SUPPLEMENT FOR THE YEAR 2023 OF THE AMERICAN FAMILY CONNECT INSURANCE COMPANY

SUPPLEMENTAL COMPENSATION EXHIBIT

For the Year Ended December 31, 2023
(To be filed by March 1)

PART 1 - INTERROGATORIES

1. Is the reporting insurer a member of a group of insurers or other holding company system? Yes [X] No [ ]
   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 [ ]; or 2) allocation to each insurer: Yes [X].
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 entity? 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 [ ]

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SUPPLEMENT FOR THE YEAR 2023 OF THE AMERICAN FAMILY CONNECT INSURANCE COMPANY

PART 2 - OFFICERS AND EMPLOYEES COMPENSATION

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., Executive Chair	2023	2,444	8,146					3,649	14,239
Salzwedel, Jack C., Executive Chair	2022								
Salzwedel, Jack C., Executive Chair	2021								
Current:									
2. Van Beek, Troy P., Enterprise Chief Financial Officer/Treasurer	2023	1,645	3,672					361	5,678
Van Beek, Troy P., Enterprise Chief Financial Officer/Treasurer	2022								
Van Beek, Troy P., Enterprise Chief Financial Officer/Treasurer	2021								
3. Westrate, William B., CEO and Chair Elect	2023	2,683	8,567					653	11,903
Westrate, William B., CEO and Chair Elect	2022								
Westrate, William B., CEO and Chair Elect	2021								
4. Scavongelli, Anthony, Former Enterprise Chief Partnership Officer	2023	1,440	6,029					441	7,910
Scavongelli, Anthony, Former Enterprise Chief Partnership Officer	2022								
Scavongelli, Anthony, Former Enterprise Chief Partnership Officer	2021								
5. Settel, Peter B., Enterprise Chief Strategy & Technology Officer	2023	807	1,808					692	3,307
Settel, Peter B., Enterprise Chief Strategy & Technology Officer	2022								
Settel, Peter B., Enterprise Chief Strategy & Technology Officer	2021								
6. Yancy, Telisa L., Enterprise President	2023	2,008	4,558					479	7,045
Yancy, Telisa L., Enterprise President	2022								
Yancy, Telisa L., Enterprise President	2021								
7. Stauffacher, Jessica J., Chief People Officer	2023	1,826	4,618					250	6,694
Stauffacher, Jessica J., Chief People Officer	2022								
Stauffacher, Jessica J., Chief People Officer	2021								
8. Kelly, Daniel J., Former Enterprise Chief Underwriting Officer	2023	1,916	3,643					802	6,361
Kelly, Daniel J., Former Enterprise Chief Underwriting Officer	2022								
Kelly, Daniel J., Former Enterprise Chief Underwriting Officer	2021								
9. Holman, David C., Former Chief Administration Officer/Secretary	2023	1,383	3,800					680	5,863
Holman, David C., Former Chief Administration Officer/Secretary	2022								
Holman, David C., Former Chief Administration Officer/Secretary	2021								
10. Lorion, Michael, American Family Direct & Homesite President	2023	3,523	10,068					909	14,500
Lorion, Michael, American Family Direct & Homesite President	2022								
Lorion, Michael, American Family Direct & Homesite President	2021								

PART 3 - DIRECTOR COMPENSATION

1	Paid or Deferred for Services as Director				6	7
	2	3	4	5		
Name and Principal Position or Occupation and Company (if Outside Director)	Direct Compensation	Stock Awards	Option Awards	Other	All Other Compensation Paid or Deferred	Totals
Christine M. Cumming, Retired First Vice President and COO, Federal Reserve Bank of New York	664					664
Londa J. Dewey, CEO, QTI Group	664					664
Fabian Fondriest, Retired CEO, Homesite Group Incorporated	603					603

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PART 3 - DIRECTOR COMPENSATION

1	Paid or Deferred for Services as Director				6	7
	2	3	4	5		
Name and Principal Position or Occupation and Company (if Outside Director)	Direct Compensation	Stock Awards	Option Awards	Other	All Other Compensation Paid or Deferred	Totals
Leslie Ann Howard, Retired President and CEO, United Way of Dane County	603					603
Idalene F. Kesner, Dean Emeritus, Indiana University Kelley School of Business	664					664
Rakesh Khurana, Danoff Dean, Harvard College	603					603
Michael M. Knetter, President & CEO, University of Wisconsin Foundation	676					676
Tonie Leatherberry, Former Deloitte Partner and CEO, Amplify Advisors, LLC	603					603
Rosa G. Rios, Former United States Treasurer, CEO, Red River Associates	603					603
Paul S. Shain, Executive Chair, Singlewire Board of Directors	700					700
Thomas M. Tefft, Former Executive, Medtronic, Inc.	676					676
Scott Wrobbel, Retired Central Region Market Leader and Milwaukee Managing Partner, Deloitte	603					603
Thomas J. Zimbrick, CEO,	603					603

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.

Beginning in 2023, consistent with our transition to an enterprise operating model, officer and employee compensation for executives with enterprise-wide accountability was allocated across affiliated reporting entities. Disclosed 2022 and 2021 amounts for such executives remain as originally allocated and reported and, as such, may not be comparable to 2023 amounts. In 2023, the top ten most highly compensated individuals presented was based on total compensation at the insurance group level. .....