

2nd Quarter

2019 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 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) **2Q 2019** **2Q 2018** **% Change**

Average Balances

Total loans	\$ 23,354,371	\$ 23,005,428	2%
Total deposits	25,081,509	23,646,250	6%
Common equity Tier 1	2,477,306	2,488,501	0%
Stockholders' equity	3,852,894	3,721,053	4%

Operating Results

Net interest income	\$ 213,619	\$ 226,362	(6%)
Noninterest income	95,837	92,842	3%
Total	309,456	319,204	(3%)
Noninterest expense	197,779	211,258	(6%)
Net income available to common equity	80,860	86,863	(7%)

Per Common Share Data

Diluted earnings per share	\$ 0.49	\$ 0.50	(2%)
Dividends per common share	0.17	0.15	13%

Performance Ratios

Net interest margin	2.87%	3.02%	(15) bps
Return on average common equity Tier 1	13.09%	14.00%	(91) bps

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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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
- More than 200 banking locations serving more than 120 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	10.13%

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	12.00%
Tier 1 capital ratio	10.95%
Common equity Tier 1 capital ratio	10.13%
Tier 1 leverage ratio	8.30%



Associated Banc-Corp

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Please see reverse side for important disclosure information >>



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

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. (8/19) 14864



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