

The Great American Story

A proud history and a bright future





A legacy of *great* since 1872SM

Great American Insurance Group's founding insurance company, German American Insurance Company, is established. The company issues its first policy on March 19, 1872 to insure a factory that manufactured rubber combs.

1872

As a result of World War I, the company changes its name from German American to Great American Insurance Company. In the decade that follows, the company increases its net worth over sevenfold and its assets by 300%.



1918

Great American is recognized by AM Best as one of the **largest fire and casualty insurance carriers operating in North America**, and is licensed in every state and territory. The company also operates in Cuba, Canada and other foreign countries through the American Foreign Insurance Association.

1955

Great American Insurance Company is acquired by National General Corporation (NGC) and becomes a subsidiary. This conglomerate holds an eclectic mix of businesses, including motion pictures, a publishing company, computer technology and fast food.

1968



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

1973

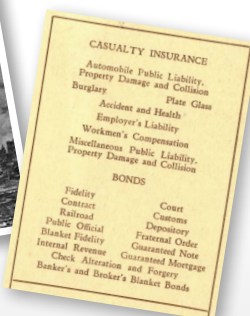
1906

German American Insurance Company pays more than \$2 million in claims to victims of the San Francisco earthquake and helps the city recover. The company's unwavering commitment to help the community rebuild after such a devastating loss allows it to enter the 20th century as one of the most respected businesses in the nation.



1926

The company forms Great American Indemnity Company to offer casualty coverages, including auto, workers' compensation and bonds. This is one of the first instances where a large fire insurance company organized a casualty insurance company. Great American's extraordinary strength enables it to weather the hard years of the Great Depression.



1965

Great American becomes the third general insurance company listed on the New York Stock Exchange. At this time, the company is a full multi-line company and is **considered a leader** in the development of multi-peril package policies and specialized coverages.

1972

Great American Insurance Company celebrates its centennial and debuts a logo with a futuristic eagle design.



GREAT AMERICAN[®]
INSURANCE COMPANIES

On the cover

One Liberty Plaza, New York City, home to Great American Insurance Company from 1908-1957, and the Great American Insurance Group Tower at Queen City Square, Cincinnati, Ohio, the company's global headquarters since 2011.

150

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

AFG
LISTED
NYSE

1995

The company divests ownership of its personal lines insurance holdings to focus on specialty commercial insurance for businesses. This strategic decision allows Great American to **expand its presence in the niche market for specialty commercial property & casualty insurance**. Today, Great American enjoys leading market positions in many of the distinct sectors it serves.

2003

The company celebrates its 150th Anniversary and its *legacy of great since 1872*.

2022



1974

Carl H. Lindner Jr. merges NGC into American Financial Corporation (AFC) and disposes of many of the non-insurance assets acquired as a result of the merger. He moves Great American's headquarters to downtown Cincinnati, Ohio.

2000

Great American debuts a new corporate logo that features a traditional American eagle in the time-honored colors of red, white and blue. The new mark is made more recognizable when Great American acquires the naming rights to Great American Ball Park®, the new home of the Cincinnati Reds. Ground breaks for construction of the ball park, and brings **national visibility to the company**.

2011

The company moves into the new Great American Insurance Group Tower at Queen City Square — downtown Cincinnati's tallest building. The Great American Tower is the first and largest structure in the city to receive the acclaimed LEED (Leadership in Energy and Environmental Design) Gold certification from the U.S. Green Building Council.

Today

Carl H. Lindner Jr.'s sons, Carl III and Craig Lindner, lead the company as Co-Chief Executive Officers. Under their combined leadership, the company has grown to more than **35 specialty property & casualty insurance businesses**.





for all the *great* you do®