/31/2008

46% of total portfolio accounts for approximately

87% of total loss

34% FL concentration driving 65% total loss

FL lots (\$447mm) running at 13% annualized loss

rate

Mortgage company originations targeting 95%

salability

st



24

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1

liens:

23%;

2

liens:

77%

(17%

of

2

liens

behind

FITB

1

s)

Weighted

average

origination

FICO:

742

Origination

FICO

distribution:

<659

5%;

660-689

10%;

690-719

16%;

720-749

20%;

750+

50%

Weighted

average

CLTV:

78%

(1st

liens

64%;

2

liens

82%)Origination  
CLTV  
distribution:  
<70  
28%;  
70.1-80  
21%;  
80.1-90  
21%;  
90.1-100  
29%;  
>100  
1%  
Vintage  
distribution:  
2008  
2%;  
2007  
16%;  
2006  
20%;  
2005  
18%;  
2004  
13%;  
prior  
to  
2004  
32%  
%  
through  
broker  
channels:  
22%  
WA  
FICO:  
734  
brokered,  
745  
direct;  
WA  
CLTV:  
89%  
brokered;  
74%  
direct  
Home equity  
Portfolio details\*  
Comments  
\*As of 3/31/2008

OH  
 25%  
 FL  
 3%  
 IL  
 11%  
 KY  
 8%  
 MI  
 20%  
 IN  
 10%  
 Other  
 24%  
 OH  
 36%  
 FL  
 8%  
 IL  
 10%  
 KY  
 10%  
 MI  
 23%  
 IN  
 11%  
 Other  
 2%  
 Brokered loans by geography\*  
 Direct loans by geography\*  
 Credit trends  
 (\$ in millions)  
 1Q07  
 2Q07  
 3Q07  
 4Q07  
 1Q08  
 Balance  
 \$2,903  
 \$2,810  
 \$2,746  
 \$2,713  
 \$2,651  
 90+ days delinquent  
 \$21  
 \$24  
 \$30  
 \$34  
 \$33  
 90+ days ratio

0.73%

0.86%

1.08%

1.25%

1.26%

Net charge-offs

\$9

\$9

\$14

\$17

\$23

as % of loans

1.11%

1.19%

1.94%

2.52%

3.29%

Home equity - brokered

(\$ in millions)

1Q07

2Q07

3Q07

4Q07

1Q08

Balance

\$9,023

\$8,970

\$8,991

\$9,161

\$9,152

90+ days delinquent

\$37

\$37

\$34

\$38

\$43

90+ days ratio

0.41%

0.41%

0.38%

0.41%

0.47%

Net charge-offs

\$9

\$11

\$14

\$15

\$18

as % of loans

0.35%

0.48%

0.59%

0.66%

0.78%

Home equity - direct

Approximately

22%

of

portfolio

concentration

in

broker

product

driving

approximately

52%

total

loss

Portfolio

experiencing

increased

loss

severity

(losses

on

2

liens

approximately

100%)

Aggressive

home

equity

line

management

strategies

in

place

st

st

nd

nd

nd

25

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Credit containment actions

Eliminated all brokered home equity production in 2007

Suspended all new developer and non-owner occupied commercial property lending

New concentration limits for Commercial portfolio

Implemented Watch and Criticized Asset Reduction initiative

Significantly tightened underwriting limits and exception authorities



Implemented aggressive home equity line management program

Expanded consumer credit outreach program

Major expansion of commercial and consumer workout teams

Aggressive write-downs in stressed geographies

Significant addition to reserve levels

Direct executive management oversight of every major credit decision

Fifth Third has moved aggressively to stay ahead of emerging credit issues

26

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Financials as of 3/31/2008

Conservative balance sheet

Diversified earning asset mix

Strong core deposit funding

76%

Loans

11%

Cash and due  
from banks

Securities

Other assets

11%

2%

8%

58%

Core Deposits

Other Deposits

Equity

Fed Funds and

Other short-term

borrowings

Other

liabilities

Long-term

debt

12%

4%

9%

9%

Low reliance on short-term and wholesale funding

27

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Fifth Third corporate debt ratings

#

Date of most recent change in rating or outlook

Sub

Senior

AA

A+

AA-  
Aa2  
Fifth Third Bank (MI)  
AA (low)  
A  
A+  
Aa3  
Stable  
6/18/08  
A  
A+  
A  
A+  
Fitch  
AA  
AA-  
Aa2  
Senior  
Fifth Third Bank (OH)  
AA (low)  
A+  
Aa3  
Sub  
3/18/08  
3/18/08  
6/18/08  
Rating  
Date  
#  
Current  
Outlook  
Fifth Third Bancorp  
Negative  
Negative  
Review for possible  
downgrade  
A (high)  
A  
A1  
Sub  
AA (low)  
DBRS  
A+  
S&P  
Aa3  
Moody s  
Senior

28

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Summary and priorities

While credit conditions continue to deteriorate, Fifth Third is taking aggressive steps to ensure it is well positioned to weather a challenging environment

Delivery of strong operating results remains a hallmark of Fifth Third despite sluggish economy

Active credit monitoring and management is top priority of the organization  
Management's credit loss projections reflect an expectation of a continuing  
deterioration in the credit environment and incorporate significant stress

Expected credit losses in 2008 and potential 2009 scenarios assume significant stress  
relative to 1H08 levels

Provisions significantly exceed net charge-offs, building allowance to absorb portfolio losses  
Actions and plans will materially enhance the company's capital position and  
provide cushion for significant additional stress beyond current  
expectations





30  
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0  
40  
80  
120  
160  
200  
240

280  
320  
1Q07  
2Q07  
3Q07  
4Q07  
1Q08  
C&I/Lease  
Auto  
Credit Card  
Other  
CRE  
Res RE  
NCOs  
NPAs  
0  
200  
400  
600  
800  
1,000  
1,200  
1,400  
1,600  
1,800  
1Q07  
2Q07  
3Q07  
4Q07  
1Q08  
C&I/Lease  
Auto  
CRE  
Res RE  
Res  
RE  
CRE  
NPA and charge-off growth driven by residential and commercial real estate  
Res  
RE  
CRE  
Real estate driving credit deterioration

31  
Fifth Third Bank | All Rights Reserved  
-  
40  
80  
120  
160  
200  
240

280  
320  
1Q07  
2Q07  
3Q07  
4Q07  
1Q08  
Other SE  
National  
Other MW  
NE Ohio  
Michigan  
Florida  
NCOs  
NPAs  
Stressed  
markets  
Stressed  
markets  
Michigan and Florida: most stressed markets  
NPA and charge-off growth driven by Florida and Michigan

-  
200  
400  
600  
800  
1,000  
1,200  
1,400  
1,600  
1,800  
1Q07  
2Q07  
3Q07  
4Q07  
1Q08  
Other SE  
National  
Other MW  
NE Ohio  
Michigan  
Florida