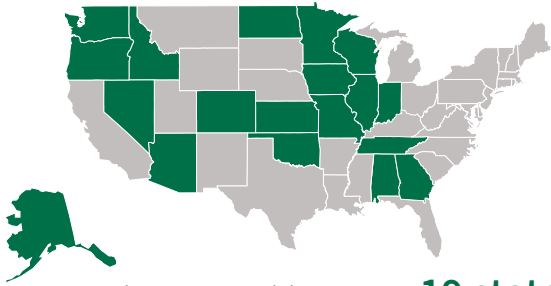


# Impact Snapshot

Founded by farmers 100 years ago, COUNTRY Financial® has remained true to our promise of protecting and supporting clients and communities. Here's a snapshot of our impact from June 2024 through June 2025.

COUNTRY helped **1.5 million people**

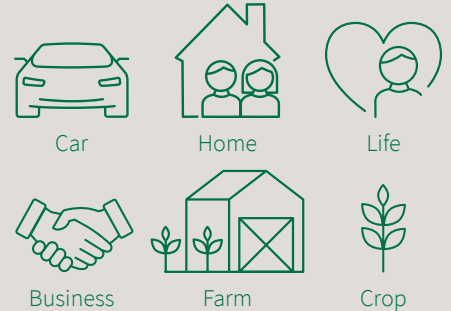


in communities across **19 states**

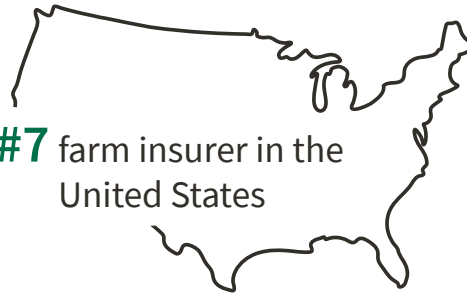
More than **3,000** employees and **1,800** reps

helped enrich lives in communities we serve

Our products helped people protect and plan for their lives.



**#1** farm insurer & **#4** crop insurer in Illinois



**#7** farm insurer in the United States

In Illinois, we provided financial support of more than **\$50 million** to the Illinois Farm Bureau and county Farm Bureaus, much of which found its way back to local, rural communities.



We paid life insurance claims to more than **7,000 families** to help them honor the legacy of a family member.



“Life sometimes gives you the unexpected, but COUNTRY Financial was there for me when I needed them most.”

Mary Enderle,  
Client since 2018



“From confusion and stress to clarity and confidence, COUNTRY Financial made all the difference.”

Lisa Dillingham,  
Client since 2013



We returned

**\$2.6 billion** in claims paid to clients impacted by life events

Our COUNTRY Financial DriverIQ technology improved safe driving habits for **62,000 clients**, and reduced unsafe driving behaviors like distracted driving, speeding and hard braking by **40%**, **27%**, and **15%** respectively.



Our focus on **giving back**

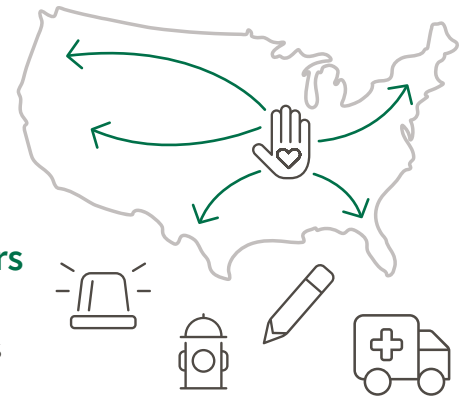


helped communities thrive, grow more resilient and be better prepared for the future.

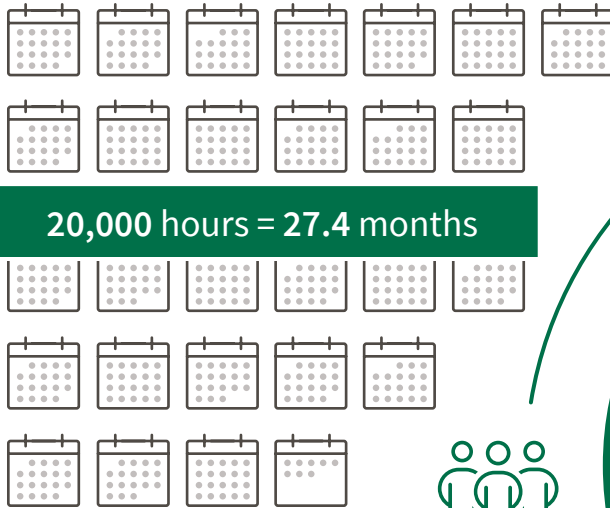
We invested over

**\$ 1,600,000** <sup>00</sup>

to support **nonprofits** across the country, **first responders, teachers** and groups supporting quality of life initiatives to ensure our communities remain strong and resilient.



Employees put action to our Vision of *enriching lives* by contributing over **20,000** volunteer hours



“Our investment in students at local high schools, colleges and universities extends beyond education—it grows leaders who give back to their communities.”



Jim Jacobs, CEO



Our financial strength and commitment to being a high performing organization earned us the following honors:



COUNTRY Mutual Insurance Company® and COUNTRY Life Insurance Company® are rated A+ (Superior) by AM Best, an independent rating company. For the latest rating information, visit [www.ambest.com](http://www.ambest.com)



Forbes named us the #1 life insurance provider in America—and one of the best insurance companies overall—in their 2024 “World’s Best Insurance Companies” edition



In 2025, the COUNTRY Financial affiliated family of companies ranked 675 on the Fortune 1000 list with annual revenues of more than \$4.5B



COUNTRY was named to the Ward’s List of Top 50 Performing Life Insurance Companies for 2025



2025 kicked off our 100 year celebration

We honor and celebrate the decisions that led us to where we are today and are making long-term strategic decisions to ensure we continue serving clients for the next 100 years. Our commitment is ongoing.