



Our Future is Brighter Together

Associated Banc-Corp (NYSE: ASB) is the largest bank holding company based in Wisconsin¹ and the parent of Associated Bank, National Association:

- \$44 billion in assets
- \$35 billion in deposits
- \$31 billion in loans
- \$5 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 and built upon a strong commitment to our colleagues and the communities we serve, resulting in exceptional value to our shareholders through economic cycles.

Associated Bank offers a full range of banking services and products, plus best-in-class capabilities for businesses and consumers:

Corporate and Commercial Specialties

- Midwest-based credit decisioning
- 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

- Midwest-based customer contact centers
- State-of-the-art digital banking platform
- Business lending
- Deposits and transactional solutions
- Residential mortgages, auto finance, home equity loans and lines of credit and other lending solutions
- Debit, credit and digital payment solutions
- Top 15 provider of Health Savings Accounts (HSAs) nationally

Private Wealth and Consumer Clients

- Choice Checking product suite allows benefits to grow as your relationship grows
- Customized wealth planning and estate planning
- Investment management
- Customized institutional services



We believe Associated is a natural fit for American National thanks to our customer-centric approach, our industry-leading products and services, and our focus on supporting and uplifting the communities we serve.

Andy Harmening
President & CEO
Associated Banc-Corp



Footprint

Associated Bank is known for its strong relationships with the customers and communities it serves:

- Approximately 4,000 employees.
- Nearly 200 banking locations serving more than 100 communities throughout Wisconsin, Illinois, Minnesota and Missouri, and loan production offices in Indiana, Kansas, Michigan, New York, Ohio and Texas.
- Leading Lender in the Midwest for over a decade.²

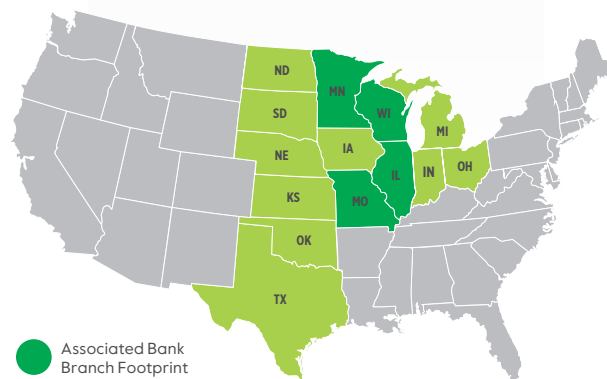
Ratings and Capital Ratios

Associated Banc-Corp

Moody's long-term Baa3
S&P long-term BBB-
Common equity Tier 1
capital ratio 10.33%

Associated Bank, N.A.

Moody's short-term deposits P-2
Moody's long-term deposits A3
S&P long-term BBB
Total capital ratio 12.32%
Tier 1 capital ratio 10.40%
Common equity Tier 1
capital ratio 10.40%
Tier 1 leverage ratio 8.41%



- Associated Bank Branch Footprint
- Additional Primary Lending Footprint

Deposit services, equipment finance, asset based lending, loan syndications and commercial real estate services are nationwide. St. Louis, MO branch opened April 2025 and Kansas City, KS loan office opened May 2025.

Core values that define our culture

Our core values form the foundation of everything we do at Associated Bank. We look to them to set the tone as we develop solutions for our customers, as we work with each other and as we plan for our company's future.



Relentless Focus
on People



Winning Spirit



Listen Then Act



Achieving Together

Volunteerism: 2024 by the numbers



- Over 60,000 hours of volunteer time
- More than 2,900 colleagues recorded volunteer time
- Equal to \$2 million in community service

2024-2026

Community Commitment Plan (CCP) Goals

The CCP extends our investment, ensuring that low- to moderate-income (LMI) and minority customers and communities can access sound financial products and services.

Awards and Recognition



**#1 for Retail Banking
Customer Satisfaction
in the Upper Midwest Region**

For J.D. Power 2024 award information, visit [jdpower.com/awards](https://www.jdpower.com/awards).



Associated Bank is a 2024 Top Workplace!

ST. LOUIS POST-DISPATCH

Chicago Tribune

journal sentinel

WISCONSIN STATE JOURNAL
MADISON.COM

NORTHEAST
WISCONSIN





\$2 billion, 3-year commitment

to support low- to moderate-income (LMI) and minority customers and communities and small businesses in Wisconsin, Illinois, Minnesota and Missouri.

\$1.006B Residential lending	\$9M Down payment assistance	\$377M Small business lending	\$8M Philanthropy
\$600M Community development lending and investments		Community Collaboration We will continue to collaborate with community advisory councils across our community markets.	

1. Based on Associated Banc-Corp assets as of 6/30/2025.

2. The Leading Lender in the Midwest 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), July 2024.

3. This is a non-GAAP financial measure. Please refer to slides 24-26 of the 3Q 2025 earnings presentation published October 23, 2025 for a reconciliation of non-GAAP financial measures to the most comparable GAAP financial measures.

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. Relevant insurance coverage, if applicable, will be required on collateral. Associated Bank, N.A. Member FDIC.



† Investment, 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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Associated Bank and Associated Bank Private Wealth are marketing names 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); and Kellogg Asset Management, LLC* (KAM) provides investment management services to AB-C affiliates. AIS, ABNA, ATC, and KAM are all direct or indirect, wholly-owned subsidiaries of AB-C. AB-C and its affiliates do not provide tax, legal or accounting advice. Please consult with your advisors regarding your individual situation.

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