

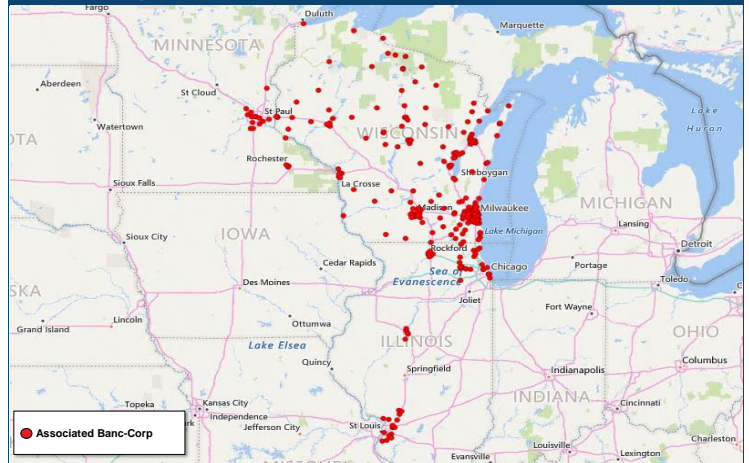
Associated Banc-Corp (NYSE: ASB)
closes public offering of
\$100 Million Non-Cumulative Perpetual Preferred Stock

Offering Summary

- Associated Banc-Corp (the "Company"), headquartered in Green Bay, WI with \$33.9 billion in assets, is the largest bank headquartered in Wisconsin
- The Company intends to use the net proceeds from the offering for general corporate purposes
- Through its subsidiary, Associated Bank, N.A., the Company operates 258 branches in WI, IL and MN
- This represents Hovde's 49th capital markets transaction since 2017



Offering Terms

Offering Type:	Non-Cumulative Perpetual Preferred
Announcement Date:	June 9, 2020
Settlement Date:	June 15, 2020
Gross Proceeds:	\$100 Million
Offering Price Per Share:	\$25.00
Total Shares Offered:	4,000,000
Structure:	Depository share representing 1/40 th ownership interest in a share of Non-Cumulative Perpetual Preferred Stock
Use of Proceeds:	General corporate purposes

Franchise Map

Issuer Overview

Issuer:	Associated Banc-Corp
Ticker:	NYSE: ASB
Headquarters:	Green Bay, WI
Pro-Forma Branches:	(WI) 190 (IL) 49 (MN) 19
CEO:	Philip B. Flynn
Assets:	\$33.9 billion
Net Loans:	\$24.4 billion
Deposits:	\$25.7 billion
Market Cap:	\$2.3 billion

Tombstone Announcement


 Green Bay, WI
 closes public offering of
\$100 Million Non-Cumulative Perpetual Preferred Stock
 Hovde Group, LLC served as Co-Manager

 June 15, 2020



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Hovde Group is a member FINRA/SIPC

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