

**FORM 144**  
**NOTICE OF PROPOSED SALE OF SECURITIES**  
**PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933**

1 (a) NAME OF ISSUER (Please type or print) <b>Heartland Financial USA INC</b>		(b) IRS IDENT. NO. <b>42-1405748</b>	(c) S.E.C. FILE NO. <b>001-15393</b>	WORK LOCATION	
1 (d) ADDRESS OF ISSUER <b>1800 Larimer St Denver CO 80202</b>		CITY <b>STREET</b>		STATE <b>ZIP CODE</b>	(e) TELEPHONE NO. <b>AREA CODE</b> <b>563 5891994</b>
2 (a) NAME OF PERSON FOR WHOSE ACCOUNT THE SECURITIES ARE TO BE SOLD <b>LBF Heartland Partnership II LLLP</b>		(b) RELATIONSHIP TO ISSUER <b>GP is former officer/director</b>		(c) ADDRESS STREET <b>960 Prince Phillip Dr</b>	CITY <b>Dubuque, IA 52003</b>
				STATE	ZIP CODE

**INSTRUCTION:** The person filing this notice should contact the issuer to obtain the I.R.S. Identification Number and the S.E.C. File Number.

[illegible]

- (a) Name of issuer
- (b) Issuer's I.R.S. Identification Number
- (c) Issuer's S.E.C. file number, if any
- (d) Issuer's address, including zip code
- (e) Issuer's telephone number, including area code

- (3) Title of the class of securities to be sold
- (b) Name and address of each broker through whom the securities are intended to be sold
- (c) Number of shares or other units to be sold (if debt securities, give the aggregate face amount)
- (d) Aggregate market value of the securities to be sold as of a specified date within 10 days prior to the date of the offering
- (e) Number of shares or other units of the class outstanding, or if debt securities the face amount outstanding, as of a specified date within 10 days prior to the date of the offering
- (f) Approximate date on which the securities are to be sold
- (g) Name of each securities exchange, if any, on which the securities are intended to be sold

(g) Name of person for whose account the securities are to be sold

(h) Such person's relationship to the issuer (e.g., officer, director, 10% stockholder, or member of immediate family of any of the foregoing)

(i) Address, including zip code

any of the foregoing)

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

RESNPROS

**TABLE I — SECURITIES TO BE SOLD**

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired (If gift, also give date donor acquired)	Amount of Securities Acquired	Date of Payment	Nature of Payment
Common	03/01/2020	Open Market - Acquired over various dates	Open Market	254,258.	03/01/2020	Cash

**INSTRUCTIONS:**

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

**TABLE II — SECURITIES SOLD DURING THE PAST 3 MONTHS**

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
LBF Heartland Partnership II LLLP	Common	02/02/2023	27,583	\$ 1,385,214.61
LBF HEARTLAND PARTNERSHIP II LLLP	common	02/03/2023	98,846	\$4,998,372.42

**REMARKS:**

**INSTRUCTIONS:**

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (c) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

2/16/23  
DATE OF NOTICE

DATE OF PLAN ADOPTION OR GIVING OF INSTRUCTION, IF RELYING ON RULE 10b5-1

*[Signature]*  
(SIGNATURE)

The notice shall be signed by the person for whose account the securities are to be sold. At least one copy of the notice shall be manually signed. Any copies not manually signed shall bear typed or printed signatures.

**ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)**

SEC 1147 (02-08)