

# Standing the Test of Time

Great American Through the Wars, Weather and Worries

OUR COMPANY  
OUR WORLD

## 1872

Great American Insurance Group's founding insurance company, German American Insurance Company, is established.

**1906 San Francisco earthquake**

## 1906

German American Insurance Company pays more than \$2 million in claims to help victims of the San Francisco earthquake to help the community recover from such a devastating loss.

**1914 - 1918 World War I**

## 1918

Following World War I, the company changes its name from German American to Great American Insurance Company.

**1929 - 1933 The Great Depression**

**1939 - 1945 World War II**

## 1961

Great American Life Insurance Company is born, offering life insurance policies to customers throughout the United States.

## 1968

Great American Insurance Company and Great American Life Insurance Company are acquired by National General Corporation (NGC) and become a subsidiary of NGC.

**1970s Energy crisis**

## 1973

Carl H. Lindner Jr. acquires majority stock ownership of Great American's parent company, NGC.

## 1974

Carl H. Lindner Jr. merges NGC into American Financial Corporation (AFC). He moves Great American's headquarters to downtown Cincinnati.

## 1976

Great American Life Insurance Company enters the annuity business and quickly becomes one of the leading providers of tax-deferred annuities.

## 1995

AFC combines with American Premier Underwriters to form a publicly traded organization: American Financial Group, Inc. (NYSE: AFG).

## 2000

Great American debuts a new corporate logo and acquires the naming rights to Great American Ball Park®, the new home of the Cincinnati Reds, which brings national visibility.

**2001 September 11 attacks**

## 2003

The company narrows its focus and divests ownership of its personal lines insurance holdings, choosing to focus on specialty commercial insurance for businesses, along with its annuity operation.

**2005 Hurricane Katrina**

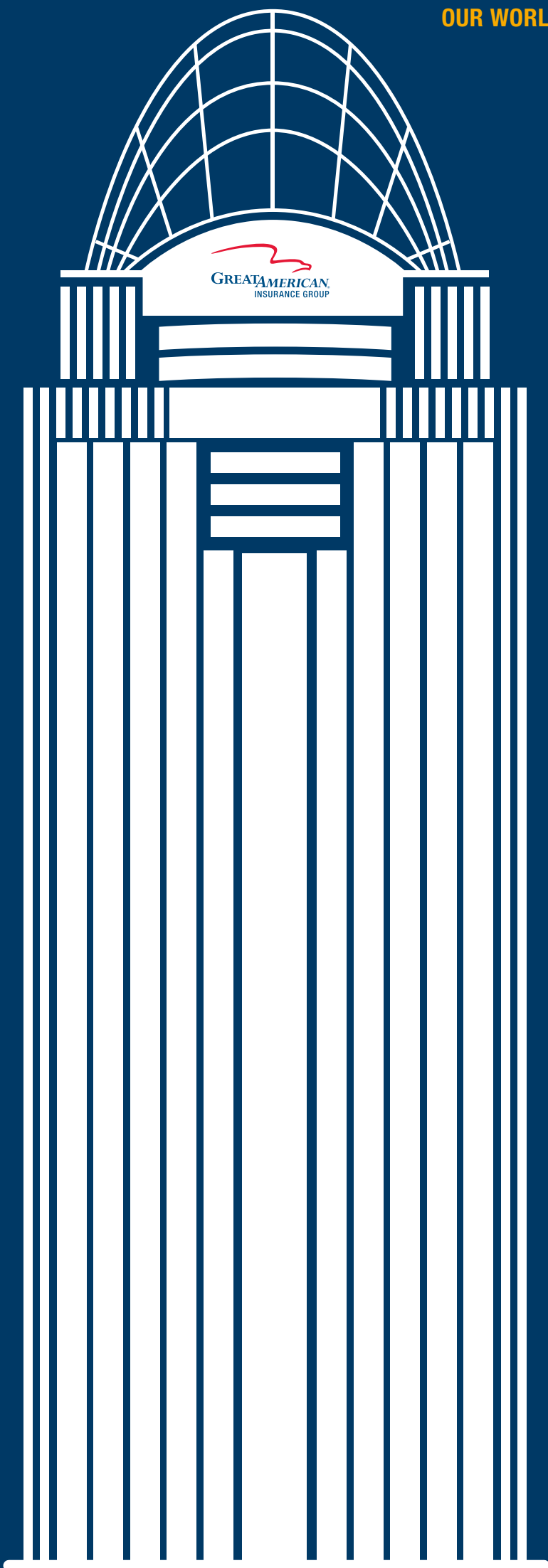
**2007-2008 Global financial crisis**

## 2011

The company moves into the new Great American Insurance Group Tower at Queen City Square —downtown Cincinnati's tallest building.

## Today

Great American Insurance Company is one of only four companies that has been rated "A" or better by A.M. Best for more than 110 years. This financial strength rating demonstrates our ability to meet our obligations.



**GREATAMERICAN**  
INSURANCE GROUP

