

ASSOCIATED BANK HSA PLUS INVESTMENT OPTION

Health Savings Accounts are a powerful tool to fund medical expenses in retirement.

Healthcare costs continue to be one of the largest expenses a retiree may face. Health Savings Accounts (HSAs) can help you pay for current and future medical costs and save for retirement at the same time. Associated Bank's HSA Plus offers a fully integrated investment option that may allow your HSA dollars to grow at a faster rate.

Choosing to Invest

Once your HSA Plus cash account reaches \$1,000, you can put any amount over that threshold into your choice of our low-cost investment options, which are continuously monitored by our in-house Chartered Financial Analysts (CFAs). In addition, HSA Plus is fully integrated into Associated Bank Online and Mobile Banking and offers two-way sweeps, allowing you to easily transfer funds between your investments and cash account.

Why should I invest?

Investing now means lower taxes and less stress in the future. Because the money you put into an HSA goes in tax-free, it grows and comes out tax-free to pay for eligible medical costs. And by starting today, you give your HSA plenty of time to grow to cover future healthcare expenses.

Continued. Please see page 3 for important disclosure information. >>



GET STARTED

Setting up an investment account

STEP 1: Log in to the HSA Plus portal. (If this is your first time, select **New User** to set up a username and password.)

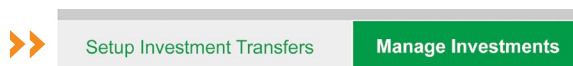
STEP 2: Under the "I Want To..." section, click **Manage Investments**.



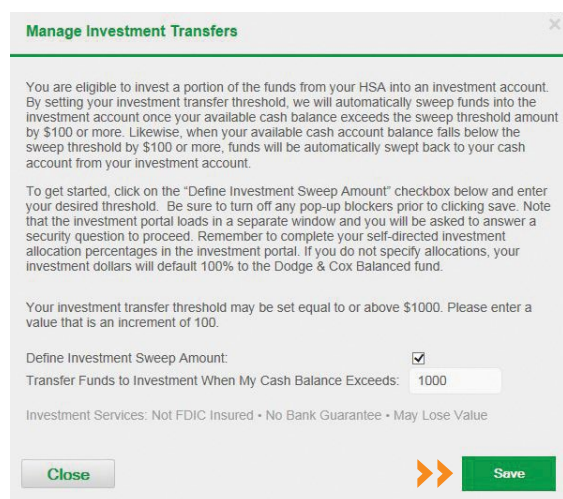
ASSOCIATED BANK HSA PLUS INVESTMENT OPTION (CONT.)

Setting up an investment account (Cont.)

STEP 3: Click on **Setup Investment Transfers**.



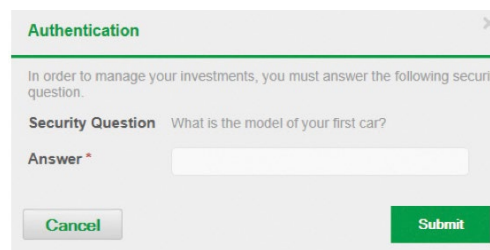
STEP 4: Set your investment threshold amount at or above \$1,000 and click the box to define the investment sweep. Click **Save** to continue.



STEP 5: Click on **Manage Investments** to go to the investment platform.



STEP 6: Answer the pop-up screen security question. There are three security questions which rotate on every login. You may have to disable pop-up blockers if you do not see this screen immediately.



STEP 7: The investment portal opens in a separate window.



Continued. Please see page 3 for important disclosure information. >>

Investments, 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 HSA PLUS INVESTMENT OPTION (CONT.)

Available Investment Funds*

Fund Name	Ticker	Morningstar Category
T. Rowe Price Short-Term Bond I	TBSIX	US Fund Short-Term Bond
Dodge & Cox Income	DODIX	US Fund Intermediate-Term Bond
Vanguard Total Bond Market Index Adm	VBTLX	US Fund Intermediate-Term Bond
American Funds Capital World Bond F3	WFBFX	US Fund World Bond
T. Rowe Price Equity Income I	REIPX	US Fund Large Value
Vanguard 500 Index Admiral	VFIAX	US Fund Large Blend
Vanguard Extended Market Index Admiral	VEXAX	US Fund Mid-Cap Blend
Vanguard Morgan™ Growth Admiral™	VMRAX	US Fund Large Growth
MFS Mid Cap Value I	MCVIX	US Fund Mid-Cap Value
Baird MidCap Inst	BMDIX	US Fund Mid-Cap Growth
American Beacon Small Cp Val Inst	AVFIX	US Fund Small Value
Wasatch Small Cap Growth Institutional	WIAEX	US Fund Small Growth
American Funds New World F3	FNWFX	US Fund Diversified Emerging Markets
Vanguard Total Intl Stock Index Admiral	VTIAX	US Fund Foreign Large Blend
Harbor International Retirement	HNINX	US Fund Foreign Large Blend
Templeton Instl Intl Eq Ser Primary	TFEQX	US Fund Foreign Large Value
American Funds New Perspective F2	ANWFX	US Fund World Stock
Vanguard LifeStrategy Income Inv	VASIX	US Fund Allocation - 15% to 30% Equity
Vanguard LifeStrategy Cnsrv Gr Inv	VSCGX	US Fund Allocation - 30% to 50% Equity
Vanguard LifeStrategy Moderate Gr Inv	VSMGX	US Fund Allocation - 50% to 70% Equity
Vanguard LifeStrategy Growth Inv	VASGX	US Fund Allocation - 70% to 85% Equity
Dodge & Cox Balanced	DODBX	US Fund Allocation - 50% to 70% Equity

Investment selection as of 9/18, visit the HSA Plus website for current investment options.



AssociatedBank.com/HSAPLus
800-270-7719

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