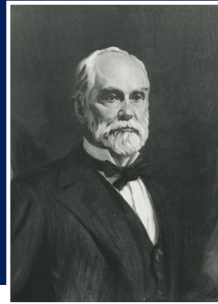


**June 17, 1858**

**1900s-1920s**

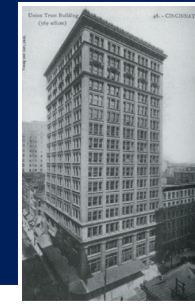
**Our History**

We've been inspiring customers and communities to achieve financial well-being since 1858.



Fifth Third traces its origins to **The Bank of the Ohio Valley**, organized by William W. Scarborough and 11 other bold entrepreneurs.

Numerous banks in Fifth Third's family tree emerge in the 1800s, including Queen City National Bank, Market National Bank, Union Savings Bank & Trust Co., and Third National Bank. Queen City National Bank changes its name to The Fifth National Bank in 1888.



Cincinnati's **Fifth National Bank and Third National Bank merge in 1908** and become Fifth Third National. Fifth Third National merges with Union Savings Bank and Trust Co. in 1927 and establishes the largest branch banking system in the city.

**1930s-1940s**

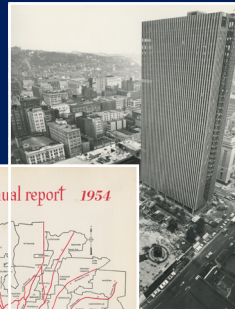
**1950s-1960s**

**1970s**



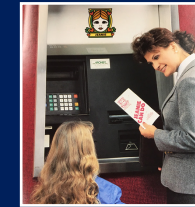
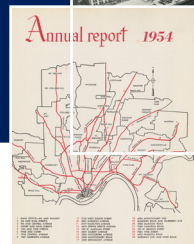
Fifth Third Union Trust emerges from the Great Depression as one of the strongest banks in its market.

During World War II, Fifth Third Union Trust plays a significant role in the War Bond effort. In 1948, after the war, **Fifth Third Union Trust creates the Fifth Third Foundation**—the first corporate foundation established by a financial institution in the United States.



By 1956, the focus is on convenience and service. Fifth Third Union Trust is the first to open branches in shopping centers and it earns the reputation as being the most convenient bank in town.

**In 1969, the new home of Fifth Third Union Trust opens on Fountain Square** and officially adopts Fifth Third Bank as its name along with the 5/3 shield logo.



Smart growth, enhanced marketing and a focus on technology rule this decade.

**Fifth Third Bancorp is created in 1974**, allowing Fifth Third to open branches in adjacent Ohio counties.

**1970s (cont.)**

**1980s**

**"The One Account at Fifth Third. It's about the only bank account I'll ever need."**



Fifth Third signs **Johnny Bench, catcher for the Cincinnati Reds**, as its spokesperson and adopts "Working Hard to Be The Only Bank You'll Ever Need" as its slogan.



**You can bank anytime with JEANIE™**  
24-hour banking all over town. Ask about it today.  
**FIFTH THIRD BANK**

In 1977, Fifth Third introduces **JEANIE™—the first online shared network of ATMs in the United States**. Midwest Payment Systems becomes a leading payments processing provider.



Fifth Third has its greatest decade of growth, beginning with 88 branches in Ohio and ending with **198 branches in Ohio, Kentucky and Indiana**. Growth is aided by the opening of Bank Marts in grocery stores—an innovative first for Fifth Third and the banking industry.

The 80s also mark the introduction of Fifth Third's iconic lapel pin worn by employees.



## 1990s

### Cincinnati bank gets approval to open N. Naples trust office

**By CLAY W. COONE**  
 The company will offer a range of trust services including personal and corporate trust administration and investment management, trust creation, trust and estate planning and more. The firm will also offer a variety of other services.  
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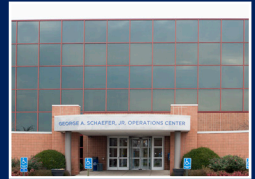
### Law firm adds to legal staff

A graduate of the University of Chicago in 1988, Scott received his law degree from the University of Chicago in 1991 and the bar in Florida in 1992. He is currently a member of the Florida Bar and the University of Chicago Law School.

Seeking to expand its footprint in other states, Fifth Third enters the Naples, Florida market where many Midwesterners spend winter months. It also celebrates its inaugural Fifth Third Day on May 3, a tradition that continues today.

**Naples, Florida**

## 2000s-2010s



In 2001, Fifth Third acquires Old Kent Bank, creating a strong presence throughout Michigan, a stronger base in Chicago and greater market share across northern Indiana.

The rapid succession of acquisitions prompts the need for more space and personnel, resulting in the opening of the Madisonville Operations Center in 2000.

**A strong Midwest presence**



## 2000s-2010s

As the U.S. enters the worst financial crisis since the Great Depression, Fifth Third helps its customers and communities navigate uncertain times.



Fifth Third continues its commitment to communities by announcing its **Community Commitment of \$27.5 billion over five years** in 2016. Later that year, it increases to \$30 billion. In 2018, Fifth Third again expands the commitment to \$32 billion.

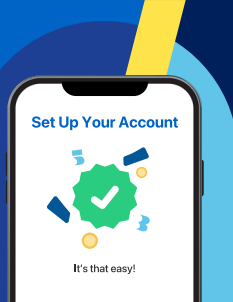


In 2019, Fifth Third completes its acquisition of MB Financial, the second largest acquisition in its history, expanding its presence in Chicago.

Later that year, Fifth Third makes history by becoming the world's first bank to achieve 100% renewable power with the Aulander Holloman Solar Facility in Hertford County, North Carolina.

## 2020s

Fifth Third helps customers, businesses and communities navigate the financial challenges of the pandemic and launches Fifth Third Momentum® Banking to customers in 2021.



The Banker names Fifth Third "Bank of the Year U.S." in 2023.



Fifth Third and Comerica sign a definitive merger agreement, bringing together two banks with a long history of serving consumers, small businesses, commercial clients and their communities. Once merged, Fifth Third becomes the ninth-largest bank in the U.S.

## Today

With over 19,000 employees and over 1,100 banking centers in 12 states, we are proud of our heritage and how we make the lives of our customers, communities and employees a Fifth Third Better®.

For more information about our history, visit [53.com](http://53.com) or download the Fifth Third Bank Museum app by searching for "Fifth Third Bank Museum" in the App store on your phone.