

FIFTH THIRD BANCORP  
Form FWP  
February 25, 2014

Free Writing Prospectus

Filed Pursuant to Rule 433

Registration No. 333-187546

February 25 2014 07:58:50  
From DEUTSCHE NEW YORK SYNDICATE (DEUTSCHE BANK SECURI)  
Subject \*\*New Issue Announcement: FITB \*\*  
Attached No Attachments

ISSUER: Fifth Third Bancorp [ FITB ]  
EXPECTED SECURITY RATINGS: Baa1/BBB+/A (stable all)  
SECURITY DESCRIPTION: Senior Holdco Notes  
FORMAT: SEC Registered  
TOTAL SIZE: \$500 million Will Not Grow  
MATURITY: 5yr Senior (3/1/2019)  
PAYMENT DATES: Semi-Annual on the 1<sup>st</sup> of March and September  
Commencing September 1, 2014  
PRICE GUIDANCE TBD  
BOOKRUNNERS: DB/JPM/FITB  
CO-MANAGERS: None  
OPTIONAL REDEMPTION: 1mo Par Call  
MINIMUM DENOMS: \$2,000 x \$1,000  
USE OF PROCEEDS: The company intends to use the net proceeds of the offering for general  
corporate purposes  
SETTLEMENT: T+3 (2/28/14)  
TIMING: Today s Business

The issuer has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at [www.sec.gov](http://www.sec.gov). Alternatively the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling toll-free 1(800) 503-4611.

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