

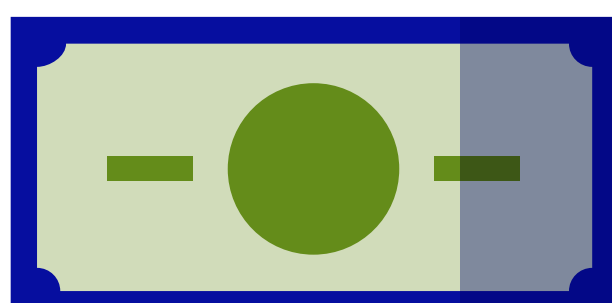
# EVERY WEEK IS SMALL BUSINESS WEEK

Small Business Week 2016



OVER HALF OF ALL AMERICANS  
**OWN OR WORK FOR A SMALL BUSINESS.**

(SOURCE: [HTTPS://WWW.SBA.GOV/NSBW/ABOUT](https://www.sba.gov/nsbw/about))



FOR EVERY **\$1** SPENT AT SMALL  
BUSINESSES IN U.S., **68 CENTS STAYS**  
**IN THAT COMMUNITY.**

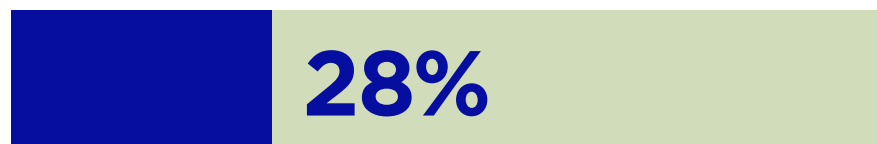
ACCORDING TO CIVICS ECONOMICS, 2014

According to a Fifth Third survey<sup>1</sup>,  
**76% of small businesses are started**  
**with savings or retirement funds.**

WOULD USE **PERSONAL SAVINGS** TO INJECT CAPITAL INTO BUSINESS



WOULD USE A **CREDIT CARD** TO INJECT CAPITAL INTO BUSINESS



DO NOT HAVE **ADEQUATE CASH RESERVES**



SAID **CASH FLOW & GROWING REVENUE** IS KEY CHALLENGE



Fifth Third has resources to help small businesses: **53.com/business**



**BEST BRAND** IN SMALL BUSINESS BANKING<sup>2</sup>

**\$2B**

LOANED TO BUSINESS BANKING CUSTOMERS IN 2015

**\$10B**

PLEGGED FOR SMALL BUSINESS LOANS 2016-2020

**\$7M**

PLEGGED TO SUPPORT SMALL BUSINESS RESOURCES



LARGEST STATE SMALL BUSINESS CREDIT INITIATIVE LENDER



SBA PREFERRED LENDER



<sup>1</sup>Based on a survey of 500 U.S. small business owners with annual revenues below \$10 million, conducted by Research Now and commissioned by Fifth Third Bank. [3/24-28/16].

<sup>2</sup>Greenwich Associates, 2015

Loans subject to credit review and approval. Fifth Third Bank, Member FDIC.