

# 2010 Financial Highlights

## For the years ended December 31

\$ in millions, except per share data

	2010	2009	2008
<b>Earnings and Dividends</b>			
Net income (loss) attributable to Bancorp	\$ 753	\$ 737	\$ (2,113)
Common dividends declared	32	29	413
Preferred dividends declared	205	220	48
<b>Per Common Share</b>			
Earnings	\$ 0.63	\$ 0.73	\$ (3.91)
Diluted earnings	0.63	0.67	(3.91)
Cash dividends	0.04	0.04	0.75
Book value per share	13.06	12.44	13.57
<b>At Year-End</b>			
Assets	\$ 111,007	\$ 113,380	\$ 119,764
Total Loans and Leases (incl. held-for-sale)	79,707	78,846	85,595
Deposits	81,648	84,305	78,613
Bancorp Shareholder's Equity	14,051	13,497	12,077
<b>Key Ratios</b>			
Net Interest Margin (FTE)	3.66%	3.32%	3.54%
Efficiency Ratio (FTE)	60.7%	46.9%	70.4%
Tier 1 Common Ratio	7.50%	6.99%	4.37%
Tier 1 Ratio	13.94%	13.30%	10.59%
Total Capital Ratio	18.14%	17.48%	14.78%
<b>Actuals</b>			
Common Shares Outstanding (000's)	796,273	795,068	577,387
Banking Centers	1,312	1,309	1,307
ATMs	2,445	2,358	2,341
Full-Time Equivalent Employees	20,838	20,998	21,476

	2010			2009		
	High	Low	Dividends Paid Per Share	High	Low	Dividends Paid Per Share
<b>Stock Performance</b>						
Fourth Quarter	\$ 15.11	\$ 11.71	\$ 0.01	\$ 10.92	\$ 8.76	\$ 0.01
Third Quarter	\$ 13.81	\$ 10.64	\$ 0.01	\$ 11.20	\$ 6.33	\$ 0.01
Second Quarter	\$ 15.95	\$ 12.00	\$ 0.01	\$ 9.15	\$ 2.50	\$ 0.01
First Quarter	\$ 14.05	\$ 9.81	\$ 0.01	\$ 8.65	\$ 1.01	\$ 0.01

Fifth Third's common stock is traded on the NASDAQ® National Global Select Market under the symbol "FITB."

### Corporate Address

Fifth Third Bancorp

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### Transfer Agent

American Stock Transfer and Trust Company, LLC.

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For Dividend Reinvestment and Direct Stock Purchase Plan Transaction Processing:

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