



AMERICAN FAMILY INSURANCE 2018 ANNUAL REPORT

EVERYONE HAS A DREAM. WITH THE RIGHT PROTECTION AND SUPPORT, IMAGINE WHAT YOU CAN ACHIEVE.

Our mission – To inspire, protect and restore your dreams. Because we believe a dream is the most valuable thing you'll ever own.

Our vision – To be the most trusted and valued customer-driven insurance company. The American Family Enterprise is a family of companies dedicated to delivering unparalleled service and exceptional protection to our customers.

Our values – Employee-focused, customer-driven. Our commitment to you is to be innovative, caring, agile, trustworthy, transparent and, above all else, passionate.

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AMERICAN FAMILY INSURANCE GROUP CONSOLIDATED HIGHLIGHTS

	2018	2017
Assets.....	\$27,502,521	\$24,233,038
Members' Equity	9,006,847	8,051,825
Revenues	10,177,770	9,253,428
Net income (loss).....	295,292	155,628
Life insurance in force.....	98,930,145	97,225,115

AMERICAN FAMILY INSURANCE GROUP CONSOLIDATED BALANCE SHEET

ASSETS	2018	2017
Bonds.....	\$15,536,000	\$13,572,740
Common stocks	2,368,958	2,646,816
Cash and cash equivalents.....	747,365	687,166
Other assets.....	8,850,198	7,326,316
Total assets.....	\$27,502,521	\$24,233,038

LIABILITIES	2018	2017
P&C loss and LAE reserve.....	\$6,430,892	\$4,750,962
Life reserves & deposit contracts.....	4,284,613	4,227,795
P&C unearned premiums	4,533,512	3,673,494
Other liabilities	3,226,657	3,528,962
Total liabilities.....	\$18,495,674	\$16,181,213

MEMBERS' EQUITY	2018	2017
Acquired capital.....	\$1,179,000	-
Accumulated other comprehensive income	179,165	582,655
Retained earnings.....	7,648,682	7,469,170
Total members' equity	\$9,006,847	\$8,051,825

	2018	2017
Total liabilities & members' equity.....	\$27,502,521	\$24,233,038

AMERICAN FAMILY INSURANCE GROUP CONSOLIDATED STATEMENT OF INCOME

REVENUES	2018	2017
P&C premiums earned.....	\$8,927,496	\$8,205,266
Life premiums earned.....	338,113	331,019
Net investment income.....	699,437	523,281
Other income.....	212,724	193,862
Total revenues	\$10,177,770	\$9,253,428

BENEFITS AND EXPENSES	2018	2017
P&C losses and LAE incurred.....	\$6,805,796	\$6,324,473
Other P&C underwriting expenses	2,515,386	2,485,671
Life insurance claims & other benefits.....	210,713	191,961
Other expenses	482,219	394,220
Total benefits and expenses.....	10,014,114	9,396,325
Gain (loss) from operations.....	163,656	(142,897)
Realized capital gains (losses).....	158,442	291,925
Income (loss) before taxes	322,098	149,028
Tax expense (benefit).....	26,806	(6,600)
Net Income (loss).....	\$295,292	\$155,628

AMERICAN FAMILY INSURANCE GROUP CONSOLIDATED STATEMENT OF CHANGES IN MEMBERS' EQUITY

	2018	2017
Beginning members' equity	\$8,051,825	\$7,759,957
Acquired capital.....	1,179,000	-
Net income (loss).....	295,292	155,628
Unrealized gains (losses), net of tax.....	(530,236)	166,671
Other, net of tax	10,966	(30,431)
Ending members' equity.....	\$9,006,847	\$8,051,825