REPORT ON EXECUTIVE COMPENSATION Domestic Insurers

Ref: Sections 601.42 and 611.63 (4), Wis. Stat.*

	Office of the Commissioner of Insurance
	P. O. Box 7873
	WAY (Date Son, WI 53707-7873
HAMIXITA SIGNA	WALL SOFT
100 etc.	For Calendar Year Ending

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Insurer	Name	 	

American Family Mutual Insurance Company, S.I.

December 31, 2019

State of Wisconsin

INSTRUCTIONS:

Each Wisconsin-domiciled insurer shall file a Report on Executive Compensation as a supplement to the insurer's annual statement, to be filed with the annual statement on or before March 1. The Report on Executive Compensation shall disclose the annual compensation of each director and all "C" level executives or their equivalent, for example, the Chief Executive Officer, Chief Financial Officer, Chief Information Officer, etc. In addition, report all members of executive management of the insurer whose compensation exceeds specified amounts. Add additional pages as necessary.

Insurers which are part of a group of insurers or other holding company system may file amounts paid to officers and executive management in Parts 1 and 3 either on a consolidated basis or by allocation to each insurer. The footnote to Part 1 should note which method is being employed.

Compensation reported shall consist of any and all gross direct and indirect remuneration paid and accrued during the report year for the benefit of an individual director, officer, or manager, and shall include wages, stock grants, gains from the exercise of stock options, and all other forms of personal compensation (including employer-paid health, life and any other premiums).

Part 1 Officer and Executive Management Compensation

Report on the compensation of all "C" level executives or their equivalent. In addition, report all other members of executive management based on the following schedule:

Insurer's Current Year-end Capital and Surplus*	Report for any officer or executive management whose total annual compensation is in excess of
Less than \$200,000,000	\$150,000
\$200,000,000 to \$400,000,000	\$300,000
More than \$400,000,000	\$400,000

^{*} If the report completed on a consolidated basis, use the capital and surplus of the largest insurer in the group.

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
See attached					
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Is the reporting insurer a member of a group of insurers or other holding company system? Yes [1] The [1] If yes, does the above amounts represent 1) total gross compensation paid to each unique at the group? Yes [2]; or 2) an allocation to each insurer? Yes [2] OCI 22-010 (R 12/2019)

American Family Mutual Insurance Company, S.I. 2019 WI OCI Report on Executive Compensation

				All Other	
Name	Principal Position	Salary	Bonus	Compensation	Total
Jack C Salzwedel	Chairman and CEO	\$1,200,000	\$9,382,638	\$668,394	\$11,251,032
William B Westrate	President	\$850,000	\$3,707,501	\$406,806	\$4,964,308
Jessie J Stauffacher	Former AmFam Agency Chief Operating Officer	\$557,642	\$1,991,640	\$359,028	\$2,908,311
Daniel J Kelly	Chief Financial Officer/Treasurer	\$617,300	\$1,766,829	\$347,455	\$2,731,585
Peter C Gunder	Chief Business Development Officer	\$574,500	\$1,626,941	\$242,598	\$2,444,040
Telisa L Yancy	AmFam Agency Chief Operating Officer	\$535,385	\$1,503,389	\$360,162	\$2,398,936
David C Holman	Chief Strategy Officer/Secretary	\$477,000	\$1,320,532	\$236,040	\$2,033,572
David A Graham	Chief Investment Officer	\$490,000	\$1,432,626	\$75,001	\$1,997,627
Gerry W Benusa	Enterprise Chief People Officer	\$449,539	\$1,137,834	\$208,554	\$1,795,927
Todd Fancher	Enterprise Transformation Officer	\$420,000	\$1,012,785	\$268,430	\$1,701,215
Jim St Vincent	Human Resources Senior Vice President	\$383,500	\$885,694	\$230,167	\$1,499,362
Peter Benjamin Settel	Enterprise Chief Technology Officer	\$525,000	\$809,868	\$107,303	
Mary Theilen	Personal Lines President	\$385,000	\$904,980		\$1,442,171
Troy P Van Beek	Finance Vice President	\$370,000	\$837,282	\$115,343	\$1,405,323
Richard M Steffen	Life President	\$355,000	\$661,670	\$101,871	\$1,309,153
Timothy D Constien	Personal Lines Claims Vice President	\$347,200		\$111,746	\$1,128,415
Sam Geraci	Strategy Vice President	\$349,400	\$648,230	\$131,544	\$1,126,974
Justin B Cruz	Inclusive Excellence Vice President		\$559,583	\$90,290	\$999,273
Kari E Grasee	Business & Workplace Services Vice President	\$349,500	\$545,207	\$89,996	\$984,703
Jeff J Swalve	Chief Sales Officer	\$349,000	\$536,030	\$86,167	\$971,197
Jeffrey N Preston	Reinsurance Vice President	\$317,115	\$507,694	\$116,560	\$941,369
Mark V Afable	Former Chief Legal Officer	\$341,200	\$532,995	\$61,366	\$935,561
Brenda L Koenig	Commercial Farm/Ranch President	\$108,547	\$406,100	\$405,650	\$920,298
Julie A Rupert	Enterprise Commercial Lines Chief Information Officer	\$333,000	\$461,990	\$109,330	\$904,320
Krîstin R Kirkconnell	Former Senior Technology Advisor	\$318,693	\$477,070	\$84,171	\$879,933
Gregory V Gisi	B&A Insurance Solutions President	\$125,531	\$239,580	\$508,640	\$873,751
Joseph C Gates	Chief Risk Officer	\$288,600	\$437,711	\$136,979	\$863,290
Greg Pfluger	Enterprise Personal Lines & Life Chief Information Officer	\$316,000	\$460,143	\$73,233	\$849,376
Candy S Embray	Sales & Service Operations Vice President	\$322,154	\$460,052	\$52,053	\$834,259
Michael R Riggs	Agency Sales Vice President	\$262,000	\$400,491	\$126,949	\$789,441
Scott J Seymour	Government Affairs & Compliance Vice President	\$270,000	\$400,534	\$101,316	\$771,851
Daniel K Reed	Business Development Vice President	\$301,000	\$357,553	\$106,750	\$765,303
Ann M Hamilton	Customer Experience Vice President	\$365,000	\$245,641	\$112,809	\$723,451
Betty Bergquist		\$245,000	\$241,904	\$208,001	\$694,904
Jim S Buchheim	Agency Sales Vice President	\$270,000	\$320,226	\$92,485	\$682,710
Cesar A Pinzon Jr	Communications Vice President	\$264,000	\$368,875	\$46,533	\$679,408
	Sales Strategy & Support Vice President	\$270,000	\$323,038	\$86,135	\$679,173
James J Madden	M&A Technology Integration Vice President	\$250,100	\$300,894	\$121,417	\$672,411
Bryce H Tolefree	Litigation Vice President	\$250,400	\$301,222	\$115,572	\$667,194
Asya S Alexandrovich	Chief Legal Officer	\$286,154	\$305,503	\$75,144	\$666,801
Jan A Kittoe	Talent Development & Ignite Vice President	\$257,993	\$275,230	\$86,551	\$619,774
David J Endres	AmFam Direct Legal Vice President	\$232,000	\$280,749	\$103,434	\$616,183
Tracy Schweitzer	Chief of Staff	\$246,539	\$205,742	\$124,772	\$577,053
Nishant R Upadhyay	Information & Data Management Vice President	\$237,000	\$207,885	\$80,251	\$525,136
Sherina Smith	Marketing Vice President	\$271,173	\$219,171	\$28,832	\$519,176
Aman Chadha	Talent Acquisition Vice President	\$163,846	\$339,344	\$12,358	\$515,549

American Family Insurance Mutual Holding Company 2019 WI OCI Report on Executive Compensation

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Kathleen S. Barclay	Retired Sr. Vice President Human Resources, The Kroger Company	41,250	Bullus 0	Compensation	1 0 tal 41,250
Christine M. Cumming	Retired First Vice President & COO, Federal Reserve Bank of New York	198,333	0	0	198,333
Londa J. Dewey	President, QTI Group	198,333	0	0	198,333
Leslie A. Howard	Senior Advisor to the CEO, United Way Worldwide	180,833	0	0	180,833
Ted D. Kellner	Chairman & CEO, Fiduciary Management, Inc.	37,500	0	0	
Idalene F. Kesner	Dean, Indiana University Kelley School of Business	178,333	0	0	37,500 178,333
Rakesh Khurana	Dean, Harvard College	178,333	0	0	178,333
Michael M. Knetter	President & CEO, University of Wisconsin Foundation	203,333	0	0	203,333
R. Scott Malmgren	Retired Senior Partner, Deloitte & Touche, LLP	41,250	0	0	41,250
Eliot G. Protsch	President, Wapsie Investment & Advisory, LLC	178,333	0	0	178,333
Paul S. Shain	President & CEO, Singlewire Software, LLC	210,000	0	0	210,000
Dmitri L. Stockton	Retired Sr. Vice President, General Electric	41,250	0	0	41,250
Thomas M. Tefft	Retired Sr. Vice President, Medtronic	203,333	0	0	203,333
Thomas J. Zimbrick	CEO, Zimbrick, Inc.	198,333	0	0	198,333

American Family Mutual Insurance Company, S.I. 2019 WI OCI

Report on Executive Compensation

	Salary	Bonus	All Other Compensation	Total
A. Officers	17,423,319	41,097,849	7,608,781	66,129,950
B. Directors	2,088,750	0	0	2,088,750



SUPPLEMENT FOR THE YEAR 2019 OF THE AMERICAN FAMILY MUTUAL INSURANCE COMPANY, S.I.

SUPPLEMENTAL COMPENSATION EXHIBIT

For the Year Ended December 31, 2019 (To be filed by March 1) PART 1 - INTERROGATORIES

Is the reporting insurer a member of a group of insurers or other holding company system?
 If yes, do the amounts below represent 1) total gross compensation earned for each individual by or on behalf of all companies which are part of the group: Yes [X]; or 2) allocation to each insurer: Yes [].

Yes [X] No []

2. Did any person while an officer, director, or trustee of the reporting entity receive directly or indirectly, during the period covered by this statement any commission on the business transactions of the reporting entitiy?

Yes [] No [X]

3. Except for retirement plans generally applicable to its staff employees, has the reporting entity any agreement with any person, other than contracts with its agents for the payment of commissions whereby it agrees that for any service rendered or to be rendered, that he/she shall receive directly or indirectly, any salary, compensation or emolument that will extend beyond the period of 12 months from the date of the agreement?

Yes [X] No []

PART 2 -	OFFICERS AND EMPL	OYEES COMPENSATION

,		PAR		HO AND EN						,
	1 Name and Principal Position	2 Year	3 Salary	4 Bonus	5 Stock Awards	6 Option Awards	7 Sign-on Payments	8 Severance Payments	9 All Other Compensation	10 Totals
	Current:									
1.	Salzwedel, Jack C Chairman and CEO	2019	1,200,000	9,382,638					668,394	11,251,032
	Salzwedel, Jack C Chairman and CEO	2018	1,150,000	9,416,467					473,391	11,039,858
	Salzwedel, Jack C Chairman and CEO	2017	1,125,000	7,975,403					516,781	9,617,184
	Current:									
2.	Kelly, Daniel J Chief Financial									
	Officer/Treasurer	2019	617,300	1,766,829					347,455	2,731,584
	Kelly,Daniel J Chief Financial Officer/Treasurer	2018	599,300	1,794,908					302,707	2,696,915
	Kelly,Daniel J Chief Financial Officer/Treasurer	2017	568,300	1,569,798					323,673	2,461,771
3.	Westrate, William B President	2019	850,000	3,707,501					406,806	4,964,307
	Westrate, William B President	2018	720,000	2,377,219					242,806	3,340,025
ļ	Westrate, William B President	2017	678,769	1,967,261					259,999	2,906,029
4.	Stauffacher, Jessie J Former AmFam Agency Chief Operating Officer	2019	557,642	1,991,640					359,028	2,908,310
	Stauffacher, Jessie J AmFam Agency Chief Operating Officer	2018	540,000	837,261				***************	162,233	1,539,494
	Stauffacher, Jessie J AmFam Agency Chief Operating Officer	2017	442,431	721, 128					134, 152	1,297,711
5.	Gunder,Peter C Chief Business Development Officer	2019	574,500	1,626,941					242,598	2,444,039
	Gunder,Peter C Chief Business Development Officer	2018	552,500	1,633,921					2,707,469	4,893,890
	Gunder,Peter C Chief Business Development Officer	2017	532,500	1,469,926					197,809	2,200,235
6.	Yancy, Telisa L. AmFam Agency Chief Operating Officer	2019	535,385	1,503,389					360,162	2,398,936
	Yancy, Telisa L Chief Marketing Officer	2018	440,000	1,235,190					866, 162	2,541,352
	Yancy, Telisa L. Chief Marketing Officer	2017	384,539	957,691					74,533	1,416,763
7.	Holman,David C Chief Strategy Officer/Secretary	2019	477,000	1,320,532					236,040	2,033,572
	Holman, David C Chief Strategy Officer/Secretary	2018	459,000	1,306,531				***************************************	205,015	1,970,546
	Holman, David C Chief Strategy		400 000	4 407 005						4 770 004
<u> </u>	Officer/Secretary	2017	439,000	1,127,805					211,516	1,778,321
8.	Graham,David A Chief Investment Officer	2019	490,000	1,432,626				*************	75,001	1,997,627
	Graham,David A Chief Investment Officer	2018	475,700	1,479,430					98,414	2,053,544
	Graham,David A Chief Investment Officer	2017	455,700	1,344,221					77,483	1,877,404
9.	Benusa,Gerry W Enterprise Chief People Officer	2019	449,539	1, 137,834				***************************************	208,554	1,795,927
	Benusa,Gerry W Chief Sales Officer	2018	431,900	1,044,212	ļ	ļ			177,613	1,653,725
	Benusa,Gerry W Chief Sales Officer	2017	419,400	955,975					169,281	1,544,656
10.	Fancher, Todd F Enterprise									
	Transformation Officer	2019	420,000	1,012,785	ļ				268,430	1,701,215
	Fancher, Todd F Chief People Officer .	2018	377,339	900,721	 				189,378	1,467,438
	Fancher, Todd F Chief Digital Transformation Officer	2017	345,777	755,680					207,226	1,308,683



SUPPLEMENT FOR THE YEAR 2019 OF THE AMERICAN FAMILY MUTUAL INSURANCE COMPANY, S.I. PART 3 - DIRECTOR COMPENSATION

	3 - DIRECTOR COM				·	
1			Services as Dire		6	7
Name and Principal Position or Occupation and Company (if Outside Director)	2 Direct Compensation	3 Stock Awards	4 Option Awards	5 Other	All Other Compensation Paid or Deferred	Totals
Kathleen S. Barclay	Compensation	AWAIGS	Awarus	Cirio		
Retired Sr. Vice President Human Resources,			ŀ			
The Kroger Company	41 250				[41,250
Christine M. Cumming	71,200					
Retired First Vice President & COO,	1		!			
Federal Reserve Bank of New York	100 222					198,333
	130,000					
Londa J. Dewey						
President, QTI Group	100 222				1 1	198,333
Lestie A. Howard						
Senior Advisor to the CEO.						
United Way Worldwide	180 833			Ì		180,833
Idalene F. Kesner				***************************************		
Dean, Indiana University Kelley School of Business	179 333					178 333
			***************************************	***************************************		
Ted D. Keliner Chairman & CEO, Fiduciary Management, Inc.	37 500					37 500
Rakesh Khurana						
Dean, Harvard College	178 333			İ		178 333
Michael M. Knetter						
President & CEO, University of Wisconsin Foundation	203 333				1	203,33
R. Scott Malmgren	200,000					200,000
Retired Senior Partner.				1		
Deloitte & Touche, LLP	41 250		1			41 250
Eliot G. Protsch	71,200					
President.				1		
Wapsie Investment & Advisory, LLC	178 333					178.33
Paul S. Shain					-	
President & CEO.						
Singlewire Software, LLC	210 000					210,000
Dmitri L. Stockton						
Retired Sr. Vice President.						
General Electric	41 250				. [41,25
Thomas M. Tefft			·		·	71,20
Inomas M. letit Retired Sr. Vice President.					ļ	
Meditred Sr, vice President,	203 333		1	1		203,33
Thomas J. Zimbrick	200,000				.	
					1	
CEO, Zimbrick, Inc.	100 222					198 33
APRIORICK, THE.	100,000			1	.	

SUPPLEMENT FOR THE YEAR 2019 OF THE AMERICAN FAMILY MUTUAL INSURANCE COMPANY, S.I. PART 4 - NARRATIVE DESCRIPTION OF MATERIAL FACTORS

Provide a narrative description of any material factors necessary to gain an understanding of the information disclosed in the tables.