

A photograph of an Associated Bank branch building with a prominent glass tower. The tower has a green-tinted glass facade. The building is set against a clear blue sky with some light clouds. There are trees and landscaping in the foreground.

Associated Banc-Corp
Investor Presentation

2018

FIRST QUARTER



DISCLAIMER

Important note regarding forward-looking statements:

Statements made in this presentation which are not purely historical are forward-looking statements, as defined in the Private Securities Litigation Reform Act of 1995. This includes any statements regarding management's plans, objectives, or goals for future operations, products or services, and forecasts of its revenues, earnings, or other measures of performance. Such forward-looking statements may be identified by the use of words such as "believe," "expect," "anticipate," "plan," "estimate," "should," "will," "intend," "outlook" or similar expressions. Forward-looking statements are based on current management expectations and, by their nature, are subject to risks and uncertainties. Actual results may differ materially from those contained in the forward-looking statements. Factors which may cause actual results to differ materially from those contained in such forward-looking statements include those identified in the Company's most recent Form 10-K and subsequent SEC filings. Such factors are incorporated herein by reference.

Non-GAAP Measures

This presentation includes certain non-GAAP financial measures. These non-GAAP measures are provided in addition to, and not as substitutes for, measures of our financial performance determined in accordance with GAAP. Our calculation of these non-GAAP measures may not be comparable to similarly titled measures of other companies due to potential differences between companies in the method of calculation. As a result, the use of these non-GAAP measures has limitations and should not be considered superior to, in isolation from, or as a substitute for, related GAAP measures. Reconciliations of these non-GAAP financial measures to the most directly comparable GAAP financial measures can be found at the end of this presentation.

Trademarks:

All trademarks, service marks, and trade names referenced in this material are official trademarks and the property of their respective owners.

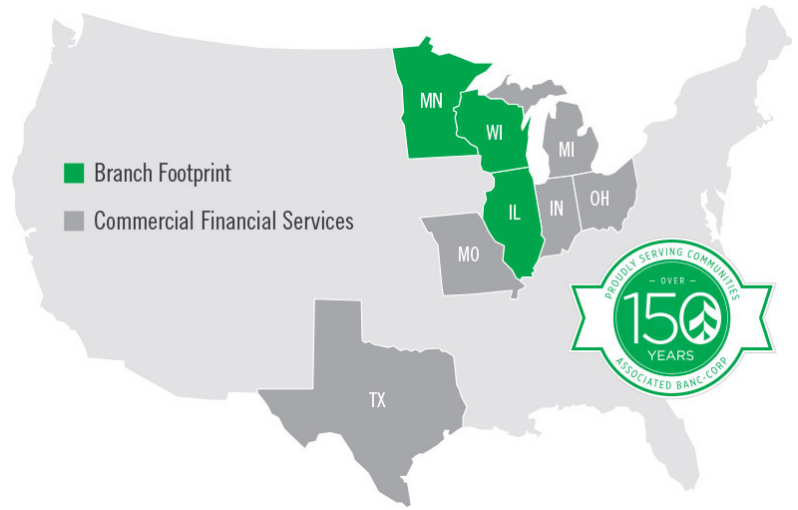


OUR FRANCHISE

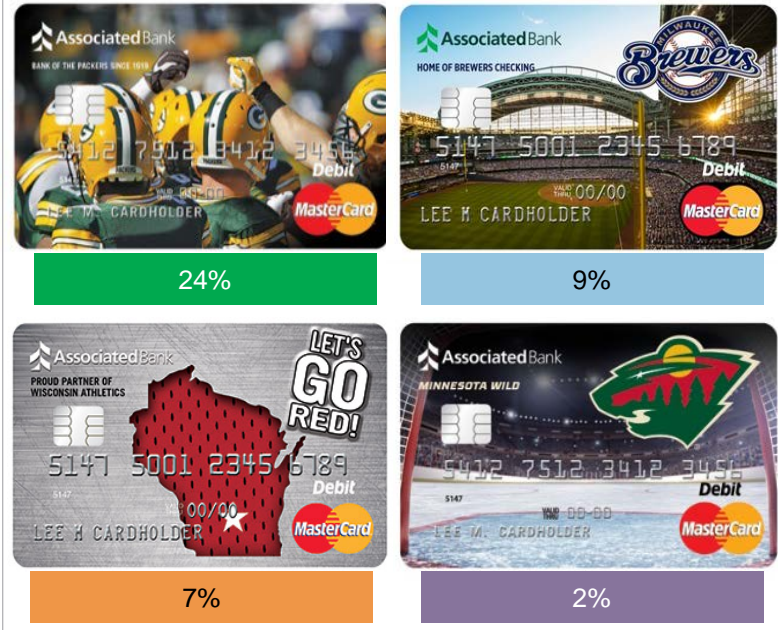
February 1, 2018

\$33 billion of assets¹ **\$23 billion** of loans¹
Over \$1 billion of revenue¹ **\$25 billion** of deposits¹

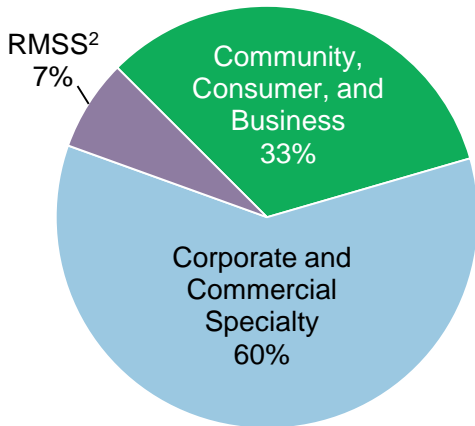
- Largest bank headquartered in **Wisconsin**
- Approximately **5,000** employees, servicing over **1 million** customer accounts in **8** states and over **110** communities¹
- **40%+** of active personal checking accounts are affinity related³



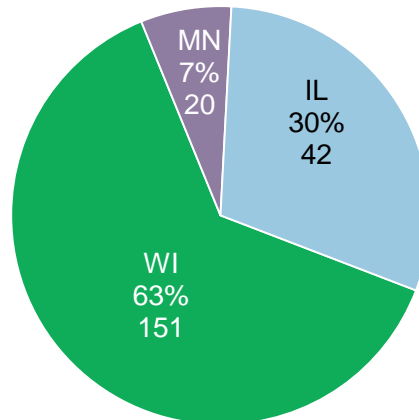
Affinity Programs³



2017 Net Income by Business Segment



2017 Deposits (%) And Branches

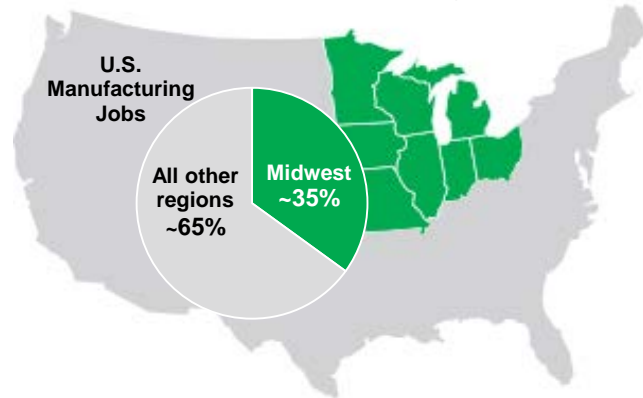


¹ – Pro forma combined results of ASB and BKMU as of and for the year ended December 31, 2017
² – Risk Management and Shared Services
³ – Affinity debit cards as a percentage of active personal checking accounts, as of December 31, 2017

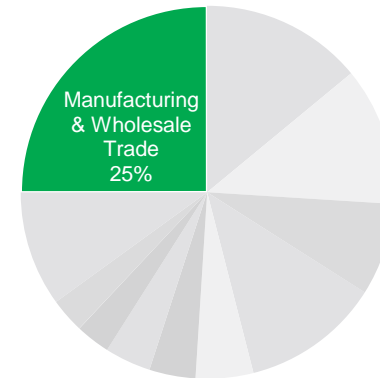
ATTRACTIVE MIDWEST MARKETS

Large Population Base With a Manufacturing and Wholesale Trade-Centric Economy

Midwest holds ~20% of the U.S. population¹ and nearly 35% of all U.S. manufacturing jobs²

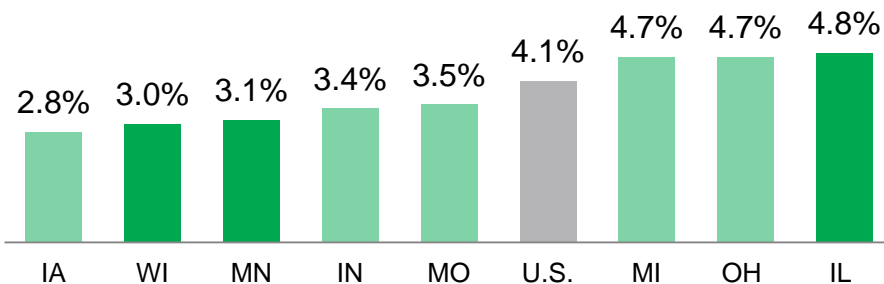


Commercial and Business Lending ASB Loan Composition by Industry



Supporting Strong Employment Base and Healthy Consumer Credit

Several Midwestern states have unemployment rates³ well below the national average:



Dark green bars denote ASB branch states

Select ASB Metro Market Unemployment Rates⁴

Madison, WI.....	2.1%
Rochester, MN.....	2.2%
Wausau, WI.....	2.4%
Minneapolis – St. Paul, MN.....	2.4%
Green Bay, WI.....	2.6%

¹ – U.S. Census Bureau, Annual Estimates of the Resident Population, June 30, 2016 - July 31, 2017

² – U.S. Bureau of Labor Statistics, Manufacturing Industry Employees, seasonally adjusted, December 2017 (preliminary)

³ – U.S. Bureau of Labor Statistics, Unemployment Rates by State, seasonally adjusted, December 2017 (preliminary)

⁴ – U.S. Bureau of Labor Statistics, Unemployment Rates, Midwest Information Office, seasonally adjusted, November 2017 (preliminary)

2018 OUTLOOK

Our outlook reflects a stable to improving economy and the expected beneficial impact of corporate tax reform. We may adjust our outlook if, and when, we have more clarity on any one, or more, of these factors.

Balance Sheet Management

- Pro forma mid-single digit annual average loan growth on the combined Associated and Bank Mutual portfolio
- Maintain Loan to Deposit ratio under 100%
- Stable to modestly improving year over year NIM trend

Expense Management

- Approximately \$820M (including \$40M of restructuring costs)
- Continued improvement to our efficiency ratio
- Lower effective tax rate (20%-22%)

Fee Businesses

- Improving year over year fee-based revenues
- Approximately \$360M - \$370M full year noninterest income

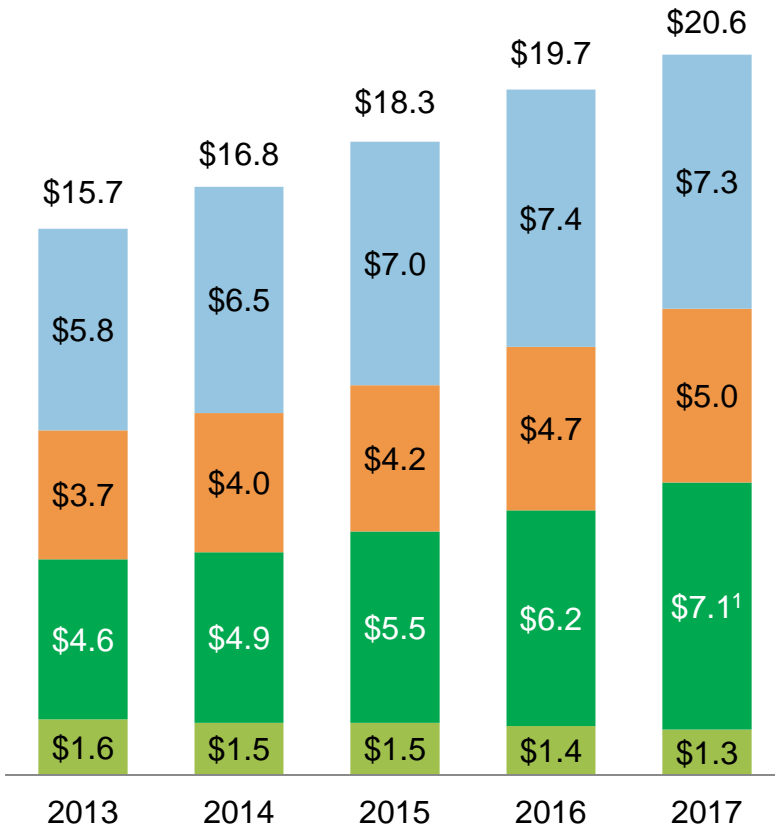
Capital & Credit Management

- Continue to follow stated corporate priorities for capital deployment
- Provision expected to adjust with changes to risk grade, other indications of credit quality, and loan volume

LOAN GROWTH TRENDS

Average Annual Loans

(\$ in billions)



■ Commercial & Business ■ Commercial Real Estate
■ Residential Mortgage ■ Home Equity & Other consumer

2013 – 2017 CAGR

6%

8%

12%

-5%

Growth Across the Portfolio

Commercial & Business

- Core manufacturing-centric portfolio is complemented with specialty national businesses

Commercial Real Estate

- Well diversified by geography, property type, and borrower

Consumer

- Recognized as Wisconsin's #1 mortgage lender for the 9th straight year²

Upper Midwest Focused Portfolio³

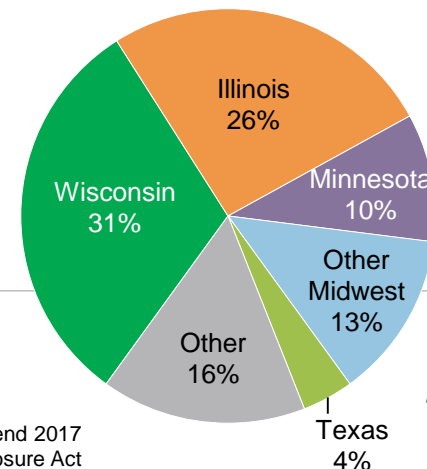


Chart excludes Bank Mutual and \$0.4 billion Other consumer portfolio

¹ – Approximately \$5 billion of the total residential mortgage portfolio was comprised of adjustable-rate loans at year-end 2017

² – The Wisconsin #1 Mortgage Lender designation is based on information gathered from the Home Mortgage Disclosure Act data compiled annually by the FFIEC. The results of the data were obtained through RATA Comply, November 2017.

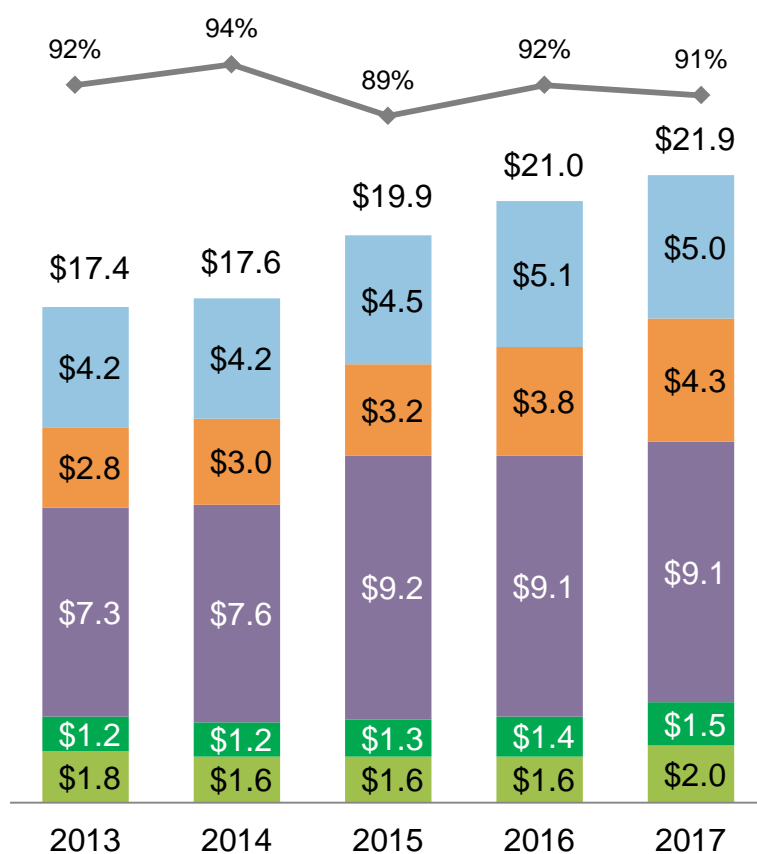
³ – Based on outstandings as of December 31, 2017

DEPOSIT GROWTH TRENDS

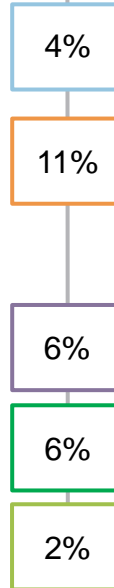
Average Annual Deposits

(\$ in billions)

Loan to Deposit Ratio



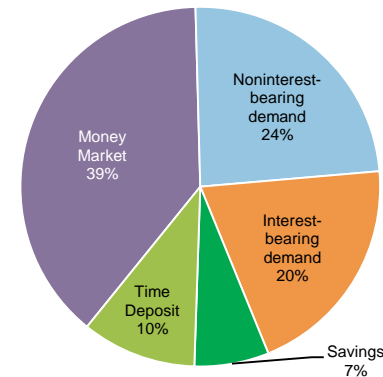
2013
– 2017
CAGR



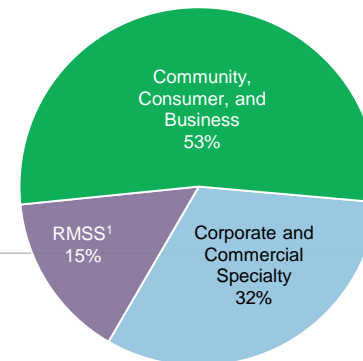
Growing Low Cost Deposits

Checking and Savings Deposits

- Represented nearly 50% of our year-end deposit base



2017 Annual Average Deposits by Segment



■ Noninterest-bearing Demand ■ Interest-bearing Demand
■ Money Market ■ Savings
■ Time Deposits

¹ – Risk Management and Shared Services (“RMSS”) is primarily comprised of network deposits and institutional funding

SHIFT TO DIGITAL CHANNELS

Customers continue to seek more efficient ways to bank. Digital capabilities are key to meeting their rising expectations. Associated is actively enhancing its multichannel approach and expects to deploy new and enhanced consumer mobile solutions in early 2018.

Adopting a Multichannel Approach



We Have an App for That



Associated Mobile Banking

- Snap mobile deposits and online bill pay capabilities



Associated Bank HSA PLUS

- Real-time transaction updates, balances, and expense tracking



Associated Retire

- Mobile contribution and allocation updates and balance and portfolio updates

Enhanced Mobile & Online Upgrades

Associated Bank Mobile & Online Banking Platform

- Q1 2018

Bank Mutual Mobile & Online Banking Conversion

- Mid 2018

Commercial Deposit Platform

- Late 2018



INCREASING DISTRIBUTION EFFICIENCY

LESS BRANCH CENTRIC; MORE MOBILE AND ENHANCED 24/7 ACCESS

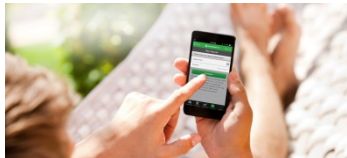


In 2017, **55%** of all deposit and withdrawal activity¹ occurred outside our branches

ATM transactions represent nearly **30%** of all deposit and withdrawal¹ activity

ATM deposit transactions
↑ ~4.5x
from 2012

Over **90%** of our Corporate Banking customers' deposit activity¹ is executed via lockbox or remote deposit



Nearly **60%** of consumer checking customers log in to online banking²

Mobile deposits
↑ ~21%
from 2016

¹ – Excludes ACH and wire transfer activity, for the year ended December 31, 2017

² – Logged in during last 90 days, for the period ended December 31, 2017



FOCUSED ON CUSTOMER EXPERIENCE

Customer Approach

**OUTSTANDING
CUSTOMER
SERVICE**

**MULTI-CHANNEL
INITIATIVES**

**ROBUST
AFFINITY
PROGRAMS**

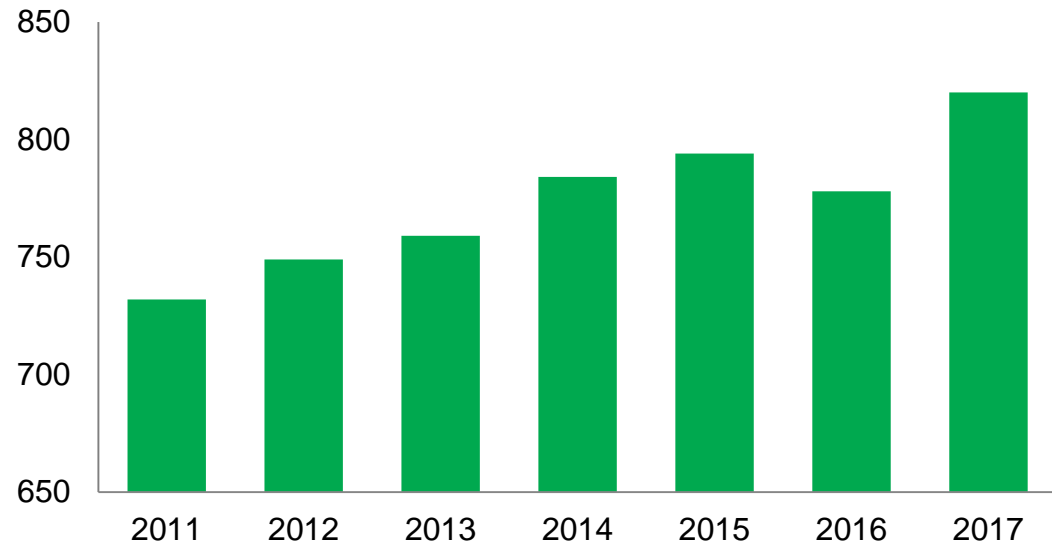
**CHALLENGER
PHILOSOPHY**

Contact Center Recognition¹



FOR THE THIRD YEAR IN A ROW, ASSOCIATED BANK'S CONTACT CENTERS HAVE BEEN RECOGNIZED BY J.D. POWER FOR PROVIDING "AN OUTSTANDING CUSTOMER SERVICE EXPERIENCE" FOR THE LIVE PHONE CHANNEL.

J.D. Power U.S. Retail Banking Satisfaction Study²



¹ – J.D. Power 2017 Certified Contact Center ProgramSM recognition is based on successful completion of an audit and exceeding a customer satisfaction benchmark through a survey of recent servicing interactions. For more information, visit www.jdpower.com/cc

² – J.D. Power U.S. Retail Banking Satisfaction Study

OVERALL EXPENSE EFFICIENCY

Efficiency Drivers

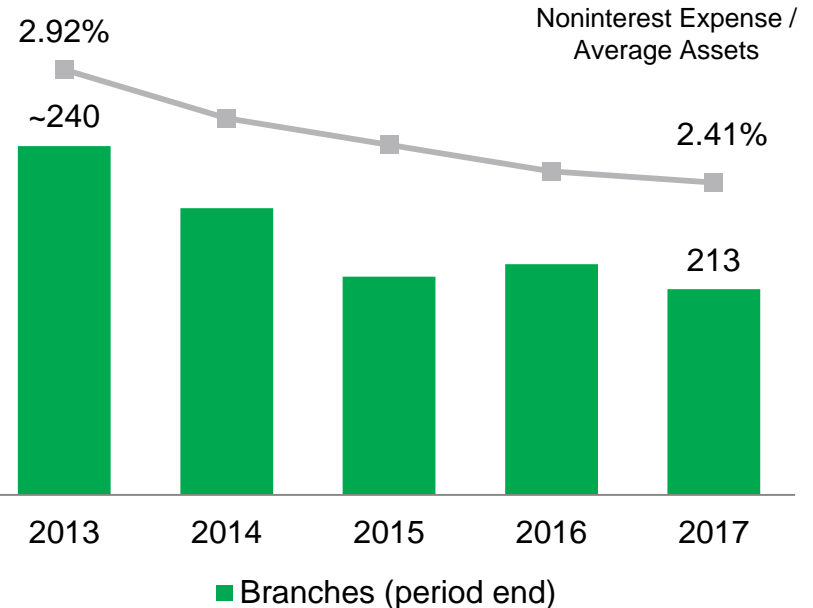
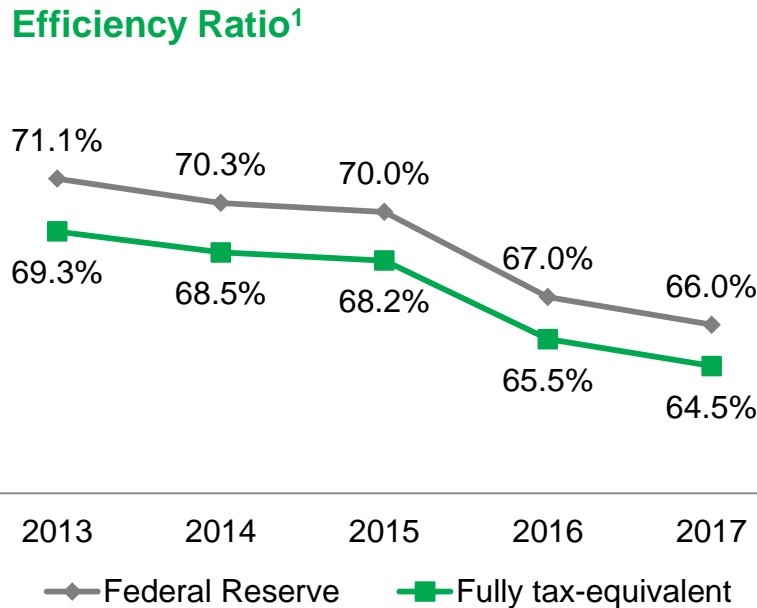
Enhanced Automation

Operational Efficiencies

Branch Consolidations

Branch Staffing Initiatives

Efficiency Ratio¹



¹ – The efficiency ratio as defined by the Federal Reserve guidance is noninterest expense (which includes the provision for unfunded commitments) divided by the sum of net interest income plus noninterest income, excluding investment securities gains / losses, net. The fully tax-equivalent efficiency ratio, which is a non-GAAP financial measure, is noninterest expense (which includes the provision for unfunded commitments), excluding other intangible amortization, divided by the sum of fully tax-equivalent net interest income plus noninterest income, excluding investment securities gains / losses, net. Refer to the appendix for a reconciliation of the Federal Reserve efficiency ratio to the fully tax-equivalent efficiency ratio.



BANK MUTUAL UPDATE

Closing Date

- February 1, 2018

Shares Issued

- .422 fixed exchange ratio; ~19.6 million shares

Expected System Conversion

- Late June / July 2018

Branch and Systems Decommissioning

- Q3

Expected Total Restructuring Costs (Q1 - Q3)

- ~\$40 million
 - Change of control and severance: ~\$10 million (Q1)
 - Merger advisors and consultants: ~\$10 million (Q1)
 - Facilities and other: ~\$10 million (Q1 - Q3)
 - Contract terminations: ~\$10 million (Q1 - Q3)

4Q 2018 Expected Combined Expense Run-Rate

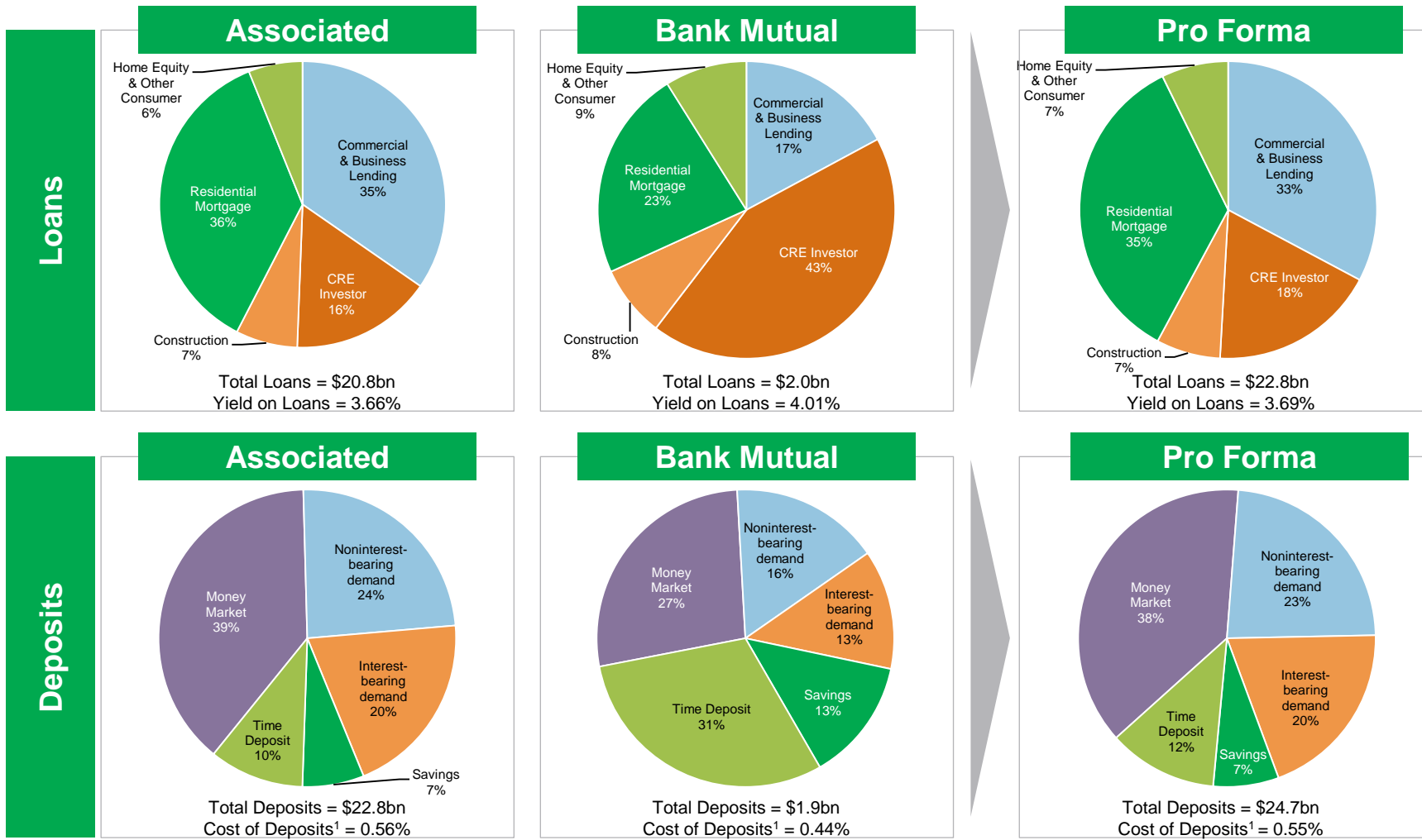
- \$190 million - \$195 million

NONINTEREST EXPENSE OUTLOOK

(\$ in millions)

2017 Associated noninterest expense	\$709M
2017 Bank Mutual noninterest expense	+ 70
Whitnell incremental noninterest expense	+ ~5
One-time Tax Act compensation actions	- ~\$2
2018 noninterest expense baseline	= ~\$782M
+ ~1.0% baseline expense growth	+ ~8
+ \$15 minimum wage impact	+ ~2
- Q3 Bank Mutual cost saves (mid-quarter) at 22.5%	- ~4
- Q4 Bank Mutual cost saves (full quarter) at 45%	- ~8
2018 pro forma total noninterest expense baseline, before restructuring costs	= ~\$780M
+ Estimated Bank Mutual restructuring costs	+ ~40
2018 pro forma total noninterest expense, including restructuring costs	= ~\$820M

PRO FORMA LOANS & DEPOSITS



Note: Total Loans and Total Deposits are as of December 31, 2017; Yield on Loans and Cost of Deposits are for the full year 2017

¹ – Cost of deposits includes interest-bearing deposits only

NET INTEREST MARGIN OUTLOOK

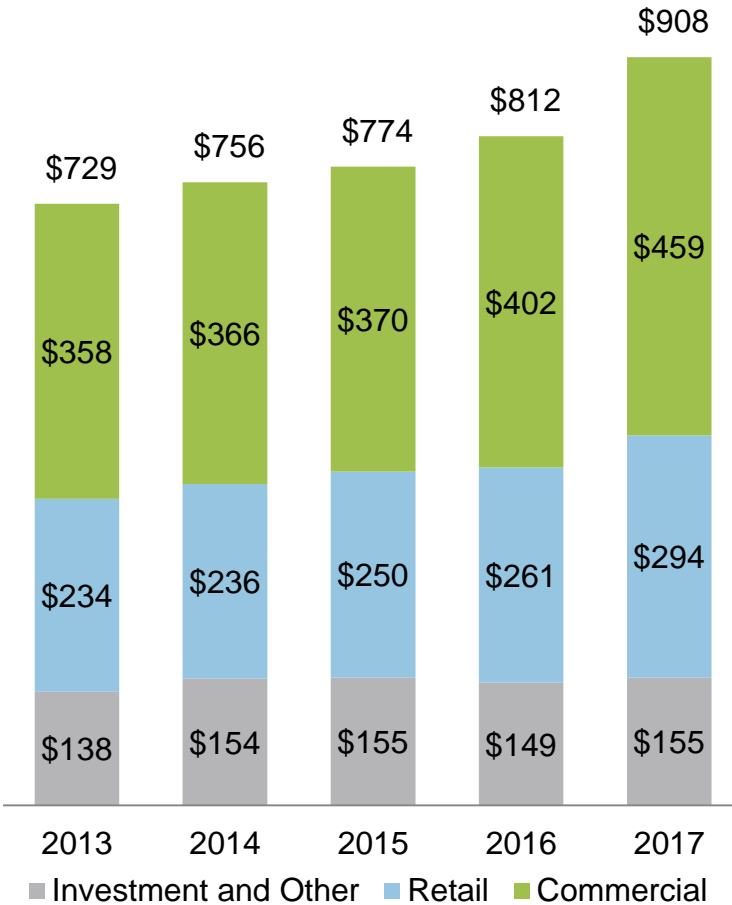
4Q 2017 Run-Rate	2.79%
+ Expected benefit of 3 Fed rate increases	+ 3-6 bps
+ Expected benefit of Bank Mutual's higher loan yields	+ 3 bps
Pro forma run-rate before tax adjustments	2.85%-2.88%
- Fully tax-equivalent adjustments on municipal securities and loans	- 3-4 bps
Net 2018 projected net interest margin range	= 2.82%-2.85%



REPRICING DYNAMICS OF EARNING ASSETS

Interest Income

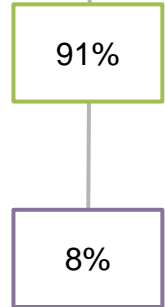
(\$ in millions)



Average Yield



% Repricing¹ in next 12mo.



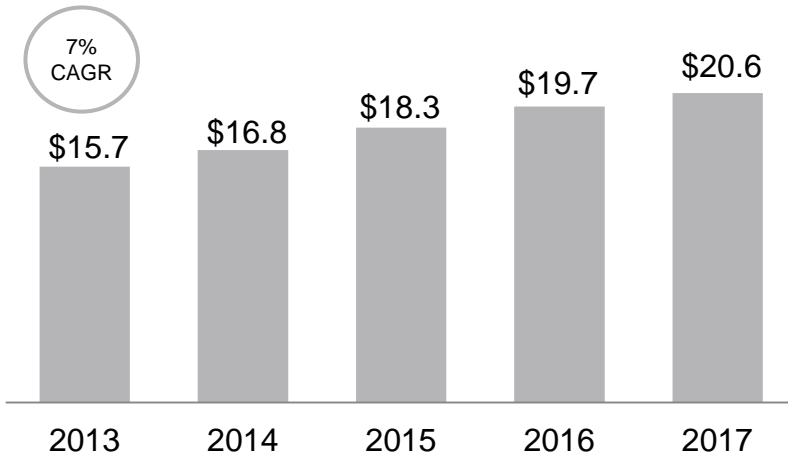
¹ – Repricing, resetting, or maturing balances as a percentage of year-end 2017 balances



CAPITAL PRIORITIES

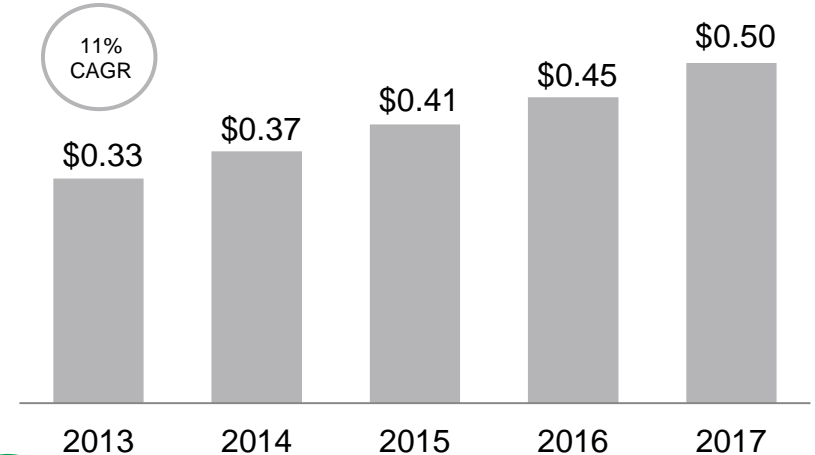
1 Funding Organic Growth

Annual Average Loans; (\$ in billions)



2 Paying a Competitive Dividend

Full Year Declared Dividends



3 Non-Organic Growth Opportunities

Completed


BankMutual

February 2018

AHMANN·MARTIN
RISK & BENEFITS CONSULTING

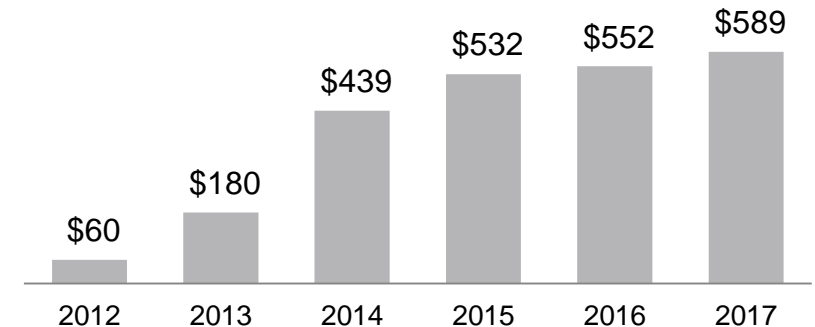
February 2015

Whitnell

October 2017

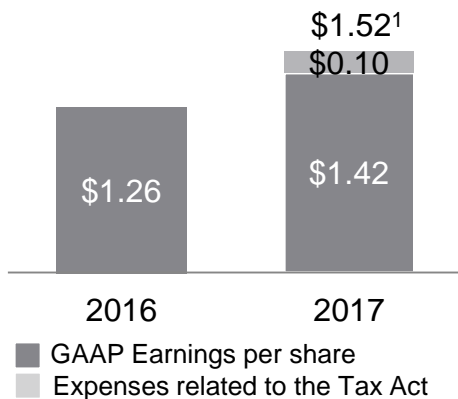
4 Share Repurchases

Cumulative Common Share Repurchases
 (\$ in millions)

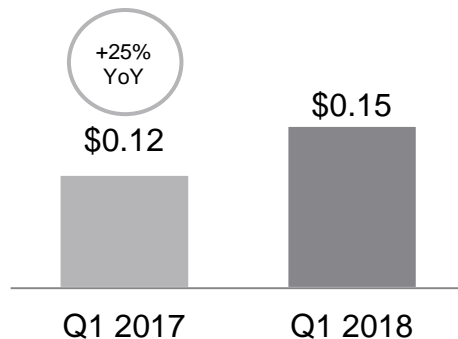


EXPANDING BOTTOM LINE

Per Share Data

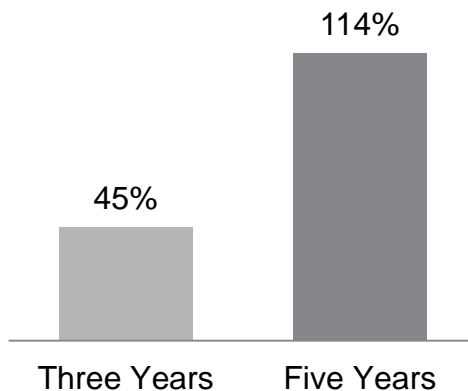


Dividends

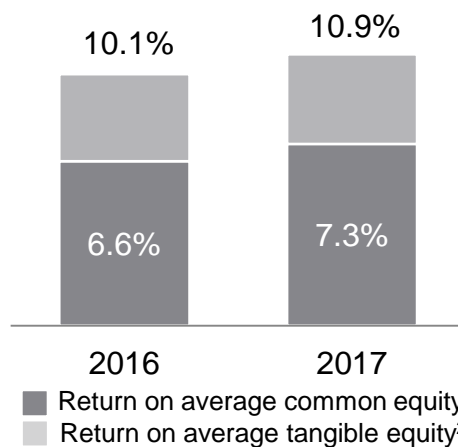


Shareholder Gain

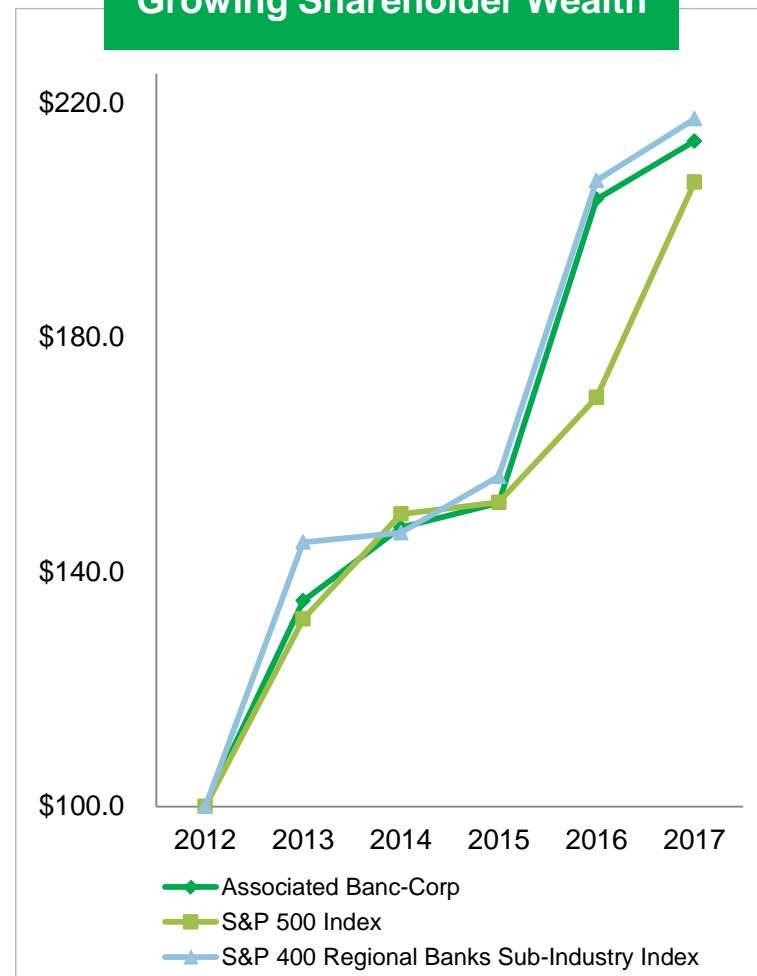
As of December 31, 2017



Return on Average Common Equity



Growing Shareholder Wealth



¹ – Earnings per share, excluding expenses related to the Tax Act is a non-GAAP financial measure. Refer to the appendix for a reconciliation of non-GAAP measures.

² – Return on average tangible equity is a non-GAAP financial measure. Refer to the appendix for a reconciliation of non-GAAP measures.

LINE OF BUSINESS PROFILES



BALANCED BUSINESS SEGMENTS

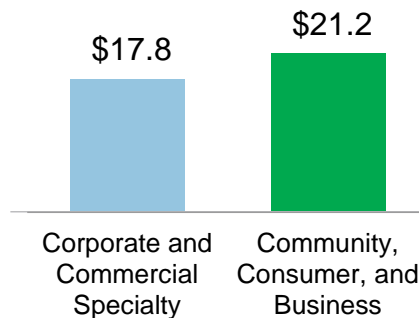
Corporate and Commercial Specialty

- Corporate Banking
- Commercial Real Estate

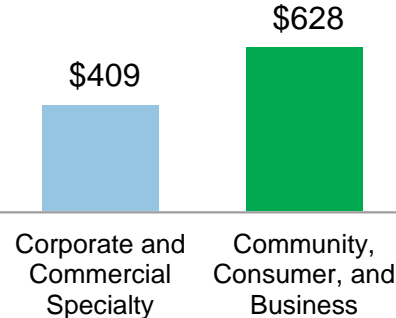
Community, Consumer, and Business

- Consumer and Business Banking
- Community Markets
- Private Client and Institutional Services

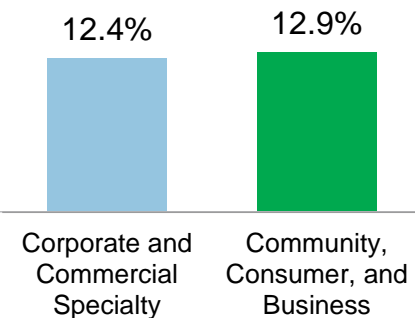
Average Loans and Deposits \$ billions



Net Interest Income and Noninterest Income \$ millions



Return on Average Allocated Capital



For the year ended December 31, 2017

CORPORATE BANKING

CORPORATE AND COMMERCIAL SPECIALTY SEGMENT

Business Units

Corporate Lending

Specialized Lending Verticals

Commercial Deposits and Treasury Management

Capital Markets

Overview

- \$12.0 billion in average loans and deposits
- 10 offices across 6 states
- ~270 colleagues

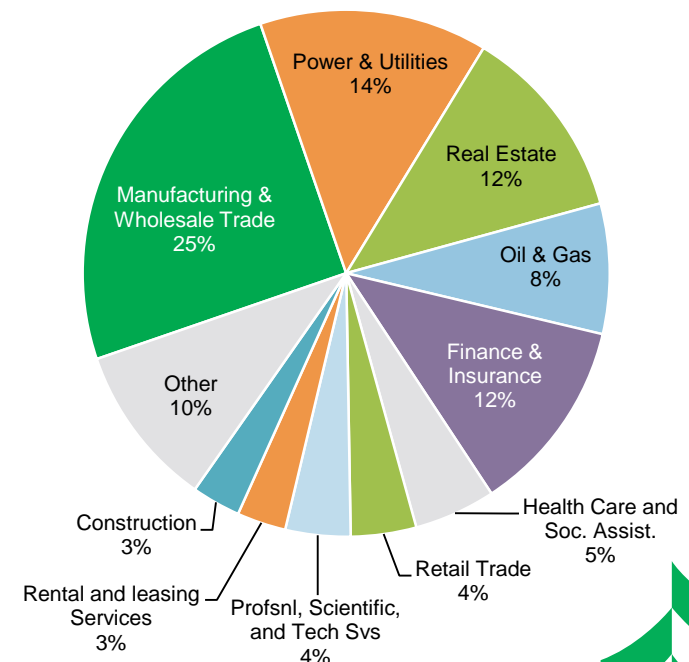
Creative, relationship-oriented teams build loyal, long-lasting client relationships

- **Corporate Lending** serves large and complex customers, including **Specialized Industries**
- **Commercial Deposits and Treasury Management** and **Capital Markets** provide solutions focused on customer needs and supported by high-touch, in-market service

2017 Highlights

- Grew net income after tax by 7.9% from 2016
- Increased agented transactions resulting in 14.7% growth of Syndication Fees
- Enhanced Treasury Management product offering with PEP+ and rolled out relationship management and profitability tools across Commercial Banking groups

Commercial and Business Lending¹
Loan Composition by Industry



¹ – Total commercial and business lending loan outstandings as of December 31, 2017

COMMERCIAL REAL ESTATE

CORPORATE AND COMMERCIAL SPECIALTY SEGMENT

Business Units

CRE Lending	Real Estate Investment Trusts	CRE Syndications	CRE Tax Credits
-------------	-------------------------------	------------------	-----------------

Overview

- \$5.7 billion in average loans and deposits
- 11 offices across 8 states
- ~110 colleagues

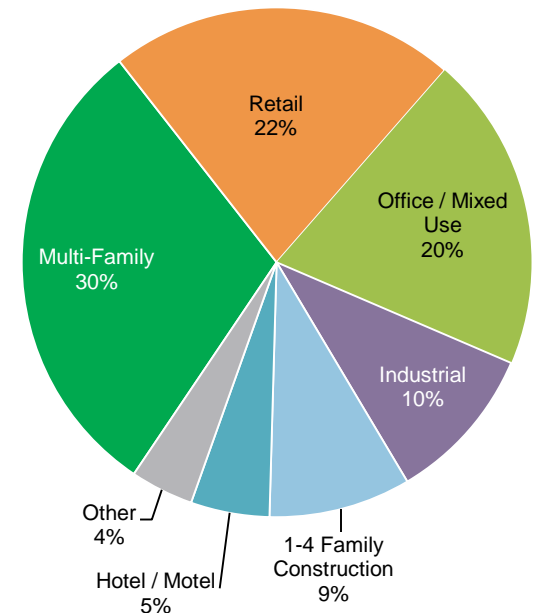
Local experienced teams create custom real estate financing solutions

- Term, acquisition, construction and interim-bridge financing
- Deposit and cash management solutions
- Specialized financial services including loan syndications and interest rate risk management

2017 Highlights

- Closed ~ \$2 billion of new loan commitments
- Average deposits grew over 20% from 2016
- Year over year core fee income grew 9%

Commercial Real Estate¹ Loan Composition by Property Type



¹ – Total commercial real estate lending loan outstandings as of December 31, 2017

CONSUMER AND BUSINESS BANKING

COMMUNITY, CONSUMER, AND BUSINESS SEGMENT

Business Units Serving Metro Markets

Branch
Banking

Business
Banking

Residential
Lending

Payments
and Direct
Channels

Overview

- \$14.9 billion in average loans and deposits
- 154 branches
- ~1,750 colleagues

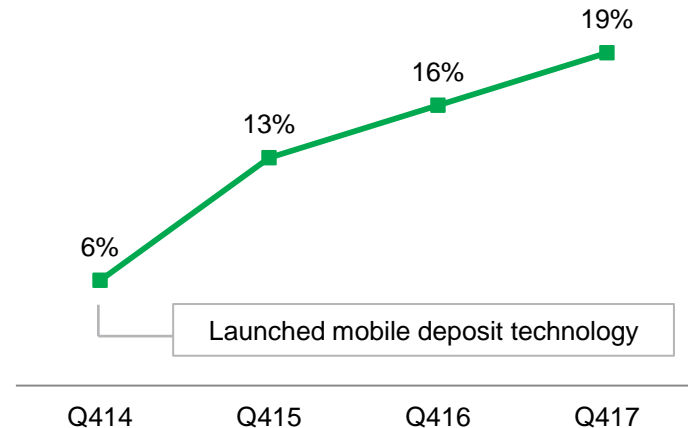
Full range services for individuals and small businesses

- **Retail Banking** provides best-in-class customer experience across branches and digital channels
- **Residential Lending** offers residential mortgages and home equity lines through direct and third party channels
- **Business Banking** provides solutions to businesses with \$5 million or less in annual revenue

2017 Highlights

- Continued improvement in customer satisfaction scores; ahead of Midwest mid-sized peers
- Originated \$3.6 billion in mortgages; Wisconsin's #1 mortgage lender for 9th straight year
- Continued strong online and digital payments adoption
- Launched new HSA platform; Top 20 provider nationally

Mobile Deposits % of total consumer deposits



COMMUNITY MARKETS

COMMUNITY, CONSUMER, AND BUSINESS SEGMENT

Business Units Serving Midsize Markets

Branch
Banking

Commercial &
Business
Banking

Residential
Lending

Private
Banking

Overview

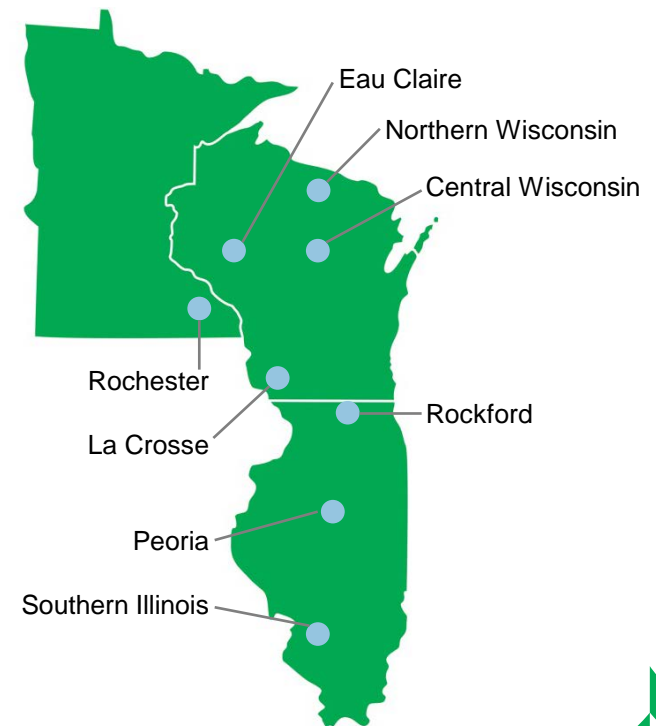
- \$3.8 billion in average loans and deposits
- 59 branches
- ~410 colleagues

Localized approach ensures the customer experience is at the forefront of decisions and actions

- Virtual community banks with our full suite of financial and risk management solutions in midsize markets
- Community market presidents are positioned as active community partners and financial leaders
- Strategy is intended to build on our strong deposit market share in select midsize markets
- Increased residential loan officers for optimized geographical coverage

2017 Highlights

- Best-in-class retail banking satisfaction scores
- Growing Private Banking prominence
- Improving residential mortgage production
- Continuing deposit growth



PRIVATE CLIENT AND INSTITUTIONAL SERVICES

COMMUNITY, CONSUMER, AND BUSINESS SEGMENT

Business Units

Private Banking	Personal Trust	Asset Management
Retirement Plan Services	Associated Benefits and Risk Consulting	Associated Investment Services

Overview

- \$2.5 billion in average loans and deposits
- \$10.6 billion AUM
- ~710 colleagues

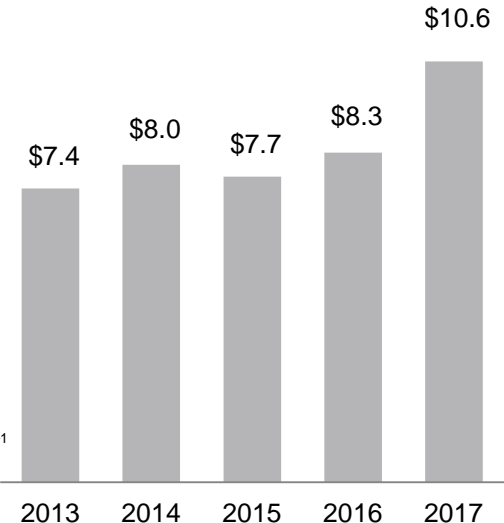
Market-based teams are comprised of specialists

- **Private Client Services** offers a suite of services tailored to the unique needs of high-net-worth and ultra-high-net-worth clients
- **Institutional Services** works with businesses and other entities to provide strategic, customized employee benefits, retirement plan services, business insurance and HR solutions

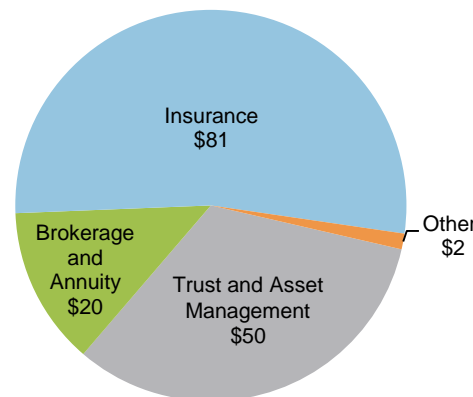
2017 Highlights

- AUM grew 28% from 2016
 - Acquired Whitnell & Co (\$1B AUM) to provide asset management and family office services to the ultra-high-net-worth segment
- Net income after tax grew 33% from 2016

Assets Under Management "AUM"²



2017 Fee Revenues²



¹ – Primarily other nondeposit fee income

² – Balances as of or for the year ended December 31, 2017

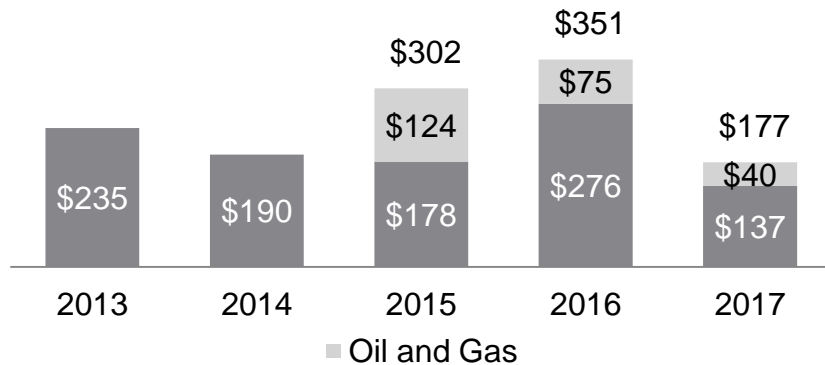
APPENDIX



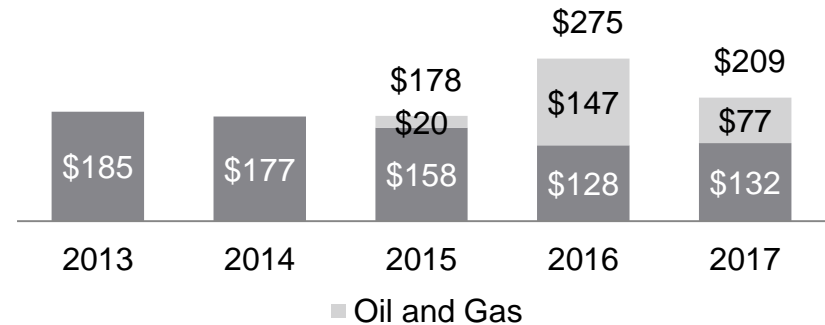
CREDIT QUALITY

(\$ IN MILLIONS; AT OR FOR THE YEAR ENDED)

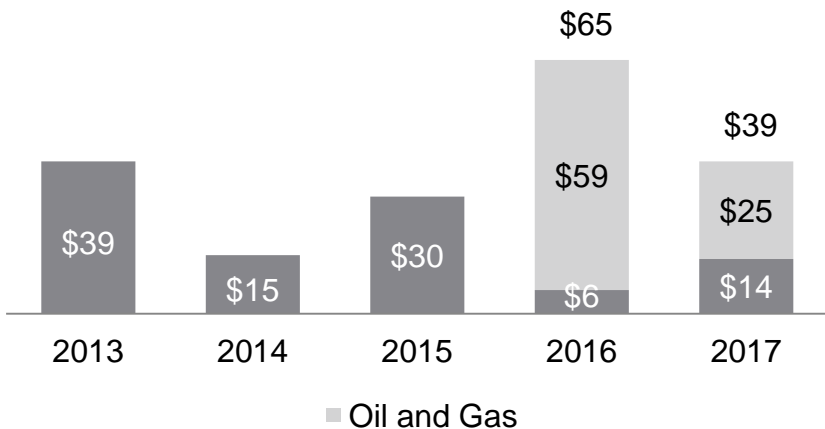
Potential Problem Loans



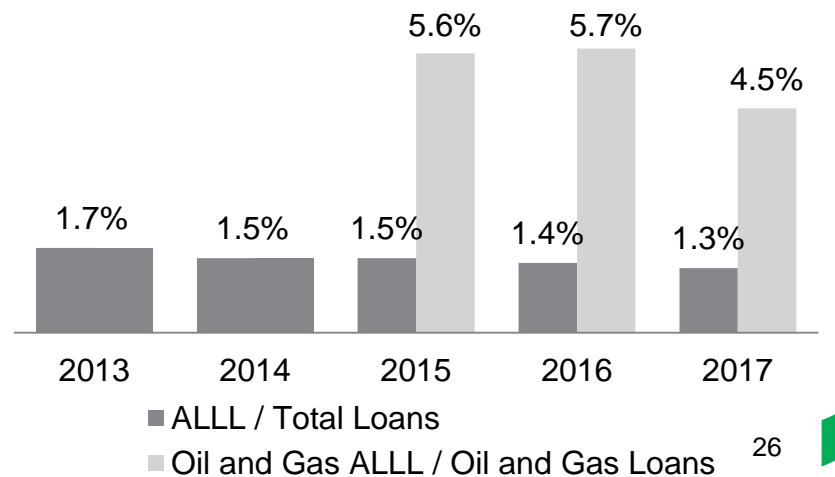
Nonaccrual Loans



Net Charge Offs (Recoveries)



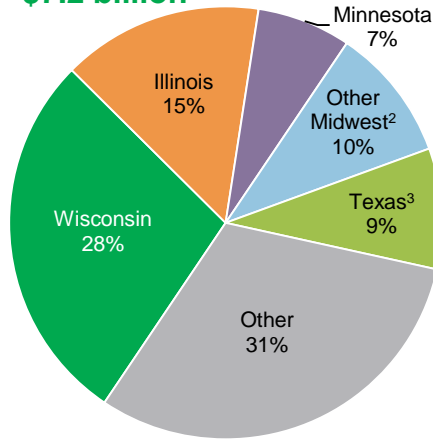
Allowance to Total Loans / Oil and Gas Loans



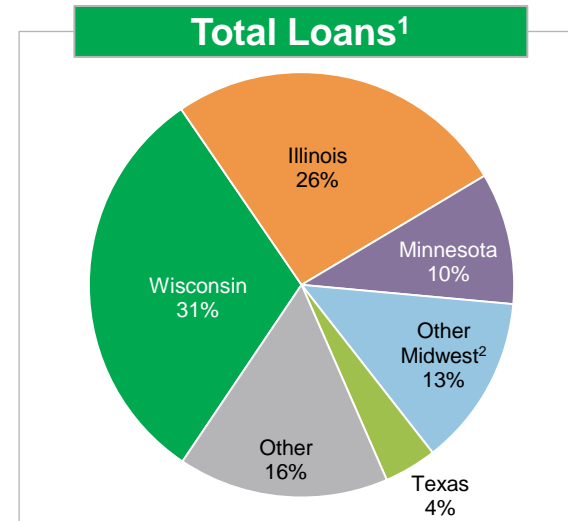
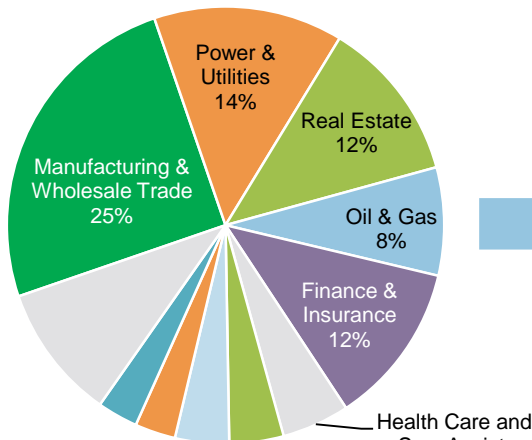
LOANS STRATIFICATION

OUTSTANDINGS AS OF DECEMBER 31, 2017

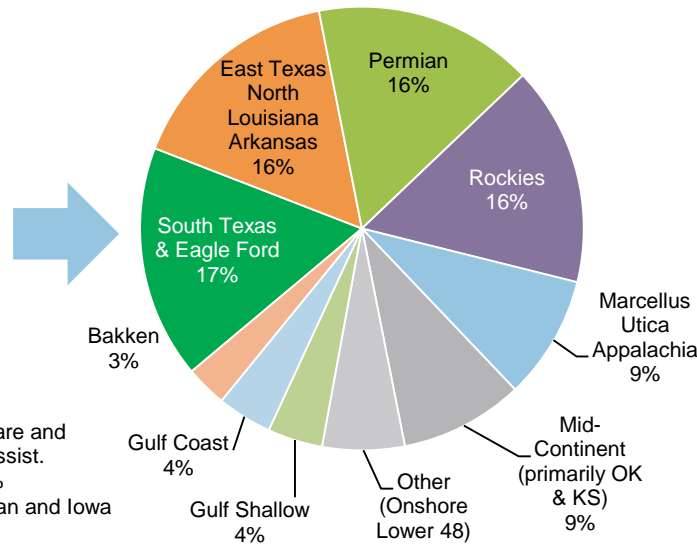
C&BL by Geography
\$7.2 billion



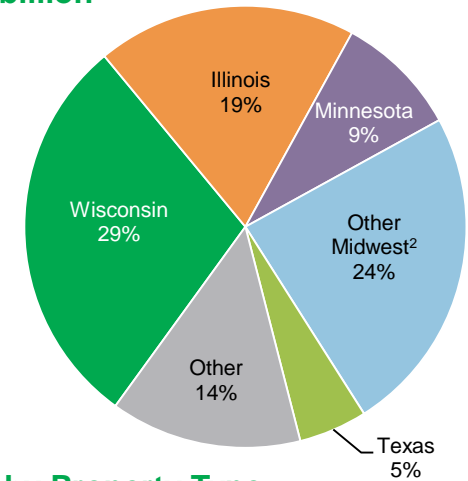
C&BL by Industry
\$7.2 billion



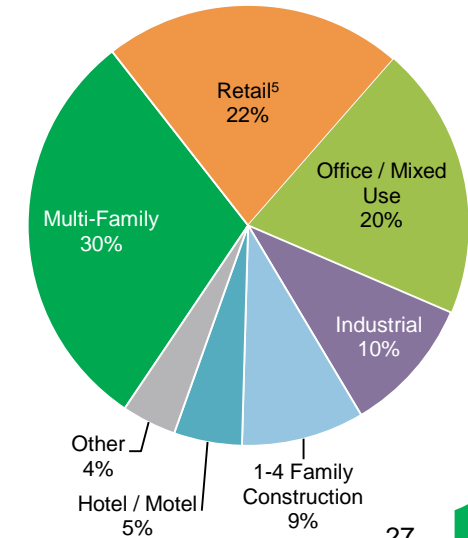
Oil and Gas Lending⁴
\$600 million



CRE by Geography
\$4.8 billion



CRE by Property Type
\$4.8 billion



¹ – Excludes \$0.4 billion Other consumer portfolio

² – Other Midwest includes Missouri, Indiana, Ohio, Michigan and Iowa

³ – Principally reflects the oil and gas portfolio

⁴ – Based on outstanding commitments of \$935 million

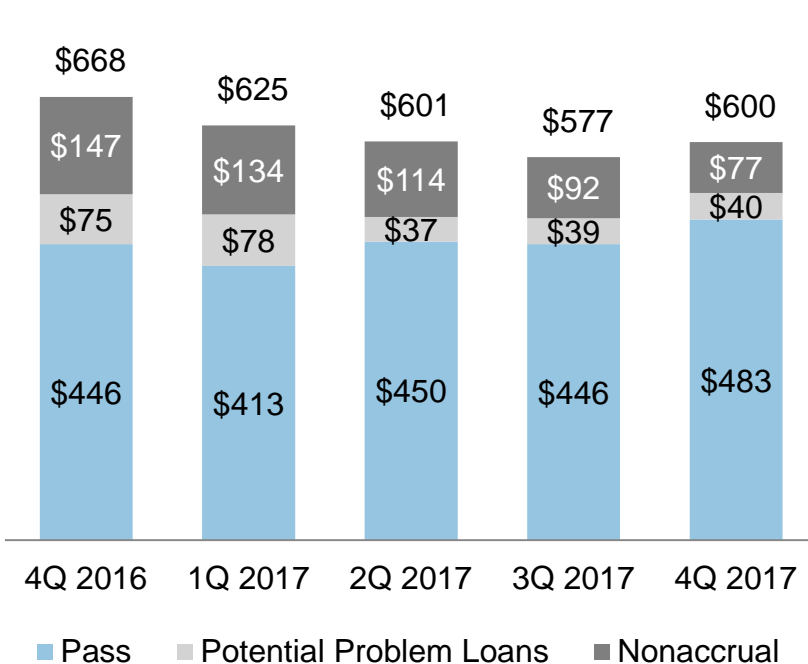
⁵ – Our largest tenant exposure is less than 5%, spread over six loans, to a national investment grade grocer

OIL AND GAS UPDATE

	# of credits	\$ of commitments	\$ of outstandings	% of total loans
Total O&G Portfolio As of December 31, 2017	56	\$935 million	\$600 million	3%
New Business Since January 1, 2016	22	\$453 million	\$258 million	1%
	39%	48%	43%	

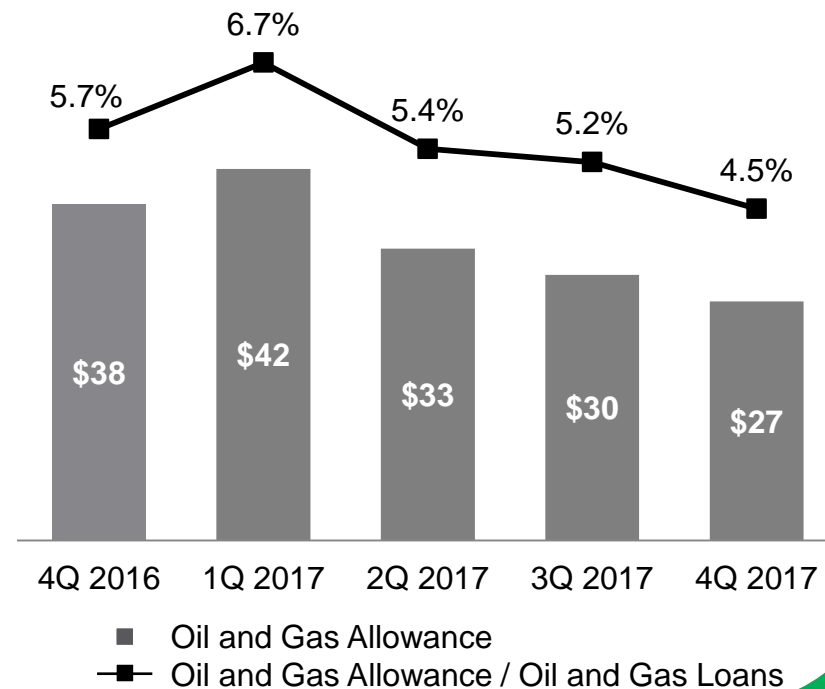
Period End Loans by Credit Quality

(\$ in millions)



Oil and Gas Allowance

(\$ in millions)



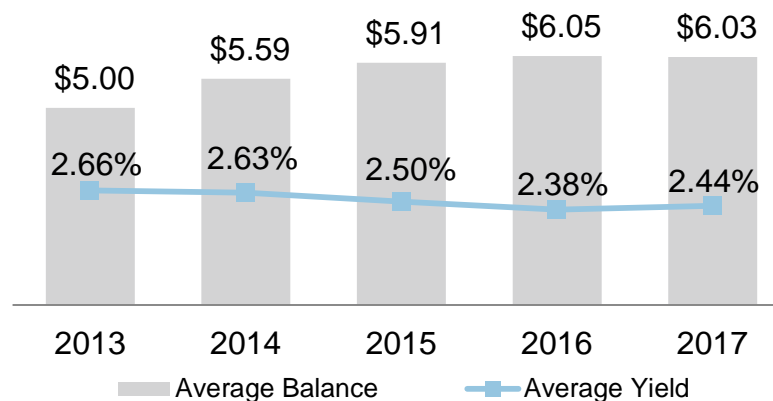
HIGH QUALITY SECURITIES

(\$ IN BILLIONS)

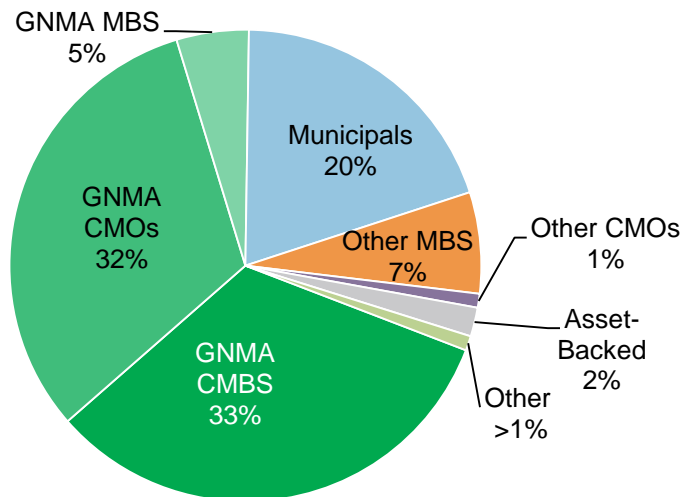
Portfolio Detail as of December 31, 2017

Investment Type	Amortized Cost	Fair Value	Duration (Yrs)
GNMA CMBS	\$2.09	\$2.05	3.19
GNMA MBS & CMOs	2.36	2.32	4.44
Agency & Other MBS & CMOs	0.50	0.51	2.55
Asset-Backed Securities	0.14	0.15	0.18
Municipals	1.28	1.29	5.66
Other ¹	0.01	0.01	
Strategic Portfolio	\$6.38	\$6.33	4.07
Membership Stock	0.17	0.17	
Total Portfolio	\$6.55	\$6.49	

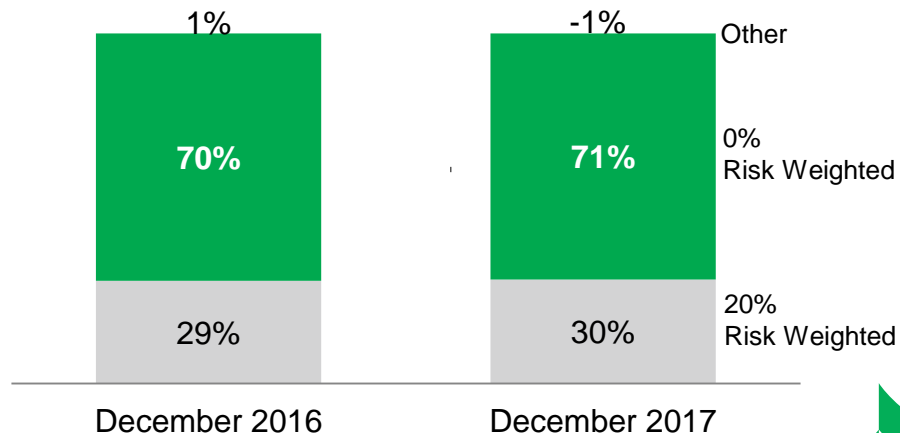
Portfolio and Yield Trends



Fair Value Composition



Risk Weighting Profile



¹ – Includes Corporate, Treasury, and all other securities

TAX ACT IMPACTS

2017 Tax Act expenses

1. Required partial write-off of deferred tax assets	~\$12 million
2. Required acceleration of low income housing tax credit amortization	~\$1 million
3. Previously disclosed compensation actions	~\$1 million
4. Other accelerated write-offs	~\$1 million
Total 2017 Tax Act related expenses	~\$15 million

~\$0.10 per share

Corporate Effective Tax Rate Outlook

- ↓ Lower federal statutory rate
- ↑ Smaller net benefits from municipal, BOLI, and tax credit investments
- ↑ Newly disallowed FDIC insurance premiums, executive compensation, meals and entertainment, parking and commuting reimbursements, and other disallowed items
- ↑ Lower federal benefit on state taxes

Expected 20-22% Effective Rate

RECONCILIATION AND DEFINITIONS OF NON-GAAP ITEMS

Efficiency Ratio	2013	2014	2015	2016	2017
Federal Reserve efficiency ratio	71.14%	70.28%	69.96%	66.95%	65.97%
Fully tax-equivalent adjustment	(1.45)%	(1.36)%	(1.41)%	(1.29)%	(1.28)%
Other intangible amortization	(0.42)%	(0.39)%	(0.31)%	(0.20)%	(0.18)%
Fully tax-equivalent efficiency ratio	69.27%	68.53%	68.24%	65.46%	64.51%

The efficiency ratio as defined by the Federal Reserve guidance is noninterest expense (which includes the provision for unfunded commitments) divided by the sum of net interest income plus noninterest income, excluding investment securities gains / losses, net. The fully tax-equivalent efficiency ratio, which is a non-GAAP financial measure, is noninterest expense (which includes the provision for unfunded commitments), excluding other intangible amortization, divided by the sum of fully tax-equivalent net interest income plus noninterest income, excluding investment securities gains / losses, net. Management believes the fully tax-equivalent efficiency ratio, which adjusts net interest income for the tax-favored status of certain loans and investment securities, to be the preferred industry measurement as it enhances the comparability of net interest income arising from taxable and tax-exempt sources.

Average Tangible Common Equity (\$ in millions)	2016	2017
Average common equity	\$2,889	\$3,013
Average goodwill and other intangible assets, net	(988)	(988)
Average tangible common equity	\$1,900	\$2,025

Earnings per share, excluding expenses related to the Tax Act	FY 2017 per share data
GAAP earnings per share	\$1.42
Required partial write-off of deferred tax asset	0.08
Required acceleration of low income housing tax credit amortization	<0.01
Previously disclosed compensation actions	<0.01
Other accelerated write-offs	<0.01
Total expenses related to the Tax Act	0.10
Earnings per share, excluding expenses related to the Tax Act	\$1.52

Given the passage of the Tax Cuts and Jobs Act of 2017, the Company believes the above required and reported impacts of the Tax Cuts and Jobs Act of 2017 are generally of a non-recurring nature and notably impacted the fourth quarter 2017 results. Management believes this measure is meaningful because it reflects adjustments commonly made by management, investors, regulators, and analysts to evaluate the adequacy of earnings per common share. Associated believes earnings per common share, excluding expenses related to the Tax Act provides a greater understanding of ongoing operations and enhances comparability of results with prior periods. All items are tax effected.

