

From a three-person shop to America's #1 farm insurer, we've never lost sight of our roots.

### Our mutual company heritage dates to 1926.

Ohio Farm Bureau<sup>1</sup> leaders founded Nationwide more than 90 years ago to resolve a consumer problem in the interest of its members. With \$10,000 of borrowed capital, they launched the Farm Bureau Mutual Automobile Insurance Company in 1926. It was owned by its member-policyholders and operated for their benefit.

The first policies were sold by volunteers who visited neighbors to enroll them with a promise of good service at a fair price. The mutual quickly gained a reputation for delivering excellent customer value. In 1955, the company changed its name to Nationwide to avoid confusion with other Farm Bureau-operated insurance companies, and to reflect an ambitious national growth plan.

### Still providing *On Your Side* service today.

To us, Nationwide is more than just a business. We don't have investors or shareholders—only members. And that's exactly who we answer to.



<sup>1</sup> A.M. Best, 2014 DWP

<sup>2</sup> Fortune Magazine, May 2014

<sup>3</sup> North American Pet Health Insurance Assn., 2014