

2018

# 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:

- \$33 billion in assets
- \$24 billion in deposits
- \$23 billion in loans
- \$3 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 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

## Financial Highlights

In thousands (except per share data and performance ratios) **1Q 2018** **1Q 2017** **% Change**

### Average Balances

Total loans	\$ 22,078,529	\$ 20,072,725	10%
Total deposits	23,650,898	21,465,722	10%
Common equity Tier 1	2,389,933	2,061,749	16%
Stockholders' equity	3,537,316	3,123,391	13%

### Operating Results

Net interest income	\$ 209,871	\$ 180,274	16%
Noninterest income	90,380	79,831	13%
Total	300,251	260,105	15%
Noninterest expense	212,965	173,691	23%
Net income available to common equity	67,117	53,940	24%

### Per Common Share Data

Diluted earnings per share	\$ 0.40	\$ 0.35	14%
Dividends per common share	0.15	0.12	25%

### Performance Ratios

Net interest margin	2.92%	2.84%	8 bps
Return on average common equity Tier 1	11.39%	10.61%	78 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 270 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 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	10.51%

### Associated Bank, N.A.

Moody's short-term	P-1
Moody's long-term	A1
S&P long-term	BBB+
Total capital ratio	12.45%
Tier 1 capital ratio	11.20%
Common equity Tier 1 capital ratio	10.28%
Tier 1 leverage ratio	8.20%



### Associated Banc-Corp

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



**Investments, Securities and Insurance Products:**

<b>NOT FDIC INSURED</b>	<b>NOT BANK GUARANTEED</b>	<b>MAY LOSE VALUE</b>	<b>NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY</b>	<b>NOT A DEPOSIT</b>
-----------------------------	--------------------------------	---------------------------	---	--------------------------

**SECURITIES AND ADVISORY SERVICES ARE OFFERED BY ASSOCIATED INVESTMENT SERVICES, INC. (“AIS”)**, member FINRA and SIPC. Insurance products are offered by licensed agents of Associated Financial Group, LLC (d/b/a Associated BRC Insurance Solutions in California). **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.** Associated Financial Group uses Associated Benefits and Risk Consulting (“ABRC”) as a marketing name. Investment management, fiduciary, administrative and planning services are provided by Associated Trust Company, N.A. (“ATC”). Investment management services are also provided to ATC by Kellogg Asset Management, LLC\* (“KAM”), a SEC-registered investment advisor. AIS is an affiliate of Associated Banc-Corp (“AB-C”). LPL is NOT an affiliate of either Associated Bank, N.A. (“AB”) or AB-C. ABRC and ATC are wholly-owned subsidiaries and affiliates of AB. AB is a wholly-owned subsidiary of AB-C. KAM is a wholly-owned subsidiary and affiliate of ATC. AB-C and its affiliates do not provide tax, legal or accounting advice. Please consult with your tax, legal or accounting advisors regarding your individual situation. Associated Bank is a marketing name AB-C uses for products and services offered by its affiliates.

\*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. (5/18) 12110

