

ASSOCIATED BANC-CORP CORPORATE PROFILE

ABOUT ASSOCIATED BANK

Associated Banc-Corp (NYSE: ASB) is one of the top 50 publicly traded U.S. bank holding companies and the parent of Associated Bank, National Association:

- \$30 billion in assets
- \$23 billion in deposits
- \$21 billion in loans
- \$3 billion total stockholders' equity

Associated offers a full range of banking services and other financial products and services:

CORPORATE AND COMMERCIAL SPECIALTY

- Commercial lending solutions
- Commercial real estate lending solutions
- Deposit and cash management solutions
- Specialized financial services such as interest rate risk management, foreign exchange solutions and commodity hedging

COMMUNITY, CONSUMER, AND BUSINESS

- Residential mortgage, home equity loans and other consumer lending solutions
- Business lending solutions
- Deposit and transactional solutions
- Investable funds solutions
- Insurance and benefits-related products and services
- Fiduciary services

OUR VISION AND VALUES

Associated Bank will be the Midwest's premier financial services company, distinguished by consistent, quality customer experiences, built upon a strong commitment to our colleagues and the communities we serve, resulting in exceptional value to our shareholders through economic cycles.

FINANCIAL HIGHLIGHTS

In thousands (except per share data and performance ratios)

| | 2017 | 2016 | % Change |
|--|---------------|------------|----------|
| Average Balances | | | |
| Total loans | \$ 20,592,383 | 19,650,667 | 5% |
| Total deposits | 21,923,602 | 21,005,772 | 4% |
| Common equity Tier 1 | 2,109,459 | 1,940,391 | 9% |
| Stockholders' equity | 3,172,634 | 3,022,962 | 5% |
| Operating Results | | | |
| Net interest income | \$ 741,220 | \$ 707,273 | 5% |
| Noninterest income | 332,680 | 352,883 | (6%) |
| Total | 1,073,900 | 1,060,156 | 1% |
| Noninterest expense | 709,133 | 702,560 | 1% |
| Net income available to common equity | 219,917 | 191,371 | 15% |
| Per Common Share Data | | | |
| Diluted earnings per share | \$ 1.42 | \$ 1.26 | 13% |
| Dividends per common share | 0.50 | 0.45 | 11% |
| Performance Ratios | | | |
| Net interest margin | 2.82% | 2.80% | 2 bps |
| Return on average common equity Tier 1 | 10.43% | 9.86% | 57 bps |

FOOTPRINT

Associated Bank is known for its strong relationships with the customers and communities it serves:

- Approximately 4,400 employees, serving over one million customers
- Over 200 banking locations serving more than 100 communities throughout Wisconsin, Illinois and Minnesota and commercial financial services in Indiana, Michigan, Missouri, Ohio and Texas
- Wisconsin's #1 mortgage lender for nine consecutive years*

RATINGS AND CAPITAL RATIOS

Associated Banc-Corp

| | |
|----------------------------|--------|
| Moody's long-term | Baa1 |
| S&P long-term | BBB |
| Common equity | |
| Tier 1 capital ratio | 10.08% |

Associated Bank, N.A.

| | |
|-----------------------------|--------|
| Moody's short-term | P-1 |
| Moody's long-term | A1 |
| S&P long-term | BBB+ |
| Total capital ratio | 12.24% |
| Tier 1 capital ratio | 10.98% |
| Common equity Tier 1 | |
| capital ratio | 10.05% |
| Tier 1 leverage ratio | 8.13% |



Associated Banc-Corp

Corporate Headquarters
433 Main Street
Green Bay, WI 54301
920-491-7500
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AssociatedBank.com

Investments, Securities and Insurance Products:

| | | | | |
|---------------------|------------------------|-------------------|---|------------------|
| NOT FDIC INSURED | NOT BANK GUARANTEED | MAY LOSE VALUE | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY | NOT A DEPOSIT |
|---------------------|------------------------|-------------------|---|------------------|

Please see reverse side for important disclosure information >>



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|-----------------------------|--------------------------------|---------------------------|---|--------------------------|

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*The Wisconsin’s #1 Mortgage Lender designation is based on information gathered from the Home Mortgage Disclosure Act data compiled annually by the Federal Financial Institutions Examination Council. The results of the data were obtained through RATA Comply, November 2017.

Deposit and loan products are offered by Associated Bank, N.A. Loan products are subject to credit approval and involve interest and other costs. Please ask about details on fees and terms and conditions of these products. Property insurance and flood insurance, if applicable, will be required on collateral. Associated Bank, N.A. Member FDIC. Equal Housing Lender. (2/18) 11617

