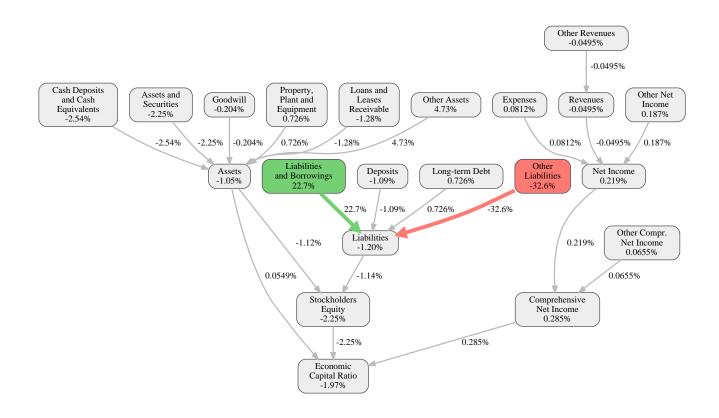


STATE BANKS 2013



Heartland Financial USA INC Rank 121 of 149







STATE BANKS 2013



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The relative strengths and weaknesses of Heartland Financial USA INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Heartland Financial USA INC compared to the market average is the variable Liabilities and Borrowings, increasing the Economic Capital Ratio by 23% points. The greatest weakness of Heartland Financial USA INC is the variable Other Liabilities, reducing the Economic Capital Ratio by 33% points.

The company's Economic Capital Ratio, given in the ranking table, is 7.7%, being 2.0% points below the market average of 9.7%.

| Input Variable | Value in 1000 USD |
|------------------------------------|----------------------|
| Assets and Securities | 85,212 |
| Cash Deposits and Cash Equivalents | 168,054 |
| Deposits | 3,845,660 |
| Fees | 0 |
| Goodwill | 30,627 |
| IT and Equipment Expense | 0 |
| Labor Expense | 0 |
| Liabilities and Borrowings | 0 |
| Loans and Leases Receivable | 2,790,087 |
| Long-term Debt | 0 |
| Occupancy | 0 |
| Other Assets | 1,788,279 |
| Other Compr. Net Income | 4,435 |
| Other Expenses | 17,384 |
| Other Liabilities | 740,354 |
| Other Net Income | 67,235 |
| Other Noninterest Expense | 0 |
| Other Revenues | 0 |
| Property, Plant and Equipment | 128,294 |

| Output Variable | Value in 1000 USD |
|--------------------------|----------------------|
| Liabilities | 4,586,014 |
| Assets | 4,990,553 |
| Expenses | 17,384 |
| Revenues | 0 |
| Stockholders Equity | 404,539 |
| Net Income | 49,851 |
| Comprehensive Net Income | 54,286 |
| Economic Capital Ratio | 7.7% |

