FIFTH THIRD BANCORP
Form FWP
June 18, 2008

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, and Rule 175 promulgated thereunder, and 21E of the Securities Exchange Act of 1934, as amended, and Rule 3b-6 promulgated thereunder, that involve inherent risks and uncertainties. This report may contain certain forward-looking statements with respect to the financial condition, results of operations, plans, objectives, future performance and business of Fifth Third Bancorp and/or the combined company including statements preceded by, followed by or that include the words or phrases such as believes, expects, anticipates, plans, trend, objective, continue, remain or similar expressions or future or conditional verbs such as will, would, should, could, might, can, may or similar 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 that might cause such a difference include, but are not limited to: (1) general economic conditions and weakening in the economy, specifically the real estate market, either national or in the states in which Fifth Third, one or more 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 the businesses in which Fifth Third, one or more acquired 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 this filing are available at no cost on the SEC's Web site at www.sec.gov or on the Fifth Third s Web site at 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. 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 Worl 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

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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

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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

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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[1]
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

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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, a
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%

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 securitie
**Excludes the following: First Charter merger-related charges, 2 percent; effect of acquisition of First Charter; 1 percent; effe
R-G Crown, 1 percent; effect of adoption of FAS 159 for mortgage originations, 2 percent; and the effect of growth in provisio
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 based on current forecast; subject to change; please refer to 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

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 [1]
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 publi
associated with leveraged lease obligations and subsequent $1.65bn capital raise. PNC pro forma for $560mm acquisition of S
[1]
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[1]
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
-
PF [1]
ZION
RF
HBAN
BBT
WB
USB
MTB
PNC
6.7%
7.6%
8.3%
7.4%
8.6%
11.4%
9.0%
8.8%
8.8%
8.7%
8.7%
8.6%
8.5%
8.0%
7.6%
7.6%
7.6%

7.4%
7.2%
7.3%
7.2%
NCC
BBT
MI
HBAN
KEY
WB
USB
FITB
-
PF [1]
PNC
ZION
MTB
RF
CMA
STI

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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

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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

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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

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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

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

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

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

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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

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

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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

Appendix

30

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

-
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