

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
- \$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 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) **3Q 2018** **3Q 2017** **% Change**

Average Balances

Total loans	\$ 22,973,717	\$ 20,899,137	10%
Total deposits	24,695,918	22,441,445	10%
Common equity Tier 1	2,513,272	2,119,675	19%
Stockholders' equity	3,761,541	3,184,847	18%

Operating Results

Net interest income	\$ 219,392	\$ 190,122	15%
Noninterest income	88,300	85,895	3%
Total	307,692	276,017	11%
Noninterest expense	204,413	177,427	15%
Net income available to common equity	83,521	62,662	33%

Per Common Share Data

Diluted earnings per share	\$ 0.48	\$ 0.41	17%
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	13.18%	11.73%	145 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 ten 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	10.35%

Associated Bank, N.A.

Moody's short-term	P-1
Moody's long-term	A1
S&P long-term	BBB+
Total capital ratio	12.19%
Tier 1 capital ratio	11.10%
Common equity Tier 1 capital ratio	10.26%
Tier 1 leverage ratio	8.17%



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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Please see reverse side for important disclosure information >>



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. (10/18) 13091



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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, 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 Federal Financial Institutions Examination Council. The results of the data were obtained through RATA Comply, June 2018.