

# 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:

- \$32 billion in assets
- \$24 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)	2019	2018	% Change
<b>Average Balances</b>			
Total loans	\$ 23,122,797	\$ 22,718,297	2%
Total deposits	24,735,608	24,072,049	3%
Common equity Tier 1	2,474,411	2,454,919	1%
Stockholders' equity	3,871,869	3,692,433	5%
<b>Operating Results</b>			
Net interest income	\$ 835,674	\$ 879,580	(5%)
Noninterest income	380,824	355,568	7%
Total	1,216,498	1,235,148	(2%)
Noninterest expense	793,988	821,799	(3%)
Net income available to common equity	311,587	322,779	(3%)
<b>Per Common Share Data</b>			
Diluted earnings per share	\$ 1.91	\$ 1.89	1%
Dividends per common share	0.69	0.62	11%
<b>Performance Ratios</b>			
Net interest margin	2.86 %	2.97 %	(11) bps
Return on average common equity Tier 1	12.59 %	13.15 %	(56) 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 240 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 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 ..... 10.21%

#### 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 ..... 11.95%  
 Tier 1 capital ratio ..... 11.03%  
 Common equity Tier 1 capital ratio ..... 10.20%  
 Tier 1 leverage ratio ..... 8.63%



#### Associated Banc-Corp

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\*The Wisconsin's #1 Mortgage Lender designation is based on originated, closed-end mortgage loan count, 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), August 2019.

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. (1/20) 15947



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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.

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