

CORPORATE PROFILE

Associated Banc-Corp

About Us

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:

- \$34 billion in assets
- \$25 billion in deposits
- \$23 billion in loans
- \$4 billion total stockholders' equity

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.

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

Corporate and Commercial Specialty

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

Community, Consumer and Business

- Business lending
- Deposits and transactional solutions
- Insurance and benefits-related products and services[†]
- Fiduciary, investment and financial planning services[†]
- Residential mortgage, home equity loans and lines of credit, and other lending solutions
- Debit, credit and digital payment solutions

Financial Highlights

In thousands (except per share data and performance ratios) **4Q 2018** **4Q 2017** **% Change**

Average Balances

	4Q 2018	4Q 2017	% Change
Total loans	\$ 22,718,297	\$ 20,592,383	10%
Total deposits	24,072,049	21,923,602	10%
Common equity Tier 1	2,454,919	2,109,459	16%
Stockholders' equity	3,692,433	3,172,634	16%

Operating Results

	4Q 2018	4Q 2017	% Change
Net interest income	\$ 879,580	\$ 741,220	19%
Noninterest income	355,568	332,680	7%
Total	1,235,148	1,073,900	15%
Noninterest expense	821,799	709,133	16%
Net income available to common equity	322,779	219,917	47%

Per Common Share Data

	4Q 2018	4Q 2017	% Change
Diluted earnings per share	\$ 1.89	\$ 1.42	33%
Dividends per common share	0.62	0.50	24%

Performance Ratios

	4Q 2018	4Q 2017	% Change
Net interest margin	2.97%	2.82%	15 bps
Return on average common equity Tier 1	13.15%	10.43%	272 bps

Footprint

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

- Approximately 4,700 employees, serving over one million customers
- Over 230 banking locations serving more than 110 communities throughout Wisconsin, Illinois and Minnesota and commercial financial services in Indiana, Michigan, Missouri, Ohio and Texas
- Wisconsin's #1 mortgage lender for eight 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 10.26%

Associated Bank, N.A.

Moody's short-term deposits P-1
 Moody's long-term deposits A1
 S&P long-term BBB+
 Total capital ratio 12.23%
 Tier 1 capital ratio 11.13%
 Common equity Tier 1
 capital ratio 10.29%
 Tier 1 leverage ratio 8.31%



Associated Banc-Corp

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Investments, Securities and Insurance Products:

NOT FDIC INSURED	NOT BANK GUARANTEED	MAY LOSE VALUE	NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY	NOT A DEPOSIT
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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. (2/19) 13567



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Associated Bank is a marketing name Associated Banc-Corp (AB-C) uses for products and services offered by its affiliates. Securities and investment advisory services are offered by Associated Investment Services, Inc. (AIS), member FINRA/SIPC; insurance products are offered by licensed agents of Associated Financial Group, LLC (d/b/a Associated BRC Insurance Solutions in California, a.k.a. Associated Benefits and Risk Consulting) (ABRC); deposit and loan products and services are offered through Associated Bank, N.A. (ABNA); investment management services and trust services are offered through Associated Trust Company, N.A. (ATC); and Kellogg Asset Management, LLC* (KAM) provides investment management services to AB-C affiliates. AIS and KAM are investment advisers registered with the SEC. AIS, ABRC, ABNA, ATC, and KAM are all affiliates and direct or indirect, wholly-owned subsidiaries of AB-C.

AB-C and its affiliates do not provide legal advice. Please consult with your tax and legal advisors regarding your individual situation.

The financial consultants at Associated Financial Group are registered representatives with, and securities and advisory services are offered through, LPL Financial (LPL), a registered investment advisor and member FINRA/SIPC. LPL is not affiliated with AB-C or any of AB-C's subsidiaries.

*The Wisconsin's #1 Mortgage Lender designation is based on information gathered from the Home Mortgage Disclosure Act data compiled annually by the Bureau of Consumer Financial Protection. The results of the data were obtained through the Bureau of Consumer Financial Protection Mortgage Database (HMDA), June 2018.