

Officers

Kellye J. Golden President
Holly M. Casavant VP / Secretary
Ryan T. Strohm CFO/Treasurer

Board Of Directors

Holly M. Casavant
Kellye J. Golden
Daniel A. Keyes, Chairman
Donald E. MacLeish
Chad T. Price
Kelly A. Ritchie
Francis P. Schaecher
Anthony J. Skubal
Arthur A. Stauffacher

Lines Of Business

PRIVATE PASSENGER AUTOMOBILE
COMMERCIAL AUTOMOBILE
HOMEOWNERS
FARMOWNERS
MOBILE HOMEOWNERS
BUSINESSOWNERS
ARTISANS

FARMOWNERS

Serviced At

Coon Valley Office
116 Central Avenue
Coon Valley, WI 54623
(608) 452-3275 & (800) 814-9219
(608) 452-3002 (Fax)
farmchanges@wiins.com

CLAIMS OFFICES LACROSSE

Mark Helmreich and Peyton Fellenz
116 Central Avenue
Coon Valley, WI 54623
(608) 452-3275 (608) 452-3002 (Fax)
Lacrosse@wiins.com
mhelmreich@wiins.com &
pfellenz@wiins.com

WEST CENTRAL

Jerry Heath and Trevor Peterson
927 N Hastings Way
Eau Claire, WI 54703
(715) 514-2703 & (715) 514-2715 (Fax)
westcentral@wiins.com
jheath@wiins.com & tpeterson@wiins.com

NORTHWEST

Brant Schick and Logan Armstrong
3215 Tower Ave., Suite 106
Superior, WI 54880
(715) 392-8200 & (715) 392-8201 (Fax)
northwest@wiins.com
bschick@wiins.com & larmstrong@wiins.com

CENTRAL WISCONSIN

Brad Netzer and Bruce Sinkula
5404 Alderson St. Ste 300
Weston, WI 54476
(715) 355-0373 & (715) 355-0502
(715) 355-3043 (Fax)
central@wiins.com
bsinkula@wiins.com & bnetzer@wiins.com

FOX RIVER VALLEY

Colleen Caine and James Kersten
2329 Cedar Ridge, Suite 1
Green Bay, WI 54313
(920) 497-7490 & (920) 497-7690(Fax)
foxvalley@wiins.com
ccaine@wiins.com & jkersten@wiins.com

SOUTHEAST

Thomas Zahn and Rob Fischer
8201 Excelsior Drive
Madison, WI 53717
(608) 836-4663
southeast@wiins.com
tzahn@wiins.com & rfischer@wiins.com

Our 121st Annual Report

For the Year Ended
December 31, 2023



www.wiins.com

A Non-Assessable Mutual Company
Organized in 1903

WISCONSIN MUTUAL INSURANCE COMPANY
Statement of Financial Condition **December 31, 2023**

In 2023, Wisconsin Mutual faced ongoing challenges reflective of broader industry trends, extending from 2022. These challenges were not exclusive to our company or the state of Wisconsin but resonated throughout the entire insurance sector. The convergence of severe weather events, persistent trends in social inflation, an unprecedented reinsurance market, and other industry-wide factors contributed to a financially demanding year characterized by underwriting losses. Consequently, we implemented adjustments to both rate structures and policy terms and conditions in response to these conditions.

Wisconsin Mutual Insurance Company reported a net loss before federal taxes amounting to \$3.0 million, alongside a modest increase in Policyholders' Surplus by \$0.4 million. Despite facing storm-related losses that contributed to a Combined Ratio of 109.4%, which aligns comparably within the industry, particularly in the Midwest for personal lines, our surplus remained strong. While surplus growth remained flat for the year, it's noteworthy that our historical surplus trajectory has demonstrated consistent strength over the past decade. This resilience is reflected in our net premium to surplus ratio, which stands at a robust 0.76.

Wisconsin Mutual continued to reach new milestones in 2023 exceeding \$100 million in Direct Written Premiums. Despite another challenging year in 2023 that resulted in an underwriting loss, the Company's comprehensive reinsurance program supports our strong surplus and provides great opportunity for continued success in the future. The Company had its financial strength rating of "A" (Excellent) confirmed by the A.M. Best Company. We continue to operate with the objective of competitive growth in policy count that is priced for both retention and profitability.

The Combined Ratio resulted in an underwriting loss of \$8.7 million for the reporting period. While there were underwriting gains of \$1.8 million in auto liability, these were offset by losses totaling \$8.7 million in auto physical damage. Additionally, the homeowner line of business experienced losses amounting to \$2.3 million, while farmowner yielded a positive income of \$1.5 million. Collectively, all other lines incurred losses totaling \$1.0 million. Despite these challenges, we concluded the year with a notable 15% increase in Direct Written Premium.

The Incurred Expense Ratio (loss expense and other operating expense) went from 27.8% to 28.9%, primarily due to an increase in business expenses. The Company maintains a strong loss payout ratio and favorable expense ratio. Moderate premium and policy count growth and continued focus on management of expenses in 2024 will keep this and other financial ratios strong into the future.

Wisconsin Mutual's resilience in preserving financial stability throughout the past 24 months, amidst the complexities of the personal lines market, is a testament to the unwavering dedication of our employees and agents. Their commitment to delivering exceptional service to our policyholders has been instrumental in our sustained success. As we move forward, our focus remains on expanding our product offerings to adapt to the ever-changing needs of our policyholders. We are steadfast in our commitment to maintaining competitive pricing and functionality across our product range. Wisconsin Mutual's vision is to continue as a financially secure, Wisconsin-based company owned by its policyholders, ensuring our continued dedication to their protection and well-being.

Kellye Golden, President

	2023	2022
<u>ASSETS</u>		
Bonds(Amortized).....	\$181,186,600	\$176,635,107
Stocks(Market).....	22,146,223	19,255,167
Real Estate & Mortgages on Real Estate...	919,162	983,208
Cash and Short Term Investments.....	(2,434,765)	(2,979,748)
Reinsurance Recoverable.....	531,336	715,866
Accrued Interest & Dividends.....	993,074	881,061
Deferred Tax Asset	524,850	1,190,795
Premiums Receivable.....	13,290,607	10,623,408
Other Assets.....	1,177,209	910,939
Total Assets.....	\$218,334,296	\$208,215,803
<u>RESERVES AND LIABILITIES</u>		
Reserves for Unpaid Claims.....	\$30,850,569	\$29,491,890
Reserves for Loss Adjusting Expenses.....	5,595,947	5,396,485
Other Accrued Expenses.....	335,222	423,558
Accrued Taxes, Licenses and Fees.....	300,863	269,682
Reserves for Unearned Premiums.....	42,139,073	35,159,394
Ceded Reinsurance Balances Payable.....	1,590,315	949,923
Advance Premiums.....	1,579,984	1,493,483
Commissions Payable & Contingent.....	3,833,071	3,109,414
Other Liabilities.....	848,379	1,015,607
Total Reserves and Liabilities.....	\$87,073,423	\$77,309,436
<u>SURPLUS TO POLICYHOLDERS</u>		
Unassigned Surplus Funds.....	\$131,260,873	\$130,906,367
Total Surplus, Reserves and Liabilities...	\$218,334,296	\$208,215,803
<u>PREMIUMS, LOSSES , OTHER INCOME</u>		
Direct Premiums Written.....	\$105,586,511	\$91,821,505
Losses Incurred.....	74,277,967	64,465,897
Underwriting Gain/(Loss).....	(8,654,384)	(4,587,485)
Net Investment Income Before Federal Tax	4,803,288	3,484,186
Operating Income/(Loss) Before Federal Tax	(3,031,523)	(676,684)
Increase (Decrease) to Surplus.....	354,506	(4,989,856)
Combined Ratio.....	109.4%	105.5%