

Edgar Filing: FIFTH THIRD BANCORP - Form FWP

FIFTH THIRD BANCORP  
Form FWP  
July 22, 2015

Free Writing Prospectus

Filed Pursuant to Rule 433

Registration No.333-187546

July 22 2015 08:18:19

From: DEUTSCHE NEW YORK SYNDICATE (DEUTSCHE BANK SECURI)

Subject: \*\*\* NEW ISSUE: FIFTH THIRD BANCORP (FITB) \*\*\*

Attached: Bloomberg Function (NIB)

|                     |  |
|---------------------|--|
| Issuer/Ticker:      | Fifth Third Bancorp (FITB)   |
| Issuing Entity:     | Fifth Third Bancorp Holding Company Level  |
| Issue Ratings:      | Moody s: Baa1/Stable/Expected<br>S&P: BBB+/Stable/Expected<br>Fitch: A/Stable/Expected |
| Format:             | SEC Registered   |
| Tenor:              | 5 Year   |
| Coupon Type:        | Fixed  |
| Ranking (Tranche):  | Sr Unsecured Note  |
| Tranche Currency:   | USD  |
| Tranche Size:       | Benchmark  |
| Optional Redemption | Par Call: 1 month(s) prior to maturity   |
| Maturity Date:      | July 27, 2020  |
| Use of Proceeds:    | General Corporate Purpose  |
| Settlement:         | T+3 (Jul 27, 2015)   |
| Denominations:      | 2,000 x 1,000  |
| Bookrunners:        | DB (B&D), CITI, MS, FITB Securities  |
| Timing:             | Today s business   |

**Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.**

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 Citigroup Global Markets Inc. toll free at 1-800-831-9146, Deutsche Bank Securities Inc. toll-free at 1-800-503-4611, Fifth Third Securities, Inc. toll free at 1-800-950-4623 or Morgan Stanley & Co. LLC toll free at 1-866-718-1649.

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