

OLD KENT FINANCIAL CORP /MI/  
Form 425  
April 11, 2001

Filed by Fifth Third Bancorp  
Pursuant to Rule 425 under the Securities Act of 1933  
Subject Company: Old Kent Financial Corporation  
Securities Act Registration Statement No. 333-52182  
Text version of 425 filed on January 25, 2001

**Fifth Third Bank**  
**Salomon Smith Barney**  
Fourth Annual Financial Services Conference

**Financial Strength & Consistent Growth**

Neal E. Arnold  
Executive Vice President  
Chief Financial Officer

Wilfrid A. Daly, III  
Chief Marketing Officer

January 25, 2001

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**Consistent & Superior Performance**

**Average EPS Growth (a)**

|         | <b>20 Yr</b> | <b>10 Yr</b> | <b>5 Yr</b> |
|---------|--------------|--------------|-------------|
| FITB    | 15.9%        | 16.2%        | 16.1%       |
| S&P 500 | 6.8%         | 10.0%        | 10.3%       |

**Year to Year % Change in EPS**

21.7 14.1 11.4 14.6 15.4 16.9 18.7 17.3 15.8 10.0 14.0 18.0 19.3 15.5 15.1  
1986 1987 1988 1989 1990 1991 1992 1993 1994 1995 1996\* 1997 1998\* 1999\* 2000\*

**Delivering Value to Shareholders**

*N.B.: Data is as originally reported in Annual Reports. \*Before impact of one-time charges.*

## **Pristine Balance Sheet = Flexibility & Consistency**

### Balance Sheet Strength

Equity to Assets: 10%

Tangible Equity to Assets: 9%

Favorable deposit and earning asset mix trends

### Credit Quality

LLR coverage of NPAs is 3.8x Vs. 10-year average of 1.7x

UPA/Total Loans & Leases is .72 bp Vs. 10-year average of 1.02

YTD Charge-off Ratio is .41 bp Vs. 10-year average of .45 bp

### Rating Agencies

|                             | <u>S&amp;P</u> | <u>Moody's</u> |
|-----------------------------|----------------|----------------|
| Deposits                    | AA -           | Aa2            |
| Commercial PaperA-1+Prime-1 |                |                |

Moody's upgrade in September from A1 to Aa3.

One of only a handful of bank holding companies with this rating.

*NB: Fifth Third Historical*

## **Balanced Business Mix Four Businesses**

### Revenues

| <u>Business</u>                             | <u>Dollars</u> | <u>Percentage</u> |
|---|----------------|-------------------|
| Retail                                      | \$ 323         | 53%               |
| Commercial\$16527%Transaction               |                |                   |
| Processing\$6110%Investment Advisory\$5910% |                |                   |

### Net Income

| Business                                   | Dollars | Percentage |
|--|---------|------------|
| Retail                                     | \$ 110  | 51%        |
| Commercial\$6831%Transaction               |         |            |
| Processing\$2110%Investment Advisory\$178% |         |            |

*N.B.: Dollars in millions as of Q3 2000*

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## **Fourth Quarter Highlights**

|  |        | Increase<br>over Q4 99 |
|--|--------|------------------------|
| EPS  | \$ .50 | 19.0%                  |
| Net  |        |                        |
| Income\$236,402,00018.2ROA2.11%11.1ROE20.6%6.7Overhead |        |                        |
| Ratio42.2%5.7Capital                                   |        |                        |
| Ratio10.24%4.3   |        |                        |

Fifth Third was named the #1 Bank in *Forbes* Magazine's Platinum 400 list  
*N.B. EPS defined as operating earnings per diluted share. All calculations exclude one-time charges. Capital ratio defined as average gap equity to average assets*

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## **FITB Affiliate Banks (Pro forma)**

**Old Kent affiliates will represent a significant portion of the combined franchise**

| FITB Affiliates                     | Assets  | Deposits | Branches | President       | Years @<br>5/3 |
|-------------------------------------|---------|----------|----------|-----------------|----------------|
| Cincinnati                          | \$ 11.7 | \$ 8.0   | 100      | G. Schaefer, Jr | 28             |
| <b>Grand</b>                        |         |          |          |                 |                |
| <b>Rapids10.17.9155K.</b>           |         |          |          |                 |                |
| <b>Kabat OK Affiliate</b>           |         |          |          |                 |                |
| <b>(c)Chicago9.26.7117B.</b>        |         |          |          |                 |                |
| <b>Stamper (a)14OK</b>              |         |          |          |                 |                |
| <b>Affiliate</b> Southern           |         |          |          |                 |                |
| Indiana5.12.458J. Daniel            |         |          |          |                 |                |
| (b)1Dayton4.92.865D.                |         |          |          |                 |                |
| Sadlier9 <b>Detroit4.63.074P.</b>   |         |          |          |                 |                |
| <b>Fehring (a)20OK</b>              |         |          |          |                 |                |
| <b>Affiliate</b> Columbus4.12.559T. |         |          |          |                 |                |
| O'Dell Toledo4.12.644B.             |         |          |          |                 |                |
| Sullivan (b)1Central                |         |          |          |                 |                |
| Indiana3.92.682M.                   |         |          |          |                 |                |
| Alley14Cleveland3.72.475R.          |         |          |          |                 |                |
| King24 <b>Northern</b>              |         |          |          |                 |                |

**Michigan**1.51.122J.  
**Pelizzari** OK  
**Affiliate**Louisville2.01.040J.  
 Gaunt31Northern  
 Kentucky1.30.928T.  
 Rawe24Arizona1.00.411B.  
 Robert  
 (b)2Lexington1.00.417S.  
 Barnes6Ohio  
 Valley1.00.623S.  
 Greenlee10Florida0.50.310C.  
 Kvetko12

- (a) *Current Fifth Third executive.*  
 (b) *Indicates executives who have joined FITB from acquired institutions.*  
 (c) *Includes pending acquisitions.*

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## **Best Fit with Focus in Larger MSA Markets**

*Dollars in millions.*

### **Pro Forma Market Share In FITB/OK 10 Largest MSAs**

|   | Rank     | Institution | Deposits | Branches | Mkt. Share |
|---|----------|-------------|----------|----------|------------|
|   |          | Bank        |          |          |            |
|   | 1        | One         | \$61.2   | 637      | 16.7%      |
| 2 | ABN AMRO | 37.736      | 910.33   | Fifth    |            |
|   | Third    | 29.662      | 88.14    | National |            |
|   | City     | 21.647      | 75.95    | KeyCorp  | 17.519     |
|   |          |             |          |          | 64.8       |

\* *Pro Forma for pending acquisitions.*  
 Source: *SNL Branch Migration Database as of June 30, 1999.*

NB -combined FITB / OK data pre-divestiture (if required).  
 -combined SFB / MNC data pre-divestiture (if required).

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## **Executing Locally**

- All product-lines report to local affiliate CEO
- Push P&L growth accountability further down in to the company
- Measure Relentlessly / Stress Accountability

Reward success

Variable compensation

Stock options

Upgrade under-performers continuously

Trust capitalism

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## **Linking Share Ownership to Behavior**

### **Implementation of Fifth Third s incentive programs**

#### **Key components**

Performance based incentive compensation

Variable bonus level tied to high performance targets

All front-line managers have and will continue to participate in Fifth Third option grant program

Significant personal investment by Fifth Third team in FITB stock

Old Kent executives will have significant ownership as well

#### **Share ownership mindset:**

|  | <b><u>FITB</u></b> | <b><u>OK</u></b> |
|--|--------------------|------------------|
| % of Employees Owning Shares                 | 77%                | 33%              |
| # of Officers Receiving Options2,2501,750    |                    |                  |
| % ownership by Employees & Directors9.7%6.5% |                    |                  |

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## **Market Confidence**

Moody s upgrade in September from **A1 to Aa3**. One of only a handful of bank holding companies with this rating.

#### **Stock Performance:**

|                 | <b><u>1 year</u></b> | <b><u>5 year</u></b> | <b><u>10 year</u></b> | <b><u>20 year</u></b> |
|-----------------|----------------------|----------------------|-----------------------|-----------------------|
| FITB            | 24%                  | 35%                  | 32%                   | 30%                   |
| S&P             |                      |                      |                       |                       |
| 500-9%20%24%13% |                      |                      |                       |                       |

\* N.B. All returns as of 12/31/00

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## **Record of Successful Acquisition Integration**

**Proven ability to improve target profitability**

**Fifth Third has always delivered on acquisition promises**

| <b>Affiliate</b>                 | <b>Year<br/>Acquired</b> | <b>ROA at<br/>Purchase</b> | <b>2000<br/>ROA</b> | <b>% of<br/>Market<br/>Cap</b> |
|----------------------------------|--------------------------|----------------------------|---------------------|--------------------------------|
| Central Indiana (CNB Bancshares) | 1999                     | 1.38%                      | 1.75%               | >                              |
| Southern Indiana (               |                          |                            |                     |                                |
| )19991.421.50>9.9%               |                          |                            |                     |                                |
| Northern Indiana (               |                          |                            |                     |                                |
| )19991.001.33>                   |                          |                            |                     |                                |
| Western Ohio                     |                          |                            |                     |                                |
| (CitFed*)19980.871.644.7         |                          |                            |                     |                                |
| Columbus, Ohio (State            |                          |                            |                     |                                |
| SB*)19981.262.085.4              |                          |                            |                     |                                |
| Louisville, Kentucky             |                          |                            |                     |                                |
| (Cumberland*)19940.851.624.1     |                          |                            |                     |                                |
| Northwestern                     |                          |                            |                     |                                |
| Ohio19890.972.1820.1             |                          |                            |                     |                                |

\* Thrift Institution

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## **Combined Balance Sheet**

Dollars in millions.

|                                | <b>Fifth<br/>Third</b> | <b>Old Kent</b> | <b>Pro<br/>Forma</b> |
|--------------------------------|------------------------|-----------------|----------------------|
| Cash & Securities              | \$ 16,812              | \$ 4,672        | \$ 21,484            |
| Gross                          |                        |                 |                      |
| Loans25,95216,60642,558        |                        |                 |                      |
| Allowance                      |                        |                 |                      |
| for Loan                       |                        |                 |                      |
| Losses(383)(226)(609)          |                        |                 |                      |
| Other                          |                        |                 |                      |
| Assets3,4762,7906,266          |                        |                 |                      |
|                                |                        |                 |                      |
|                                |                        |                 |                      |
|                                |                        |                 |                      |
| Total                          |                        |                 |                      |
| Assets\$45,857\$23,842\$69,699 |                        |                 |                      |
|                                |                        |                 |                      |
|                                |                        |                 |                      |
|                                |                        |                 |                      |

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Deposits\$30,948\$17,410\$48,358Other  
 Liabilities9,8454,56114,406Capital  
 Securities173100273Total  
 Equity4,8911,7716,663

Total Liabilities &  
 Equity\$45,857\$23,842\$69,699

*N.B. Financial data as of December 31, 2000.*

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### **No Need to Rush**

**Immediately accretive to EPS, before cost savings**

|   | <b>Estimated<br/>EPS<br/>Accretion</b> |
|---|--|
| 2001 No Synergies   | 9.4%                                   |
| 2001 with Phased-in Synergies (a)11.32002 with Phased-in<br>Synergise (a)12.5 |  |

### **Conservative, identifiable and readily achievable cost savings**

Only 20% of Old Kent overhead

Realistic Savings Timetable: 25% in 01 75% in 02 and 100% in 03

Goal: Protect and grow revenues

Positioned to roll-out typical Fifth Third enhancement programs

**IRR well above cost of capital with conservative assumptions**

*(a) Assumes cost savings equal to 20% of Old Kent's controllable non-interest expenses phased-in at 25% in 2001 and 75% in 2002*

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### **Stable Credit Quality**

Fifth Third (Pro-Forma) 4th Quarter Credit Statistics

Non Accrual Loans \$174,250  
Renegotiated  
Loans 1,603 Other Real  
Estate Owned 24,685

**Total**  
**Non-Performing** \$200,538 **Net**  
**Charge-Offs** \$34,945

Fourth  
Quarter  
Industry  
Average

Non-Performing Assets  
as a % of Loans, Leases  
&  
OREO .47% .76%\* Reserve  
Balance /  
NPAs 3.46x 1.91x\*\* Net  
Charge-Offs as a % of  
Average Loans & Leases  
Outstanding .33% .56%\*

\* Industry average calculated on reported Q4 2000 results of ASO, BAC, BK, ONE, BBT, JPM, FTN, FTU, FSR, FBF, HBAN, KEY, MEL, PNC, RGBK, SOTR, STT, SUB, STI, SNV, TCB, USB, UPC, WB, WFC.

\*\* Lehman Brothers 4Q00 Bank Composite Average

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### Commercial Loan Summary

| Auto dealers | Wholesale trade | Other | Real Estate | Service Industries | Construction Co's | Manufacturing |
|--------------|-----------------|-------|-------------|--------------------|-------------------|---------------|
| 6%           | 5%              | 26%   | 20%         | 17%                | 8%                | 18%           |

Average obligation at 2000 year end was \$316 K

Average obligor exposure was less than \$505 K

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### Consistent & Balanced Loan Portfolios

#### **Fifth Third**

| Construction | Commercial Mtg | Commercial Loans & Leases | Residential Mtg | Home Equity | Credit Cards | Other Consumer |
|--------------|----------------|---------------------------|-----------------|-------------|--------------|----------------|
|--------------|----------------|---------------------------|-----------------|-------------|--------------|----------------|



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6% 11% 34% 17% 11% 1% 20%

## Pro Forma

| Construction | Commercial<br>Mtg | Commercial<br>Loans &<br>Leases | Residential Mtg | Home Equity | Credit<br>Cards | Other<br>Consumer |
|--------------|-------------------|---------------------------------|-----------------|-------------|-----------------|-------------------|
| 7%           | 14%               | 32%                             | 14%             | 16%         | 1%              | 16%               |
| 16           |                   |                                 |                 |             |                 |                   |

## Ongoing Superior Performance Measures

|                                    | LTM - 12/00     | Fifth Third | Old Kent | Pro Forma<br>Combined <sup>(1)</sup> |
|------------------------------------|-----------------|-------------|----------|--------------------------------------|
| ROAA                               |                 | 1.98%       | 1.46%    | 1.95%                                |
| ROACE                              | 20.020.821.7    |             |          |                                      |
| Efficiency<br>Ratio <sup>(2)</sup> | 40.656.742.1    |             |          |                                      |
| Tangible<br>Common<br>Ratio        | 9.42%6.89%8.55% |             |          |                                      |
| Leverage<br>Ratio                  | 10.417.269.31   |             |          |                                      |

(1) LTM 12/31/00 pro forma combined for ROACE, ROAA and Efficiency Ratio assuming full 20% of Old Kent controllable non-interest expenses, and excludes non-recurring items.

(2) LTM 12/31/00 excludes amortization of intangibles.

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## FITB Continues to Deliver Industry-Leading Returns

### ROE<sup>(1)</sup>

|                                   |
|-----------------------------------|
| 1Mellon                           |
| Financial25.8%2Bank               |
| of New                            |
| York25.83US                       |
| Bancorp                           |
| (pro                              |
| forma)22.84FITB                   |
| / OK                              |
| *21.75Northern                    |
| Trust                             |
| Corp21.36Synovus                  |
| Financial                         |
| Corp20.17BB&T                     |
| Corp20.08Comerica19.99FleetBoston |
| Financial19.910PNC                |
| Financial                         |
| Serv19.8 ROA1Mellon               |
| Financial2.15%2US                 |
| Bancorp                           |

(pro forma)  
 \*2.063FITB  
 / OK  
 \*1.954Synovus  
 Financial  
 Corp1.955Bank  
 Of New  
 York1.836Comerica1.817Wells  
 Fargo1.788PNC  
 Financial  
 Serv1.769FleetBoston  
 Financial1.6310National  
 City  
 Corp1.49 **Efficiency**1FITB  
 / OK  
 \*42.1%2US  
 Bancorp  
 \*42.43First  
 Union45.34Comerica46.75BB&T  
 Corp47.16Bank  
 of New  
 York49.67Bank  
 of  
 America50.78Wachovia  
 Corp.51.89Wells  
 Fargo53.010SunTrust  
 Banks,  
 Inc55.1 **LT**  
**Growth**1FITB  
 /  
 OK16.0%2Synovus  
 Financial  
 Corp15.03State  
 Street  
 Corp14.74US  
 Bancorp  
 (pro  
 forma)14.05Wells  
 Fargo13.06Bank  
 of New  
 York13.07Mellon  
 Financial13.08Northern  
 Trust  
 Corp13.09FleetBoston  
 Financial12.010BB&T  
 Corp12.0

Data excludes Citigroup and companies that have announced control sales.

(1) For U.S. banking institutions with leverage ratio > 6.75%

LT EPS Growth Rate Source: IBES and IDD Information Services

\* 12/31/00 LTM combined financial data adjusted to reflect 100% of announced cost savings

### Significant Potential for Continued Growth

**Only 1 out of 16 possible households is a Fifth Third customer**

**Best major-MSA concentration**

**Familiar Fifth Third competitors**

**Fragmented market**

**Indiana**

Population 5.9 million  
National Rank 14th

|    |                     | Deposits  | Branches | Market Share |
|----|---------------------|-----------|----------|--------------|
| 1. | Bank One Corp       | \$ 12,333 | 219      | 17.5%        |
| 2. | National City Corp. |           |          |              |
|    | 7,053,202           |           |          |              |
|    | 10.03.              |           |          |              |
|    | FITB /              |           |          |              |
|    | OK5,386             |           |          |              |
|    | 1,627.74.           |           |          |              |
|    | Old National        |           |          |              |
|    | Bancorp4,270        |           |          |              |
|    | 1046.15.            |           |          |              |
|    | 1st Source          |           |          |              |
|    | Corp.2,182          |           |          |              |
|    | 443.1               |           |          |              |

**Illinois**

Population 12.1 million  
National Rank 5th

|    |                | Deposits  | Branches | Market Share |
|----|----------------|-----------|----------|--------------|
| 1. | Bank One Corp  | \$ 30,166 | 244      | 13.8%        |
| 2. | ABN            |           |          |              |
|    | AMRO23,260     |           |          |              |
|    | 12210.63.      |           |          |              |
|    | Bank of        |           |          |              |
|    | Montreal15,813 |           |          |              |
|    | 1347.24.       |           |          |              |
|    | Northern Trust |           |          |              |
|    | Corp.8,285     |           |          |              |
|    | 173.85.        |           |          |              |
|    | FITB /         |           |          |              |
|    | OK6,718        |           |          |              |
|    | 943.1          |           |          |              |

**Ohio**

Population 11.2 million  
National Rank 7th

| Deposits | Branches | Market Share |
|----------|----------|--------------|
|----------|----------|--------------|

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|               |                 |           |     |       |
|---------------|-----------------|-----------|-----|-------|
| 1.            | Key Corp        | \$ 18,953 | 225 | 12.1% |
| 2. Fifth      |                 |           |     |       |
| Third         | 16,40837810.53. |           |     |       |
| National City |                 |           |     |       |
| Corp.         | 15,62434910.04. |           |     |       |
| Bank One      |                 |           |     |       |
| Corp.         | 15,1682769.75.  |           |     |       |
| US            |                 |           |     |       |
| Bancorp       | 9,0343075.8     |           |     |       |

### Michigan

|               |             |
|---------------|-------------|
| Population    | 9.8 million |
| National Rank | 8th         |

|               |                 | Deposits  | Branches | Market Share |
|---------------|-----------------|-----------|----------|--------------|
| 1.            | Bank One Corp   | \$ 18,008 | 259      | 15.9%        |
| 2. Comerica   |                 |           |          |              |
| Inc.          | 16,05325114.23. |           |          |              |
| FITB /        |                 |           |          |              |
| OK            | 10,6042699.44.  |           |          |              |
| National City |                 |           |          |              |
| Corp.         | 10,0402758.95.  |           |          |              |
| ABN           |                 |           |          |              |
| AMRO          | 9,2681518.2     |           |          |              |

### Kentucky

|               |             |
|---------------|-------------|
| Population    | 4.0 million |
| National Rank | 25th        |

|         |               | Deposits | Branches | Market Share |
|---------|---------------|----------|----------|--------------|
| 1.      | National City | \$ 4,549 | 114      | 9.4%         |
| 2. US   |               |          |          |              |
| Bancorp | 4,0361348.43. |          |          |              |
| Bank    |               |          |          |              |
| One     | 3,995688.34.  |          |          |              |
| PNC     |               |          |          |              |
| Bank    | 3,322566.95.  |          |          |              |
| Fifth   |               |          |          |              |
| Third   | 2,589975.4    |          |          |              |

Source: SNL Branch Migration Database as of June 30, 1999.  
NB -combined FITB / OK data pre-divestiture (if required).

**No revenue enhancements assumed, but long standing track record of improving performance and revenue**

**Significant potential for revenue and productivity improvements**

|                       | Fifth Third | Old Kent |
|-----------------------|-------------|----------|
| - Net income per FTE  | \$ 76.3k    | \$ 39.4k |
| - Net revenue per FTE | \$211k      | \$154k   |
| Efficiency ratio      | 42.2%       | 58.2%    |

**Demonstrated performance with CNB acquisition**

|   |         |
|---|---------|
| - Net income per FTE at announcement (6/99) | \$35.0k |
| - Consol. Indiana NI per FTE YTD 2000       | \$77.8k |

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**Retail Banking**

**Getting our hands dirty**

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**Consumer Checking Campaign Integration**

**Winter Wonderland  
Consumer Checking Account  
Campaign**

| AFFILIATE  | NEW<br>ACCOUNTS |       | %<br>of<br>GOAL | NEW<br>NEW |
|--|-----------------|-------|-----------------|------------|
|  | NEW             | GOAL  |                 |            |
|  | 352             | 2,790 | 13%             | 1,632,88   |
| 798,45011,584,00033% Louisville1,2527,98116%4,288,62513,344,00032% Florida24985529%2,099,7948,488,00025% Columbus1,47410,40514%5,515,50724,990,0 |                 |       |                 |            |
| 854,29323,120,00021% Northwest Ohio8838,11311%2,761,12216,528,00017% Central   |                 |       |                 |            |
| 3,058,74220,089,00015% Cincinnati2,10815,15014%5,934,13446,883,00013% Northern   |                 |       |                 |            |
| 4,44811,184,00012% Northeast Ohio1,1524,72624%2,640,58622,752,00012% Southern  |                 |       |                 |            |
| 622,28114,754,00011% Southwest1791,03717%1,063,74010,071,00011% Lexington3691,65722%652,5126,196,00011%  |                 |       |                 |            |
|  |                 |       |                 |            |
|  |                 |       |                 |            |
|  |                 |       |                 |            |
|  |                 |       |                 |            |
|  |                 |       |                 |            |
| 3686,00015%41,231,115235,000,00018% North Michigan3501,47724%4,236,7394,032,001105% West   |                 |       |                 |            |
| 9%13,019,35028,815,31145% Illinois1,00316,1336%12,108,87444,069,73927% East  |                 |       |                 |            |

0%6,805,53229,320,84923%Indiana392,1042%53,5635,750,0001%

1%36,224,058111,987,90032%

1127,00013%77,455,173346,987,90022%

\* As of January 19, 2001 Bancorp should be at 14.5% of the total goal.

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Retail Deposit Campaigns

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Direct Loan Campaigns

2001 1st Quarter Direct Loan Campaign

Bye Bye Bills      As of January 19, 2001

| Affiliate        | New Loans  |                       |     | \$ Amounts          |                       |          |
|------------------|------------|-----------------------|-----|---------------------|-----------------------|----------|
|                  | Actual     | Goal                  | %   | Actual O/S          | Goal O/S              | %        |
| Northern Indiana | 220        | 2,147                 | 10% | 5,829,230           | 34,507,000            | 17%      |
| Cincinnati       | 2423,9606% | 3,279,68273,416,0004% |     | Louisville751,7924% | 1,418,49932,153,0004% | Western  |
| Ohio             | 1572,9125% | 2,131,52655,062,0004% |     | Southwest104932%    | 370,3879,723,0004%    | Southern |
| Indiana          | 1782,4737% | 1,612,44843,517,0004% |     | Northwestern        |                       |          |
| Ohio             | 781,9274%  | 1,242,01134,583,0004% |     | Central             |                       |          |
| Ohio             | 1082,8144% | 1,566,90549,056,0003% |     | Ohio                |                       |          |

Valley 521,031 5% 576,730 18,390,000 3% Central  
Indiana 113,180 4% 1,369,418 58,486,000 2% Central  
Kentucky 167,622 2% 402,376 17,353,000 2% Northern  
Kentucky 421,214 3% 565,287 29,383,000 2% Northeastern  
Ohio 793,797 2% 996,267 52,103,000 2% Florida 144 80% 10,161 7,268,000 0% Total

**Fifth**

**Third 1,371 28,950 5% \$21,370,924 \$515,000,000 4% North**

Michigan 146,261 0,276 West Michigan 466,987,601 East

Michigan 173,949,037 Illinois 199,415,159 Ft

Wayne 986,000 Total Old

**Kent 993 11,900 8% \$19,048,073 \$221,789,000 9% Total**

**Campaign 2,364 40,850 6% \$40,418,997 \$736,789,000 5%**

Bancorp should be at 5.2% of the total goal.

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## Direct Loan Campaign

### Special Offers

Line: Introductory rate and Prime +0% for life

Loans: \$99 Payment and 120 days deferred payment option

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## The Results

### Year-Over-Year

Demand deposits and interest checking balances increased by eleven and eight percent, respectively.

Consumer demand deposits increased by 17 percent

Retail deposit service charges increased by 31 percent.

Direct installment loan balances increased by 20 percent, fueled by annual originations of \$2.5 billion compared to \$2.0 billion a year ago.

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## Commercial Banking

That wouldn't be happiness to see me ...

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## Commercial Deposit Campaigns

**2000 2001 Commercial Deposit Campaign****Hawaii Five Three  
Campaign to date 5/01/00 12/31/00**

| <u>Affiliate</u>  | <u>New Account<br/>Production<br/>AccountsBalance</u> | <u>Total<br/>Balance<br/>Deposits</u> | <u>Change<br/>in Total<br/>Balance<br/>Deposits</u> | <u>%<br/>of<br/>Goal<br/>Account Balance</u> | <u>Pace<br/>Balance</u> |        |       |
|---|---|---------------------------------------|---|--|-------------------------|--------|-------|
| Northern Kentucky   | 209   | 6,456,187                             | 80,234,162  | 16,687,854                                   | 99.52                   | 158.93 | 65.38 |
| Louisville1909,383,35688,184,85121,736,66652.78120.7665.38Cincinnati1,194112,467,1151,088,416,300254,521,90741.89111.6365.38Central |   |                                       |   |  |                         |        |       |
| Kentucky878,326,58357,646,88310,012,32148.33111.2565.38Central  |   |                                       |   |  |                         |        |       |
| Ohio50920,141,279142,355,80535,213,97164.2788.9265.38Florida875,114,65628,311,6854,574,87680.5684.7265.38Northwestern               |   |                                       |   |  |                         |        |       |
| Ohio17918,489,506141,457,84123,301,23031.0880.9165.38Western  |   |                                       |   |  |                         |        |       |
| Ohio29610,538,152185,904,89215,723,02453.6256.9765.38Northeastern   |   |                                       |   |  |                         |        |       |
| Ohio30011,739,61399,786,41718,976,74943.1054.5365.38Northern  |   |                                       |   |  |                         |        |       |
| Indiana2396,219,3936,219,3936,219,39352.4127.2865.38Central   |   |                                       |   |  |                         |        |       |
| Indiana1719,377,857102,107,80111,002,99116.1920.8465.38Ohio   |   |                                       |   |  |                         |        |       |
| Valley605,291,42049,682,0371,689,07627.7815.6465.38Southern   |   |                                       |   |  |                         |        |       |
| Indiana1068,052,8727,693,9737,693,9737.6011.2565.38Southwest984,97114,887,59114,887,59118.75(11.99)65.38Total                       |   |                                       |   |  |                         |        |       |
| Bancorp3,634\$231,324,0612,092,889,631\$427,066,15538.38%76.41%65.38%   |   |                                       |   |  |                         |        |       |

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**Commercial Deposit Campaigns****2000 2001 Commercial Deposit Campaign  
Hawaii Five-Three**

| <u>Rank</u>   | <u>Officer</u> | <u>Affiliate</u>  | <u>New Production<br/>Accounts Balances</u> | <u>Change in<br/>Total<br/>Balance</u> | <u>Total<br/>Balance</u> | <u>% of Goal<br/>Total<br/>Balance</u> |
|---|----------------|-------------------|---|--|--------------------------|--|
| 2H.   | Marty Orr      | Northwestern Ohio | 14  | 11,055,862                             | 11,849,114               | 1184.91%                               |
| LairLouisville102,472,67022,441,8951122.09%1122.09%3David   |                |                   |   |  |                          |  |
| GordleyCincinnati8828,272,90539,766,819611.80%611.80%4Terry |                |                   |   |  |                          |  |
| LyonsCincinnati1210,094,46524,199,597604.99%604.99%5Ted     |                |                   |   |  |                          |  |
| BergeCentral  |                |                   |   |  |                          |  |
| Kentucky322,644,2087,007,823545.05%545.05%6Ted              |                |                   |   |  |                          |  |
| LapeCentral   |                |                   |   |  |                          |  |
| Ohio498,709,77015,852,595528.42%528.42%7Dan                 |                |                   |   |  |                          |  |
| KlusCincinnati961,458,32633,098,640509.21%509.21%8Jennifer  |                |                   |   |  |                          |  |
| GrayCincinnati3613,884,47614,070,319469.01%469.01%9Mic      |                |                   |   |  |                          |  |
| CooneyNorthern  |                |                   |   |  |                          |  |
| Kentucky1189,4925,861,843390.79%390.79%10Lamont             |                |                   |   |  |                          |  |
| ThurstonWestern   |                |                   |   |  |                          |  |
| Ohio521,294,3157,452,778372.64%372.64%11Andy                |                |                   |   |  |                          |  |
| HauckCincinnati4810,504,26127,787,642370.50%370.50%12Bill   |                |                   |   |  |                          |  |
| CarrollCincinnati273,619,64710,479,725349.32%349.32%13Tom   |                |                   |   |  |                          |  |
| PartridgeCincinnati14216,92913,859,899346.50%346.50%14Lori  |                |                   |   |  |                          |  |



Geier Cincinnati 261,774,254 9,832,000 327.73% 327.73% 15 Jim

Byrnes Northeastern

Ohio 152 96,176 4,789,453 319.30% 319.30% 248 WORK

IN

PROGRESS Louisville 177 74,544 (2,173,223) -144.88% -144.88% 249 Ohio

Valley (1,487,349) -148.73% -148.73% 250 Western

Ohio 463,492 (4,464,096) -148.80% -148.80% 251 Cincinnati 7422,965 (3,226,723) -161.34% -161.34% 252 Louisville 341,058,516 (3,122,567) -208.17% -208.17%

Indiana 453 4,699 (1,264,117) -378.52% -378.52% 254 Central

Indiana 242,426 (508,776) -380.86% -380.86%

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## The Results

### Year-Over-Year

Average Commercial deposits increased 11 percent

Business 53 account balances increased 28 percent

Commercial checking service charges increased 59 percent

International service charges increased 336 percent

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## Thank You

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## Forward-Looking Statement

This document contains forward-looking statements about Fifth Third Bancorp ( Fifth Third or FITB ), Old Kent Financial Corporation ( Old Kent or OK ) and the combined company which we believe are within the meaning of the Private Securities Litigation Reform Act of 1995. These statements are made in connection to the financial condition, results of operations, plans, objectives, future performance and business of Fifth Third and/or the combined company. These forward-looking statements involve certain risks and uncertainties. There are a number of important factors that could cause future results to differ materially from historical performance and these forward-looking statements. Factors that might cause such a difference include, but are not limited to: (1) competitive pressures among depository institutions increase significantly; (2) changes in the interest rate environment reduce interest margins; (3) prepayment speeds, loan sale volumes, charge-offs and loan loss provisions; (4) general economic conditions, either national or in the states in which Fifth Third and Old Kent do business, are less favorable than expected; (5) legislative or regulatory changes adversely affect the business in which Fifth Third and Old Kent are engaged; and (6) changes in the securities markets. Further information on other factors which could affect the financial results of Fifth Third after the merger are included in Fifth Third's and Old Kent's filings with the SEC. These documents are available free of charge at the SEC's website at <http://www.sec.gov> and/or from Fifth Third or Old Kent.

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## **Disclosure**

Investors and security holders are advised to read the proxy statement/prospectus regarding the transactions referenced in this document when it becomes available, because it will contain important information. The proxy statement/prospectus will be filed with the Securities and Exchange Commission by Fifth Third and Old Kent. Security holders may receive a free copy of the proxy statement/prospectus (when available) and other related documents filed by Fifth Third and Old Kent at the Securities and Exchange Commission's website at <http://www.sec.gov> and/or from Fifth Third or Old Kent.

Old Kent and its executive officers and directors may be deemed to be participants in the solicitation of proxies from stockholders of Old Kent with respect to the transactions contemplated by the merger agreement. Information regarding such officers and directors is included in Old Kent's proxy statement for its 2000 Annual Meeting of shareholders filed with the Commission on February 25, 2000. This document is available free of charge at the Commission's website at <http://www.sec.gov> and/or from Old Kent.

Fifth Third and its executive officers and directors may be deemed to be participants in the solicitation of proxies from stockholders of Fifth Third with respect to the transactions contemplated by the merger agreement. Information regarding such officers and directors is included in Fifth Third's proxy statement for its 2000 Annual Meeting of shareholders filed with the Commission on February 9, 2000. This document is available free of charge at the Commission's website at <http://www.sec.gov> and/or from Fifth Third.