

A Mission

We Were Formed to Fulfill

As a mutual insurance company, we believe our value is measured by the success of our clients. *It's Our Business to Protect Yours®*



In the early 1900s, members of a Minnesota trade association, upset with the terms, conditions, and affordability of the east coast insurance companies, came together to create a mutual insurance company that would insure the best, and in doing so, reduce the costs of insurance for their members. Federated Mutual Insurance Company® was born. Today, more than 70 percent of our total premium is in some way connected to our state and national trade association and buying group recommendations.

For 117 years, Federated has supported and promoted the association movement. As our Mission guides us, associations also exist to enhance the success of their

members. Their valuable input has shaped our property and casualty, workers compensation, and life and disability product offerings, as well as our loss prevention and financial protection services. They like the idea of one company handling virtually all of their members' risk management needs, from the probability of a disabling injury, to the possibility of a fire or storm, to the certainty of death and the need for succession planning.

It was natural that this shared success be expanded to include national industry organizations and associations. Today, Federated counts more than 500 recommendations representing state, regional, and national industry organizations.

"With industry-specific expertise, tailored coverages, risk management support, association relationships, financial stability, and direct marketing, underwriting, claims, and field service personnel delivering personalized value to client members, Federated's ability to serve businesses in our target industries is unmatched. This is the Mission we were born to fulfill 117 years ago."

– Jeff Feters
Chairman



**AUTOMOTIVE
OIL CHANGE
ASSOCIATION**
SINCE 1987

nasm



Recommending Associations and Buying Groups and Federated Share the Same Goal — Client Success

Organizations and people tend to join with others that have the same values. These recommendations grew from a shared desire to help association and buying group members succeed. They are the outcome of an insurer who is just as committed to helping members avoid claims in the first place, as they are to paying the claims after they happen. Associations want an insurer who can deliver and implement proven risk management programs and services for the benefit of their members.

Through the Federated Business Plan, highly trained and disciplined Federated representatives deliver valuable ideas and programs to help members assess, avoid, transfer, and even self-insure risk. Risk knows no calendar. Risk sets no appointments. Risk is there...always. Major Client Service Standards — expectations that connect our marketers with their clients intentionally throughout the year — are our best, unified strategy to keep risk in check.

Relationships develop over time and are built on trust. It's because of these relationships that we are able to deliver industry-specific, tailored insurance and risk management programs designed to help employees stay safe. These value-added services are the by-product of the Business Plan. Value delivered by a recommended insurer is a positive reflection on the association.



The Federated Business Plan is the catalyst to gaining major recommendations today — while serving as our vision for an even better tomorrow.



Bobcat



Strategic Partner



Life... one mile at a time.™

Total Needs Risk Management

We're all here for you.

Interdependence best describes the relationship among Federated Insurance employees when serving our clients and association members. We know our good service reputation has a lifeline no longer than our last client interaction. We know that to serve the best, we must be the best. We also know having access to a nationwide resource of more than 560 local marketing representatives is a critical component to providing this level of service.

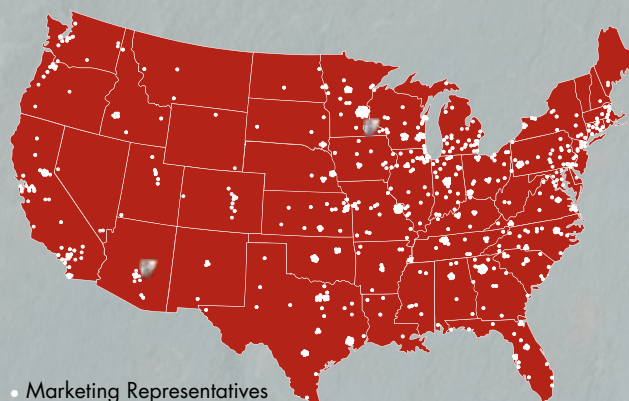
Industry organizations and association members band together to get the best insurance value. We are proud to have earned more than 500 exclusive recommendations from state, regional, and national associations and industry groups. We take every endorsement and every client interaction as an obligation, and opportunity, to help our clients succeed.

Financial Protection Services

Association partners strive for their members to have access to the best resources. As a service to our clients, Federated representatives help facilitate the process of estate and business succession planning through a network of independent estate planning attorneys, helping clients get the legal advice necessary to prepare for business and life transitions, and help ensure financial security and the survival of their businesses.

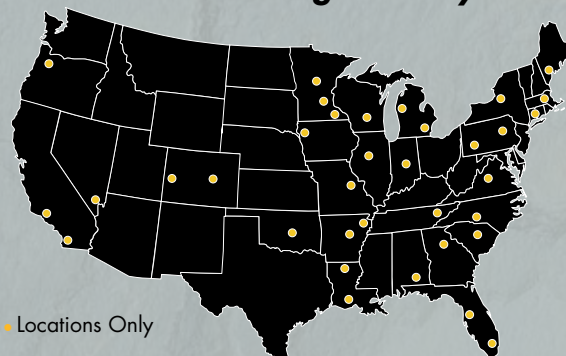
*Associations and clients hold Federated's specialized coverages and Major Client Service Standards in high regard. But, the real **VALUE DIFFERENCE**® we offer is a distribution system unparalleled in the commercial insurance industry.*

Federated's Distribution System



• Marketing Representatives

Federated's Network of Independent Estate Planning Attorneys



• Locations Only

State, regional, and national industry organizations providing one or more recommendations for Federated's property and casualty coverage, workers compensation coverage, or financial protection services.



20
**AUTO DEALER
ASSOCIATIONS**



31
**AUTOMOTIVE PARTS
and AUTOMOTIVE
SERVICE
ASSOCIATIONS**



68
**BUILDING MATERIAL
DEALER (including
Hardware)
ASSOCIATIONS**



78
**ELECTRICAL
CONTRACTOR
ASSOCIATIONS**



55
**EQUIPMENT DEALER
ASSOCIATIONS**



33
**FUNERAL SERVICE
ASSOCIATIONS**



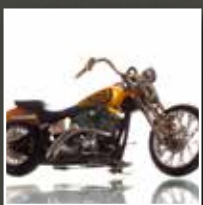
13
**GROCERY
ASSOCIATIONS**



11
**JEWELER
ASSOCIATIONS**



27
**MACHINING
and TOOLING
ASSOCIATIONS**



6
**MOTORCYCLE
DEALER
ASSOCIATIONS**



61
**PETROLEUM MARKETER
and CONVENIENCE
STORE ASSOCIATIONS**



89
**PLUMBING-
HEATING-COOLING
CONTRACTOR
ASSOCIATIONS**



18
**PRINTING
ASSOCIATIONS**



4
**SPECIALIZED
CONTRACTOR (including
flooring, insulation,
masonry, and painting)
ASSOCIATIONS**



25
**TIRE DEALER
ASSOCIATIONS**

To learn more, contact your local Federated Insurance marketing representative.

To find the representative nearest you, call 1-800-533-0472 or visit us online at federatedinsurance.com.

This brochure is provided for general information only. The information shown is accurate as of January 2021.
Changes may occur after this date which could alter this information.