



# Making Connections

2020 ANNUAL REPORT



# A Message from Our CEO and Chairman

Without question, 2020 will be remembered as one of the most challenging years in our nation's history. It was a year marked by personal loss, social and civil unrest, anxiety and uncertainty for so many in our country. Our hearts go out to all those who lost so much, with hopes that 2021 will bring brighter days.

For Johnson Financial Group, 2020 proved to be an extraordinary year. While we had our share of challenges, not only did we finish with what could be the strongest financial performance in our history, we did so with our lobbies closed and more than 80% of our associates working remotely for three-quarters of the year.

At JFG, we talk a lot about culture, and 2020 was a year when that culture of grit, resilience and service was on full display. Our associates adapted, organized and reorganized to work through everything that we, our customers, the markets and the world threw at them. We couldn't be prouder of our team!

As we close the book on 2020, we hope you get a sense of the pride and optimism we are feeling at JFG. While we expect the road ahead to be challenging, we continue to see great opportunity in all of our businesses. Whether a customer, prospect or associate of JFG, we thank you for the trust and confidence you place in us to serve you, and we look forward to seeing you IN PERSON soon.

Be safe, be well and stay healthy!



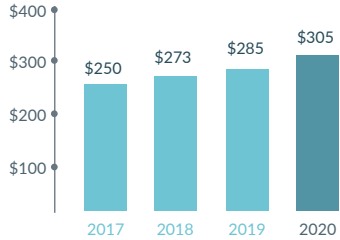
**JIM POPP**  
President & CEO



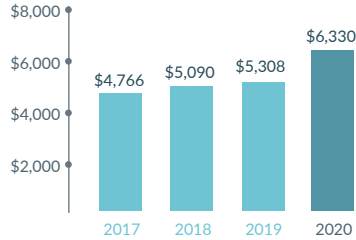
**HELEN JOHNSON-LEIPOLD**  
Chairman of the Board

# 2020 FINANCIAL HIGHLIGHTS

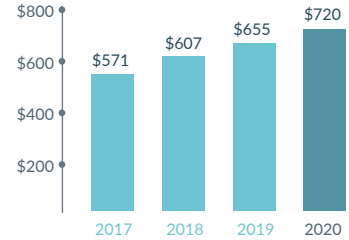
**TOTAL REVENUE**  
in millions



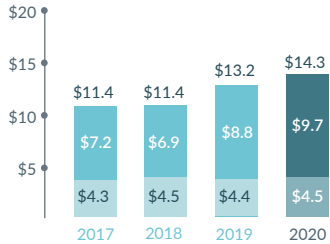
**AVERAGE TOTAL ASSETS**  
in millions



**AVERAGE TOTAL CAPITAL**  
in millions



**ASSETS UNDER ADMINISTRATION**  
in billions



● Non Managed Assets   ● Assets Under Management

**MORTGAGE LOAN ORIGINATIONS**  
in millions



**PRE-TAX INCOME**  
in millions



\*Excludes special items, including the sale of our Arizona operations

MAKING CONNECTIONS WITH

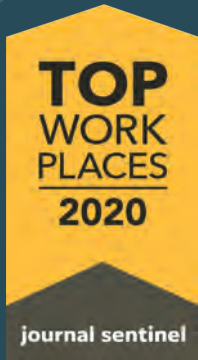
# Our Associates



**>80%**

OF OUR WORKFORCE ADAPTED  
TO WORKING REMOTELY WHILE SERVING OUR  
CUSTOMERS WITHOUT DISRUPTION

## JFG ASSOCIATES RECEIVE MILWAUKEE TOP WORKPLACES RECOGNITION



We continue to make ourselves an employer of choice for prospective candidates, consistently attracting strong talent throughout our businesses. Our size, scope of service, private ownership and commitment to local communities have been compelling reasons why associates join JFG.

IN OUR ASSOCIATES' WORDS, TAKEN FROM OUR ASSOCIATE ENGAGEMENT SURVEY:



I have the freedom to do what I need to do to offer the best service to my clients.



I came to Johnson Financial Group looking for a job and found a career and family.

### ASSOCIATE GIVING



**12,000**

VOLUNTEER HOURS



**\$306,679**

IN DONATIONS

### GROWING OUR TALENT



**67**

INTERNAL PROMOTIONS  
AND APPOINTMENTS

**77**

NEW HIRES



MAKING CONNECTIONS WITH

# Our Clients



CIO Brian Andrew shares thoughts on how the ongoing COVID-19 pandemic and other current events continue to affect the economy during a recent podcast.

## WEALTH

### Reaching Our Clients and Communities Virtually with Educational Resources and Updates

We guided clients through the pandemic and other challenges by providing educational resources, thought leadership and market/investment commentaries, as seen on our website and in publications like **The Wall Street Journal**, **U.S. News & World Report** and **Bloomberg News**.

# PPP

We completed funding through the government's Paycheck Protection Program (PPP).



BUSINESSES HELPED



LOANS FUNDED

Already in 2021, more than 900 clients have returned to us for another loan to provide the support they need to serve their clients through this unprecedented time in history. We're proud to provide financial tools that allow small businesses to remain strong.

As the global pandemic impacted our world, we acted quickly to meet the needs of our clients. When it became clear local businesses needed help due to the economic changes, we jumped into action and provided assistance to more than 2,200 businesses. From independent contractors to businesses with 400+ employees, we were here to make sure they could take advantage of PPP and other credit sources available to help through a challenging time.

independent  
contractors



\$3K

businesses with  
400+ employees



\$5MM

>2,200 applications received

# Navigating a New World

## COMMERCIAL BANKING

We continued to invest in our technology platforms, enabling us to serve our customers where they want, when they want and how they want. In August, we introduced AccessJFG – a brand-new, robust banking platform for our business clients.



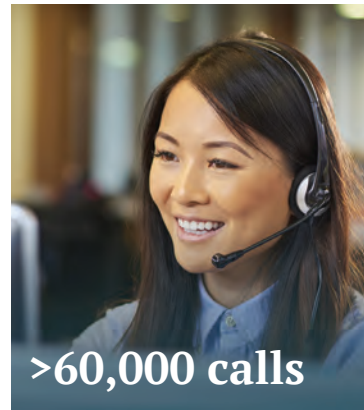
## CONSUMER BANKING



**1,000,000**  
**transactions**

Associates handled 83,000 transactions per month, totaling nearly 1,000,000 transactions throughout 2020.

The Customer Support Center received more than 60,000 COVID-related client calls.



**>60,000 calls**



## MORTGAGE



The low rate environment coupled with the strong housing market proved advantageous to thousands of families who chose to refinance, buy or build a new home.

## INSURANCE

Through webinars and communication, we helped more than 5,000 businesses navigate the complexities COVID brought to their organizations, including regulation changes and insurance impacts.

We helped nearly 14,000 families protect their homes and belongings.



We remained available by appointment, through our drive-ups and digital services, while increasing our commitment to technological advancements.



MAKING CONNECTIONS IN

# Our Communities

## Giving Where the Need Is Greatest

We talked to our community partners to understand the greatest need in our communities and created a \$300,000 campaign to feed Wisconsin families. In 2020, we invested more than \$1.9 million into our communities, giving more than \$500,000 directly to organizations that supported basic needs such as food and housing.

INVESTED MORE THAN  
**\$1.9MM**  
INTO OUR COMMUNITIES

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GAVE MORE THAN  
**\$500K**  
TOWARD FOOD & HOUSING

# Our Pillars of Giving

THE  
ARTS



COMMUNITY  
WELFARE



FINANCIAL  
LITERACY



RECOGNIZED BY  
MILWAUKEE BUSINESS JOURNAL AS



## One of the Top Philanthropic Companies in the State of Wisconsin

The list features corporate charitable contributors ranked by 2019 total cash contributions paid out to Wisconsin charitable organizations.

# Strengthening Community Partnerships



BOYS & GIRLS CLUBS

To build the community's social and economic fabric by ensuring the academic and career success of every Club member who walks through our doors or engages with our programs virtually.



SecureFutures

More than 7,500 Wisconsin teens were equipped with financial literacy knowledge, tools, and mentorship in the 2019/2020 school year.

MARCUS  
PERFORMING ARTS  
CENTER

An energizing force that connects our community to the world through collaboration, innovation, social engagement and the transformative power of live performing arts.



To change lives and improve our communities by mobilizing people and resources to drive strategic impact in health, education, and financial stability.

Celebrating  
YEARS  
**50**

For 50 years, we've dedicated ourselves to the communities where we live and work through local business investments, philanthropic contributions and volunteer service.

**\$300,000**

TO HELP FEED WISCONSIN FAMILIES

Donations came at a critical time for several hunger-related service organizations.



*"We are grateful to Johnson Financial Group for stepping up at this difficult time. This gift is particularly timely given the challenges our local communities are experiencing. Together, we expect to provide nearly a million meals to Wisconsin families in need with this support."*

– Patti Habeck, President and CEO of Feeding America Eastern Wisconsin



ON TO 2021

# Looking Ahead

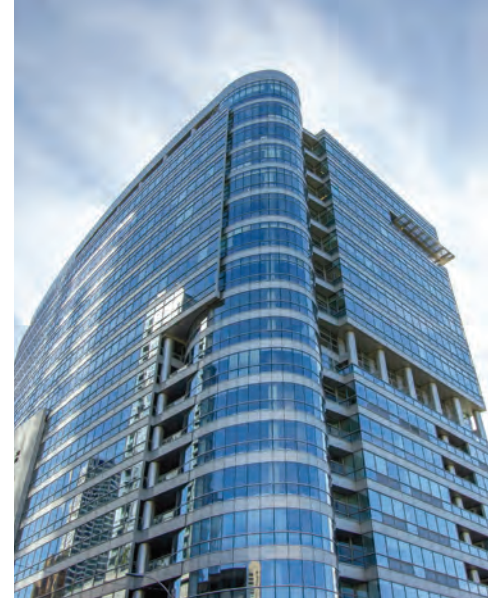
## Charitable Giving 2021

Focus on supporting the Arts, Community Welfare and Financial Literacy



Up next in innovation? Look for the new personal digital solution, MyJFG - coming to clients this summer.

- Managing your money, easier and faster
- Intuitive, modern and consistent across any of your devices – mobile, online or tablet



Later this fall, we will open at Cathedral Place, our new flagship location in downtown Milwaukee. The new space will include a ground floor bank lobby and consolidate our Milwaukee teams in a modern, collaborative space in the heart of Wisconsin's largest community. Our roots are here; our focus is here; our decisions are made here.



Proud to announce Johnson Financial Group was named to 2021 Top Workplaces USA and to 2021 Top Workplaces Financial Services



## OUR LEADERSHIP TEAM



**ANN LEE**  
Strategic Performance



**BRIAN ANDREW**  
President & Chief Investment Officer  
Johnson Wealth



**DAN DEFNET**  
President  
Johnson Bank



**DENISE DOMIAN**  
Chief Human Resources Officer



**EMILY LARSEN**  
Chief Marketing Officer



**JOANNE SZYMASZEK**  
President  
Johnson Insurance



**MARK BEHRENS**  
Chief Financial Officer



**TIM BROWN**  
Chief Information Officer



**TODD SHAFFER**  
Chief Risk Officer

As a well-capitalized, privately held financial services company, we can make decisions with a long-term view, enabling us to be very intentional and focused as we invest in our people, client experience, technology and the communities we serve.

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*Our number one goal is to continue making connections and providing the best financial advice to you, our clients.*

**JIM POPP, PRESIDENT & CEO**



## OUR BOARD OF DIRECTORS

Thank you to our Board of Directors for their continued guidance and support.

### HELEN JOHNSON-LEIPOLD

Chairman of the Board  
Chairman & CEO Johnson Outdoors Inc.

### ANN BENSCHOTER

Retired Executive Vice President  
Personal and Commercial Headquarters  
BMO Harris Bank

### JAMES POPP

Chief Executive Officer  
Johnson Financial Group

### JERRY FRANKE

Retired President  
WISPARK, LLC

### JANE HUTTERLY

Retired President  
Johnson Keland Management, Inc.

### WINNIE MARQUART

President  
Johnson Family Foundation

### JOHN MCCLURE

Retired Regional President  
The Northern Trust Company

### LEE MCCOLLUM

Retired Executive Vice President & CFO  
S.C. Johnson & Son, Inc.

### MARGARET MORELAND

Retired Vice President  
Credit Suisse Securities

### TOM SPERO

Retired Office Managing Partner  
Deloitte LLP

### SCOTT WROBBEL

Central Region Market Leader  
and Milwaukee Managing Partner  
Deloitte LLP





BANKING  
WEALTH  
INSURANCE

[JOHNSONFINANCIALGROUP.COM](http://JOHNSONFINANCIALGROUP.COM)

*Products and services offered by these Johnson Financial Group companies: Johnson Bank, Johnson Wealth Inc. and Johnson Insurance Services, LLC.*

