

3rd Quarter

2020 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:

- \$35 billion in assets
- \$27 billion in deposits
- \$25 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
- Fiduciary, investment and financial planning services†
- 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†
- 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) **3Q 2020** **3Q 2019** **% Change**

Average Balances

Total loans	\$ 24,963,071	\$ 23,252,068	7%
Total deposits	26,839,578	25,201,203	7%
Common equity Tier 1	2,659,620	2,468,794	8%
Stockholders' equity	4,034,432	3,903,474	3%

Operating Results

Net interest income	\$ 182,150	\$ 206,365	(12%)
Noninterest income	75,545	100,850	(25%)
Total	257,695	307,216	(16%)
Noninterest expense	227,587	200,930	13%
Net income available to common equity	40,007	79,539	(50%)

Per Common Share Data

Diluted earnings per share	\$ 0.26	\$ 0.49	(47%)
Dividends per common share	0.18	0.17	6%

Performance Ratios

Net interest margin	2.31 %	2.81 %	(50) bps
Return on average common equity Tier 1	5.98 %	12.78 %	(680) 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 4,400 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 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	10.22%

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	12.85%
Tier 1 capital ratio	11.59%
Common equity Tier 1 capital ratio	11.59%
Tier 1 leverage ratio	9.03%



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 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 2020.

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.



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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 AIS; deposit and loan products and services are offered through Associated Bank, N.A. (ABNA); investment management, fiduciary, administrative and planning services are offered through Associated Trust Company, N.A. (ATC); Kellogg Asset Management, LLC® (KAM) provides investment management services to AB-C affiliates; and family office services and investment advisory services are offered through Whitnell & Co. AIS, ABNA, ATC, KAM, and Whitnell are all direct or indirect, wholly-owned subsidiaries of AB-C. AB-C and its affiliates do not provide legal advice. Please consult with your tax, legal, and accounting advisors regarding your individual situation.

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