



Nationwide®
is on your side

Wherever
the journey
takes you,
we'll be there



You're at the center of all we do

For 92 years, our mission has revolved around our members. Through the generations, our business has been all about protecting you and your family. No matter what stage of life you're in, we are driven to continuously look ahead to offer products and solutions that lead the industry and support your success and security. From your first car to enjoying retirement at last, we'll be there for you. **Wherever the journey takes you.**



For more information, visit nationwide.com/annualreport



We're anticipating and solving your needs today and in the future



Since our founding more than 90 years ago, we have focused on being there to support our members. Simply put, you are the reason we exist. We're here to help you prepare for the future and help protect you during life's twists and turns.

In 2018, we had many opportunities to deliver on those promises. We helped thousands of our members who were affected by severe weather and wildfires begin the restoration process. When the financial markets experienced volatility, we helped our members stay focused on their long-term goals.

We're also continuously making service and product enhancements with you in mind. From buying your first car to preparing for retirement, we'll be there. We're doubling down on our innovation efforts, anticipating your needs and creating valuable solutions for you.

What do we mean by innovation? At Nationwide, we define it as "delighting people by solving their needs in ways they can't even imagine." Think of a product or service you didn't know you wanted, but after you used it you couldn't imagine going back. That is the type of innovation we're focused on creating.

All of the advances we're making are a crucial component of how we are demonstrating our customer pledge to "extend our caring culture by anticipating and solving your needs today and in the future." Our goal is to deliver what you want, when and how you prefer, making it even easier for you to choose Nationwide for all of your financial and protection needs.

While our company is changing for the long term, our heritage and values that put our customers at the center of everything we do will always guide us. Thank you for entrusting Nationwide and our partners with your critical moments and for being part of our family.

We're excited about our future as we expand and reimagine the types of protection we can provide you and your loved ones. Wherever your journey takes you, we'll be there.

Steve Rasmussen
Chief Executive Officer
Nationwide

Since 2016, Nationwide has made 12 venture capital investments focused on four sets of customer needs:

Help you live comfortably in retirement

Protecting you in the evolving area of mobility

Protecting your data and digital assets

Meeting your needs in a novel and digital way

Nationwide's products offer security at every stage



Starting a family

Financial security for what's most important.

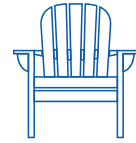
- Life
- Auto
- Homeowners



Protecting your home

We know it's also where your heart is.

- Homeowners
- Renters
- Condo
- Personal liability/umbrella



Planning for retirement

You've worked hard to get here, and now you're ready to enjoy it.

- Annuities
- Mutual funds
- Retirement plans



Caring for your new ride

From your first set of wheels to your minivan, we've got you covered.

- Private passenger vehicles
- Commercial vehicles
- Classic cars
- Sport vehicles



Building your business

We know what it takes to run your own business.

- Commercial
- Farm and ranch
- Commercial agribusiness
- Corporate life
- Retirement plans
- Excess and surplus



Being adventurous

For all those "toys" that make life fun.

- Recreational vehicles
- Boats
- Sport vehicles
- Motorcycles
- Snowmobiles
- Travel



Welcoming your pet

Protection for your two- or four-legged companions.

- Dogs
- Cats
- Birds and exotic pets

#1 in 457 retirement plans

PLANSPONSOR, 2018 Recordkeeping Survey. Based on number of plans.

#1 pet insurer

North American Pet Health Insurance Assn., 2017

#1 writer of corporate life insurance

IBIS Associates, Inc., February 2018

#1 writer of farms and ranches

A.M. Best, 2017 Direct Written Premium (DWP)

2nd largest domestic specialty commercial lines insurer

A.M. Best, 2017 DWP

7th largest homeowners insurer

A.M. Best, 2017 DWP

7th largest writer of variable annuities

Morningstar, YE 2017. Based on total flows.

8th largest commercial insurer

A.M. Best, 2017 DWP

8th largest life insurer

LIMRA, YE 2017. Based on total premiums.

8th largest auto insurer

A.M. Best, 2017 DWP

9th largest provider of defined contribution retirement plans

PLANSPONSOR, 2018 Recordkeeping Survey. Based on number of plans.



Proud to earn your trust

Through your feedback on J.D. Power customer satisfaction surveys, we continue to improve the experiences you have with us. Thank you for helping us achieve excellence across several of our product lines.

We're committed to creating a diverse and inclusive culture focused on our associates, members and communities.

2018 J.D. Power Awards

#1 in customer satisfaction

with small commercial insurance

J.D. Power 2018 Small Commercial Insurance Study

#1 in customer satisfaction

with Group Retirement
Mixed Plan Providers

J.D. Power 2018 Group Retirement Satisfaction Study

#3 in customer satisfaction

with life insurance

J.D. Power 2018 U.S. Life Insurance Study

2018 Catalyst Award

Fortune
**100 Best Workplaces
for Diversity®**

Fortune
**100 Best Companies
to Work For®**

**2018 Gallup
Great Workplace Award**



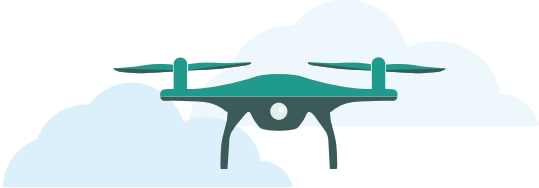
We're there for you when you need us most

Designing the claims experience of the future around your needs

We're gathering insights from claims associates, consumers and industry experts; testing concepts in real-life simulations; and bringing tools, technology and talent together to create a smooth claims process for you and your loved ones.

Providing eyes and ears in the air

We're using drone technology to create a safer, more efficient way to inspect your property when you report a claim. Drones enable us to unite technology with our claims expertise to help make you whole again.



Helping you rebuild when disaster strikes

When hurricanes Florence and Michael ripped through the southeastern U.S., Nationwide was there. In fact, before the storms made landfall, we were contacting agents and members by phone, email and social media, sharing important claims information. As soon as it was safe to do so, Nationwide's mobile catastrophe response units and claims professionals were on the scene, providing claims and humanitarian support to those affected by the storms.

\$1 million contributed
by the Nationwide Foundation to the American Red Cross to support Hurricane Florence disaster relief efforts.

Helping combat wildfire damage

California experienced devastating, fast-moving wildfires again in 2018. Nationwide is helping to educate homeowners about changes they can make — like brush removal, flame-retardant landscaping and irrigation systems — that may reduce fire damage and help keep loved ones and property safe.



\$17 billion paid
in claims and benefits to our members in 2018



62% of all businesses
in the U.S. have fewer than five employees.¹

Business solutions that make your life easier

Backing your business in big ways

We're giving America's small businesses big tools to protect and grow themselves. In addition to working with an agent, we now offer Nationwide Commercial Digital Direct. This new option is designed to streamline getting and managing insurance policies for businesses like coffee shops, hair salons and photography studios, offering the ability to rapidly complete an online commercial policy purchase within minutes so you can focus on running your business.

New "401(k) in a box" for business owners

The most common reasons small-business owners elect not to offer a 401(k) plan to their employees are risk, time and cost. Our new Nationwide Retirement Flexible Advantage® Foundations is an easier retirement benefit for business owners that provides our expertise in a turnkey solution at a competitive price.



¹ Sources: U.S. Small Business Administration, Kauffman Foundation, Pew Research Center, Americas SBDC

We're there for your family and your future

You work hard, guard your investment

We're joining others in our industry to drive greater understanding of how annuities can help you prepare for and live in retirement. As a founding member of the new Alliance for Lifetime Income, Nationwide and other leading financial services organizations are coming together with one shared purpose — to help you remove the risk of outliving your income so you can enjoy your life in retirement.

A simpler way to protect your family

We're simplifying the life insurance application process with our new Digital Customer Interview, which lets you complete the medical portion online. This new feature launched to a small audience in 2018 and is just one way we're working to make the application process easier for you.

Helping you achieve your retirement goals

For more than a decade, the Nationwide Retirement Institute (NRI) has focused on providing financial advisors and their clients expertise and resources on important retirement planning topics such as Social Security, health-care and long-term care considerations and tax-efficient retirement income. All with the goal of helping you improve your financial health and retirement outcomes.



40% of millennials do not have a retirement income strategy in place.²

² Retirement Income Strategies and Expectations (RISE) Survey, Franklin Templeton (2016).

³ Households in the 45- to 72-year-old age range with investable assets of \$75,000 to \$1.99 million (2018).



48% of pre-retirees are approaching their retirement years without a source of protected retirement income other than Social Security.³



Offering flexible choices for your lifestyle

Your agent and products, your way

Nationwide partners with the best agents and advisors in the business and we offer a broad range of products through a variety of channels. We're working to offer you even greater choice and flexibility in how you work with us by delivering new solutions in new ways. For example, now through July 1, 2020, Nationwide's exclusive agents will become independent agents to provide you and our partners with more options. However you choose to do business with us, you can feel confident in placing your trust in Nationwide.

Providing expertise to meet your needs

Nationwide continues to build expertise where you tell us you need it. For example, as more customers choose to work with Registered Investment Advisors (RIAs), we're expanding our relationships with these key partners. In 2017, we joined forces with Jefferson National, now Nationwide Advisory Solutions (NAS), and we continue to enhance our offerings to meet a broader set of your needs. Another example is our Farm Certification program. We know our farm and ranch owners face unique risks. Our Farm Certified agents have specialized training in farm loss control to help you ensure you have the protection you need.

Delivering speed, ease and efficiency

Our new Nationwide Express digital capability allows you to purchase auto and homeowners policies online in less than five minutes, compared to 15 minutes for most carriers. This is one example of how we're streamlining our processes to help meet your needs more quickly, easily and efficiently than ever before.



Quote, bind and pay for your auto and homeowners policies in **less than five minutes.**

Meeting your needs behind the wheel

Partnerships that keep you moving

Self-driving cars. Ridesharing. Electric scooters.

As technology changes the way people get around, the type of protection they need is changing. We're staying ahead of the curve by building strong partnerships in the global innovation community.

Nationwide recently became a corporate partner with Techstars, a world-class organization that mentors startup companies and connects them with potential investors. Through this relationship, we're able to explore partnerships with startups developing new technologies and business models to serve consumers' changing mobility needs.

Investing in safer roadways

We're investing in a safer future by using technology to better protect you. For example, we partnered with Nexar, a startup promoting safer driving through dashboard cameras and monitoring of specific driving habits. During a 16-week pilot with a Nationwide commercial lines client, drivers showed a meaningful decrease in key behaviors most likely to lead to accidents and dramatically improved safe-driving behaviors.

Tailoring solutions that fit your driving experiences

SmartMiles is an available new option that provides the coverage and flexibility of a traditional auto insurance policy with a monthly premium that adjusts to the number of miles you drive and provides you with discounts for safe driving.



Nationwide is **one of the first carriers** with a mileage-based insurance offering.





“

Working for an organization that is so supportive and encouraging of my personal volunteerism has stimulated my ambition to continue doing the things that will make a difference in my community.

”

—

Skylar Mayberry-Mayes

*recipient of the 2018 Nationwide
Volunteer of the Year award*

Making a difference in the world around us

Denial, Ohio

Ohio is at the heart of the opioid crisis and continues to have one of the highest drug overdose death rates in the nation. Nationwide, the Nationwide Foundation, The Alcohol, Drug and Mental Health (ADAMH) Board and the Columbus Foundation formed the Ohio Opioid Education Alliance in 2018 with the mission of raising awareness about the opioid crisis and helping prevent the next generation from abusing prescription opioids. Together, the Alliance launched the “Don’t Live in Denial, Ohio” campaign, aimed at inciting parents to talk to their kids about opioids and urge them to properly dispose of old or leftover prescriptions.

When you talk to your kids about the dangers of drugs, you can

cut their risk of abuse by 50%.⁴

National Veterans Memorial and Museum

The National Veterans Memorial and Museum — an iconic cultural institution designed to celebrate the service and honor the sacrifice of our country’s veterans — opened in Columbus, Ohio, in October 2018. More than \$82 million was raised, through private philanthropy and public partnerships, to fully fund the construction costs and provide the beginnings of an endowment. Nationwide’s Military Associate Resource Group is also working with the museum’s leadership to establish a docent program.

\$3 million

donated from Nationwide and the Nationwide Foundation to The National Veterans Memorial and Museum.

NATIONAL PARTNERS



⁴ “National Survey on Drug Use and Health: Summary of National Findings,” Substance Abuse and Mental Health Services Administration (2012).



Strengthening our communities together

Volunteer of the Year

At Nationwide, our associates and business partners share a passion for giving back to the communities where we live and work. Each year, we recognize associates who invest their personal time to make meaningful contributions through volunteerism and workplace giving. In 2018, nearly 100 associates were nominated for the Nationwide Volunteer of the Year award and one was chosen based on his commitment, service and impact to an organization.

Skylar Mayberry-Mayes, an operations business support specialist from Des Moines, Iowa, was the recipient of the 2018 Volunteer of the Year award in recognition of his involvement with Big Brothers/Big Sisters of Central Iowa during the past six years.



Nationwide Foundation

For nearly 60 years, the Nationwide Foundation has awarded funds to nonprofit organizations that meet crucial needs in our communities. Nationwide companies are the donors to the Nationwide Foundation, a nonprofit, private foundation.

In 2018, the Nationwide Foundation contributed \$36.4 million to organizations across the U.S., including:

\$10 million

to Nationwide Children's Hospital

\$2 million

for the National Veterans Memorial and Museum

\$2.1 million

to American Red Cross disaster relief (includes \$1M for Florence)

\$3 million

for Opioid Abuse Education & Prevention

\$2.5 million

to Feeding America

Associates, agents and retirees contributed **\$9.2 million** through our annual United Way campaign in 2018, which is matched dollar-for-dollar by the Nationwide Foundation.





“

Our financial results are important — particularly during a year of significant weather losses — because they reflect the financial strength and stability of a company that opened its doors more than 90 years ago.

”

—
Mark Thresher
Chief Financial Officer

“

What do we mean
by innovation?
At Nationwide,
we define it as
delighting people
by solving their
needs in ways they
can't even imagine.

”

Positioned for strength, today and tomorrow



As thousands of our members began to rebuild their lives after the devastating effects of hurricanes and wildfires during the year, Nationwide and our partners were right there beside them. In 2018, the company paid nearly **\$17 billion in claims and benefits** to members as a result of loss events.

During the year, we also focused on building and delivering solutions that meet the needs of our members and partners. Many of our financial, commercial and personal lines product areas achieved strong results, with **total sales of \$47 billion**. While a few areas were pressured during the year, our businesses drove **more than \$1 billion in net operating income**. These numbers are important — particularly during a year of significant weather losses — because they reflect the financial strength and stability of a company that opened its doors more than 90 years ago.

As we look to the future, our industry is changing at a rapid pace. To be successful, companies like Nationwide need to stay ahead of the changes. From new product solutions to new ways of reaching our members, we have a lot of exciting work underway to position ourselves for continued success. And we're always looking forward to what's next.

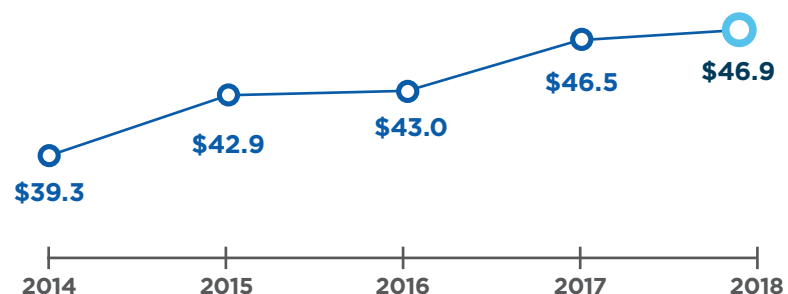
Thank you for choosing Nationwide and for being on this journey with us.

Mark Thresher
Chief Financial Officer
Nationwide

Our financial strength = your peace of mind

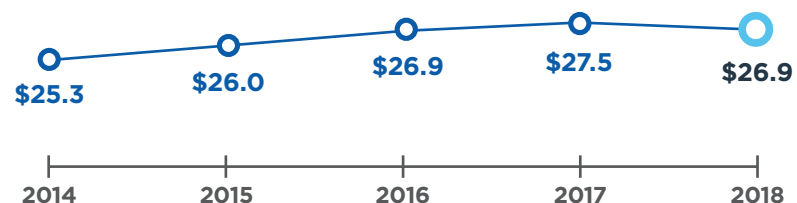
Total sales

(in billions)



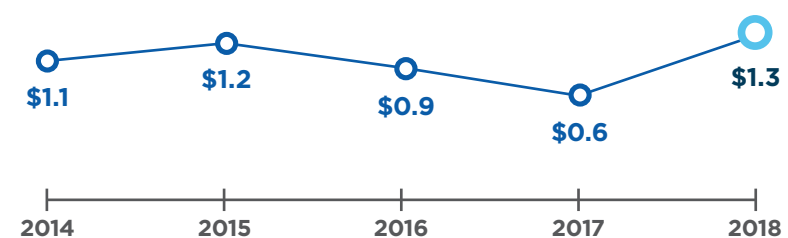
Operating revenue

(in billions)



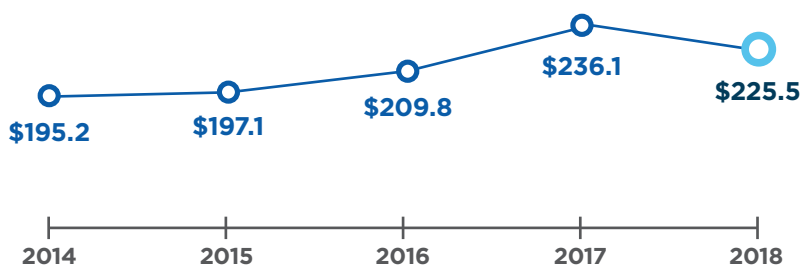
Net operating income

(in billions)



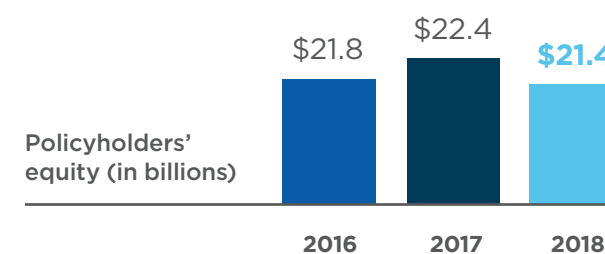
Total assets

(in billions)



Capital strength

Nationwide's capital position is strong, enabling us to continue to serve you and evolve our company well into the future.



We are a **FORTUNE 100** Company

Nationwide's growth has resulted in our Fortune ranking improving from #91 to #66 during the past five years, based on the company's combined statutory revenue. In 2018, Nationwide's combined statutory revenue was **\$43.3 billion**.

Enterprise financial strength ratings

You can count on us to deliver on our promises.



A.M. Best

received 10/17/2002
affirmed 11/16/2018



Moody's

received 3/10/2009
affirmed 11/7/2017



Standard & Poor's

received 12/22/2008
affirmed 5/10/2018



For more information on our financial results, visit nationwide.com/annualreport

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Mark Berven

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Nationwide Property and Casualty

James Fowler

Chief Information Officer

Mark Howard

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Kirt Walker

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Chief Marketing Officer and President

— Emerging Businesses







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