Associated Benefits Connection®

FINANCIAL WELLNESS SOLUTIONS FOR THE WORKPLACE

Associated Bank offers financial wellness solutions to fit the needs of each employee, often at no cost.

"Proactively addressing employee financial wellness can help attract and retain top talent, foster a happier, healthier and more productive workforce and even reduce business costs."[1]



Financial wellness education for all employees

Associated Bank's Workplace Financial Solution educators can deliver educational content in live, virtual and/or recorded sessions.

Sample topics:

- Budgeting
- Borrowing basics
- Improving your credit score
- Identity theft
- HSA basics & beyond
- Retirement investment basics
- Buying a home
- Debt reduction
- Money matters
- Paying for college

Financial planning solutions for executives[2]

Our financial experts provide one-on-one financial counseling for your valued employees.

Areas of expertise:

- Compensation planning
- Cash-flow planning
- Tax planning
- Investment planning
- Estate planning
- Private banking
- Risk protection

Additional fee-based services available upon request.

Contact one of our consultants today!

Call 800-991-7703, Monday-Friday, 8 a.m. to 5 p.m. or email us at BenefitsConnectionSales@AssociatedBank.com

Associated Bank
Your money works here.

Please see reverse side for important disclosure information > >

HSA cash balances are **FDIC insured** up to the Standard Maximum Deposit Insurance Amount (SMDIA). Deposit products are offered by 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



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.

1. 2024, Why you need to focus on employee financial wellness in 2024, Moneyhub, Accessed 03/26/2024, https://www.moneyhub.com/blogposts/2024/1/22/why-you-need-to-focus-on-employee-financial-wellness-in-2024

2. The cost of this service is a taxable benefit for participants.

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Associated Benefits Connection is a marketing name used by Associated Bank, N.A. (ABNA). ABNA administers benefit programs sponsored by employers, which include flexible spending accounts (FSAs), health reimbursement accounts (HRAs) and commuter benefits and is subject to pending state licensure and regulatory approval. Associated Bank and Associated Bank Private Wealth are marketing names AB-C uses for products and services offered by its affiliates. Investment management services are provided by Kellogg Asset Management, LLC® ("KAM"). KAM and Associated Bank, N.A. are wholly-owned affiliates of Associated Banc-Corp (AB-C). AB-C and its affiliates do not provide tax, legal or accounting advice. Please consult with your advisors regarding your individual situation. (12/24) W140335