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news

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**MINNESOTA BANK & TRUST COMMITS \$500,000 TO
SUPPORT TWIN CITIES MICROLENDER WOMENVENTURE**

Investment Is First From Twin Cities Area Bank

Minneapolis, MN, October 11th, 2019—Edina based Minnesota Bank & Trust, a wholly-owned subsidiary of Heartland Financial USA, Inc. (“Heartland”) (NASDAQ: HTLF), is collaborating with WomenVenture, to support the growth of their microlending program.

In a first of its kind transaction in the Twin Cities, Minnesota Bank & Trust will purchase microloans from WomenVenture. The \$500,000 investment will allow WomenVenture to make new loans to entrepreneurs ranging in size from \$2,000 to \$50,000 and continue to service their existing portfolio. Minnesota Bank & Trust benefits from the opportunity to support local businesses, contributing to an economically vibrant Twin Cities.

Steve Bishop, Executive Vice President of Minnesota Bank & Trust said ‘WomenVenture is a longstanding and highly-respected organization. When we learned there was an opportunity to partner together, we jumped at the chance. We’re proud to support the work they’re doing to help women attain economic self-sufficiency through business ownership.’

Elaine Wyatt, CEO of WomenVenture said ‘We’re thrilled to work with Minnesota Bank & Trust on this innovative initiative. This is a high-impact way to help WomenVenture meet the capital needs of our clients without adding debt to our balance sheet. As a result, we’re better positioned to serve women-owned businesses who need capital to launch and grow their companies.’

The partnership between Minnesota Bank & Trust and WomenVenture was made possible in part by the work of Revolve, a capacity building consulting firm that facilitates relationships between banks and Community Development Financial Institutions. This collaboration begins a new era in Twin Cities community development.

About WomenVenture

WomenVenture has been empowering women in the Twin Cities to achieve economic success through small business ownership for over forty years. Their comprehensive programs increase women's economic self-sufficiency through training, business coaching, loans and a network of support. Last year, WomenVenture provided over 8,000 hours of business training, \$750,000 in microloans and 4,000 hours of expert advice. Their clients leveraged that support to start or expand 183 businesses paying themselves on average \$30/hour. Those businesses created or retained 882 jobs with an average wage of \$20/hour, generated \$63 million in gross revenue and contributed \$7 million in tax revenue to the local economy. To learn more about WomenVenture, visit www.womenventure.org

About Minnesota Bank & Trust

Based in Edina, MN, Minnesota Bank & Trust is a wholly owned subsidiary of Heartland Financial USA, Inc. with assets of approximately \$650 million. Minnesota Bank & Trust provides a broad range of banking and financial services to private client and commercial customers from two banking centers in Edina and Minnetonka. Minnesota Bank & Trust offers various types of deposit products and provides personal loans, small business loans, commercial real estate and residential mortgage loans, working capital financing and other commercial loans.

In addition, Minnesota Bank & Trust offers wealth management services (including financial planning, private banking, trust and investment services), card services, and online and mobile banking services. For more information, visit www.mnbankandtrust.com. Minnesota Bank & Trust is a member of the FDIC and is an Equal Housing Lender.

About Heartland Financial USA, Inc.

Heartland is a diversified financial services company with assets of approximately \$12.0 billion. The Company provides banking, mortgage, private client, investment, treasury management, card services, and insurance services to individuals and businesses. Heartland has 119 banking locations serving 88 communities in Iowa, Illinois, Wisconsin, New Mexico, Arizona, Montana, Colorado, Minnesota, Kansas, Missouri, Texas and California. Additional information about Heartland is available at www.htlf.com

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