



Associated Banc-Corp Investor Presentation

2013 dbAccess Global Financial Services Investor
Conference

June 5, 2013

Forward-Looking Statements

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.

Leading Midwest Banking Franchise



About Associated

- Top 50, publicly traded, U.S. bank holding company
- \$23 billion in assets; largest bank headquartered in Wisconsin
- 238 branches serving approximately one million customers
- 150-year history in Wisconsin

Operating in Attractive Midwest Markets

- 5 of the top 10 cities in the U.S with highest credit score in footprint²
- WI & MN continue to show above average employment levels³
- Midwest Manufacturing output is up 6.4% YoY (vs. 2.9% nationally)⁴



| | WI | MN | IL | U.S. |
|--|--------|-------|-------|--------|
| Unemployment Rate ³ | 7.1% | 5.3% | 9.3% | 7.5% |
| ASBC Deposits ⁵ (\$ in billions) | \$11.9 | \$1.5 | \$4.0 | \$17.4 |

- >\$1bn deposits¹
- >\$500m deposits¹
- >\$200m deposits¹
- Commercial offices
- * Top 10 credit score²

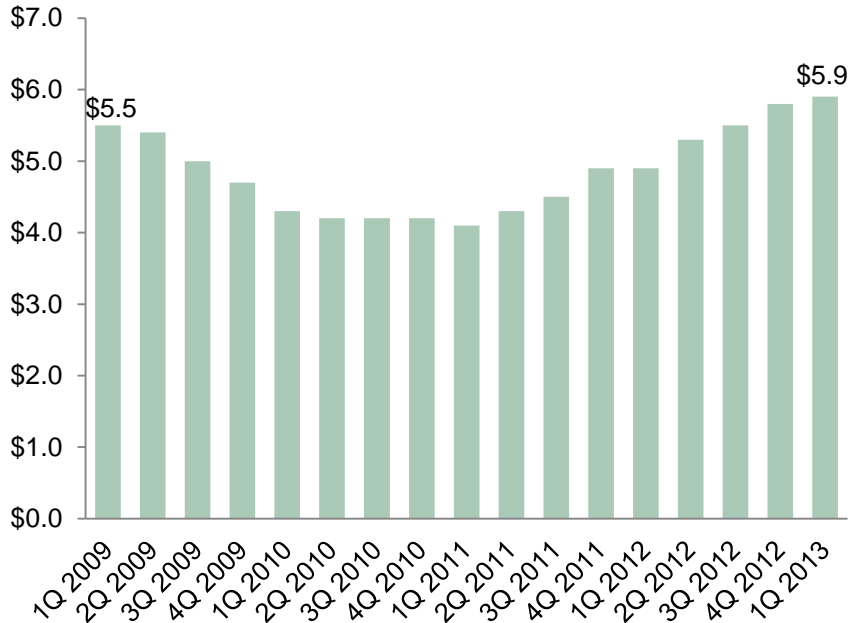


¹ FDIC market share data 6/30/12; ² Experian State of Credit Survey 2012; ³ Source: U.S. BLS, State: Apr. 2013, US: Apr. 2013; ⁴ Source: FRB Chicago Midwest Manufacturing Index, Mar. 2013; ⁵ As of March 31, 2013

Rebuilding Commercial & Business Lending

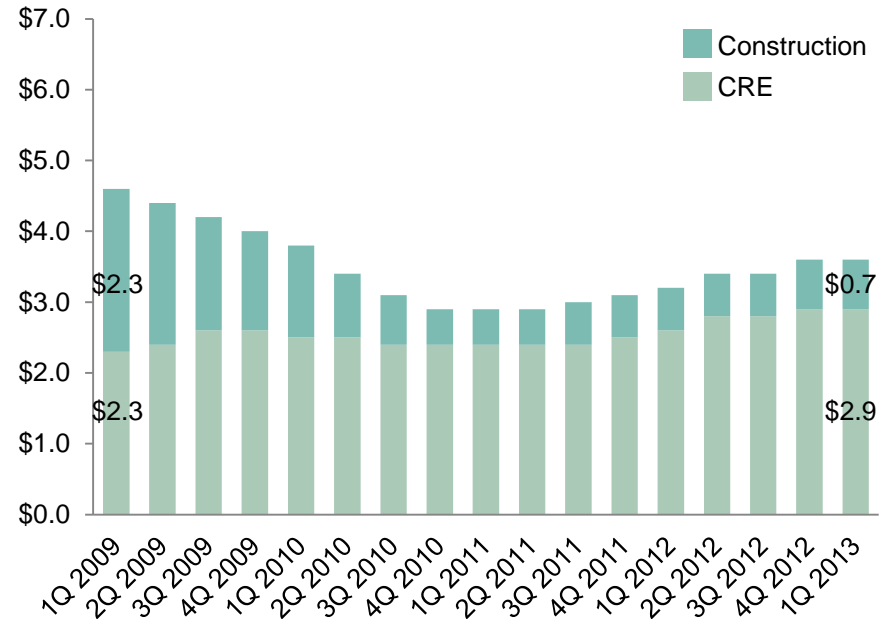
Commercial & Business Lending Loans

(\$ in billions)



Commercial Real Estate Lending Loans

(\$ in billions)

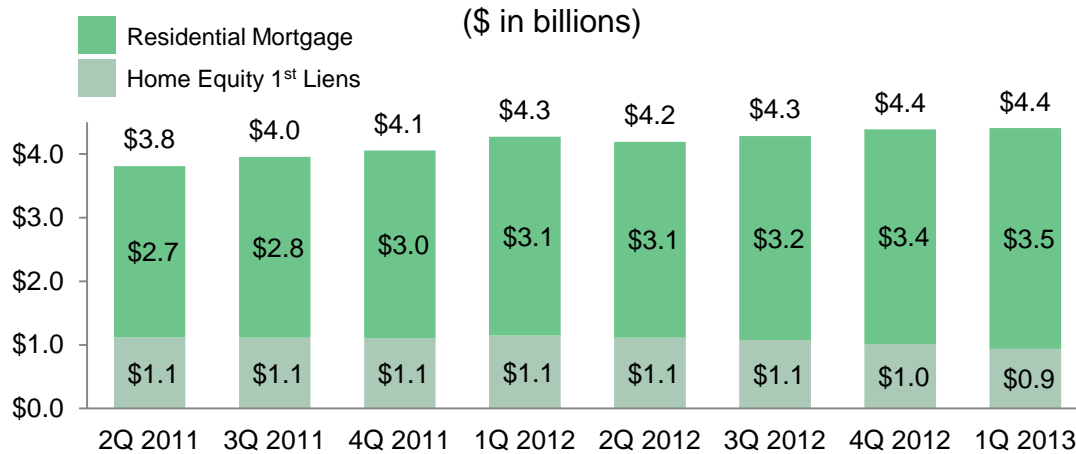


- Restored C&I lending efforts over the past two years
- Currently above previous C&B loan peak of \$5.8b in Q1 2008.

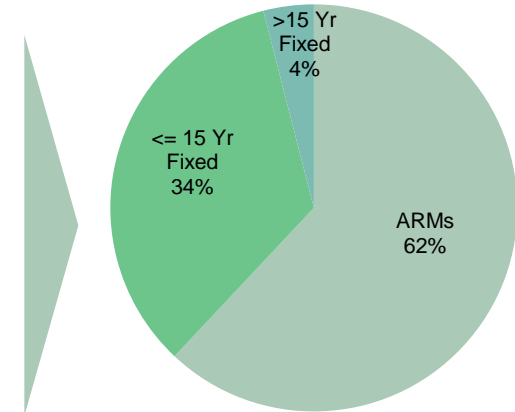
- Refocused CRE efforts to emphasize in-footprint & lower risk asset classes
- Added CRE teams in Michigan, Indiana, and Ohio in 2012 to provide better regional diversification to the portfolio

Building Strong Mortgage Banking Business

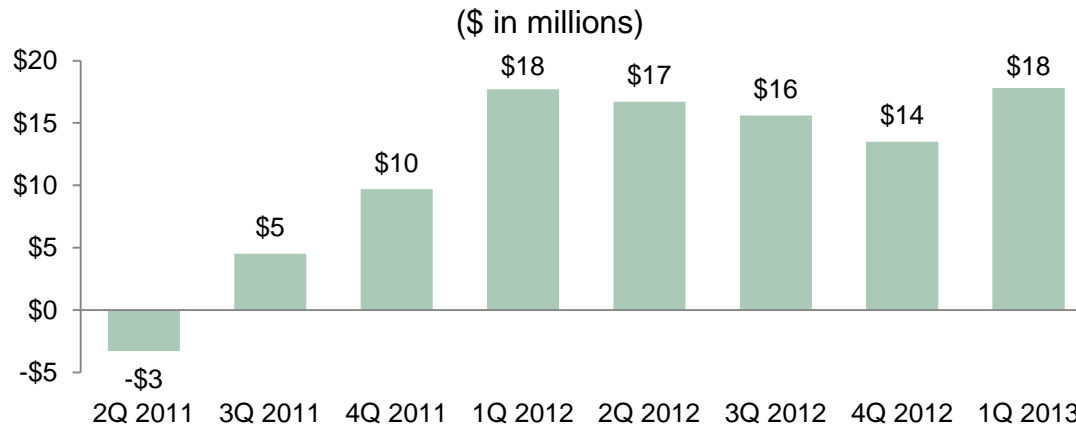
Mortgage and HE First Liens Loan Portfolio



1Q Portfolio Mix (\$4.4 bn)



Net Mortgage Banking Revenues



- Associated remains the #1 mortgage lender in Wisconsin (by units & dollar volume)
- Retaining primarily hybrid ARMs on balance sheet as well as ~\$1.3 billion of 15-year fixed product
- Selling substantially all 30-year production

2013 Full Year Outlook

Growing the Franchise & Creating Long-Term Shareholder Value

Loan Growth

- High single digit FY loan growth

Deposit Growth

- Continued disciplined deposit pricing
- Sustained focus on treasury management solutions to drive growth in commercial deposits

NIM

- Continued compression over the course of the year
- \$300 mm of relatively high cost FHLB advances maturing during Q2 2013

Fee Income

- Modest improvement in core fee-based revenues with lower net mortgage banking revenues

Expenses

- Flat year-over-year
- Reduced regulatory costs offset by continued franchise investments

Footprint

- Continuing to invest in our branches while optimizing our network
- Consolidating in downtown Green Bay and Chicago

Credit

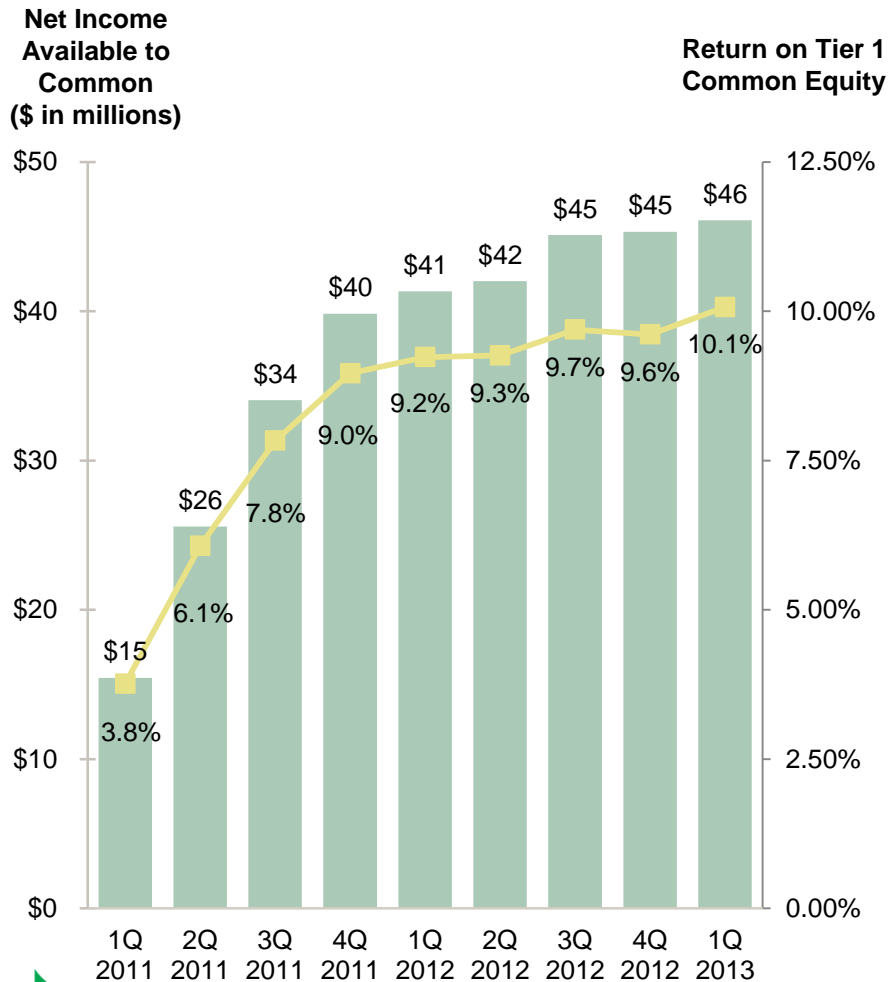
- Continuing improvement in credit trends
- Provision expense to increase based on new loan growth in 2013

Capital

- Disciplined focus on deploying capital to drive long-term shareholder value

Why Associated

Net Income Available to Common & ROT1CE



Reasons to Invest

- Leading Midwest Bank Operating in Attractive Markets
- Core Organic Growth Opportunity
- Disciplined Deposit Pricing & Stable Margin
- Committed to Efficiency Ratio Improvement
- Improving Credit Quality
- Strong Capital Profile Above Basel III Expectations & Opportunities for Capital Deployment
- Improving Earnings Profile

Management Team Focused on Creating Long-Term Shareholder Value