

**REPORT ON EXECUTIVE COMPENSATION
Domestic Insurers**



State of Wisconsin
Office of the Commissioner of Insurance
P. O. Box 7873
Madison, WI 53707-7873

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

Insurer Name AMERICAN FAMILY MUTUAL INSURANCE COMPANY	For Calendar Year Ending December 31, <u>2015</u>
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INSTRUCTIONS:

Each Wisconsin-domiciled insurer shall file a Report on Executive Compensation as a supplement to the insurer's annual statement, to be filled with the annual statement on or before March 1. The Report on Executive Compensation shall report on the annual compensation of each director, each officer, and the four most highly paid members of executive management. 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 I and III either on a consolidated basis or by allocation to each insurer. The footnote to Part I 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, salaries, bonuses, retirement benefits, deferred compensation, commissions, directors fees, retainers, 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 I Officer and Executive Management Compensation

Report on the compensation of the officers and the four most highly paid members of executive management. 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 employee 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					

Is the reporting insurer a member of a group of insurers or other holding company system? Yes [] No []
 If yes, does the above amounts represent 1) total gross compensation paid to each individual by or on behalf of all companies which are a part of the group? Yes []; or 2) an allocation to each insurer? Yes []

Insurer Name AMERICAN FAMILY MUTUAL INSURANCE COMPANY	For Calendar Year Ending December 31, 2015
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Part 2 Directors Compensation

Report on the compensation of each director or trustee. Amounts disclosed must include compensation paid and accrued for services on boards and committees as well as any other activity or service, such as consulting agreements.

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
See attached					

Part 3 Total Compensation

Report the total compensation paid for all directors as a group and the total compensation paid for all officers as a group.

	Salary	Bonus	All Other Compensation	Total
A. Officers	See attached			
B. Directors				

* OCI may treat some or all of the information reported as public under ch. 19, Wis. Stat. If you believe your response contains proprietary confidential information, please identify the basis for your claim. A claim of confidentiality does not guarantee exemption from disclosure.

American Family Mutual Insurance Company
2015 WI OCI
Report on Executive Compensation

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
Salzwedel, Jack C	Chairman, CEO and President	\$1,062,500	\$6,195,753	\$419,410	\$7,677,664
Kelly, Daniel J	Chief Financial Officer/Treasurer	\$482,231	\$1,290,419	\$254,194	\$2,026,844
Gunder, Peter C	Chief Business Development Officer	\$507,692	\$1,182,610	\$137,786	\$1,828,088
Schmoeger, Mary L	Chief Administration Officer	\$466,579	\$1,033,696	\$116,954	\$1,617,229
Westrate, William B	American Family Chief Operating Officer	\$454,656	\$1,005,104	\$110,233	\$1,569,992
Holman, David C	Chief Strategy Officer/Secretary	\$414,387	\$919,045	\$186,280	\$1,519,712
Graham, David A	Chief Investment Officer	\$449,154	\$987,734	\$74,659	\$1,511,546
Afable, Mark V	Chief Legal Officer	\$450,117	\$859,273	\$144,649	\$1,454,040
Benusa, Gerry W	Chief Sales Officer	\$408,646	\$826,053	\$148,116	\$1,382,815
Kirkconnell, Kristin R	Chief Information Officer	\$421,607	\$865,059	\$87,846	\$1,374,512
Rekowski, Jerome G	Sales Strategy & Support Vice President	\$400,852	\$676,904	\$127,172	\$1,204,928
St Vincent, James E	Human Resources Vice President	\$326,426	\$610,826	\$181,431	\$1,118,684
Sebald, David L	Private Markets Investment Director	\$284,805	\$698,620	\$96,587	\$1,080,013
Fancher, William T	Life President	\$316,194	\$479,815	\$129,481	\$925,489
Grasee, Kari E	Information & Data Management Vice President	\$366,042	\$490,601	\$67,604	\$924,247
Yancy, Telisa L	Marketing Vice President	\$321,231	\$538,111	\$63,008	\$922,350
Listau, Christopher R	Commercial Farm/Ranch President	\$337,579	\$498,979	\$78,903	\$915,462
Geraci II, Sebastian J	Strategy Vice President	\$330,240	\$460,499	\$83,455	\$874,195
Constien, Timothy D	Personal Lines President	\$319,503	\$464,945	\$89,554	\$874,002
White, Richard J	Equity Investments Director	\$301,168	\$454,991	\$80,553	\$836,712
Cruz, Justin B	Strategic Data and Analytics Vice President	\$316,965	\$454,285	\$58,915	\$830,164
Steffen, Richard M	Agency Sales Vice President	\$334,318	\$428,258	\$60,496	\$823,073
Castellucci, Marc A	Personal Lines Claims Vice President	\$319,040	\$446,658	\$47,861	\$813,558
Thellen, Mary A	Enterprise Risk Management Vice President	\$299,501	\$429,749	\$49,018	\$778,269
Seymour, Scott J	Corp Legal & Reg Affairs Vice President	\$284,109	\$396,244	\$85,995	\$766,347
Rupert, Julie A	Enterprise Programs Vice President	\$280,180	\$426,725	\$58,051	\$764,955
Gilb, Carolyn S	Agency Sales Vice President	\$294,154	\$394,500	\$60,090	\$748,744
Gisi, Gregory V	B&A Insurance Solutions President	\$268,639	\$398,952	\$77,860	\$745,451
McCartan, Bernard T	Claims Legal Vice President	\$245,910	\$326,134	\$112,362	\$684,406
Pfluger, Gregory J	Business App Systems Mgmt Vice President	\$275,054	\$364,940	\$40,497	\$680,491
Voge, Ryan E	Private Markets Investment Senior Portfolio Manager	\$211,367	\$409,205	\$43,605	\$664,177
CaPaul, Jeffrey M	Private Markets Investment Senior Portfolio Manager	\$211,368	\$414,218	\$32,228	\$657,814
TJugum, Steven R	Agency Strategy Vice President	\$250,116	\$331,325	\$73,741	\$655,182
Breunig, Charles L	Fixed Income Sr Portfolio Unit Manager	\$208,963	\$340,060	\$103,046	\$652,069
Bergquist, Elizabeth A	Sales & Service Operations Vice President	\$254,715	\$329,684	\$56,708	\$641,108
Pinzon Jr, Cesar A	Agency Sales Vice President	\$246,115	\$320,385	\$47,792	\$614,292
Buchheim, James S	Communications Vice President	\$244,346	\$316,255	\$29,327	\$589,929
Lien, Kelly J	PL Product Management Vice President	\$236,542	\$304,960	\$37,453	\$578,956
Van Beek, Troy P	Controller Vice President	\$258,966	\$251,174	\$33,798	\$543,937
Schultz, Daniel R	Retired Enterprise President/ Chief Operating Officer	\$65,362	\$453,898	\$9,457	\$528,717
Reed, Daniel K	Venture Capital Managing Director	\$291,288	\$123,069	\$48,825	\$463,183
Elkins, Ann L	Personal Lines Operations Associate Vice President	\$222,756	\$92,277	\$138,984	\$454,016
Madden, James J	Computing Services Vice President	\$220,078	\$151,141	\$63,164	\$434,383
Stampen, Pamela W	Community Investment Director	\$245,948	\$106,562	\$66,815	\$419,324
Andrew, Robert E	Business Excellence Vice President	\$217,486	\$148,684	\$46,306	\$412,476
Stauffacher, Jessica J	Chief of Staff Vice President	\$206,215	\$159,799	\$44,319	\$410,333
Schraufnagel, Gary M	Sales Director	\$257,198	\$56,286	\$88,135	\$401,619

American Family Mutual Insurance Company
2015 WI OCI
Report on Executive Compensation

Name	Principal Position	Salary	Bonus	All Other Compensation	Total
David R. Anderson	Retired Chairman & CEO American Family Insurance Group	125,000	0	0	125,000
Katy S. Barclay	Sr. Vice President Human Resources, The Kroger Company	140,000	0	0	140,000
Londa J. Dewey	President, QTI Group	140,000	0	0	140,000
Leslie A. Howard	President & CEO United Way of Dane County	140,000	0	0	140,000
Ted D. Kellner	Chairman & CEO, Fiduciary Management, Inc.	140,000	0	0	140,000
Rakesh Khurana	Dean, Harvard College	140,000	0	0	140,000
Michael M. Knetter	President, University of Wisconsin Foundation	150,000	0	0	150,000
R. Scott Malmgren	Retired Senior Partner, Deloitte & Touche, LLP	155,000	0	0	155,000
Walter M. Oliver	Retired Sr. Vice President Human Resources & Administration General Dynamics Corporation	135,000	0	0	135,000
Elliot G. Protsch	President, Wapsie Investment & Advisory, LLC	155,000	0	0	155,000
Paul S. Shain	President & CEO, Singlewire Software, LLC	165,000	0	0	165,000
Thomas J. Zimbrick	CEO, Zimbrick, Inc.	150,000	0	0	150,000

American Family Mutual Insurance Company
2015 WI OCI
Report on Executive Compensation

	Salary	Bonus	All Other Compensation	Total
Highly Compensated Employee Totals	15,188,308	28,914,464	4,292,723	48,395,497
Board of Director Totals	1,735,000	0	0	1,735,000



SUPPLEMENT FOR THE YEAR 2015 OF THE AMERICAN FAMILY MUTUAL INSURANCE COMPANY

SUPPLEMENTAL COMPENSATION EXHIBIT

For the Year Ended December 31, 2015

(To be filed by March 1)

PART 1 - INTERROGATORIES

1. The reporting insurer is a member of a group of insurers or other holding company system: Yes 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
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
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 No



SUPPLEMENT FOR THE YEAR 2015 OF THE AMERICAN FAMILY MUTUAL INSURANCE COMPANY

PART 2 - OFFICERS AND EMPLOYEES COMPENSATION

1	2	3	4	5	6	7	8	9	10
Name and Principal Position	Year	Salary	Bonus	Stock Awards	Option Awards	Sign-on Payments	Severance Payments	All Other Compensation	Totals
Current:									
1. Salzwedel, Jack C Chairman, CEO and President	2015	1,062,500	6,195,753					419,410	7,677,663
Salzwedel, Jack C Chairman and Chief Executive Officer	2014	974,297	6,739,901					413,283	8,127,481
Salzwedel, Jack C Chairman and Chief Executive Officer	2013	956,192	3,907,666					356,908	5,220,766
Current:									
2. Kelly, Daniel J Chief Financial Officer/Treasurer	2015	482,231	1,290,419					254,194	2,026,844
Kelly, Daniel J Chief Financial Officer/Treasurer	2014	446,124	1,113,009					209,499	1,768,632
Kelly, Daniel J Chief Financial Officer/Treasurer	2013	406,384	793,948					155,152	1,355,484
3. Gunder, Peter C Chief Business Development Officer	2015	507,692	1,182,610					137,786	1,828,088
Gunder, Peter C Chief Business Development Officer	2014	459,077	1,024,965					101,751	1,585,793
Gunder, Peter C Executive Vice President	2013	438,269	783,407					82,084	1,303,760
4. Schmoeger, Mary L Chief Administration Officer	2015	466,579	1,033,696					116,954	1,617,229
Schmoeger, Mary L Chief Administration Officer	2014	430,723	863,314					89,249	1,383,286
Schmoeger, Mary L Executive Vice President	2013	419,731	657,221					75,171	1,152,123
5. Westrate, William B American Family Chief Operating Officer	2015	454,656	1,005,104					110,233	1,569,993
Westrate, William B American Family Chief Operating Officer	2014	404,093	843,372					70,261	1,317,726
Westrate, William B Executive Vice President	2013	342,620	562,076					47,345	952,041
6. Holman, David C Chief Strategy Officer/Secretary	2015	414,387	919,045					186,280	1,519,712
Holman, David C Chief Strategy Officer/Secretary	2014	371,646	765,297					144,602	1,281,545
Holman, David C Chief Legal Officer	2013	320,000	547,036					97,086	964,122
7. Graham, David A Chief Investment Officer	2015	449,154	987,734					74,659	1,511,547
Graham, David A Chief Investment Officer	2014	419,540	744,254					71,919	1,235,713
Graham, David A Investment Vice President/CIO	2013	264,924	599,051			125,839		7,833	997,647
8. Afable, Mark V Chief Legal Officer	2015	450,117	859,273					144,649	1,454,039
Afable, Mark V Chief Legal Officer	2014	434,000	822,987					125,918	1,382,905
Afable, Mark V Executive Vice President	2013	417,735	669,360					132,167	1,219,262
9. Benusa, Gerry W Chief Sales Officer	2015	408,646	826,053					148,116	1,382,815
Benusa, Gerry W Chief Sales Officer	2014	379,538	709,283					106,020	1,194,841
Benusa, Gerry W Executive Vice President	2013	368,615	564,288					105,634	1,038,517
10. Kirkconnell, Kristin R Chief Information Officer	2015	421,607	865,059					87,846	1,374,512
Kirkconnell, Kristin R Chief Information Officer	2014	394,772	749,444					71,646	1,215,862
Kirkconnell, Kristin R Chief Information Officer	2013	380,615	555,824					59,642	996,081

PART 3 - DIRECTOR COMPENSATION

1 Name and Principal Position or Occupation and Company (if Outside Director)	Paid or Deferred for Services as Director				6 All Other Compensation Paid or Deferred	7 Totals
	2 Direct Compensation	3 Stock Awards	4 Option Awards	5 Other		
David R. Anderson Retired Chairman & CEO American Family Insurance Group	125,000					125,000
Katy S. Barclay Sr. Vice President Human Resources, The Kroger Company	140,000					140,000
Londa J. Dewey President, QTI Group	140,000					140,000



SUPPLEMENT FOR THE YEAR 2015 OF THE AMERICAN FAMILY MUTUAL INSURANCE COMPANY

PART 3 - DIRECTOR COMPENSATION

1 Name and Principal Position or Occupation and Company (if Outside Director)	Paid or Deferred for Services as Director				6 All Other Compensation Paid or Deferred	7 Totals
	2 Direct Compensation	3 Stock Awards	4 Option Awards	5 Other		
Leslie A. Howard President & CEO United Way of Dane County	140,000					140,000
Ted D. Kellner Chairman & CEO, Fiduciary Management, Inc.	140,000					140,000
Rakesh Khurana Dean, Harvard College	140,000					140,000
Michael M. Knetter President, University of Wisconsin Foundation	150,000					150,000
R. Scott Malmgren Retired Senior Partner, Deloitte & Touche, LLP	155,000					155,000
Walter M. Oliver Retired Sr. Vice President Human Resources & Administration General Dynamics Corporation	135,000					135,000
Eliot G. Protsch President, Wapsie Investment & Advisory, LLC	155,000					155,000
Paul S. Shain President & CEO, Singlewire Software, LLC	165,000					165,000
Thomas J. Zimbrick CEO, Zimbrick, Inc.	150,000					150,000

SUPPLEMENT FOR THE YEAR 2015 OF THE AMERICAN FAMILY MUTUAL INSURANCE COMPANY

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.
