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## Section 1: 8-K (8-K 2018 Q3 DIVIDEND DECLARATION)

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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549**

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 of 15(d) of The Securities Exchange Act of 1934

**Date of Report (Date of earliest event reported)**

**July 23, 2018**

**Heartland Financial USA, Inc.**

(Exact name of Registrant as specified in its charter)

**Commission File Number: 001-15393**

**Delaware**

(State or other jurisdiction of incorporation)

**42-1405748**

(I.R.S. Employer Identification Number)

**1398 Central Avenue  
Dubuque, Iowa 52001**

(Address of principal executive offices)

**(563) 589-2100**

(Registrant's telephone number, including area code)

**Not Applicable**

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2 below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))



## Item 7.01 Regulation FD Disclosure

On July 23, 2018, Heartland Financial USA, Inc. (NASDAQ: HTLF), announced that its board of directors approved an eight percent increase in its regular quarterly cash dividend to \$0.14 per share on the company's common stock payable on August 31, 2018, to stockholders of record at the close of business on August 10, 2018. As of June 30, 2018, there were 34,438,445 common shares outstanding listed on the NASDAQ Global Select Market under the symbol HTLF.

## Item 9.01 Financial Statements, Pro Forma Financial Information and Exhibits

- (a) Financial Statements of Business Acquired.

None.

- (b) Pro Forma Financial Information.

None.

- (c) Exhibits.

[99.1 Press Release dated July 23, 2018.](#)

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: July 23, 2018

**HEARTLAND FINANCIAL USA, INC.**

By: /s/ Bryan R. McKeag  
Chief Financial Officer

[\(Back To Top\)](#)

## Section 2: EX-99.1 (EXHIBIT 99.1 2018 Q3 DIVIDEND DECLARATION)



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**CONTACT:**  
Bryan R. McKeag

**FOR IMMEDIATE RELEASE**  
**July 23, 2018**

Executive Vice President  
Chief Financial Officer  
(563) 589-1994  
[bmckeag@htlf.com](mailto:bmckeag@htlf.com)

## **HEARTLAND FINANCIAL USA, INC. DECLARES QUARTERLY CASH DIVIDEND**

**Dubuque, IA, July 23, 2018** - Heartland Financial USA, Inc. (NASDAQ: HTLF), announced that its board of directors approved an eight percent increase in its regular quarterly cash dividend to \$0.14 per share on the company's common stock payable on August 31, 2018, to stockholders of record at the close of business on August 10, 2018. As of June 30, 2018, there were 34,438,445 common shares outstanding listed on the NASDAQ Global Select Market under the symbol HTLF.

### **About Heartland Financial USA, Inc.**

Heartland is a diversified financial services company with assets of approximately \$11.2 billion. The Company provides banking, mortgage, private client, investment, treasury management, card services, insurance, and consumer finance services to individuals and businesses. Heartland currently has 125 banking locations serving 93 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](http://www.htlf.com).

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### **Safe Harbor Statement**

This release, and future oral and written statements of Heartland and its management, may contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 about Heartland's financial condition, results of operations, plans, objectives, future performance and business. Although these forward-looking statements are based upon the beliefs, expectations and assumptions of Heartland's management, there are a number of factors, many of which are beyond the ability of management to control or predict, that could cause actual results to differ materially from those in its forward-looking statements. These factors, which are detailed in the risk factors included in Heartland's Annual Report on Form 10-K filed with the Securities and Exchange Commission, include, among others: (i) the strength of the local and national economy; (ii) the economic impact of past and any future terrorist threats and attacks and any acts of war, (iii) changes in state and federal laws, regulations and governmental policies concerning the Company's general business; (iv) changes in interest rates and prepayment rates of the Company's assets; (v) increased competition in the financial services sector and the inability to attract new customers; (vi) changes in technology and the ability to develop and maintain secure and reliable electronic systems; (vii) the loss of key executives or employees; (viii) changes in consumer spending; (ix) unexpected results of acquisitions; (x) unexpected outcomes of existing or new litigation involving the Company; and (xi) changes in accounting policies and practices. All statements in this release, including forward-looking statements, speak only as of the date they are made, and Heartland undertakes no obligation to update any statement in light of new information or future events.

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[\(Back To Top\)](#)