

KPMG Corporate Finance LLC acted as exclusive financial advisor to American Family Mutual Insurance Company



About the engagement

KPMG Corporate Finance LLC (KPMG CF) acted as the exclusive financial advisor to American Family Mutual Insurance Company (American Family or the Company) on its recent \$660 million acquisition of Homesite Group, Inc. (Homesite).

Madison, Wisconsin-based insurance company American Family is a premier provider of auto, homeowners, life, business and farm/ranch insurance across 19 states. The Company distributes its comprehensive range of personal lines insurance products through approximately 3,500 exclusive agents. American Family is the nation's third-largest mutual property and casualty insurer and ranks number 393 among the Fortune 500. Homesite is a leader in direct-to-consumer homeowners, renters and condominium insurance, using the internet, call center and technology-enabled platform solutions. Sales primarily occur through alliances with insurers and other financial services companies. Homesite was founded in 1997 and offers products in 46 states and the District of Columbia.

"Our exceptional American Family agents will continue to be our marquee method of selling products and providing personal service to our customers. Acquiring Homesite allows us to reach different customers who prefer direct channels and expand the geographic footprint of our group of companies," said Jack Salzwedel, American Family chairman and chief executive officer.

"Working with KPMG CF as our financial advisor, adding Homesite to our group of companies is well aligned with American Family's long-term growth strategy," said Salzwedel.

Global coverage. Industry knowledge. Middle-Market focus.

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KPMG Corporate Finance LLC provides a broad range of investment banking and advisory services to its domestic and international clients. Our professionals have the experience and depth of knowledge to advise clients on global mergers and acquisitions, sales and divestitures, buyouts, financings, debt restructurings, equity recapitalizations, infrastructure project finance, capital advisory, real estate, portfolio solutions, fairness opinions, and other advisory needs.

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