



# Morgan Stanley US Financials, Payments, & CRE Conference

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*Annualized, pro forma, projected and estimated numbers are used for illustrative purpose only, are not forecasts and may not reflect actual results.*

*In this presentation, we may sometimes provide non-GAAP financial information. Please note that although non-GAAP financial measures provide useful insight to analysts, investors and regulators, they should not be considered in isolation or relied upon as a substitute for analysis using GAAP measures. We provide a discussion of non-GAAP measures and reconciliations to the most directly comparable GAAP measures in later slides in this presentation, as well as on pages 26 through 28 of our 1Q24 earnings release.*

*Management does not provide a reconciliation for forward-looking non-GAAP financial measures where it is unable to provide a meaningful or accurate calculation or estimation of reconciling items and the information is not available without unreasonable effort. This is due to the inherent difficulty of forecasting the occurrence and the financial impact of various items that have not yet occurred, are out of the Bancorp’s control or cannot be reasonably predicted. For the same reasons, Bancorp’s management is unable to address the probable significance of the unavailable information. Forward-looking non-GAAP financial measures provided without the most directly comparable GAAP financial measures may vary materially from the corresponding GAAP financial measures.*

*This presentation incorporates the following peers: CFG, CMA, FCNCA, FHN, HBAN, KEY, MTB, PNC, RF, TFC, USB, & ZION.*

# Top performing regional bank with local scale and national reach

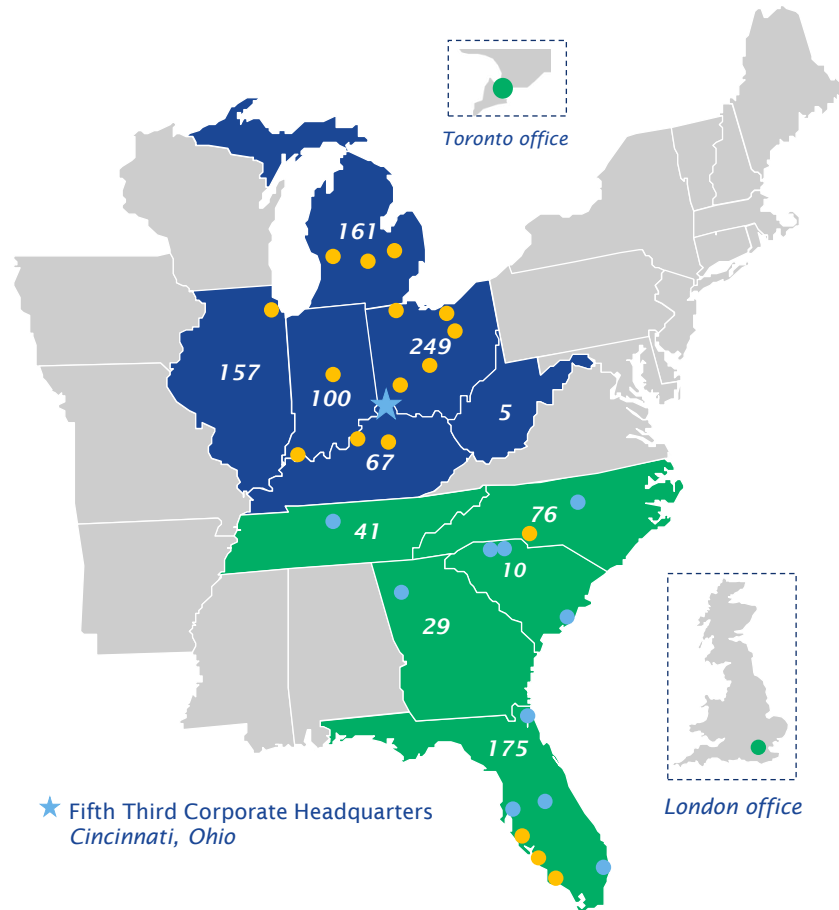


**Assets**  
**\$215 billion**  
 Ranked 11<sup>th</sup> in the U.S.<sup>1</sup>

**Deposits**  
**\$170 billion**  
 Ranked 9<sup>th</sup> in the U.S.<sup>1</sup>

**U.S. branches**  
**1,070**  
 Ranked 8<sup>th</sup> in the U.S.<sup>1</sup>

**Commercial Payments**  
**Top 5 market share**  
 across several product categories<sup>5</sup>



★ Fifth Third Corporate Headquarters  
 Cincinnati, Ohio

London office

- Midwest footprint (branch count in white)
- Southeast footprint (branch count in white)
- Key Southeast MSAs of focus
- Major FITB markets<sup>2</sup> with a top 5 deposit share

## Leading position in the markets we compete in<sup>3</sup>

### Deposit share rankings<sup>4</sup>

**#3 Fifth Third footprint**  
 improved 1 spot YoY

**#2 Midwest**  
 unchanged YoY

**#6 Southeast**  
 improved 2 spots YoY

Top 10 deposit share in ~90% of retail footprint

### Significant locational share in notable MSAs

Chicago, IL	#3	Tampa, FL	#6
Nashville, TN	#3	Grand Rapids, MI	#1
Charlotte, NC	#4	Columbus, OH	#3
Cincinnati, OH	#1	Indianapolis, IN	#3

Assets, deposits, and branches as of 3/31/24; <sup>1</sup>Rankings consist of US commercial banks and exclude foreign, trust, & traditional investment banks; <sup>2</sup>Includes MSAs with \$5BN+ in deposits on a capped basis (deposits per branch capped at \$250MM per June 2023 FDIC data); <sup>3</sup>Data sourced from S&P Global Market Intelligence; <sup>4</sup>Deposits per branch capped at \$250MM per June 2023 FDIC data; Midwest and Southeast rankings represent in footprint deposit market share; <sup>5</sup>Source: 2023 Cash Management Services Survey administered by EY



# A simple, diversified business portfolio

## Commercial Banking



## Consumer & Small Business Banking



## Wealth & Asset Management



NII contribution<sup>1</sup>

40%

57%

3%

Fee contribution<sup>1</sup>

48%

39%

13%

Loans / Deposits  
*1Q24 averages*

**\$68B loans**  
**\$64B deposits**

**\$45B loans**  
**\$87B deposits**

**\$4B loans**  
**\$11B deposits**

### Business Offerings

Lending / Deposits / Capital Markets / Commercial Payments & Treasury Management

Lending / Deposits / Payments

Wealth Management / Trust / Custody

Select Awards & accolades

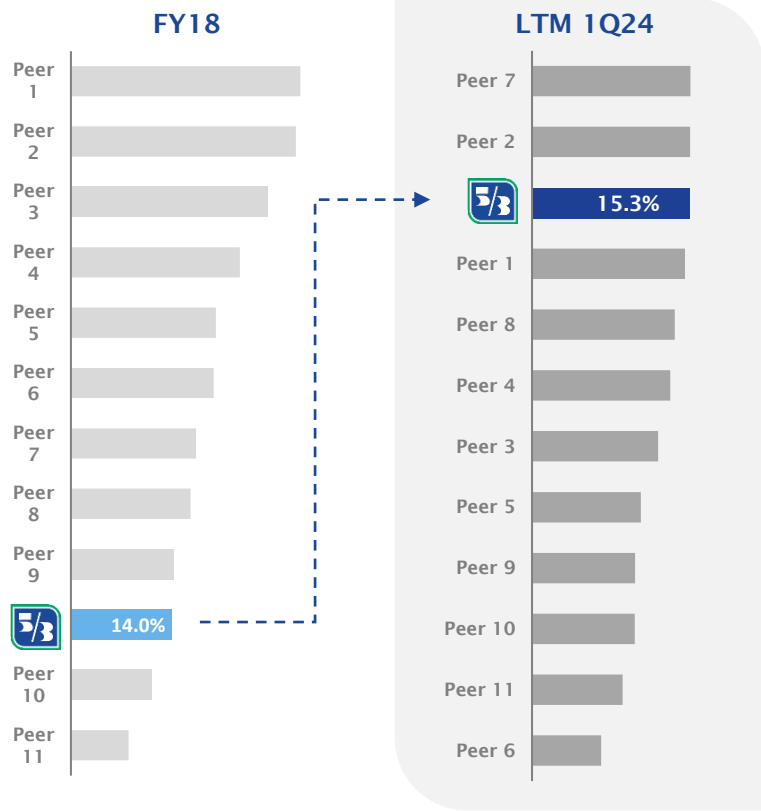


# Driving to consistently generate top quartile results



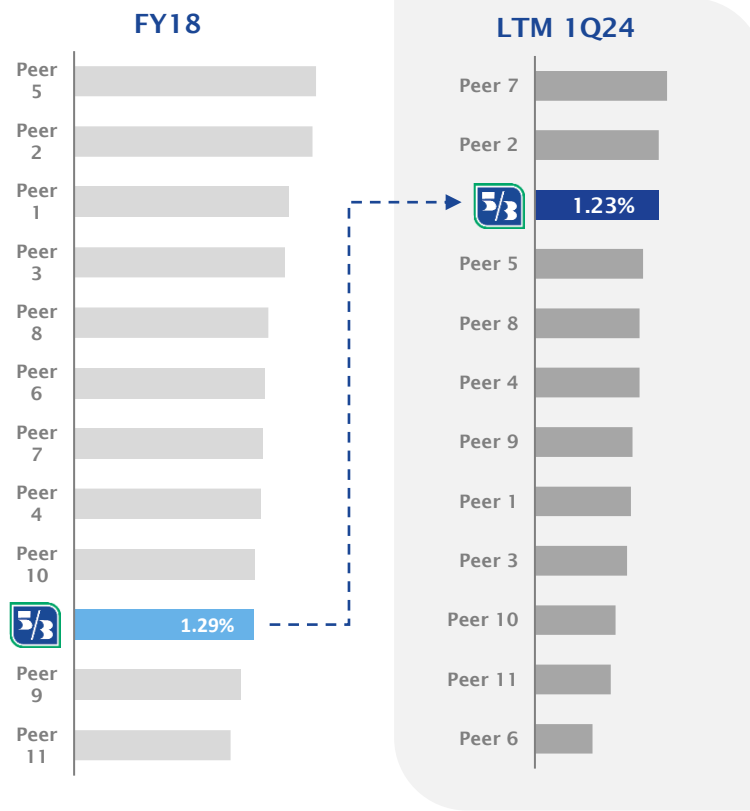
## Return on tangible common equity<sup>1,2</sup>

Adjusted basis



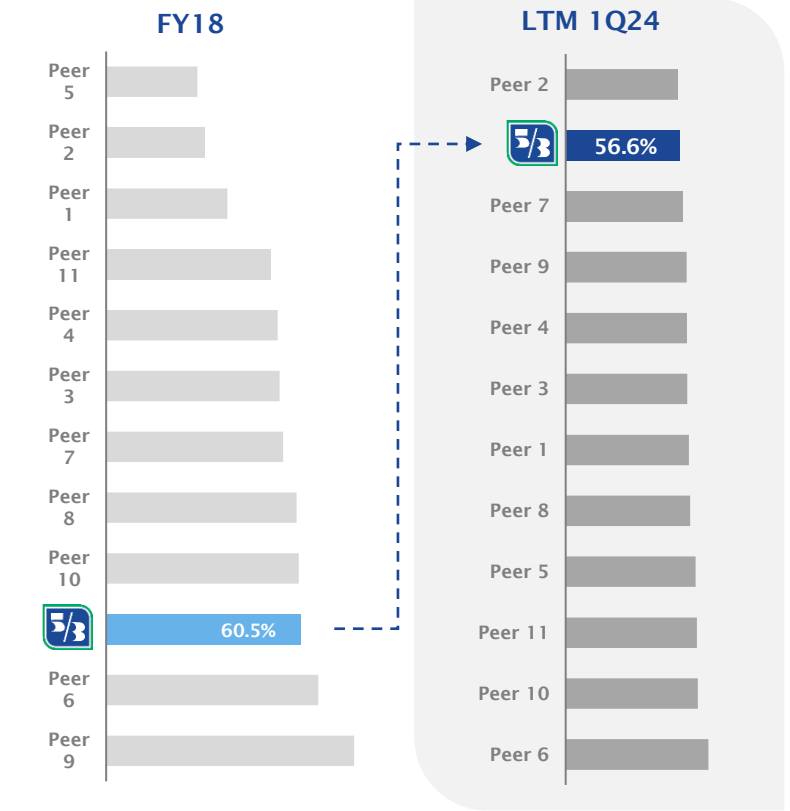
## Return on assets<sup>1</sup>

Adjusted basis



## Efficiency ratio<sup>1</sup>

Adjusted basis



Remain focused on long-term horizon

Expect to continue generating top-tier financial results



# Leading to top returns for our shareholders

## Total shareholder return

Trailing TSR as of 5/31/2024; Excludes FCNCA

Top performer in both a low-rate and rising rate environment

	1 Year		3 Year		5 Year		7 Year		10 Year	
1	Peer 1	65%	Peer 10	3%	<b>FITB</b>	<b>73%</b>	<b>FITB</b>	<b>103%</b>	Peer 11	158%
2	Peer 2	64%	Peer 7	(0%)	Peer 11	71%	Peer 11	80%	Peer 8	149%
3	<b>FITB</b>	<b>61%</b>	<b>FITB</b>	<b>(1%)</b>	Peer 8	49%	Peer 8	68%	<b>FITB</b>	<b>149%</b>
4	Peer 3	61%	Peer 11	(8%)	Peer 3	45%	Peer 7	51%	Peer 5	129%
5	Peer 4	51%	Peer 3	(9%)	Peer 7	40%	Peer 5	38%	Peer 7	117%
6	Peer 5	45%	Peer 8	(10%)	Peer 5	37%	Peer 1	33%	Peer 1	89%
7	Peer 6	43%	Peer 1	(17%)	Peer 1	19%	Peer 3	21%	Peer 3	86%
8	Peer 7	42%	Peer 5	(20%)	Peer 2	15%	Peer 9	20%	Peer 10	63%
9	Peer 8	42%	Peer 6	(24%)	Peer 10	11%	Peer 10	18%	Peer 2	51%
10	Peer 9	32%	Peer 4	(26%)	Peer 9	1%	Peer 2	11%	Peer 4	49%
11	Peer 10	31%	Peer 2	(28%)	Peer 6	(1%)	Peer 6	3%	Peer 9	44%
12	Peer 11	18%	Peer 9	(29%)	Peer 4	(5%)	Peer 4	(1%)	Peer 6	33%

# Disciplined execution guided by core principles

#1

## Stability

- Resilient balance sheet positioning
- Strong credit profile

#2

## Profitability

- Diverse fee mix with high total revenue contribution
- Expense discipline

#3

## Growth

- Reinvesting expense efficiencies into growth and product strategies
- Southeast demographics
- Midwest & renewables infrastructure investments

Consistent and disciplined management, with a long-term focus throughout the company

# High-quality deposit franchise

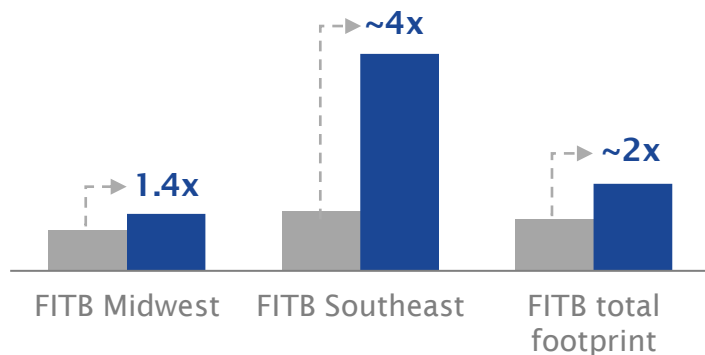
## High concentration of retail insured and commercial operating deposit balances

### Consumer franchise highlights

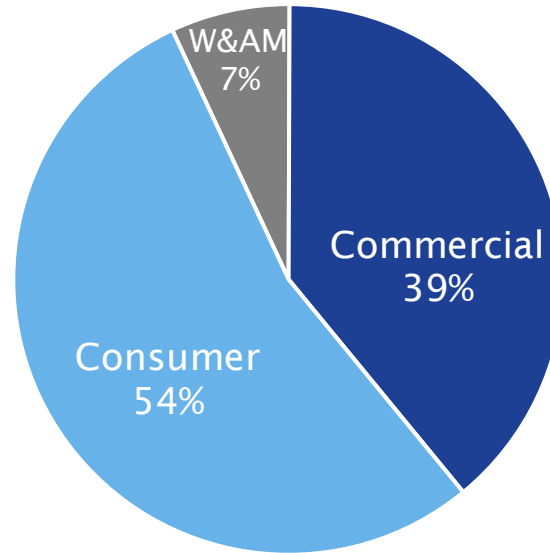
- 86% FDIC insured<sup>1</sup>
- >80% of balances from clients with 5+ years tenure
- Average age of household: 13 years
- 1.4 million Momentum Households (~56% of total)
- Debit transactions up 4% YoY

### Household growth exceeds U.S. growth<sup>2</sup>

Fifth Third YoY growth vs. industry



Deposit mix by segment  
as of 3/31/24



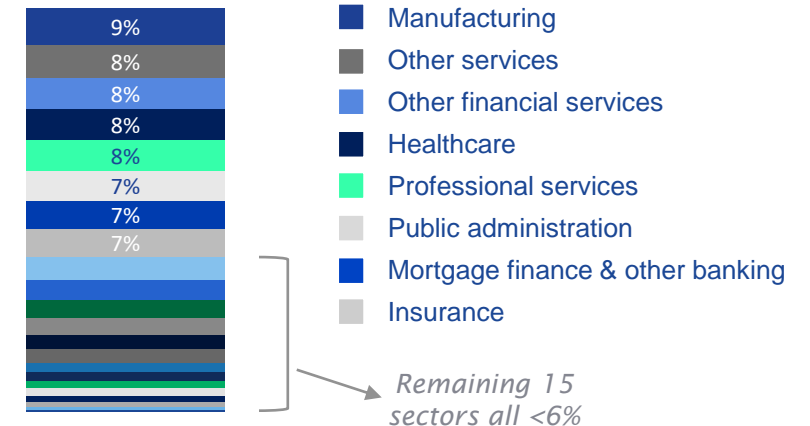
~59% of Total Bancorp Deposits are FDIC Insured

### Commercial franchise highlights

- 25% FDIC insured<sup>1</sup>
- 95% of balances represented by relationships that utilize Commercial Payments services (including 82% of uninsured)
- Balanced-weighted relationship age of ~24 years
- Median relationship deposit balance of ~\$370K

### Limited sector concentration risk

Excludes insured sweep deposits

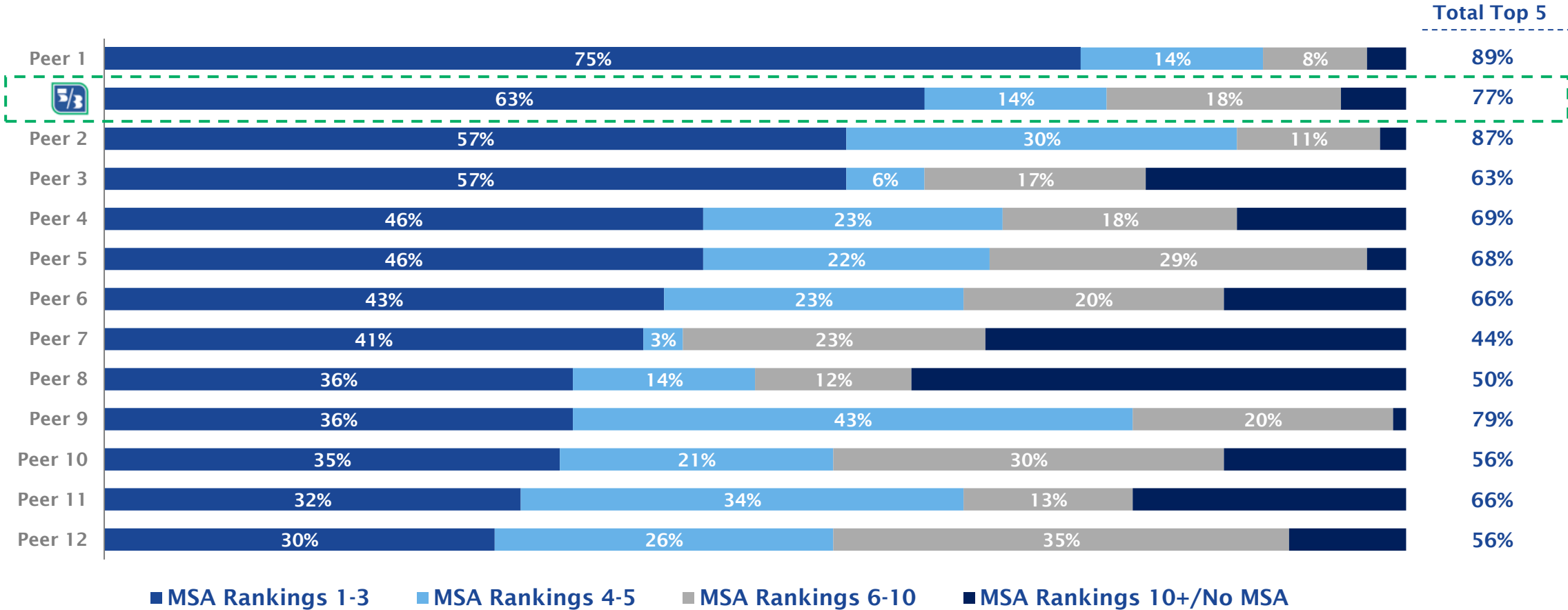




# Maintaining top quartile deposit density while expanding branch network in the Southeast



Deposit density market rank<sup>1</sup>



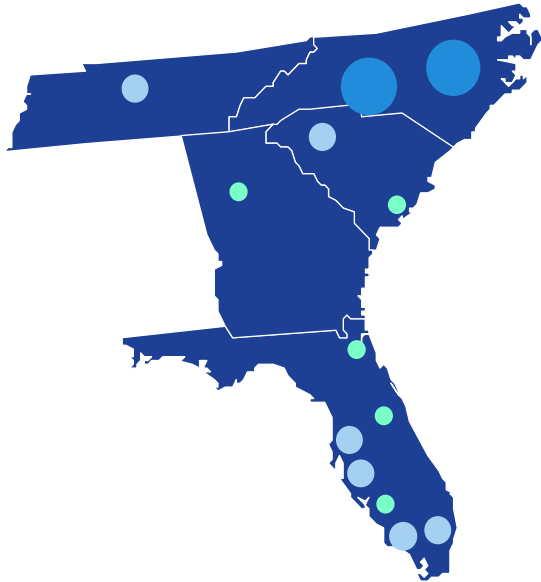
We continue to focus on achieving a top 5 rank in the MSAs we serve

# Well-positioned to further market share gains in high-growth Southeast



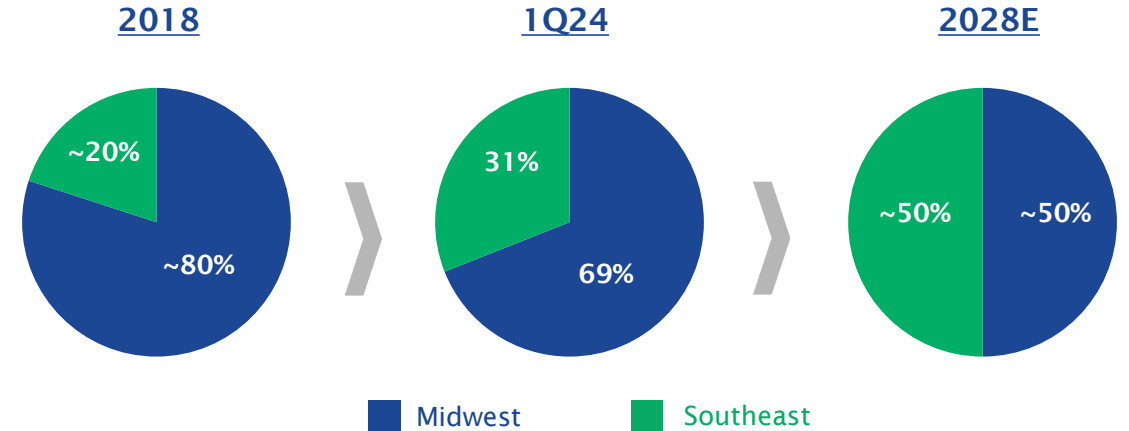
## #6 largest retail bank in the Southeast

Branch openings since 2019



- Opened 100+ branches in Southeast markets over last 5 years
- Added 2<sup>nd</sup> most new branches in the Southeast over the past 3 years

## Expect branch footprint to be ~50% in the Southeast by 2028<sup>2</sup>

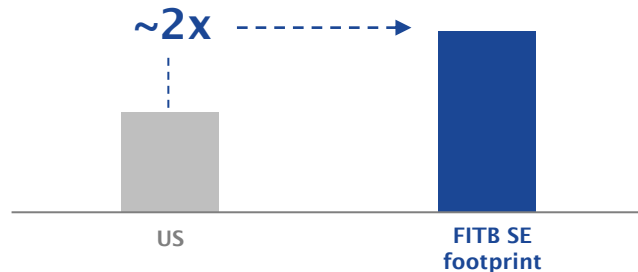


**\$31BN** deposits  
~18% of total

**\$18BN** loans  
~15% of total

### Southeast has favorable population trends

Expected population growth (2024 - 2029 CAGR)<sup>1</sup>



### By 2028, we expect:

- To open 35 - 45 branches per year through 2028
  - Continue to add in-footprint markets with a focus on mid-sized metro areas
- Targeting 8% locational share in the markets we compete

# De Novo program is generating differentiated long-term growth

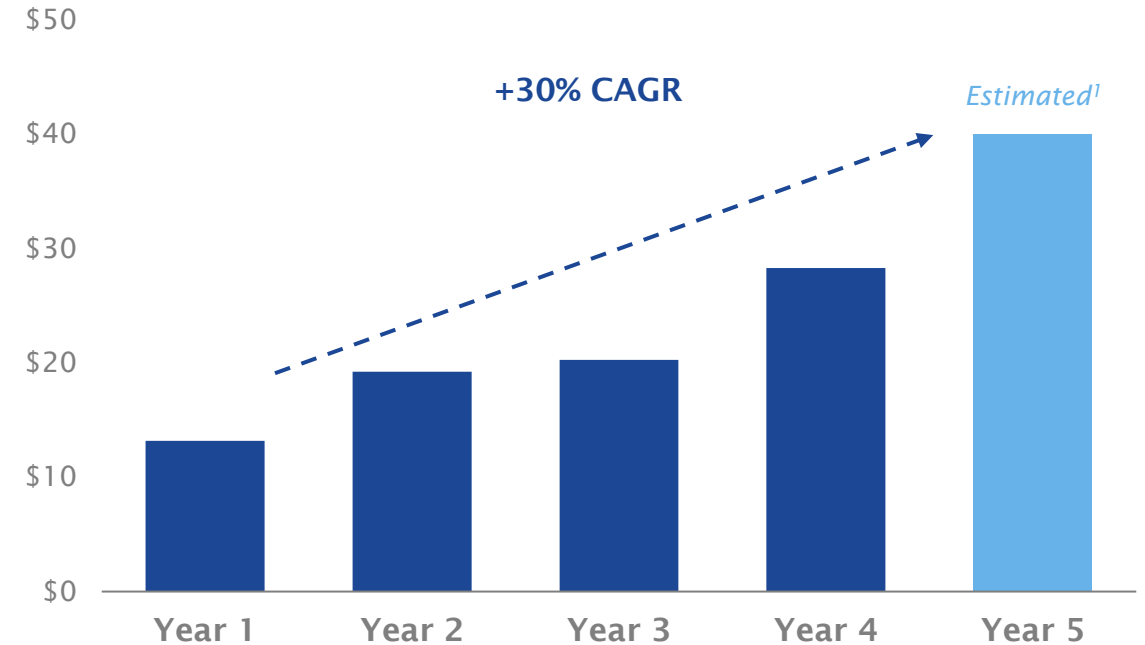


## Continuous improvement leading to differentiated results

	2018	2024
<b>Market identification</b>	<ul style="list-style-type: none"> <li>Focus on vendor indices and ad-hoc process for expansion decisions</li> </ul>	<ul style="list-style-type: none"> <li>Proprietary models with granular data linked to a recurring strategic process</li> <li><b>Outcomes:</b> More informed decisions based on better data</li> </ul>
<b>Site identification</b>	<ul style="list-style-type: none"> <li>More reliance on business judgement, manual processes, and 3<sup>rd</sup> party brokers</li> </ul>	<ul style="list-style-type: none"> <li>Award-winning data science that supports modeling, automated tools and advanced analytics</li> <li><b>Outcomes:</b> Optimized site selections based on consumer movement patterns, localized economic data, and granular demographics</li> </ul>
<b>Support</b>	<ul style="list-style-type: none"> <li>Ad hoc de novo support using local resources</li> </ul>	<ul style="list-style-type: none"> <li>Consistent targeted marketing strategy and dedicated support manager role</li> <li><b>Outcomes:</b> Improved deposit and household acquisition</li> </ul>

## Average new deposits per branch by vintage – Southeast franchise

2019 – 2023; \$ in millions



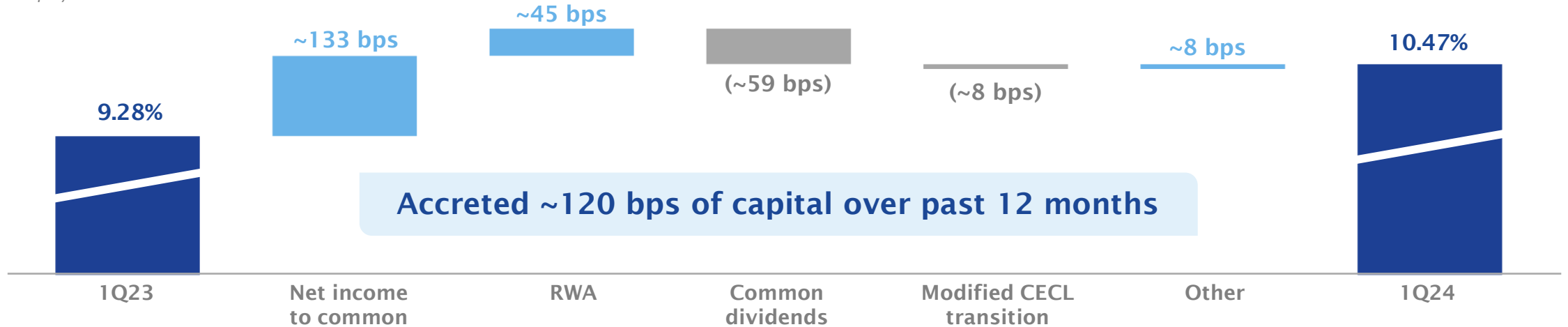
- **Newest branch network amongst our peers** with 10% of branches opened in the last 5 years
- Newest Southeast branch network amongst our peers with **30% of branches opened in the last 5 years**
- Weighted-average life of De Novo branches in the Southeast is only **2.5 years**



# Strong liquidity and capital position

## Capital position

Common equity tier 1 ratio



## Liquidity position

\$ in billions

Liquidity Sources	12/31/23	3/31/24
Fed Reserves	~\$22	~\$22
Unpledged Investment Securities	~\$26	~\$20
Available FHLB Borrowing Capacity	~\$12	~\$11
Current Fed Discount Window Availability	~\$39	~\$54
Available BTFP Capacity	~\$9	-
<b>Total</b>	<b>~\$108</b>	<b>~\$107</b>

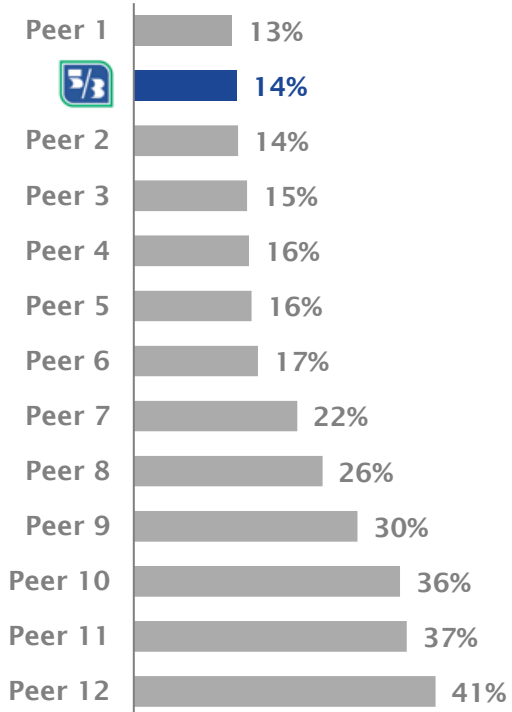
- Maintained full Category 1 LCR compliance during the quarter
- Loan-to-core deposit ratio of 71%
- For several years, we have performed:
  - Daily LCR calculations
  - Monthly liquidity stress tests, including two FITB-specific scenarios over and above regulatory requirements
  - Monthly 2052a complex liquidity monitoring reporting

# CRE portfolio is well-positioned

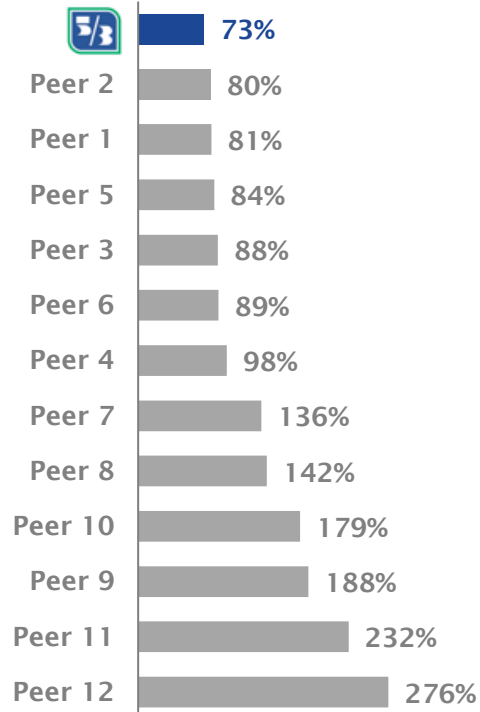
## Comparing CRE portfolios relative to peers

As of 3/31/24

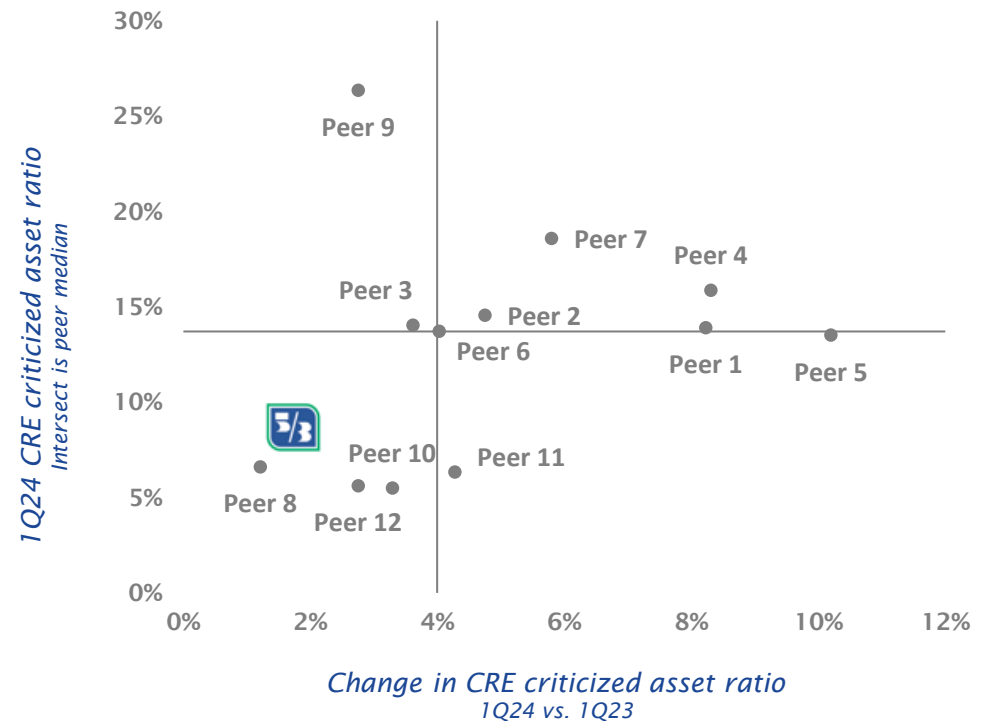
### CRE loans<sup>1</sup> / total loans



### CRE loans<sup>1</sup> / total capital



### CRE criticized asset ratio<sup>2</sup>



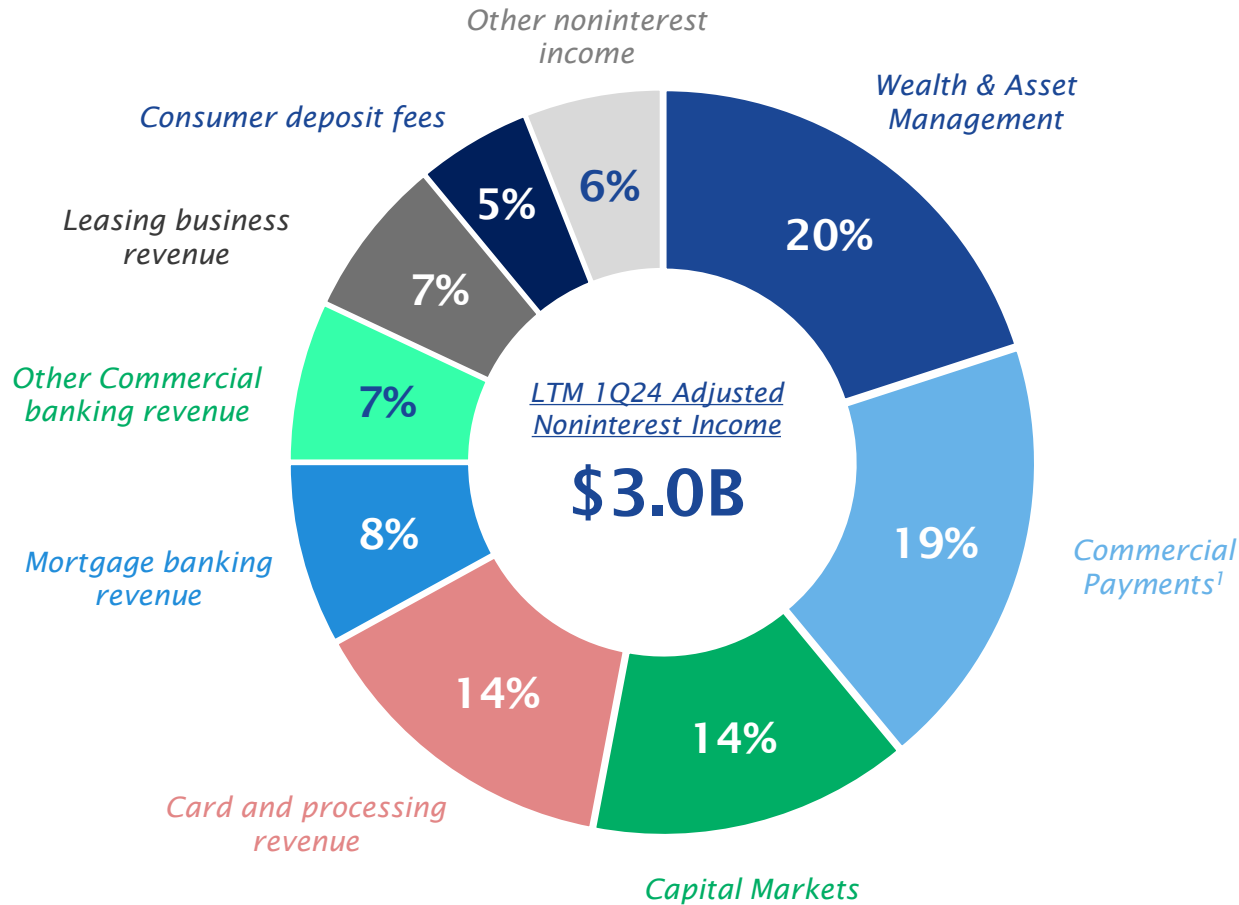
**Among the lowest CRE concentration relative to peers with strong credit quality**

# Intentionally diversifying fee revenue to perform well in any environment



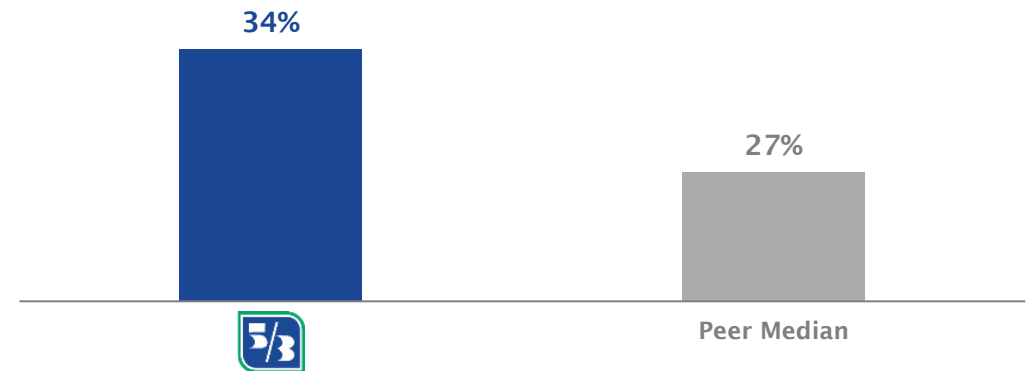
## Fee revenue mix is well-diversified

LTM 1Q24 adjusted noninterest income mix<sup>2,3</sup>



## Fee contribution as a percent of revenue stands out favorably relative to peers

LTM 1Q24 adjusted noninterest income as a percent of adjusted revenue<sup>3</sup>

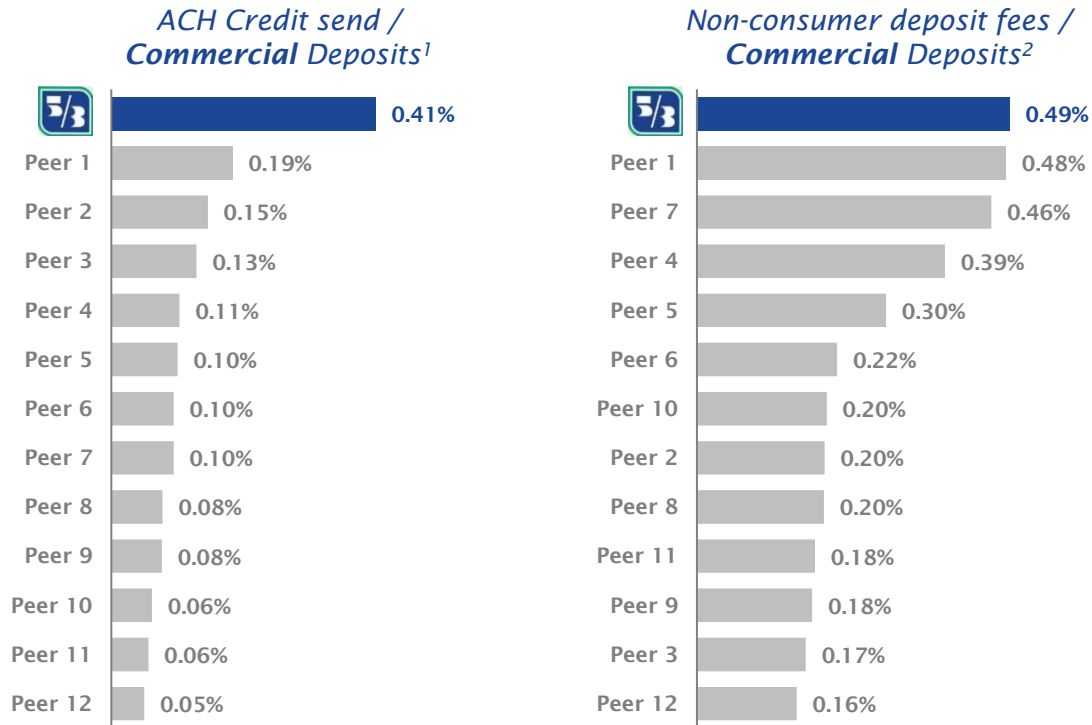


- Total adjusted fee revenue accounted for ~34% of total adjusted revenue for the last twelve months ending 3/31/24
- Focused on diversified revenue to lessen cyclical impacts, with success in Wealth & Asset Management, Capital Markets, and Commercial Payments

# Differentiated Commercial Payments business drives commercial deposit franchise growth



## High percentage of commercial operating deposit relationships



- 95% of commercial balances represented by relationships that utilize Commercial Payments services (including 82% of uninsured)
- Over 1/3 of new Commercial Payments relationships are Payments-led and had no credit extended

## Top tier product offerings that are nationally recognized

### Top 5 market share in six product categories<sup>3</sup>

- #2 of 37 in Coin and currency revenue
- #2 of 32 in Retail lockbox remittances
- #4 of 37 in Total check clearing
- #3 of 42 in Total ACH originations
- #3 of 39 in Wholesale lockbox remittances
- #5 of 35 in Account reconciliations

### Top Originator

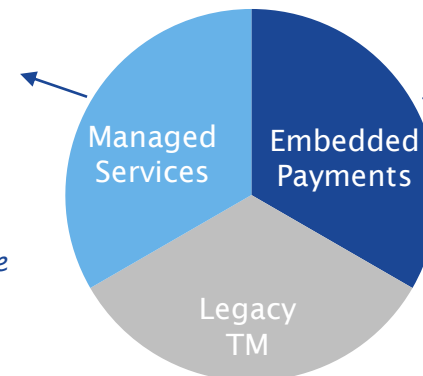
Real time payments (RTP)  
 11<sup>th</sup> / 473 - receive<sup>4</sup>  
 9<sup>th</sup> / 37 - sending<sup>4</sup>

Commercial Payments innovation was key differentiator for **2023 “Bank of the Year” award** by The Banker

## Expect balanced future state Payments revenue contributions<sup>5</sup>

Led by Expert AP, Expert AR, and Cash Logistics

- Digitize and automate manual “order-to-cash” and “procure-to-pay” processes for clients
- Expect mid-to-high single digits annual growth



Launch of Newline™ to accelerate embedded payments business

- Expect growth to accelerate in 2024 and beyond, reflecting acquisition of Rize Money

Expect legacy TM growth to be consistent with nominal GDP



# Consistent and disciplined expense management while still investing for future outperformance



## Disciplined expense management and productive labor force

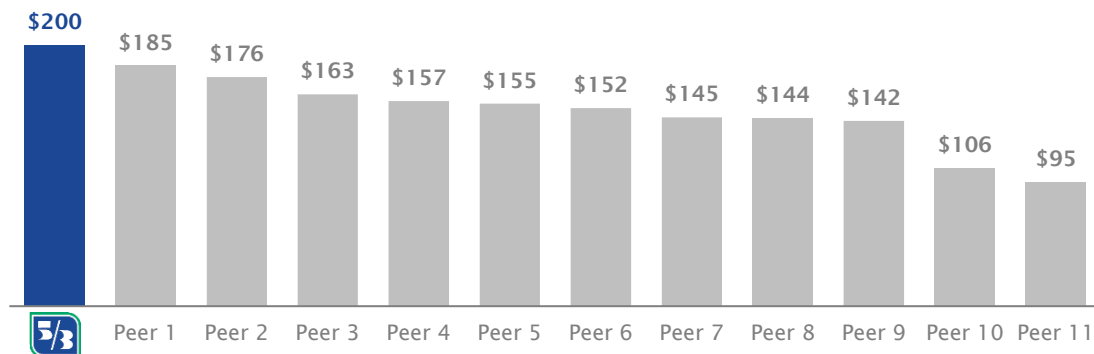
### Low expense growth vs. peers

FY 2019 – LTM 1Q24 reported expense growth CAGR



### Highly productive labor force

LTM 1Q24 Adjusted PPNR per FTE; \$ in 000's<sup>1,2</sup>



## Generating top-quartile efficiency is not a one-time program, but a continuous resource allocation process

- Key drivers of expense discipline include lean process automation and end-to-end value stream efforts
- Value streams are organized around 10 key processes to identify cost reductions, quality improvements, and client experience enhancements

Select examples

### AI driven chatbot Jeanie



Chatbot (Jeanie) leverages natural language understanding and large language models to facilitate ~200K customer interactions per month

### Call center value stream



~20% reduction in Call volume

Expect to continue to generate savings into 2024 and beyond





# Current expectations

## 2Q24 compared to 1Q24

As of April 19, 2024

As of June 10, 2024

**Avg. loans & leases**  
*(including HFS)*

stable

stable

**Total revenue<sup>1</sup>**  
*(1Q24 baseline: \$2.117BN;  
Includes securities g/l)*

up ~1%

stable

**Net interest income<sup>1</sup>**  
*(1Q24 baseline: \$1.390BN)*

stable to up 1%

stable to up 1%

**Noninterest income<sup>1</sup>**  
*(1Q24 baseline: \$717MM)*

up 2 – 4%

stable

**Noninterest expense<sup>1</sup>**  
*(1Q24 baseline: \$1.304BN)*

down ~6%

down 7 – 8%

**Net charge-off ratio**

35 – 45 bps

~50 bps

**Allowance for credit losses**

**expect \$0 - \$25MM build**  
*due to loan growth (primarily Dividend Finance)  
and assumes no change to macroeconomic outlook  
and risk profile as of 1Q24*

**expect ~\$50MM release**  
*due to stable loan balances and release of specific  
reserves related to charge-offs, and assumes no  
change to macroeconomic outlook and risk profile  
since 1Q24*

**Effective tax rate**

22 – 23%

~22%

As of June 10, 2024; please see cautionary statements on page 2



# Why Fifth Third

- ✓ Well positioned to navigate the potential capital and liquidity regulatory changes
- ✓ Well-diversified and resilient balance sheet to provide stability in uncertain environments
- ✓ Consistent investments to generate balanced and growing revenue streams while maintaining peer-leading expense discipline
- ✓ Multi-year track record of making appropriate and preemptive changes to the business
- ✓ Transparent management team

**Positioned to generate long-term sustainable value to shareholders despite the environment**