



NEWS RELEASE

Associated Banc-Corp to Attend Bank of America Merrill Lynch Conference on November 5-6, 2019 and Present at the BancAnalysts Association of Boston Conference on November 7, 2019

11/1/2019

GREEN BAY, Wis., Nov. 1, 2019 /PRNewswire/ -- Associated Banc-Corp (NYSE: ASB) announced today that Philip B. Flynn, President and CEO, and Christopher J. Del Moral-Niles, Executive Vice President and CFO, will speak with investors at the Bank of America Merrill Lynch Future of Financials 2019 Conference in New York, NY on Tuesday, November 5, and Wednesday, November 6, 2019. The fourth quarter investor presentation will be made available prior to the investor discussions and can be accessed via Associated Banc-Corp's website at <http://investor.associatedbank.com>.

Associated Banc-Corp also announced that Mr. Flynn will present at the BancAnalysts Association of Boston Conference in Boston, MA at 3:30 p.m. ET on Thursday, November 7, 2019. The live audio webcast of the presentation and presentation slides can be accessed via Associated Banc-Corp's website at <http://investor.associatedbank.com>.

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$33 billion and is one of the top 50 publicly traded U.S. bank holding companies. Headquartered in Green Bay, Wisconsin, Associated is a leading Midwest banking franchise, offering a full range of financial products and services from 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. Associated Bank, N.A. is an Equal Housing Lender, Equal Opportunity Lender and Member FDIC. More information about Associated Banc-Corp is available at www.associatedbank.com.

FORWARD LOOKING STATEMENTS

Statements made in this press release which are not purely historical are forward-looking statements, as defined in the Private Securities Litigation Reform Act of 1995. This includes any statements regarding management's plans, objectives, or goals for future operations, products or services, and forecasts of its revenues, earnings, or other measures of performance. Such forward-looking statements may be identified by the use of words such as "believe", "expect", "anticipate", "plan", "estimate", "should", "will", "intend", "outlook", "target", or similar expressions. Forward-looking statements are based on current management expectations and, by their nature, are subject to risks and uncertainties. Actual results may differ materially from those contained in the forward-looking statements. Factors which may cause actual results to differ materially from those contained in such forward-looking statements include those identified in the Company's most recent Form 10-K and subsequent SEC filings. Such factors are incorporated herein by reference.

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