

Dear Valued Customer,

It's my sincere pleasure to welcome you to Associated Bank. Now that our acquisition of Bank Mutual is completed, I hope you find great value in the experiences that our combined teams provide.

Our companies share a unique history, having served the financial and risk management needs of individuals, families and businesses in Wisconsin for more than 156 years. We've built our companies around a customer-centric strategy and strong commitments to communities we serve.

For now, business as usual

While we are now one company, I want to reassure you that nothing is changing right away. You should continue to visit Bank Mutual branch locations and use your existing checks, debit cards, deposit slips, mobile banking, online banking and other services for your accounts.

To give you added flexibility for managing your funds, you may now use ATMs at Associated Bank locations, without additional fees.

Looking ahead—full access to Associated Bank services coming soon

Our teams are working together to make this transition as smooth as possible for you. We anticipate converting Bank Mutual systems, products, services and branches to Associated Bank in late June/July.

Because a number of Bank Mutual branch locations are nearby an Associated Bank, we plan to consolidate at least 34 branches from the combined company's network. Even with this change, you will continue to have branches conveniently located at or near where you currently do your banking. In addition, you will have access to more products and services, and the benefit of 24/7/365 assistance from our Wisconsin-based Customer Care team.

Our goal is to keep you well informed of our progress and provide you with plenty of notice prior to any changes affecting your banking experience. The enclosed document highlights some of the communications that will be coming soon. For more information and updates, I invite you to visit AssociatedBank.com/BankMutual.

We're here for you!

Knowing what's on your mind will help us serve you better. If you have any questions regarding your Bank Mutual accounts between now and the conversion date, please contact your local Bank Mutual branch or the Bank Mutual Customer Care team at 800-261-6888. Representatives are available Monday through Friday from 7 a.m. - 6 p.m. and Saturday from 8 a.m. - 12:15 p.m. For answers to your questions about Associated Bank products and services, visit any Associated Bank location or go to AssociatedBank.com.

Sincerely,



Philip B. Flynn
President & CEO, Associated Bank

Our promise to you.

As an Associated Bank customer, your experience with us should be as pleasant as possible.

- You will be treated in a professional and friendly manner in every interaction.
- You will experience responsive service with consistently high quality.
- You will work with a knowledgeable and capable team.

We are committed to meeting your needs.

- We will guard and secure your personal and financial information at all times.
- We will communicate clearly, so you can easily make informed decisions.
- We will provide the professional advice and solutions you require.

And, should you encounter a problem, we will be fair and work hard to resolve it.