

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

Name	Principal Position	Salary	Bonus	All Other 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	\$1,442,171
Mary Theilen	Personal Lines President	\$385,000	\$904,980	\$115,343	\$1,405,323
Troy P Van Beek	Finance Vice President	\$370,000	\$837,282	\$101,871	\$1,309,153
Richard M Steffen	Life President	\$355,000	\$661,670	\$111,746	\$1,128,415
Timothy D Constien	Personal Lines Claims Vice President	\$347,200	\$648,230	\$131,544	\$1,126,974
Sam Geraci	Strategy Vice President	\$349,400	\$559,583	\$90,290	\$999,273
Justin B Cruz	Inclusive Excellence Vice President	\$349,500	\$545,207	\$89,996	\$984,703
Kari E Grasee	Business & Workplace Services Vice President	\$349,000	\$536,030	\$86,167	\$971,197
Jeff J Swalve	Chief Sales Officer	\$317,115	\$507,694	\$116,560	\$941,369
Jeffrey N Preston	Reinsurance Vice President	\$341,200	\$532,995	\$61,366	\$935,561
Mark V Afable	Former Chief Legal Officer	\$108,547	\$406,100	\$405,650	\$920,298
Brenda L Koenig	Commercial Farm/Ranch President	\$333,000	\$461,990	\$109,330	\$904,320
Julie A Rupert	Enterprise Commercial Lines Chief Information Officer	\$318,693	\$477,070	\$84,171	\$879,933
Kristin R Kirkconnell	Former Senior Technology Advisor	\$125,531	\$239,580	\$508,640	\$873,751
Gregory V Gisi	B&A Insurance Solutions President	\$288,600	\$437,711	\$136,979	\$863,290
Joseph C Gates	Chief Risk Officer	\$316,000	\$460,143	\$73,233	\$849,376
Greg Pfluger	Enterprise Personal Lines & Life Chief Information Officer	\$322,154	\$460,052	\$52,053	\$834,259
Candy S Embray	Sales & Service Operations Vice President	\$262,000	\$400,491	\$126,949	\$789,441
Michael R Riggs	Agency Sales Vice President	\$270,000	\$400,534	\$101,316	\$771,851
Scott J Seymour	Government Affairs & Compliance Vice President	\$301,000	\$357,553	\$106,750	\$765,303
Daniel K Reed	Business Development Vice President	\$365,000	\$245,641	\$112,809	\$723,451
Ann M Hamilton	Customer Experience Vice President	\$245,000	\$241,904	\$208,001	\$694,904
Betty Bergquist	Agency Sales Vice President	\$270,000	\$320,226	\$92,485	\$682,710
Jim S Buchheim	Communications Vice President	\$264,000	\$368,875	\$46,533	\$679,408
Cesar A Pinzon Jr	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
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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	0	0	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	37,500
Idalene F. Kesner	Dean, Indiana University Kelley School of Business	178,333	0	0	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

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	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

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 [X]; 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 [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 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 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
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 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					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					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

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

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.
