

employees



When asked what he appreciated most about his Project SEARCH® experience, 22-year-old Derrick Marshall had too many answers to count. He said the program, which is a school-to-work rotating internship program for students with developmental and/or physical disabilities, had so many great parts from “learning how to dress for a job interview to learning how to conduct myself while I’m being interviewed.”



Derrick Marshall

Marshall was a member of the Project SEARCH class of 2011-2012 at one of Fifth Third’s three Project SEARCH campuses in Cincinnati. “I’d have to say the best part about my Project SEARCH experience was when I graduated from the program,” he said. “On that day, I found out that the department I had been interning with all year decided to hire me as a permanent employee.”

Marshall started work in our Information Security (IT) department in June 2012. “My responsibilities were granting employees and contractors access to systems and applications so they could do their job. An example of this was when I would set up employees with their remote access tokens and send them out. I liked the fact that everyone in the department was nice and willing to help me if I needed it.”

Marshall earned a promotion in August 2014 that came with additional responsibilities, including processing remedy tickets and troubleshooting user access problems. “Derrick is a great asset to Fifth Third. He is a pleasure to work with and does his jobs flawlessly,” said Scott Dungan, Information Security manager. “His willingness to learn and the passion he brings to his role are inspiring.”

“I feel great about working for a company that is so committed to Project SEARCH,” Marshall added. “It shows Fifth Third is willing to give people with disabilities an opportunity to show what kind of employee they can be, as well as give them on-the-job experience they can take with them wherever they go.”

Fifth Third is proud to have been an original collaborator on Project SEARCH, a program that has a lasting benefit on our employee family. It’s a program that enriches all of us by embracing the uniqueness of every individual on our team. Since 2006, we have graduated 201 students from our Project SEARCH campuses in Cincinnati and Grand Rapids, and 25 of those students have been hired as Bank employees, while others have gone on to be hired by other companies.

Total Rewards

Project SEARCH is an illustration of our commitment to provide and cultivate an inclusive work environment and give employees career opportunities that are both challenging and rewarding. In 2014, we introduced a new Total Rewards package for our employee family that is both smart and competitive. Our Total Rewards package includes standard medical and retirement

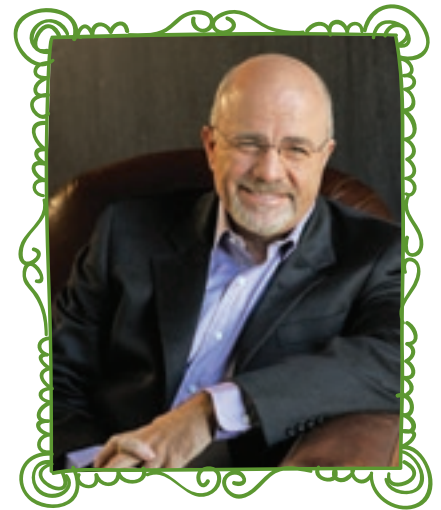
benefits as well as an intense focus on health and financial wellness. Our new programs allow us to more holistically and sustainably meet our employees' needs while achieving our business goals.

We designed our Total Rewards package to help improve our employees' health, their financial well-being and their quality of life. While it is easy to focus a report about corporate social responsibility on the impact we make in communities and outside of our Company, we view corporate social responsibility as an internal commitment as well. We make the same kinds of investments in our people as we do for the communities we serve. Executive Vice President & Director of Human Resources Teresa Tanner said, "We truly care about our employees. We recognize that, as their employer, we share accountability with them for their long-term success. We are in this together."

The new myWellness[®] plan for employees helps them chart a path to health and wellness—and rewards them for doing so. Fifth Third is thrilled to be able to provide our employees with leading-edge wellness and health management tools through our new collaboration with HumanaVitality[®]. The program enables employees to earn Vitality Points by completing health assessments and following steps on a personalized health plan. Vitality Points earn employees Vitality Bucks that can be spent on items in the online Vitality mall. Different levels of points also enable employees to get Fifth Third Wellness rewards in their paychecks.

The other aspect of wellness that is important to one's quality of life is financial wellness. Fifth Third is a leader in financial empowerment and offers a series of L.I.F.E. (Lives Improved through Financial Empowerment) programs in the community for people of all ages and at all stages of life. It was important for our Company to offer the same services for our employees. So, in addition to taking steps to increase our employees' contributions to their 401(k) plans by increasing our Company match, we also introduced employees and their families to Dave Ramsey's all-new online financial wellness program, SmartDollarSM.

SmartDollar is a step-by-step approach to handling money by the No. 1 authority in personal finance, Dave Ramsey. Millions of families have gotten on the plan and



Fifth Third cares about its employees' financial wellness. As a result, it now offers them Dave Ramsey's SmartDollar program.

A Project SEARCH class at the annual Tee it Up for Project SEARCH golf outing hosted by Fifth Third.



Bonnie St. John was the keynote speaker at last year's Diverse by Design Symposium.



Fifth Third supporters of the Pride Parade in 2014.



Members of Fifth Third's Young Professionals BRG participated in Cincinnati's Paint the Town 2014 event. Paint the Town is a program of GIVE BACK CINCINNATI, which was founded to connect young professionals to build the local community and develop active citizen leaders in Cincinnati.



These Fifth Third professionals are members of the Women's BRG in St. Louis.



Fifth Third Bank (Northeastern Ohio) was named a NorthCoast 99 award recipient. NorthCoast 99 is an annual recognition program that honors 99 great workplaces for top talent in Northeast Ohio. Pictured is the employee engagement champion team.

taken control of their money. SmartDollar will help our employees to get and stay on a budget and on their way to a strong financial foundation, if they are not already. The SmartDollar program will teach our employees how to better manage their finances, get a budget that works, pay off debt, plan for retirement, save for college, buy a home and more through 20-minute video lessons and interactive tools. The program is designed to be accessed from home so that the families of Fifth Third employees can benefit from it, too.

Business Resource Groups

As we work to support our employees' total wellness, we also work to support the causes they care about in the community. In turn, our employees help us make a community impact through their financial donations to United Way – more than \$7 million in combined bank and employee gifts in 2014 – and through their extraordinary volunteerism.

Our business resource groups (BRGs) are an excellent illustration of how our employees are encouraged to come together, collaborate and engage with executive sponsors, and volunteer to encourage positive change. Our Company has 17 inclusion councils and more than 60 BRGs, including groups focused on supporting young professionals, women, military, the GLBT

community, people with disabilities, Asian Pacific Islanders, African Americans, Hispanic/Latinos and more.

The 2014 Leadership Symposium: *Diverse by Design: Inclusive by Intention* represents the evolution of an internal initiative initially launched by Fifth Third in 2008. Since 2012, through continuing collaboration with the Cincinnati USA Regional Chamber, Agenda 360 and Vision 2015, the Diverse by Design Symposium has become the centerpiece of a strategic, regional effort to attract and leverage the benefits of diversity and inclusion. Held at the Duke Energy Center, more than 500 community leaders attended last year.

The program featured a welcome by Mike Michael, president and CEO of Fifth Third Bank (Cincinnati) and facilitation by Pamela Rincones, Fifth Third's chief diversity and inclusion officer. The keynote speaker was Bonnie St. John, the first African-American Olympic ski medalist, amputee, Rhodes Scholar, former Clinton White House official and best-selling author.

Our BRGs represent our employees in the community and support a number of events that commemorate diversity and inclusion, address needs in the neighborhoods and help raise funds and awareness of issues. ■

Fifth Third Day: Feeding Our Communities



Vice Chairman & CEO Kevin Kabat shows his Fifth Third Day spirit and promotes the social media hashtag for the event.

years, the Bank has used our holiday to recognize the contribution of our employees, thank our valued customers and support communities where we operate.

“We have long celebrated the third of May as Fifth Third Day. It’s a great way for our employees to stretch out beyond their normal job responsibilities and work together to benefit their local communities,” said Kevin T. Kabat, vice chairman and CEO of Fifth Third Bancorp. “We appreciate that there are real needs —like warm meals, food and personal care items—that individuals and families have. In our commitment to improve our communities, it’s our privilege on this day to do a small part to help to improve lives.”

Jill Bunge, director of Food for Thought, an organization that provides food assistance to 1,200 Toledo-area households via its mobile pantry service, said, “Fifth Third sponsored our ‘Food Fight 419’ campaign and helped us raise enough in-kind and monetary donations to cover the cost of an entire month of pantries. This kind of support is what makes Food For Thought viable. Our partnership with Fifth Third has been an instrumental part of our organizational growth and service expansion to feed our neighbors thoughtfully, and we are so deeply appreciative of their generosity and commitment to our cause.”

Our 19,000 employees celebrated Fifth Third Day in 2014 by providing more than 770,000 meals to fight hunger throughout our 12-state footprint. This marked the third consecutive year that all of our affiliates joined together to fight against hunger. More than 550,000 meals were provided in 2013; more than 340,000 in 2012.

Fifth Third Day is celebrated annually on May 3, 5/3 on the calendar. For more than 20



Feeding families was the name of the game in Tampa Bay on the special Bank holiday.



Employees from the Indiana affiliate celebrate the day.



Fifth Third Bank (Central Ohio) employees Patrick Labuhn and Rich Smith spent Fifth Third Day working at the Mid-Ohio Food Bank.



Human Resources Executive Vice President Teresa Tanner and Executive Vice President Frank Forrest greet employees at the Bank-provided Fifth Third Day lunch.



Fifth Third in Georgia partnered with Scrapy, the mascot of Kennesaw State University, to *Strike Out Hunger*. The campaign helped feed Atlanta families.



Fifth Third in St. Louis provided and served a meal to 50 individuals at the Covenant House of Missouri on Fifth Third Day. The Covenant House provides shelter and support for homeless youth ages 15-21 in the St. Louis area.