



COUNTRY Financial® offers insurance products and services to clients in 19 states through its nearly 2,000 representatives.

In 1925, a group of Illinois farmers took their calling to heart as they knew others depended on them to provide for their families and their communities. With a majority of their fellow farmers either underinsured or uninsured, these early founders of COUNTRY Financial came together to better protect their farms and crops against life's possible hardships—driven to secure their livelihoods and forge a brighter future for their families and their communities.

With a focus on helping others plan for the expected and unexpected moments in life, a stronger, more secure future was on the horizon. And as needs evolved throughout the years, so did our financial solutions—starting with simple fire and lighting coverage and growing to include a diverse range of personal and business insurance products as well as retirement and investment services. So, what began 95 years ago as a simple, Midwest commitment to nurture growth has opened the door to us now helping customers achieve success across 19 states.

At COUNTRY, our employees and representatives work to enrich lives in the communities we serve. The Operation Helping Heroes program aims to give back to communities by assisting active duty military, veterans and first responder organizations. In 2020, COUNTRY and its representatives will donate \$3 million to support these heroes in our communities.

For more information about COUNTRY, please visit our website:
www.countryfinancial.com

Fast Facts

- In business for 95 years
- No. 1 farm insurer in Illinois, Oregon, Nevada, and Alaska
- More than 2,000 COUNTRY Financial representatives located in 19 states
- More than 3,500 COUNTRY Financial employees
- Serves about 1 million households and businesses in the U.S.
- Headquartered in Bloomington, IL
- Chief Executive Officer Jim Jacobs
- In 2019, COUNTRY:
 - Earned \$3.87 billion annual revenue
 - Held more than \$11 billion in Life/Health Company assets
 - Managed more than \$21.2 billion in assets at COUNTRY Trust Bank®
 - Protected more than 1.4 million autos, 667,000 homes, 58,000 business owners, 61,000 farms and 2.8 million acres of crops
- COUNTRY now ranks 656 on the 2020 Fortune 1000 listing

Client Benefits

- 24/7 toll-free customer service (1-866-COUNTRY)
- Free insurance and financial reviews
- Comprehensive financial products and services

Offerings

Insurance Protection:

- Auto, home, renters and farm
- Crop
- Business
- Life and annuities

Financial Services:

- Retirement programs
- College funding plans
- Estate planning services
- Investments

Client Satisfaction

- **J.D. Power U.S. Home Insurance Study –** [COUNTRY ranked first among homeowners Insurers](#) in the [J.D. Power 2020 U.S. Home Insurance Study](#).

Highly Rated

- **A.M. Best –** COUNTRY Life and COUNTRY Mutual rank A+ (Superior), as of June 2020. The companies have maintained an A or higher rating for more than 80 years.

Primary Companies

- COUNTRY Mutual Insurance Company®
- COUNTRY Preferred Insurance Company®
- COUNTRY Life Insurance Company®
- COUNTRY® Capital Management Company
- COUNTRY Trust Bank®

Not all representatives are licensed or authorized to sell all products and services. Auto, Home, and Commercial policies issued by COUNTRY Mutual Insurance Company®, COUNTRY Casualty Insurance Company®, or COUNTRY Preferred Insurance Company®, Bloomington, IL. Investment management, retirement, trust and planning services provided by COUNTRY Trust Bank®, Registered Broker/Dealer, offering securities products and services: COUNTRY® Capital Management Company, 1705 Towanda Avenue, P.O. Box 2222, Bloomington, IL 61702-2222, tel (866) 551-0060. Member FINRA.

Not FDIC Insured
No Bank Guarantee
May Lose Value