



news

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*Wisconsin Bank & Trust,
a subsidiary of Heartland Financial
“A Forbes Best Bank 2017”*



WISCONSIN BANK & TRUST RECOGNIZED AS A FORBES BEST BANK IN AMERICA FOR 2017

*Wisconsin Bank & Trust’s Parent Company, Heartland Financial USA, Inc., Recognized
Among America’s Leading Financial Institutions*

Madison, WI, May 10, 2017 — [Wisconsin Bank & Trust](#), a subsidiary of [Heartland Financial USA, Inc. \(NASDAQ:HTLF\)](#), has been named a “*Forbes Best Bank 2017*.”

In its annual review of the largest publicly traded banks and thrifts, *Forbes* ranked Heartland Financial USA, Inc. 44th among a nationwide group of 100 leading banking organizations with assets ranging from under \$8 billion to over \$2.5 trillion.

“We are proud to be named among the best banks in America for 2017,” said Kevin Tenpas, Chairman and CEO of Wisconsin Bank & Trust. “As a community bank, what sets us apart is our strong commitment to our customers, combined with access to ‘big-bank’ products and services as part of Heartland. The *Forbes* ranking underscores the benefits of our unique structure—the strength and capabilities of a big bank, combined with the personal touch and local decision-making of a community bank.”

To compile [the rankings](#), *Forbes* used data collected by S&P Global Market Intelligence through the third quarter of 2016 on the country’s largest publicly traded banks and thrifts. The data covered 10 metrics related to growth, profitability, capital adequacy and asset quality. Metrics included return on average tangible equity, return on average assets, net interest margin, efficiency ratio and net charge-offs as a percent of total loans. Nonperforming assets as a percent of assets, risk-based capital ratio and reserves as a percent of nonperforming assets were also factored in.

“We attribute our strong performance to both our loyal and satisfied customers and our disciplined financial management,” said Tenpas.

In 2016, Heartland's net income increased by 35 percent over 2015, with earnings per share growing by 14 percent. That strong shared success provides Wisconsin Bank & Trust with an outstanding platform for continued growth.

About Wisconsin Bank & Trust

Wisconsin Bank & Trust (WBT), a subsidiary of [Heartland Financial USA, Inc.](#), (NASDAQ: HTLF), is a business-focused community bank with assets of more than \$1 billion. With eighteen banking centers and two mortgage origination offices, Wisconsin Bank & Trust serves customers in the Madison, Milwaukee, Green Bay, Sheboygan, Monroe and southwest areas of Wisconsin. WBT offers a wide range of personal and business banking, private client and mortgage lending services. For more information, visit www.wisconsinbankandtrust.com or call 608.203.1214. Wisconsin Bank & Trust is a member of the FDIC and an Equal Housing Lender.

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