



February 4, 2014

Associated Bank Enhances Mobile Banking and Payment Services and Launches New Tablet App with Mobiliti from Fiserv

- | Customers can now deposit checks and make person-to-person payments using the bank's mobile banking service
- | Customer demand prompts the addition of a tablet banking app

BROOKFIELD, Wis.--(BUSINESS WIRE)-- [Fiserv, Inc.](#) (NASDAQ: FISV), a leading global provider of financial services technology solutions, today announced that [Associated Bank](#), part of Associated Banc-Corp (NASDAQ: ASBC), has expanded its mobile banking and payment capabilities and added a tablet banking app with Mobiliti™ from Fiserv. These changes are in response to customers' desire to conduct more banking activities via their smartphones and tablets.

With the addition of mobile remote deposit capture, branded by the bank as Associated SnapDeposit™, customers can now deposit checks by snapping photos with their smartphone camera, while the addition of Popmoney® enables them to initiate and accept person-to-person payments directly from their phone. These capabilities are also available in the bank's new tablet app.

"Over the past few years, mobile banking has evolved from a convenient way to access account information to a transactional channel," said Val Glytas, senior vice president and director of retail payments, Associated Bank. "Customers now expect to do more using their smartphones and their tablets, and they are increasingly comfortable moving their money using these devices."

In order to anticipate and meet emerging customer demand, the bank's research and development team continually monitors the digital and payments ecosystems and uses that information to update an innovation roadmap that spans the next four to six quarters.

"Our philosophy is to meet customer demand for new capabilities as it emerges," said Glytas. "Our innovation roadmap keeps us on track and allows us to do that, and ensures strong adoption and usage of new capabilities when they are made available."

In addition to indicating that the time was right to add more mobile transaction capabilities, the bank's research showed strong interest in tablet banking functionality. As a result, Associated Bank is also now offering Mobiliti™: Tablet from Fiserv, a downloadable application for iPad® that provides users with access to their accounts in an interactive, touch-enabled format. Capabilities include bill payments, person-to-person payments, mobile deposit, an ATM and branch locator, and built-in calendar and calculator functions.

Several of the new digital banking and payment features are highlighted in a series of commercials created to promote the bank's new brand, which can be viewed on [YouTube](#).

"According to the 2013 Fiserv Consumer Trends Survey, nearly 30 million U.S. households are using mobile banking and almost 19 million are using tablet banking," said Jim Tobin, SVP and general manager, Digital Channels, Fiserv. "With use of the mobile and tablet channels for financial tasks such as depositing checks and making payments continuing to surge, Associated Bank's investment in these capabilities will serve them well in 2014 and beyond."

Associated Bank remains committed to upgrading its digital solutions to provide a convenient, accessible online experience. The bank has found its customers who adopt digital channel solutions have significantly higher engagement and much lower attrition levels compared to branch-only customers. The Associated Bank iOS mobile banking application was recently named as one of the [Top 10 highest rated mobile banking applications](#) by *The Financial Brand*.

Associated Bank uses the Signature® account processing platform from Fiserv.

About Associated Bank

Associated Banc-Corp (NASDAQ: ASBC) has total assets of \$24 billion and is one of the top 50, publicly traded, U.S. bank holding companies. Headquartered in Green Bay, Wis., Associated is a leading Midwest banking franchise, offering a full range of financial products and services through approximately 240 banking locations serving more than 150 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.

About Fiserv

Fiserv, Inc. (NASDAQ: FISV) is a leading global technology provider serving the financial services industry, driving innovation in payments, processing services, risk and compliance, customer and channel management, and business insights and optimization. For more information, visit www.fiserv.com.

FISV-G

Media Relations:

Ann Cave
Director, Public Relations
Fiserv, Inc.
678-375-4039
ann.cave@fiserv.com

or

Additional Contact:

Wade Coleman
Director, Public Relations
Fiserv, Inc.
678-375-1210
wade.coleman@fiserv.com

Source: Fiserv, Inc.

News Provided by Acquire Media