

**FORM E**

**PRE-ACQUISITION NOTIFICATION FORM  
REGARDING THE POTENTIAL COMPETITIVE IMPACT  
OF A PROPOSED MERGER OR ACQUISITION BY A  
NON-DOMICILIARY INSURER DOING BUSINESS IN THIS  
STATE OR BY A DOMESTIC INSURER**

**American Family Insurance Mutual Holding Company**

Name of Applicant

**IDS Property Casualty Insurance Company  
and  
Ameriprise Insurance Company**

Name of Other Person Involved in Merger or Acquisition

Dated April 12, 2019

Name, title, address and telephone number of persons completing this statement:

*With copies of correspondence requested to be  
provided to:*

David C. Holman  
Chief Strategy Officer and Secretary  
American Family Insurance Mutual Holding  
Company  
6000 American Parkway  
Madison, WI 53783  
(608) 249-2111

Anne E. Ross  
Foley & Lardner LLP  
150 E. Gilman Street  
Madison, WI 53703  
(608) 258-4218

Thomas R. Hrdlick  
Foley & Lardner LLP  
777 East Wisconsin Avenue  
Milwaukee, Wisconsin 53202  
(414) 297-5812

## ITEM 1. NAME AND ADDRESS

The name and address of the insurers to which this notice (the “Form E”) applies are as follows:

- IDS Property Casualty Insurance Company  
3500 Packerland Drive  
De Pere, WI 54115-9070
- Ameriprise Insurance Company  
3500 Packerland Drive  
De Pere, WI 54115-9070

IDS Property Casualty Insurance Company (“IDS”) and Ameriprise Insurance Company (“AIC”) are both stock insurance companies domiciled in Wisconsin. AIC is a direct, wholly-owned, subsidiary of IDS.

The name and address of the Applicant is:

- American Family Insurance Mutual Holding Company  
6000 American Parkway  
Madison, Wisconsin 53783

American Family Insurance Mutual Holding Company (“AFIMHC” or the “Applicant”) is a Wisconsin mutual insurance holding company.

## ITEM 2. NAME AND ADDRESSES OF AFFILIATED COMPANIES

The following persons are affiliated with the Applicant (such persons, collectively, the “American Family Group”). The affiliations among the persons in the American Family Group are disclosed in the Organizational Chart attached hereto as Exhibit 2-A and incorporated herein by reference. Any “straight line” indication of ownership in this chart reflects ownership or control of 100% of the voting securities of the legal entity at issue; any “dashed line” indication of ownership in this chart reflects control by means of a mutual affiliation arrangement.

- AmFam Holdings, Inc.  
6000 American Parkway  
Madison, Wisconsin 53783
- Networked Insights, Inc.  
350 N. Orleans, Suite 850  
Chicago, IL 60654
- Moonrise, Inc.  
6000 American Parkway  
Madison, Wisconsin 53783
- SHGI Corp.  
2 Amherst Road  
Asheville, NC 28803
- American Family Mutual Insurance Company, S.I.  
6000 American Parkway  
Madison, Wisconsin 53783
- American Family Insurance Mutual Holding Company  
6000 American Parkway  
Madison, Wisconsin 53783

- AmFam, Inc.  
6000 American Parkway  
Madison, Wisconsin 53783
- American Family Brokerage, Inc.  
6000 American Parkway  
Madison, Wisconsin 53783
- American Family Life Insurance Company  
(NAIC #60399)  
6000 American Parkway  
Madison, Wisconsin 53783
- American Standard Insurance Company of  
Wisconsin (NAIC #19283)  
6000 American Parkway  
Madison, Wisconsin 53783
- American Family Insurance Company  
(NAIC #10386)  
6000 American Parkway  
Madison, Wisconsin 53783
- Midvale Life Insurance Company of NY  
(Primary Application pending in New  
York)  
140 Broadway – 46<sup>th</sup> Floor  
New York, NY 10005
- Permanent General Assurance Corporation  
of Ohio (NAIC #22906)  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- PGC Holdings Corp. Statutory Trust I  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- The General Automobile Insurance  
Company, Inc. (NAIC #13703)  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- PGA Service Corporation  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- American Family Insurance Dreams  
Foundation, Inc.  
6000 American Parkway  
Madison, Wisconsin 53783
- The AssureStart Insurance Agency, LLC  
6000 American Parkway  
Madison, Wisconsin 53783
- New Ventures, LLC  
6000 American Parkway  
Madison, Wisconsin 53783
- American Family Financial Services, Inc.  
6000 American Parkway  
Madison, Wisconsin 53783
- American Standard Insurance Company of  
Ohio (NAIC #10387)  
6000 American Parkway  
Madison, Wisconsin 53783
- Midvale Indemnity Company (NAIC  
#27138)  
6000 American Parkway  
Madison, Wisconsin 53783
- PGC Holdings Corp.  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- Permanent General Companies, Inc.  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- PGC Holdings Corp. Statutory Trust II  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- Permanent General Assurance Corporation  
(NAIC #37648)  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214

- The General Automobile Insurance Services of Ohio, Inc.  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- The General Automobile Insurance Services, Inc.  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- Homesite Group Incorporated  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Securities Company LLC  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Insurance Company (NAIC #17221)  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Insurance Company of Florida (NAIC #11156)  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Insurance Company of Illinois (NAIC #11016)  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Insurance Company of the Midwest (NAIC #13927)  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Lloyd's of Texas (NAIC #11237)  
One Federal Street, Suite 400  
Boston, MA 02110
- Austin Mutual Insurance Company (NAIC # 13412)  
15490 101<sup>st</sup> Avenue North  
Maple Grove, MN 55369-9725
- The General Automobile Insurance Services of Texas, Inc.  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- The General Automobile Insurance Services of Georgia, Inc.  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- The General Automobile Insurance Services of Louisiana, Inc.  
2636 Elm Hill Pike, Suite 510  
Nashville, Tennessee 37214
- Homesite General Agent, LLC  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Indemnity Company (NAIC #20419)  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Insurance Company of California (NAIC #11005)  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Insurance Company of Georgia (NAIC #10745)  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Insurance Company of New York (NAIC #10986)  
One Federal Street, Suite 400  
Boston, MA 02110
- Texas-South of Homesite, Inc.  
One Federal Street, Suite 400  
Boston, MA 02110
- Homesite Insurance Agency, Inc.  
One Federal Street, Suite 400  
Boston, MA 02110

- NGM Insurance Company  
4601 Touchton Road East, Suite 3400  
Jacksonville, FL 32246
- Main Street America Financial Corporation  
55 West Street  
Keene, NH 03431
- Austin Grove, LLC (Inactive)  
15490 101<sup>st</sup> Avenue North  
Maple Grove, MN 55369
- ALAMI, LLC (Inactive)  
15490 101<sup>st</sup> Avenue North  
Maple Grove, MN 55369
- Main Street America Assurance Company  
4601 Touchton Road East, Suite 3400  
Jacksonville, FL 32246
- Main Street America Protection Insurance Company  
4601 Touchton Road East, Suite 3400  
Jacksonville, FL 32246
- Main Street America Holdings, Inc.  
55 West Street  
Keene, NH 03431
- Spring Valley Mutual Insurance Company  
(NAIC # 11028)  
15490 101<sup>st</sup> Avenue North  
Maple Grove, MN 55369
- Main Street America Group, Inc.  
4601 Touchton Road East, Suite 3400  
Jacksonville, FL 32246
- Grain Dealers Mutual Insurance Company  
6325 Digital Way, Suite 101  
Indianapolis, IN 46278
- Cooperative Insurance Agency of Nebraska  
15490 101<sup>st</sup> Avenue North  
Maple Grove, MN 55369
- Austin Calais, LLC (Inactive)  
15490 101<sup>st</sup> Avenue North  
Maple Grove, MN 55369
- Old Dominion Insurance Company  
4601 Touchton Road East, Suite 3400  
Jacksonville, FL 32246
- MSA Insurance Company  
4601 Touchton Road East, Suite 3400  
Jacksonville, FL 32246
- Main Street America Capital Corporation  
55 West Street  
Keene, NH 03431
- MSA Information Systems & Services Corporation  
55 West Street  
Keene, NH 03431

The following persons are affiliated with IDS and AIC. The persons affiliated with IDS and AIC are disclosed in the Organizational Chart attached hereto as Exhibit 2-B and incorporated herein by reference. Any “straight line” indication of ownership in this chart reflects ownership or control of 100% of the voting securities of the legal entity at issue.

- Advisory Capital Strategies Group Inc.  
100 Park Avenue  
New York, NY 10017
- Ameriprise Captive Insurance Company  
c/o Willis Management 1 Lawson Lane  
Suite 410  
Burlington, Vermont, 05401  
United States

- AEXP Affordable Housing Portfolio LLC  
Registered Address:  
[1209 Orange Street  
Wilmington, DE 19801]
- American Enterprise Investment Services Inc.  
200 Ameriprise Financial Center  
Minneapolis, MN 55474
- Ameriprise Advisor Capital, LLC  
1163 Ameriprise Financial Center  
Minneapolis, MN 55474
- Ameriprise Advisor Financing, LLC  
Registered Address:  
[1209 Orange Street  
Wilmington, DE 19801]
- Ameriprise Advisory Management, LLC  
Registered Address:  
[1209 Orange Street  
Wilmington, DE 19801]
- Ameriprise Asset Management Holdings GmbH  
Industriestasse 49, 6302 Zug  
Switzerland
- Ameriprise Asset Management Holdings Hong Kong Limited  
Unit 3004, Two Exchange Square,  
8 Connaught Place, Central, Hong Kong
- Ameriprise Asset Management Holdings Singapore (Pte.) Ltd.  
8 Robinson Road #03-00  
ASO Building, Singapore 048544
- Ameriprise Auto & Home Insurance Agency, Inc.  
3500 Packerland Drive  
De Pere, WI 54115
- Ameriprise Capital Trusts I-IV  
55 Ameriprise Financial Center  
Minneapolis, MN 55474
- Ameriprise Certificate Company  
707 2<sup>nd</sup> Avenue South  
Minneapolis, MN 55474
- Ameriprise Financial, Inc.  
55 Ameriprise Financial Center  
Minneapolis, MN 55474
- Ameriprise Financial Services, Inc.  
707 2<sup>nd</sup> Avenue South  
Minneapolis, MN 55474
- Ameriprise Holdings, Inc.  
707 2<sup>nd</sup> Avenue South  
Minneapolis, MN 55474
- Ameriprise Holdings Singapore (Pte.) Ltd.  
8 Robinson Road #03-00  
ASO Building, Singapore 048544
- Ameriprise India Private Limited  
Plot No 14, Sector – 18, Udyog Vihar,  
Gurugram, Haryana 122 015
- Ameriprise Insurance Company  
3500 Packerland Dr.  
De Pere, WI 54115
- Ameriprise International Holdings GmbH  
Industriestasse 49, 6302 Zug  
Switzerland
- Ameriprise National Trust Bank  
901 3<sup>rd</sup> Avenue South  
Minneapolis, MN 55402
- Ameriprise Trust Company  
707 2<sup>nd</sup> Avenue South  
Minneapolis, MN 55474

- AMPF Realty Corporation  
Registered Address:  
[40600 Ann Arbor Road East, Ste. 201  
Plymouth, MI 48170]
- Cash Flow Asset Management, L.P.  
712 Main Street, Ste. 2500  
Houston, TX 77002
- Cash Flow Asset Management GP, LLC  
712 Main Street, Ste. 2500  
Houston, TX 77002
- Columbia Management Investment  
Advisors, LLC  
225 Franklin Street  
Boston, MA 0211
- Columbia Management Investment  
Distributors, Inc.  
225 Franklin Street  
Boston, MA 02110
- Columbia Management Investment  
Services Corp.  
225 Franklin Street  
Boston, MA 02110
- Columbia Wanger Asset Management,  
LLC  
227 W. Monroe Ste. 3000  
Chicago, IL 60606
- Emerging Global Advisors, LLC  
155 W. 19<sup>th</sup> Street, 3<sup>rd</sup> Floor  
New York, NY 10011
- GA Legacy, LLC  
Registered Address:  
[1209 Orange Street  
Wilmington, DE 19801]
- IDS Property Casualty Insurance Company  
3500 Packerland Dr.  
De Pere, WI 54115
- AMPF Holding Corporation  
55 Ameriprise Financial Center  
Minneapolis, MN 55474
- AMPF Property Corporation  
707 2<sup>nd</sup> Avenue South  
Minneapolis, MN 55474
- Lionstone CFRE II Real Estate Advisory,  
LLC  
Registered Address:  
[160 Greentree Drive, Ste. 101  
Dover, DE 19904]
- Lionstone Development Services, LLC  
712 Main Street, Ste. 2500  
Houston, TX 77002
- Lionstone Partners, LLC  
712 Main Street Ste. 2500  
Houston, TX 77002
- LPL 1111 Broadway, L.P.  
712 Main Street, Ste. 2500  
Houston, TX 77002
- LPL 1111 Broadway GP, LLC  
712 Main Street, Ste. 2500  
Houston, TX 77002
- RiverSource CDO Seed Investments, LLC  
50605 Ameriprise Financial Center  
Minneapolis, MN 55474
- RiverSource Distributors, Inc.  
707 2<sup>nd</sup> Avenue South  
Minneapolis, MN 55474
- RiverSource Life Insurance Company  
227 Ameriprise Financial Center  
Minneapolis, MN 55474

- Investment Professionals, Inc.  
16414 San Pedro Avenue, Ste. 300  
San Antonio, TX 78232
- Investors Syndicate Development Corp.  
One East Street  
Reno, NV 89501
- J. & W. Seligman & Co. Incorporated  
100 Park Avenue  
New York, NY 10017
- Lionstone Advisory Services, LLC  
712 Main Street, Ste. 2500  
Houston, TX 77002
- Threadneedle Asset Management Malaysia Sdn Bhd.  
Suite 14-1, Level 14  
Wisma UOA Damansara II  
No. 6 Changkat Semantan  
Damansara Heights  
50490  
Kuala Lumpur  
Wilayah Persekutuan  
Malaysia
- Threadneedle Asset Management Holdings Sàrl  
19, rue de Bitbourg  
Luxembourg  
L-1273 Luxembourg
- Threadneedle Investments Singapore (Pte.) Ltd.  
3 Killiney Road #07-07  
Winsland House I, Singapore 239519
- Threadneedle Portfolio Services Hong Kong Limited  
Unit 3004, Two Exchange Square,  
8 Connaught Place, Hong Kong
- RiverSource Life Insurance Co. of New York  
20 Madison Avenue Extension  
Albany, NY 12203
- RiverSource NY REO, LLC  
20 Madison Avenue Extension  
Albany, NY 12203
- RiverSource REO 1, LLC  
227 Ameriprise Financial Center  
Minneapolis, MN 55474
- RiverSource Tax Advantaged Investments, Inc.  
707 2<sup>nd</sup> Avenue South  
Minneapolis, MN 55474
- Seligman Partners LLC  
111 Eighth Avenue  
New York, NY 10011
- Threadneedle EMEA Holdings 1, LLC  
707 2<sup>nd</sup> Avenue South  
Minneapolis, MN 55474
- Threadneedle Investments Taiwan Limited  
10 F Walsin Xin Yi Building  
1 SongZhi Road, Taipei City, Taiwan
- 201 Eleventh Street South, LLC  
707 2<sup>nd</sup> Avenue South  
Minneapolis, MN 55474

### **ITEM 3. NATURE AND PURPOSE OF THE PROPOSED MERGER OR ACQUISITION**

Subject to the receipt of all required regulatory approvals, including the approval of the transaction contemplated in the Purchase Agreement by the Office of the Commissioner of

Insurance in the State of Wisconsin (the “Commissioner”), the Applicant intends to acquire control of IDS and AIC by acquiring 100% of the issued and outstanding capital stock of IDS (the “Proposed Acquisition”) pursuant to the terms of that certain Stock Purchase Agreement dated April 1, 2019 by and between Seller and AmFam, Inc., an indirect wholly-owned subsidiary of the Applicant (the “Purchase Agreement”). As a result of the Proposed Acquisition, the Applicant will acquire the power to exercise, directly or indirectly, all voting rights in the governance of IDS and AIC.

The Proposed Acquisition and Purchase Agreement are described in detail in that certain Statement Regarding the Acquisition of Control of Domestic Insurers (the “Form A”) filed together with this Form E.

#### **ITEM 4. NATURE OF BUSINESS**

AFIMHC is a Wisconsin mutual holding company incorporated under Chapter 644 of the Wisconsin Statutes on January 1, 2017. AFIMHC’s principal business is to operate as an ultimate holding company for purposes of owning, directly or indirectly, the issued and outstanding shares of capital stock of the American Family Group. The principal business of the American Family Group is, and after the Proposed Acquisition shall continue to be, underwriting insurance.

IDS is a stock insurance corporation. Its principal business is the transaction of property and casualty insurance.

AIC is a stock insurance corporation. Its principal business is the transaction of property and casualty insurance.

#### **ITEM 5. MARKET AND MARKET SHARE**

The Proposed Acquisition will not substantially lessen competition or tend to create a monopoly in any line of insurance in Wisconsin.

The market share in each relevant market currently serviced by the American Family Group, IDS, and AIC in Wisconsin, along with historical market share data for the past five years, are provided in the tables attached as Exhibit 5 hereto and are incorporated herein by reference. This market share data was sourced from SNL Financial.

IDS and AIC’s business only overlaps with the American Family Group’s business in the 4-Homeowners Multiple Peril, 17.1-Other Liability – Occurrence, 19.2-Other Private Passenger Auto Liability, and 21.1-Private Passenger Auto Physical Damage markets. The American Family Group’s market share in respect of all other lines that the American Family Group writes in Wisconsin will remain unchanged after the Proposed Acquisition and those lines are therefore exempt from Form E analysis.

Additionally, in some of the lines where the American Family Group and IDS/AIC both write business, those lines are exempt from Form E analysis on one or more bases under Wisconsin Statutes Section Wis. Admin. Code § 40.025(2)(d)(4)(iii). Specifically:

- In 17.1-Other Liability – Occurrence, after the Proposed Acquisition, the combined market share of the American Family Group and IDS/AIC will not exceed twelve percent (12%) of the total market, and will not increase by more than two percent (2%) of the total market.

In the remaining lines where the American Family Group and IDS/AIC both write business, the Proposed Acquisition will not substantially lessen competition or tend to create a monopoly for the reasons set forth below (on a line-by-line basis):

- **4 - Homeowners Multiple Peril**

In this market, the market shares of the American Family Group and IDS/AIC are below the statutory thresholds set forth in Wisconsin Administrative Code Section 40.025(4) for establishing prima facie evidence of a violation of competitive standards, even if this market were to be considered highly concentrated. In 2017, the American Family Group's market share in this market in Wisconsin was 21.56% at \$306,035,647 direct written premium, and IDS and AIC's combined market share was 0.49% at \$6,970,378 direct written premium. The statewide total direct written premium for 2017 was \$1,419,783,000. Pursuant to Wisconsin Administrative Code Section 40.025(4)(b)(1), the combined market share of AIC and IDS would have to be at least one percent (1%) or more to provide prima facie evidence that the change of control would substantially lessen competition in this market or tend to create a monopoly therein. IDS/AIC combined have less than one percent (1%) of the market share in this market. Therefore, the Acquisition of IDS and AIC will not substantially lessen competition or tend to create a monopoly in this line of insurance.

- **19.2 – Other Private Passenger Auto Liability**

In this market, the market shares of the American Family Group and IDS/AIC are below the statutory thresholds set forth in Wisconsin Administrative Code Section 40.025(4) for establishing prima facie evidence of a violation of competitive standards, even if this market were to be considered highly concentrated. In 2017, the American Family Group's market share in this market in Wisconsin was 18.85% at \$327,740,354 direct written premium, and IDS and AIC's combined market share was 0.27% at \$4,720,698 direct written premium. The statewide total direct written premium for 2017 was \$1,738,997,000. Pursuant to Wisconsin Administrative Code Section 40.025(4)(b)(1), the combined market share of AIC and IDS would have to be at least one percent (1%) or more to provide prima facie evidence that the change of control would substantially lessen competition in this market or tend to create a monopoly therein. IDS/AIC combined have less than one percent (1%) of the market share in this market. Therefore, the Acquisition of IDS and AIC will not substantially lessen competition or tend to create a monopoly in this line of insurance.

- **21.1 - Private Passenger Auto Physical Damage**

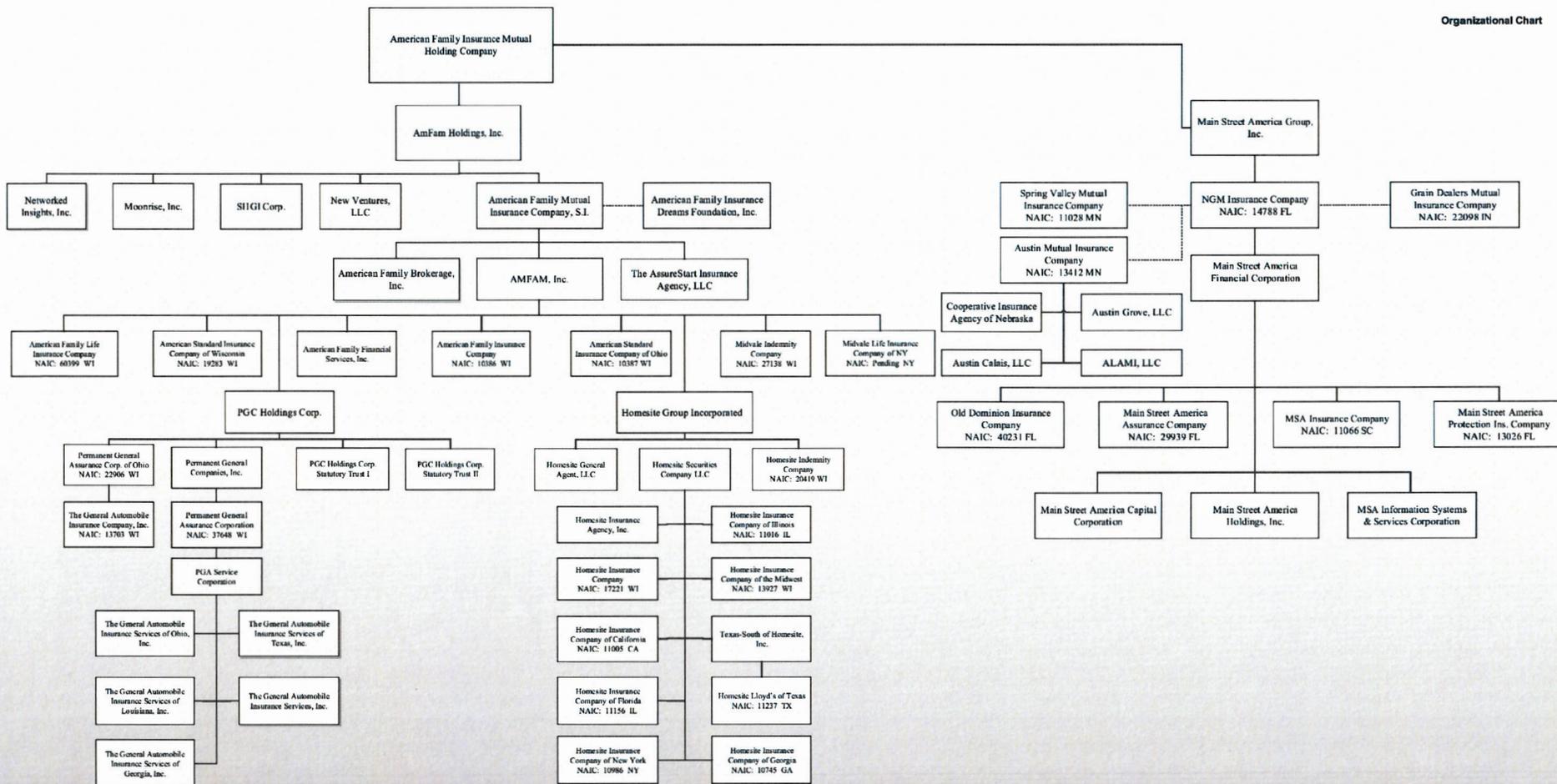
In this market, the market shares of the American Family Group and IDS/AIC are below the statutory thresholds set forth in Wisconsin Administrative Code Section 40.025(4) for establishing prima facie evidence of a violation of competitive standards, even if this market were to be considered highly concentrated. In 2017, the American Family Group's market share in this market in Wisconsin was 18.68% at \$256,793,863 direct written premium, and IDS and AIC's combined market share was 0.34% at \$4,665,345 direct written premium. The statewide total direct written premium for 2017 was \$1,374,698,000. Pursuant to Wisconsin Administrative Code Section 40.025(4)(b)(1), the combined market share of AIC and IDS would have to be at least one percent (1%) or more to provide prima facie evidence that the change of control would substantially lessen competition in this market or tend to create a monopoly therein. IDS/AIC combined have less than one percent (1%) of the market share in this market. Therefore, the Acquisition of IDS and AIC will not substantially lessen competition or tend to create a monopoly in this line of insurance.

**EXHIBIT 2-A**

**Organizational Chart (the American Family Group)**

*(See Attached)*

**Appendix A to American  
Family Indication of Interest  
Organizational Chart**

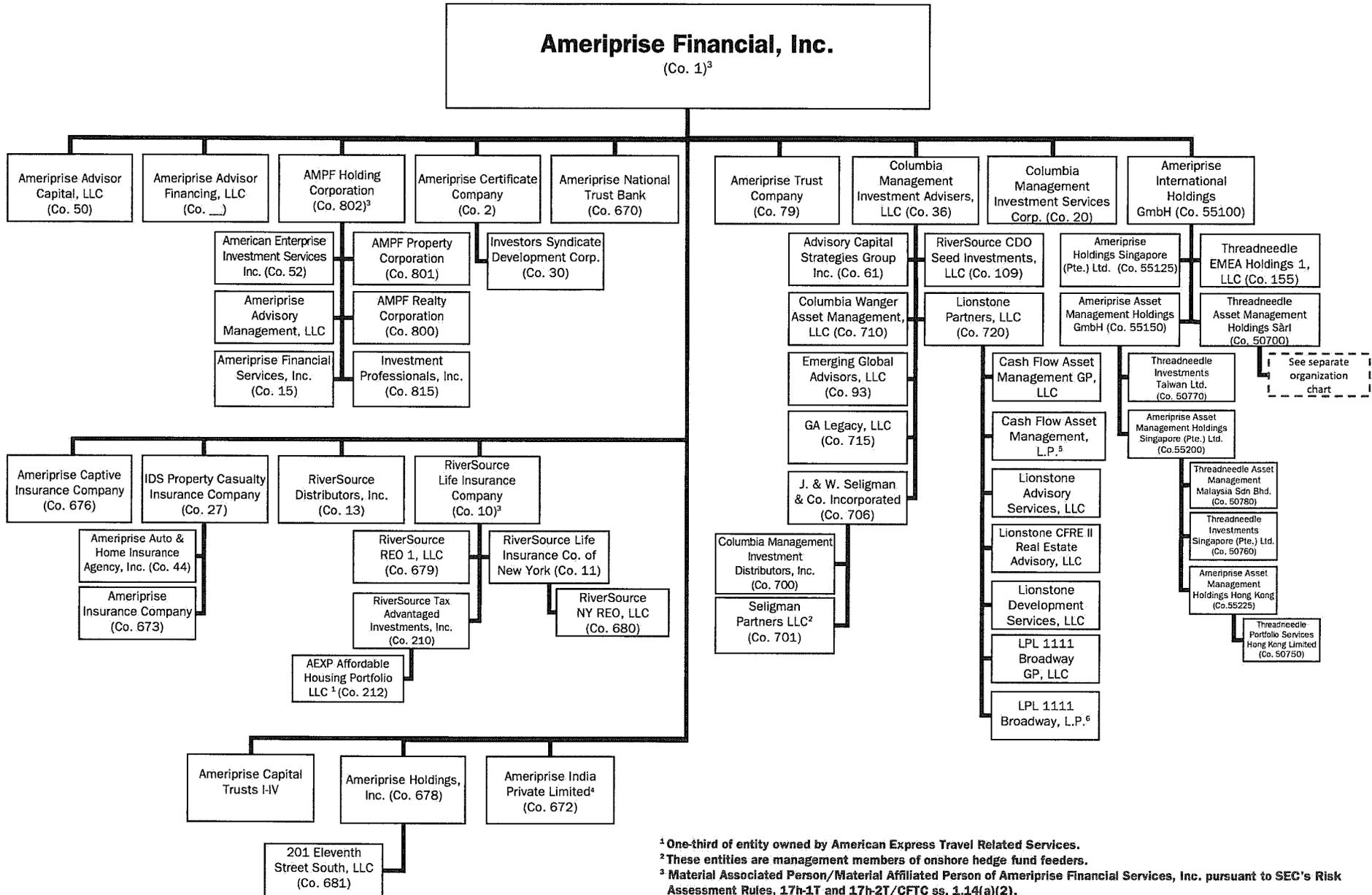


**EXHIBIT 2-B**

**Organizational Chart (Persons Affiliated with IDS and AIC)**

*(See Attached)*

Corporate Organization  
as of October 2, 2018



<sup>1</sup> One-third of entity owned by American Express Travel Related Services.

<sup>2</sup> These entities are management members of onshore hedge fund feeders.

<sup>3</sup> Material Associated Person/Material Affiliated Person of Ameriprise Financial Services, Inc. pursuant to SEC's Risk Assessment Rules, 17h-1T and 17h-2T/CFTC ss. 1.14(a)(2).

<sup>4</sup> One share owned by Columbia Management Investment Advisers, LLC.

<sup>5</sup> This entity has two shareholders: Lionstone Partners, LLC (99%) and Cash Flow Asset Management GP, LLC (1%).

<sup>6</sup> This entity has two shareholders: Lionstone Partners, LLC (99.9%) and LPL 1111 Broadway GP, LLC (0.1%).

**EXHIBIT 5**

**Historical Market Share Data**

*(See Attached)*

**Wisconsin – Market Share by Line of Insurance (2017)**

		American Family Insurance Group	Combined IDS and AIC	Ameriprise Insurance Company ("AIC")	IDS Property Casualty Insurance Company ("IDS")	Industry Total	Amfam Grp. % of Industry Total	IDS/AIC % of Industry Total	Total % Post-Acquisition
	<i>Period Ended</i>	<i>2017 Y</i>	<i>2017 Y</i>	<i>2017 Y</i>	<i>2017 Y</i>	<i>2017 Y</i>			
	Line of Business	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)			
1	Fire	706,915	0	0	0	168,491,000	0.42%	0.00%	0.42%
2.1	Allied lines	706,847	0	0	0	143,678,000	0.49%	0.00%	0.49%
2.3	Federal flood	1,560,692	0	0	0	9,182,000	17.00%	0.00%	17.00%
3	Farmowners multiple peril	23,663,683	0	0	0	185,257,000	12.77%	0.00%	12.77%
4	Homeowners multiple peril	306,035,647	6,970,378	0	6,970,378	1,419,783,000	21.56%	0.49%	22.05%
5.1	Commercial multiple peril (non-liability portion)	28,783,831	0	0	0	463,900,000	6.20%	0.00%	6.20%
5.2	Commercial multiple peril (liability portion)	15,365,944	0	0	0	247,920,000	6.20%	0.00%	6.20%
9	Inland marine	653,609	0	0	0	306,111,000	0.21%	0.00%	0.21%
12	Earthquake	71,758	0	0	0	4,068,000	1.76%	0.00%	1.76%
15.3	Guaranteed renewable A & H	8,108,887	0	0	0	29,031,000	27.93%	0.00%	27.93%
15.4	Non-renewable for stated reasons only	80	0	0	0	22,000	0.36%	0.00%	0.36%
15.5	Other accident only	3,797	0	0	0	108,000	3.52%	0.00%	3.52%
16	Workers' compensation	12,089,876	0	0	0	1,959,628,000	0.62%	0.00%	0.62%
17.1	Other liability - occurrence	40,331,981	307,491	0	307,491	725,483,000	5.56%	0.04%	5.60%
17.2	Other liability - claims made	288,511	0	0	0	275,378,000	0.10%	0.00%	0.10%
18	Products liability	930,603	0	0	0	81,441,000	1.14%	0.00%	1.14%
19.2	Other private passenger auto liability	327,740,354	4,720,698	0	4,720,698	1,738,997,000	18.85%	0.27%	19.12%
19.4	Other commercial auto liability	3,767,096	0	0	0	402,016,000	0.94%	0.00%	0.94%
21.1	Private passenger auto physical damage	256,793,863	4,665,345	0	4,665,345	1,374,698,000	18.68%	0.34%	19.02%
21.2	Commercial auto physical damage	3,491,576	0	0	0	190,300,000	1.83%	0.00%	1.83%
23	Fidelity	28,729	0	0	0	23,170,000	0.12%	0.00%	0.12%
24	Surety	89,613	0	0	0	60,777,000	0.15%	0.00%	0.15%
26	Burglary and theft	12,963	0	0	0	5,816,000	0.22%	0.00%	0.22%
27	Boiler and machinery	61,042	0	0	0	40,153,000	0.15%	0.00%	0.15%

**Wisconsin – Market Share by Line of Insurance (2016)**

		American Family Insurance Group	Combined IDS and AIC	Ameriprise Insurance Company ("AIC")	IDS Property Casualty Insurance Company ("IDS")	Industry Total	Amfam Grp. % of Industry Total	IDS/AIC % of Industry Total	Total % Post-Acquisition
	<i>Period Ended</i>	<i>2016 Y</i>	<i>2016 Y</i>	<i>2016 Y</i>	<i>2016 Y</i>	<i>2016 Y</i>			
	Line of Business	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)			
1	Fire	1,200,149	0	0	0	164,934,000	0.73%	0.00%	0.73%
2.1	Allied lines	943,051	0	0	0	141,178,000	0.67%	0.00%	0.67%
2.3	Federal flood	1,659,385	0	0	0	9,572,000	17.34%	0.00%	17.34%
3	Farmowners multiple peril	23,309,760	0	0	0	179,413,000	12.99%	0.00%	12.99%
4	Homeowners multiple peril	300,991,143	6,760,523	0	6,760,523	1,379,295,000	21.82%	0.49%	22.31%
5.1	Commercial multiple peril (non-liability portion)	29,117,284	0	0	0	456,705,000	6.38%	0.00%	6.38%
5.2	Commercial multiple peril (liability portion)	15,941,712	0	0	0	246,507,000	6.47%	0.00%	6.47%
9	Inland marine	533,046	(148,977)	0	(148,977)	285,561,000	0.19%	-0.05%	0.13%
12	Earthquake	70,932	0	0	0	4,199,000	1.69%	0.00%	1.69%
13	Group accident and health	(375)	0	0	0	120,174,000	0.00%	0.00%	0.00%
15.3	Guaranteed renewable A & H	8,602,017	0	0	0	29,321,000	29.34%	0.00%	29.34%
15.5	Other accident only	3,946	0	0	0	94,000	4.20%	0.00%	4.20%
16	Workers' compensation	13,872,169	0	0	0	2,004,582,550	0.69%	0.00%	0.69%
17.1	Other liability - occurrence	40,420,253	281,802	0	281,802	693,805,000	5.83%	0.04%	5.87%
17.2	Other liability - claims made	318,899	0	0	0	288,246,000	0.11%	0.00%	0.11%
18	Products liability	745,759	0	0	0	81,447,000	0.92%	0.00%	0.92%
19.2	Other private passenger auto liability	306,403,352	4,470,508	0	4,470,508	1,640,618,000	18.68%	0.27%	18.95%
19.4	Other commercial auto liability	3,655,885	0	0	0	380,181,000	0.96%	0.00%	0.96%
21.1	Private passenger auto physical damage	252,984,514	4,310,451	0	4,310,451	1,310,091,000	19.31%	0.33%	19.64%
21.2	Commercial auto physical damage	3,336,665	0	0	0	180,272,000	1.85%	0.00%	1.85%
23	Fidelity	27,548	0	0	0	23,508,000	0.12%	0.00%	0.12%
24	Surety	30,368	0	0	0	61,341,330	0.05%	0.00%	0.05%
26	Burglary and theft	18,202	0	0	0	5,111,000	0.36%	0.00%	0.36%
27	Boiler and machinery	49,093	0	0	0	40,764,000	0.12%	0.00%	0.12%

**Wisconsin – Market Share by Line of Insurance (2015)**

		American Family Insurance Group	Combined IDS and AIC	Ameriprise Insurance Company ("AIC")	IDS Property Casualty Insurance Company ("IDS")	Industry Total	Amfam Grp. % of Industry Total	IDS/AIC % of Industry Total	Total % Post-Acquisition
	<i>Period Ended</i>	<i>2015 Y</i>	<i>2015 Y</i>	<i>2015 Y</i>	<i>2015 Y</i>	<i>2015 Y</i>			
	Line of Business	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)			
1	Fire	1,228,090	0	0	0	158,564,000	0.77%	0.00%	0.77%
2.1	Allied lines	955,044	0	0	0	137,281,000	0.70%	0.00%	0.70%
2.2	Multiple peril crop	0	0	0	0	252,426,000	0.00%	0.00%	0.00%
2.3	Federal flood	1,701,997	0	0	0	9,753,000	17.45%	0.00%	17.45%
3	Farmowners multiple peril	22,779,926	0	0	0	174,985,000	13.02%	0.00%	13.02%
4	Homeowners multiple peril	295,512,210	6,478,581	0	6,478,581	1,344,228,000	21.98%	0.48%	22.47%
5.1	Commercial multiple peril (non-liability portion)	29,808,383	0	0	0	442,497,000	6.74%	0.00%	6.74%
5.2	Commercial multiple peril (liability portion)	16,190,480	0	0	0	244,445,000	6.62%	0.00%	6.62%
9	Inland marine	496,790	243,197	0	243,197	257,320,000	0.19%	0.09%	0.29%
12	Earthquake	74,683	0	0	0	5,864,000	1.27%	0.00%	1.27%
13	Group accident and health	(3,001)	0	0	0	118,015,000	0.00%	0.00%	0.00%
15.3	Guaranteed renewable A & H	9,528,662	0	0	0	29,998,000	31.76%	0.00%	31.76%
15.4	Non-renewable for stated reasons only	80	0	0	0	418,000	0.02%	0.00%	0.02%
15.5	Other accident only	3,992	0	0	0	42,000	9.50%	0.00%	9.50%
16	Workers' compensation	12,934,060	0	0	0	1,941,026,816	0.67%	0.00%	0.67%
17.1	Other liability - occurrence	41,218,759	258,716	0	258,716	672,689,000	6.13%	0.04%	6.17%
17.2	Other liability - claims made	344,080	0	0	0	291,400,000	0.12%	0.00%	0.12%
18	Products liability	661,044	0	0	0	81,717,000	0.81%	0.00%	0.81%
19.2	Other private passenger auto liability	290,242,659	4,032,706	0	4,032,706	1,556,645,000	18.65%	0.26%	18.90%
19.4	Other commercial auto liability	3,380,083	0	0	0	382,234,000	0.88%	0.00%	0.88%
21.1	Private passenger auto physical damage	244,424,240	3,938,543	0	3,938,543	1,226,494,000	19.93%	0.32%	20.25%
21.2	Commercial auto physical damage	3,189,354	0	0	0	167,266,000	1.91%	0.00%	1.91%
23	Fidelity	29,903	0	0	0	23,644,000	0.13%	0.00%	0.13%
24	Surety	43,092	0	0	0	55,469,452	0.08%	0.00%	0.08%
26	Burglary and theft	10,179	0	0	0	4,714,000	0.22%	0.00%	0.22%
27	Boiler and machinery	39,188	0	0	0	40,524,000	0.10%	0.00%	0.10%

**Wisconsin – Market Share by Line of Insurance (2014)**

		American Family Insurance Group	Combined IDS and AIC	Ameriprise Insurance Company ("AIC")	IDS Property Casualty Insurance Company ("IDS")	Industry Total	Amfam Grp. % of Industry Total	IDS/AIC % of Industry Total	Total % Post-Acquisition
	<i>Period Ended</i>	<i>2014 Y</i>	<i>2014 Y</i>	<i>2014 Y</i>	<i>2014 Y</i>	<i>2014 Y</i>			
	Line of Business	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)			
1	Fire	1,278,895	0	0	0	170,606,000	0.75%	0.00%	0.75%
2.1	Allied lines	965,356	0	0	0	141,556,000	0.68%	0.00%	0.68%
2.3	Federal flood	1,848,597	0	0	0	10,187,000	18.15%	0.00%	18.15%
3	Farmowners multiple peril	21,976,462	0	0	0	165,101,000	13.31%	0.00%	13.31%
4	Homeowners multiple peril	287,655,472	5,133,985	0	5,133,985	1,287,145,000	22.35%	0.40%	22.75%
5.1	Commercial multiple peril (non-liability portion)	28,755,307	0	0	0	419,262,000	6.86%	0.00%	6.86%
5.2	Commercial multiple peril (liability portion)	15,436,102	0	0	0	235,716,000	6.55%	0.00%	6.55%
9	Inland marine	468,214	35,760	0	35,760	239,970,000	0.20%	0.01%	0.21%
12	Earthquake	72,717	0	0	0	5,820,000	1.25%	0.00%	1.25%
13	Group accident and health	(45,926)	0	0	0	111,733,000	-0.04%	0.00%	-0.04%
15.3	Guaranteed renewable A & H	10,498,208	0	0	0	31,396,000	33.44%	0.00%	33.44%
15.4	Non-renewable for stated reasons only	155	0	0	0	503,000	0.03%	0.00%	0.03%
15.5	Other accident only	4,315	0	0	0	120,000	3.60%	0.00%	3.60%
16	Workers' compensation	10,516,582	0	0	0	1,803,581,310	0.58%	0.00%	0.58%
17.1	Other liability - occurrence	41,523,684	225,082	0	225,082	644,394,000	6.44%	0.03%	6.48%
17.2	Other liability - claims made	432,033	0	0	0	291,386,000	0.15%	0.00%	0.15%
18	Products liability	732,202	0	0	0	72,839,000	1.01%	0.00%	1.01%
19.2	Other private passenger auto liability	282,944,584	3,539,686	0	3,539,686	1,499,900,000	18.86%	0.24%	19.10%
19.4	Other commercial auto liability	3,485,372	0	0	0	357,948,000	0.97%	0.00%	0.97%
21.1	Private passenger auto physical damage	240,601,600	3,430,471	0	3,430,471	1,155,022,000	20.83%	0.30%	21.13%
21.2	Commercial auto physical damage	3,150,537	0	0	0	155,290,000	2.03%	0.00%	2.03%
23	Fidelity	26,926	0	0	0	23,841,000	0.11%	0.00%	0.11%
24	Surety	154,094	0	0	0	60,872,706	0.25%	0.00%	0.25%
26	Burglary and theft	17,377	0	0	0	4,537,000	0.38%	0.00%	0.38%
27	Boiler and machinery	37,320	0	0	0	38,932,000	0.10%	0.00%	0.10%

**Wisconsin – Market Share by Line of Insurance (2013)**

		American Family Insurance Group	Combined IDS and AIC	Ameriprise Insurance Company ("AIC")	IDS Property Casualty Insurance Company ("IDS")	Industry Total	Amfam Grp. % of Industry Total	IDS/AIC % of Industry Total	Total % Post-Acquisition
	<i>Period Ended</i>	<i>2013 Y</i>	<i>2013 Y</i>	<i>2013 Y</i>	<i>2013 Y</i>	<i>2013 Y</i>			
	Line of Business	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)	Direct Premiums Written (\$)			
1	Fire	1,267,820	0	0	0	166,821,000	0.76%	0.00%	0.76%
2.1	Allied lines	908,610	0	0	0	146,756,000	0.62%	0.00%	0.62%
2.2	Multiple peril crop	(933)	0	0	0	280,567,000	0.00%	0.00%	0.00%
2.3	Federal flood	1,804,767	0	0	0	10,464,000	17.25%	0.00%	17.25%
3	Farmowners multiple peril	20,299,457	0	0	0	155,639,000	13.04%	0.00%	13.04%
4	Homeowners multiple peril	276,495,475	3,600,889	0	3,600,889	1,226,127,000	22.55%	0.29%	22.84%
5.1	Commercial multiple peril (non-liability portion)	28,331,222	0	0	0	407,297,000	6.96%	0.00%	6.96%
5.2	Commercial multiple peril (liability portion)	15,285,268	0	0	0	226,218,000	6.76%	0.00%	6.76%
9	Inland marine	439,968	1,806	0	1,806	218,148,000	0.20%	0.00%	0.20%
12	Earthquake	75,072	0	0	0	5,546,000	1.35%	0.00%	1.35%
13	Group accident and health	1,583,879	0	0	0	119,350,000	1.33%	0.00%	1.33%
15.3	Guaranteed renewable A & H	18,554,712	0	0	0	39,742,000	46.69%	0.00%	46.69%
15.4	Non-renewable for stated reasons only	75	0	0	0	1,019,000	0.01%	0.00%	0.01%
15.5	Other accident only	4,574	0	0	0	152,000	3.01%	0.00%	3.01%
16	Workers' compensation	10,930,190	0	0	0	1,746,795,468	0.63%	0.00%	0.63%
17.1	Other liability - occurrence	41,410,901	167,839	0	167,839	615,867,000	6.72%	0.03%	6.75%
17.2	Other liability - claims made	417,258	0	0	0	266,131,000	0.16%	0.00%	0.16%
18	Products liability	597,644	0	0	0	77,386,000	0.77%	0.00%	0.77%
19.2	Other private passenger auto liability	281,620,741	2,998,222	0	2,998,222	1,444,071,000	19.50%	0.21%	19.71%
19.4	Other commercial auto liability	3,361,664	0	0	0	339,465,000	0.99%	0.00%	0.99%
21.1	Private passenger auto physical damage	238,366,978	2,822,107	0	2,822,107	1,095,042,000	21.77%	0.26%	22.03%
21.2	Commercial auto physical damage	3,069,097	0	0	0	141,539,000	2.17%	0.00%	2.17%
23	Fidelity	26,977	0	0	0	22,262,000	0.12%	0.00%	0.12%
24	Surety	74,843	0	0	0	53,941,032	0.14%	0.00%	0.14%
26	Burglary and theft	8,760	0	0	0	4,176,000	0.21%	0.00%	0.21%
27	Boiler and machinery	31,367	0	0	0	37,783,000	0.08%	0.00%	0.08%