

Melissa Stevens to Head Omni-Channel Banking
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Digital Veteran Will Lead Cross-Channel Integration and Innovation

Fifth Third Bancorp (NASDAQ: FITB) today announced that Melissa Stevens, an 18-year industry veteran who served as global digital head for Citigroup's consumer banking business, has joined the organization as senior vice president, chief digital officer and head of omni-channel banking. She will report directly to Chad Borton, executive vice president and head of consumer banking.

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"I have admired Fifth Third's recent accomplishments in consumer-centered technology, including its highly ranked mobile banking app, and am looking forward to working with the team to drive future solutions to customer needs," said Stevens.

"Melissa Stevens is the perfect leader to both architect the next stages of our cross-channel customer experience, as well as directly manage tactical execution," added Borton. "She is a seasoned professional in numerous areas of financial services innovation and has demonstrated a strong track record of accomplishment."

Stevens most recently served as managing director and chief operating officer for Citi FinTech, a unit charged with creating a smartphone-centric business mode. She also was the head of Citi's Consumer Innovation Labs. Prior to that, she was global consumer digital banking head with responsibility for all digital properties and apps in Citi's markets throughout North America, Latin America, Europe and Asia. Prior to digital, she had general consumer banking experience across various businesses and functions in geographies including Brazil, Spain and the United States.

Fifth Third Bancorp announced Melissa Stevens has joined the organization as chief digital officer and head of omni-channel banking. (Photo: Business Wire)

Stevens has a bachelor's degree in English and Psychology from Kalamazoo College, a master's degree from Michigan State University's School of Labor & Industrial Relations, and an MBA in Finance and Operations from New York University's Stern School of Business. In 2014, she was named to Crain's New York "40 under 40," and last year was named to Bank Innovation's "2015 Innovators to Watch."

At Fifth Third, in a newly created position, she will be responsible for creating the strategic plan for an integrated omni-channel customer experience, including both sales and service, for all lines of business. She will also direct tactical execution in implementing new functionality, processes and systems to deliver superior experiences for Fifth Third's customers.

Fifth Third President and CEO Greg D. Carmichael commented, "Fifth Third Bank is committed to placing the customer at the center of all we do. Melissa Stevens will help drive a seamless, integrated customer experience to help our customers do business where, when and how they want."

Fifth Third Bancorp is a diversified financial services company headquartered in Cincinnati, Ohio. The Company has \$142 billion in assets and operates 1,241 full-service Banking Centers, including 95 Bank Mart® locations, most open seven days a week, inside select grocery stores and over 2,500 ATMs in Ohio, Kentucky, Indiana, Michigan, Illinois, Florida, Tennessee, West Virginia, Pennsylvania, Georgia and North Carolina. Fifth Third operates four main businesses: Commercial Banking, Branch Banking, Consumer Lending, and Investment Advisors. Fifth Third also has an 18.3% interest in Vantiv Holding, LLC. Fifth Third is among the largest money managers in the Midwest and, as of March 31, 2016, had \$303 billion in assets under care, of which it managed \$26 billion for individuals, corporations and not-for-profit organizations. [Investor information](#) and [press releases](#) can be viewed at www.53.com. Fifth Third's common stock is traded on the Nasdaq® Global Select Market under the symbol "FITB." Fifth Third Bank was established in 1858. Member FDIC, Equal Housing Lender.

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