

KEMPER Corp
Form 10-K
February 15, 2013

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549
FORM 10-K

ANNUAL REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the fiscal year ended December 31, 2012

OR
TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Commission file number: 001-18298

Kemper Corporation
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation or organization)

95-4255452
(I.R.S. Employer
Identification No.)

One East Wacker Drive, Chicago, Illinois
(Address of principal executive offices)
(312) 661-4600

60601
(Zip Code)

(Registrant's telephone number, including area code)

Securities registered pursuant to Section 12(b) of the Act:

Title of each class
Common Stock, \$0.10 par value per share
Preferred Share Purchase Rights
pursuant to Rights Agreement

Name of each exchange on which registered
New York Stock Exchange
New York Stock Exchange

Securities registered pursuant to Section 12(g) of the Act: None

Indicate by check mark if the registrant is a well-known seasoned issuer, as defined in Rule 405 of the Securities Act. Yes No

Indicate by check mark if the registrant is not required to file reports pursuant to Section 13 or Section 15(d) of the Exchange Act. Yes No

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Website, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes No

Indicate by check mark if disclosure of delinquent filers pursuant to Item 405 of Regulation S-K is not contained herein, and will not be contained, to the best of registrant's knowledge, in definitive proxy or information statements incorporated by reference in Part III of this Form 10-K or any amendment to this Form 10-K.

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer or a smaller reporting company. See definition of "large accelerated filer", "accelerated filer" and "smaller reporting company" in Rule 12b-2 of the Exchange Act.

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Large accelerated filer Accelerated filer Non-accelerated filer Smaller Reporting Company
Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act). Yes No

As of June 30, 2012, the aggregate market value of the registrant's common stock held by non-affiliates of the registrant was \$1.7 billion based on the closing sale price as reported on the New York Stock Exchange. Solely for purposes of this calculation, all executive officers and directors of the registrant are considered affiliates.

Registrant had 58,558,898 shares of common stock outstanding as of February 8, 2013.

DOCUMENTS INCORPORATED BY REFERENCE

Portions of the Proxy Statement for the Annual Meeting of Shareholders to be held on May 1, 2013 are incorporated by reference into Part III.

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Caution Regarding Forward-Looking Statements

This 2012 Annual Report on Form 10-K (the “2012 Annual Report”), including the accompanying consolidated financial statements of Kemper Corporation (“Kemper”) and its subsidiaries (individually and collectively referred to herein as the “Company”) and the notes thereto appearing in Item 8 herein (the “Consolidated Financial Statements”), the Management’s Discussion and Analysis of Financial Condition and Results of Operations appearing in Item 7 herein (the “MD&A”) and the other Exhibits and Financial Statement Schedules filed as a part hereof or incorporated by reference herein, may contain or incorporate by reference information that includes or is based on forward-looking statements within the meaning of the safe-harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements give expectations or forecasts of future events. The reader can identify these statements by the

fact that they do not relate strictly to historical or current facts. They use words such as “believe(s),” “goal(s),” “target(s),” “estimate(s),” “anticipate(s),” “forecast(s),” “project(s),” “plan(s),” “intend(s),” “expect(s),” “might,” “may” and other words of similar meaning in connection with a discussion of future operating, financial performance or financial condition. Forward-looking statements, in particular, include statements relating to future actions, prospective services or products, future performance or results of current and anticipated services or products, sales efforts, expenses, the outcome of contingencies such as legal proceedings, trends in operations and financial results.

Any or all forward-looking statements may turn out to be wrong, and, accordingly, readers are cautioned not to place undue reliance on such statements, which speak only as of the date of this 2012 Annual Report. These statements are based on current expectations and the current economic environment. They involve a number of risks and uncertainties that are difficult to predict. These statements are not guarantees of future performance; actual results could differ materially from those expressed or implied in the forward-looking statements. Forward-looking statements can be affected by inaccurate assumptions or by known or unknown risks and uncertainties. The reader should consider the following list of general factors that could affect the Company’s future results and financial condition, as well as those discussed below under Item 1A., “Risk Factors,” in this 2012 Annual Report.

Among the general factors that could cause actual results and financial condition to differ materially from estimated results and financial condition are:

- The incidence, frequency, and severity of catastrophes occurring in any particular reporting period or geographic concentration, including natural disasters, pandemics and terrorist attacks or other man-made events;
- The frequency and severity of insurance claims (including those associated with catastrophe losses) and their impact on the adequacy of loss reserves;
- Changes in facts and circumstances affecting assumptions used in determining loss and loss adjustment expense (“LAE”) reserves;
- The impact of inflation on insurance claims, including, but not limited to, the effects attributed to scarcity of resources available to rebuild damaged structures, including labor and materials and the amount of salvage value recovered for damaged property;
- Changes in the pricing or availability of reinsurance, or in the financial condition of reinsurers and amounts recoverable therefrom;
- Orders, interpretations or other actions by regulators that impact the reporting, adjustment and payment of claims;
- The impact of residual market assessments and assessments for insurance industry insolvencies;
- Changes in industry trends and significant industry developments;
- Uncertainties related to regulatory approval of insurance rates, policy forms, license applications and similar matters;
- Developments related to insurance policy claims and coverage issues, including, but not limited to, interpretations or decisions by courts or regulators that may govern or influence such issues arising with respect to losses incurred in connection with hurricanes and other catastrophes;
- Changes in ratings by credit ratings agencies;
- Adverse outcomes in litigation or other legal or regulatory proceedings involving Kemper or its subsidiaries or affiliates;
- Developments in, and outcomes of, initiatives by state officials that could result in significant changes to unclaimed property laws and claims handling practices with respect to life insurance policies, especially to the extent that such initiatives result in retroactive application of new standards to existing life insurance policies;

Regulatory, accounting or tax changes that may affect the cost of, or demand for, the Company's products or services;

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Governmental actions, including, but not limited to, implementation of the provisions of the Patient Protection and Affordable Care Act, the Health Care and Education Reconciliation Act of 2010 (the “Health Care Acts”) and the Dodd-Frank Act (the “DFA”), new laws or regulations or court decisions interpreting existing laws and regulations or policy provisions;

Changes in distribution channels, methods or costs resulting from changes in laws or regulations, lawsuits or market forces;

Changes in general economic conditions, including performance of financial markets, interest rates, unemployment rates and fluctuating values of particular investments held by the Company;

The level of success and costs expended in realizing economies of scale and implementing significant business consolidations and technology initiatives;

Heightened competition, including, with respect to pricing, entry of new competitors and the development of new products by new and existing competitors;

Increased costs and risks related to data security;

Absolute and relative performance of the Company’s products or services; and

Other risks and uncertainties described from time to time in Kemper’s filings with the U.S. Securities and Exchange Commission (“SEC”).

No assurances can be given that the results contemplated in any forward-looking statements will be achieved or will be achieved in any particular timetable. The Company assumes no obligation to publicly correct or update any forward-looking statements as a result of events or developments subsequent to the date of this 2012 Annual Report. The reader is advised, however, to consult any further disclosures Kemper makes on related subjects in its filings with the SEC.

PART I

Item 1. Business.

Kemper is a diversified insurance holding company, with subsidiaries that provide life, health, automobile, homeowners and other insurance products to individuals and small businesses. Kemper's annual reports on Form 10-K, quarterly reports on Form 10-Q, current reports on Form 8-K and amendments thereto are accessible free of charge through Kemper's website, kemper.com, as soon as reasonably practicable after such materials are filed with, or furnished to, the SEC.

(a) GENERAL DEVELOPMENT OF BUSINESS

Kemper Direct

During the third quarter of 2012, Kemper Direct ceased direct-to-consumer marketing activities, and the Company began an evaluation of strategic options for the business. In the fourth quarter of 2012, the Company concluded its evaluation and determined that, to optimize the value for the business, Kemper Direct would continue to solicit business for its worksite, affinity and renters programs and would place its direct-to-consumer operations in run-off.

Conversion of Fireside to General Business Corporation

On March 31, 2012, Kemper's subsidiary, Fireside Bank, converted from an industrial bank to a general business corporation and changed its name to Fireside Auto Finance, Inc. ("FAF"). Accordingly, FAF is no longer regulated by the Federal Depositary Insurance Corporation or the California Department of Financial Institutions and may pay dividends or make other distributions without prior regulatory approval. On April 5, 2012, FAF distributed \$20 million of its capital to its parent company, Fireside Securities Corporation ("FSC"), which then, distributed the same amount to its parent company, Kemper. On June 22, 2012, FAF merged with FSC, with FAF being the surviving entity. Fireside Bank, FAF and FSC hereinafter are referred to as "Fireside." Fireside is reported as a discontinued operation in the Company's Consolidated Financial Statements.

Credit Agreements

On March 7, 2012, Kemper entered into a new, four-year, \$325.0 million, unsecured, revolving credit agreement, expiring March 7, 2016 (the "2016 Credit Agreement"), with a group of financial institutions. The 2016 Credit Agreement replaced Kemper's \$245.0 million, unsecured, revolving credit agreement that was scheduled to expire on October 30, 2012 (the "Former Credit Agreement") and was terminated on March 7, 2012. There were no borrowings under the Former Credit Agreement at either December 31, 2011 or at its termination. The 2016 Credit Agreement provides for fixed and floating rate advances for periods up to six months at various interest rates. The 2016 Credit Agreement contains various financial covenants, including limits on total debt to total capitalization, consolidated net worth and minimum risk-based capital ratios for Kemper's largest insurance subsidiaries, United Insurance Company of America ("United Insurance") and Trinity Universal Insurance Company ("Trinity"). Proceeds from advances under the 2016 Credit Agreement may be used for general corporate purposes, including repayment of existing indebtedness. There were no outstanding borrowings under the 2016 Credit Agreement at December 31, 2012, and, accordingly, \$325.0 million was available for future borrowings.

Kemper Common Stock Repurchases

In 2011, the Board of Directors approved a new common stock repurchase program. Under this program, Kemper is authorized to repurchase up to \$300 million worth of its common stock. The repurchase program does not have an expiration date. Repurchases may be made from time to time at prevailing prices in the open market or in privately-negotiated transactions, subject to market conditions and other factors. Repurchases will be financed through Kemper's general corporate funds. During 2012, Kemper repurchased 2.0 million shares of its common stock at an aggregate cost of \$60.7 million in open market transactions.

(b) BUSINESS SEGMENT FINANCIAL DATA

Financial information about Kemper's business segments for the years ended December 31, 2012, 2011 and 2010 is contained in the following sections of this 2012 Annual Report and is incorporated herein by reference: (i) Note 19, "Business Segments," to the Consolidated Financial Statements; and (ii) MD&A.

(c) DESCRIPTION OF BUSINESS

Kemper is a diversified insurance holding company, with subsidiaries that provide automobile, homeowners, life, health, and other insurance products to individuals and small businesses. The Company is engaged, through its subsidiaries, in the property and casualty insurance and life and health insurance businesses. The Company conducts its operations through four operating segments: Kemper Preferred, Kemper Specialty, Kemper Direct and Life and Health Insurance. The Company's operations are conducted solely in the United States.

Kemper's subsidiaries employ approximately 6,075 full-time associates supporting its operations, of which approximately 350 are employed in the Kemper Preferred segment, 200 are employed in the Kemper Specialty segment, 100 are employed in the Kemper Direct segment, 1,300 are shared by the Kemper Preferred, Kemper Specialty and Kemper Direct segments, 3,925 are employed in the Life and Health Insurance segment and the remainder are employed in various corporate and other staff functions.

Property and Casualty Insurance Business

General

The Company's property and casualty insurance business operations are conducted primarily through the Kemper Preferred, Kemper Specialty, and Kemper Direct segments. In addition, the Life and Health Insurance segment's career agents also sell property insurance to its customers. Collectively, these segments provide automobile, homeowners, renters, fire, and other types of property and casualty insurance to individuals and commercial automobile insurance to businesses.

Automobile insurance in these segments accounted for 52%, 54% and 56% of the Company's consolidated insurance premiums earned in 2012, 2011 and 2010, respectively. Automobile insurance in these segments accounted for 44%, 47% and 49% of Kemper's consolidated revenues from continuing operations in 2012, 2011 and 2010, respectively. Homeowners insurance in these segments accounted for 15%, 14% and 13% of the Company's consolidated insurance premiums earned in 2012, 2011 and 2010, respectively. Homeowners insurance in these segments accounted for 13%, 12% and 11% of the Company's consolidated revenues from continuing operations in 2012, 2011 and 2010, respectively.

Property insurance indemnifies an insured with an interest in physical property for loss of, or damage to, such property. Casualty insurance primarily covers liability for damage to property of, or injury to, a person or entity other than the insured. In most cases, casualty insurance also obligates the insurance company to provide a defense for the insured in litigation arising out of events covered by the policy.

Kemper Preferred and Kemper Specialty distribute their products through independent agents who are paid commissions for their services. Kemper Direct distributes its products through employer-sponsored voluntary benefit programs and other affinity relationships and formerly marketed its products directly to consumers. Kemper Direct ceased direct-to-consumer marketing activities in the third quarter of 2012.

Kemper Preferred

Kemper Preferred, based in Jacksonville, Florida, conducts business in 38 states and the District of Columbia. In 2012, the following states provided over half of the premium revenues in this segment: New York (19%), North Carolina (13%), California (12%) and Texas (9%).

Kemper Preferred primarily sells preferred and standard risk automobile and homeowners insurance. Kemper Preferred's insurance products accounted for 57% of the aggregate insurance premium revenues of the Company's property and casualty insurance business in 2012. Its insurance products are marketed by approximately 2,900 independent insurance agents to individuals who have demonstrated favorable risk characteristics and loss history.

Kemper Specialty

Kemper Specialty, based in Dallas, Texas, conducts business in 21 states, principally in the southwest and western United States. In 2012, the following states provided more than three-fourths of the premium revenues in this segment: California (41%), Texas (19%), Washington (7%), Louisiana (6%) and Colorado (4%).

Kemper Specialty provides personal and commercial automobile insurance to value-minded consumers who have had difficulty obtaining standard or preferred risk insurance, usually because of their driving records, claims experience or premium payment

history. Kemper Specialty's insurance products accounted for 27% of the aggregate insurance premium revenues of the Company's property and casualty insurance business in 2012. Kemper Specialty's products are marketed through approximately 8,900 independent agents and brokers.

Kemper Direct

Kemper Direct, based in Chicago, Illinois, underwrites a broad spectrum of personal automobile insurance risks, ranging from preferred to non-standard. Kemper Direct also offers homeowners and renters insurance complementing its automobile insurance business. It currently distributes its products through employer-sponsored voluntary benefit programs and other affinity relationships. Prior to ceasing direct-to-consumer marketing activities in the third quarter of 2012, Kemper Direct also marketed its products directly to consumers through a variety of direct-to-consumer websites, including its own websites. The Kemper Direct segment's insurance products are available in 47 states and the District of Columbia. In 2012, the following states provided approximately two-thirds of the premium revenues in this segment: New York (17%), Florida (12%), California (11%), Georgia (6%), Connecticut (6%), Washington (6%), Pennsylvania (5%) and Texas (4%). Kemper Direct's insurance products accounted for 11% of the aggregate insurance premium revenues of the Company's property and casualty insurance business in 2012.

Property and Casualty Loss and Loss Adjustment Expense Reserves

The Company's reserves for losses and LAE for property and casualty insurance ("Property and Casualty Insurance Reserves") are reported using the Company's estimate of its ultimate liability for losses and LAE for claims that occurred prior to the end of any given accounting period but have not yet been paid. Property and Casualty Insurance Reserves by business segment at December 31, 2012 and 2011 were:

| DOLLARS IN MILLIONS | 2012 | 2011 |
|--|---------|-----------|
| Business Segments: | | |
| Kemper Preferred | \$452.3 | \$416.2 |
| Kemper Specialty | 215.9 | 225.9 |
| Kemper Direct | 177.8 | 223.9 |
| Life and Health Insurance | 7.0 | 8.3 |
| Total Business Segments | 853.0 | 874.3 |
| Discontinued Operations | 100.7 | 133.0 |
| Unallocated Reserves | 16.9 | 21.8 |
| Total Property and Casualty Insurance Reserves | \$970.6 | \$1,029.1 |

Certain reserves acquired in connection with a business acquisition from SCOR Reinsurance Company ("SCOR") in 2002 (the "Unallocated Reserves") are reinsured 100% by an insurance subsidiary of SCOR (see Note 6, "Property and Casualty Insurance Reserves," to the Consolidated Financial Statements). The Company does not allocate these reserves to its business segments.

In estimating the Company's Property and Casualty Insurance Reserves, the Company's actuaries exercise professional judgment and must consider, and are influenced by, many variables that are difficult to quantify. Accordingly, the process of estimating and establishing the Company's Property and Casualty Insurance Reserves is inherently uncertain and the actual ultimate net cost of claims may vary materially from the estimated amounts reserved. The reserving process is particularly imprecise for claims involving asbestos, environmental matters, construction defect and other emerging and/or long-tailed exposures that may not be discovered or reported until years after the insurance policy period has ended. Property and Casualty Insurance Reserves related to the Company's Discontinued Operations are predominantly long-tailed exposures, of which \$45.2 million was related to asbestos, environmental matters and construction defect exposures at December 31, 2012. See MD&A, "Critical Accounting Estimates," under the caption "Property and Casualty Insurance Reserves for Losses and Loss Adjustment Expenses" beginning on page 54 for a discussion of the Company's reserving process and the factors considered by the Company's actuaries in estimating the Company's Property and Casualty Insurance Reserves.

The Company's goal is to ensure that its total reserves for property and casualty insurance losses and LAE are adequate to cover all costs, while minimizing variation from the time reserves for losses and LAE are initially estimated until losses and LAE are fully developed. Changes in the Company's estimates of these losses and LAE, also referred to as "development," will occur over time and may be material. Favorable development is recognized and reported in the Consolidated Financial Statements when the Company decreases its previous estimate of ultimate losses and LAE and results in an increase in net income in the period recognized, whereas adverse development is recognized and reported in the Consolidated Financial Statements when the Company increases its previous estimate of ultimate losses and LAE and results in a decrease in net income. The Company recognized total favorable development of \$31.5 million, \$33.1 million and \$24.9 million before tax in 2012, 2011 and 2010, respectively. Development for each of the Company's continuing business segments and Unitrin Business Insurance in 2012, 2011 and 2010 was:

| DOLLARS IN MILLIONS | Favorable (Adverse) Development | | |
|---|---------------------------------|--------|--------|
| | 2012 | 2011 | 2010 |
| Continuing Operations: | | | |
| Kemper Preferred | \$4.8 | \$19.1 | \$23.8 |
| Kemper Specialty | 2.3 | 9.4 | (4.1) |
| Kemper Direct | 17.8 | 3.9 | 6.8 |
| Life and Health Insurance | 0.3 | 2.6 | (4.5) |
| Total Favorable Development from Continuing Operations, Net | 25.2 | 35.0 | 22.0 |
| Discontinued Operations: | | | |
| Unitrin Business Insurance | 6.3 | (1.9) | 2.9 |
| Total Favorable Development, Net | \$31.5 | \$33.1 | \$24.9 |

See MD&A, "Catastrophes," "Kemper Preferred," "Kemper Specialty," "Kemper Direct," and "Life and Health Insurance" for the impact of development on the results reported by the Company's business segments. Also see MD&A, "Critical Accounting Estimates," under the caption "Property and Casualty Insurance Reserves for Losses and Loss Adjustment Expenses" for additional information about the Company's reserving practices.

Development in Unitrin Business Insurance comprised all of the Company's development reported in discontinued operations. On June 1, 2008, the Company sold its Unitrin Business Insurance operations. The Company retained Property and Casualty Insurance Reserves for unpaid insured losses that occurred prior to the effective date of the sale. Development in Unitrin Business Insurance in 2012 is due primarily to the commutation of certain insurance liabilities that had been previously assumed.

See Note 6, "Property and Casualty Insurance Reserves," to the Consolidated Financial Statements for a tabular reconciliation for the three most recent annual periods setting forth the Company's Property and Casualty Insurance Reserves as of the beginning of each year, incurred losses and LAE for insured events of the current year, changes in incurred losses and LAE for insured events of prior years, payments of losses and LAE for insured events of the current year, payments of losses and LAE for insured events of prior years and the Company's Property and Casualty Insurance Reserves at the end of the year and additional information regarding the nature of adjustments to incurred losses and LAE for insured events of prior years.

Catastrophe Losses

Catastrophes and storms are inherent risks of the property and casualty insurance business. These catastrophic events and natural disasters include, without limitation, hurricanes, tornadoes, earthquakes, hailstorms, wildfires, high winds and winter storms. Such events result in insured losses that are, and are expected to be, a material factor in the results of operations and financial position of Kemper's property and casualty insurance companies. Further, because the level of insured losses that could occur in any one year cannot be accurately predicted, these losses contribute to material year-to-year fluctuations in the results of the operations and financial position of these companies. Specific types of catastrophic events are more likely to occur at certain times within the year than others. This factor adds an element of seasonality to property and casualty insurance claims. The occurrence and severity of catastrophic events cannot be accurately predicted in any year. However, some geographic locations are more susceptible to these events than others. The Company has endeavored to manage its direct insurance exposures in certain regions that are prone to naturally occurring catastrophic events through a combination of geographic diversification, restrictions on the amount and location of new business production in such regions, and reinsurance. The Company has adopted the

industry-wide catastrophe classifications of storms and other events promulgated by Insurance Services Office, Inc. (“ISO”) to track and report losses related to catastrophes. ISO classifies a disaster as a catastrophe when

the event causes \$25 million or more in direct losses to property and affects a significant number of policyholders and insurers. ISO-classified catastrophes are assigned a unique serial number recognized throughout the insurance industry. The discussions throughout this 2012 Annual Report utilize ISO's definition of catastrophes.

The process of estimating and establishing reserves for catastrophe losses is inherently uncertain and the actual ultimate cost of a claim, net of reinsurance recoveries, may vary materially from the estimated amount reserved. See Note 20, "Catastrophe Reinsurance," to the Consolidated Financial Statements for a discussion of the factors that influence the process of estimating and establishing reserves for catastrophes.

Reinsurance

The Company manages its exposure to catastrophes and other natural disasters through a combination of geographical diversification, restrictions on the amount and location of new business production in certain regions, and reinsurance. To limit its exposures to catastrophic events, the Company maintains a primary catastrophe reinsurance program for its property and casualty insurance businesses. Coverage for the primary catastrophe reinsurance program is provided in various layers. In addition to this program, the Kemper Preferred segment purchases reinsurance for catastrophe losses in North Carolina at retentions lower than the Company's primary catastrophe reinsurance program. The Company also purchases reinsurance from the Florida Hurricane Catastrophe Fund (the "FHCF") for hurricane losses in Florida at retentions lower than those described below for the Company's primary catastrophe reinsurance program. See Note 20, "Catastrophe Reinsurance," to the Consolidated Financial Statements for information pertaining to the Company's primary catastrophe reinsurance programs for 2012, 2011 and 2010. The Company's catastrophe reinsurance program for 2013 is described below.

Coverage for the catastrophe reinsurance program effective January 1, 2013 is provided in various layers as presented below:

| DOLLARS IN MILLIONS | Catastrophe Losses and LAE | | Percentage of Coverage | |
|--|----------------------------|--------|------------------------|---|
| | In Excess of | Up to | | |
| Kemper Preferred, Kemper Direct and Kemper Specialty Segments Retained | \$— | \$50.0 | — | % |
| 1st Layer of Coverage | 50.0 | 100.0 | 65.0 | |
| 2nd Layer of Coverage | 100.0 | 200.0 | 95.0 | |
| 3rd Layer of Coverage | 200.0 | 350.0 | 90.0 | |
| 4th Layer of Coverage | 350.0 | 450.0 | 50.0 | |

The estimated aggregate annual premium in 2013 for the program presented in the preceding table is \$23.4 million for the Kemper Preferred, Kemper Direct and Kemper Specialty catastrophe reinsurance program. In the event that the Company's incurred catastrophe losses and LAE covered by its catastrophe reinsurance program exceed the retention for a particular layer, the program requires one reinstatement of such coverage. In such an instance, the Company is required to pay a reinstatement premium to the reinsurers to reinstate the full amount of reinsurance available under such layer. The reinstatement premium is a percentage of the original premium based on the ratio of the losses in excess of the Company's retention to the reinsurers' coverage limit.

Prior to 2013, companies operating in the Life and Health Insurance segment participated in a catastrophe reinsurance program separate and apart from the catastrophe reinsurance programs covering the Kemper Preferred, Kemper Direct and Kemper Specialty segments. Over the last several years, the Life and Health Insurance segment has been reducing its exposure to catastrophic events through the intentional run-off of its dwelling insurance business. Accordingly, the Life and Health Insurance segment did not renew its catastrophe reinsurance program for 2013. See Note 20, "Catastrophe Reinsurance," to the Consolidated Financial Statements for information pertaining to the Life and Health Insurance segment's participation in the Company's catastrophe reinsurance programs for 2012, 2011 and 2010.

In addition to the catastrophe loss exposures caused by natural events described above, Kemper's property and casualty insurance companies are exposed to losses from catastrophic events that are not the result of acts of nature, such as acts of terrorism, the nature and level of which in any period cannot be accurately predicted. While there were no reported losses experienced by Kemper's property and casualty insurance companies in relation to the terrorist attacks on September 11, 2001, the companies have reinsurance coverage to address certain exposures to potential future terrorist attacks. The reinsurance coverage for certified events, as designated by the federal government, is from the

Terrorist Risk Insurance Act and the coverage for non-certified events is available in the catastrophe reinsurance program for Kemper's property and casualty

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insurance companies. However, certain perils, such as biological, chemical, nuclear pollution or contamination, are excluded from the Company's reinsurance coverage for non-certified events.

In addition to the catastrophe reinsurance programs described above, Kemper's property and casualty insurance companies utilize other reinsurance arrangements to limit their maximum loss, provide greater diversification of risk and minimize exposures on larger risks.

Under the various reinsurance arrangements, Kemper's property and casualty insurance companies are indemnified by reinsurers for certain losses incurred under insurance policies issued by the reinsurers. As indemnity reinsurance does not discharge an insurer from its direct obligations to policyholders on risks insured, Kemper's property and casualty insurance companies remain directly liable. However, so long as the reinsurers meet their obligations, the net liability for Kemper's property and casualty insurance companies is limited to the amount of risk that they retain. Kemper's property and casualty insurance companies purchase their reinsurance only from reinsurers rated "A-" or better by A. M. Best Co., Inc. ("A.M. Best"), at the time of purchase. A.M. Best is an organization that specializes in rating insurance and reinsurance companies.

For further discussion of the reinsurance programs, see Note 6, "Property and Casualty Insurance Reserves," Note 20, "Catastrophe Reinsurance," and Note 21, "Other Reinsurance," to the Consolidated Financial Statements.

Pricing

Pricing levels for property and casualty insurance are influenced by many factors, including the frequency and severity of claims, state regulation and legislation, competition, general business and economic conditions, including market rates of interest, inflation, expense levels, and judicial decisions. In addition, many state regulators require consideration of investment income when approving or setting rates, which reduces underwriting margins. See MD&A under the captions "Kemper Preferred," "Kemper Specialty" and "Kemper Direct."

Competition

Based on the most recent annual data published by A.M. Best as of the end of 2011, there were 1,326 property and casualty insurance groups in the United States. Kemper's property and casualty group was among the top 10% of property and casualty insurance groups in the United States as measured by net written premiums, policyholders' surplus and admitted assets in 2011. Among all personal lines automobile insurance writers, Kemper's property and casualty group was the 20th largest writer as measured by net written premiums in 2011.

In 2011, the property and casualty insurance industry's estimated net premiums written were \$447 billion, of which nearly 80% were accounted for by the top 50 groups of property and casualty insurance companies. Kemper's property and casualty insurance companies wrote less than 1% of the industry's estimated 2011 premium volume.

Property and casualty insurance is a highly competitive business, particularly with respect to personal automobile insurance. Kemper's property and casualty insurance companies compete on the basis of, among other measures, (i) using suitable pricing segmentation, (ii) maintaining underwriting discipline, (iii) selling to selected markets, (iv) utilizing technological innovations for the marketing and sale of insurance, (v) controlling expenses, (vi) maintaining adequate ratings from A.M. Best and other ratings agencies and (vii) providing quality services to agents and policyholders. See Item 1A., "Risk Factors," under the caption "The insurance industry is highly competitive."

Life and Health Insurance Business

The Company's Life and Health Insurance segment consists of Kemper's wholly-owned subsidiaries, United Insurance, The Reliable Life Insurance Company ("Reliable"), Union National Life Insurance Company ("Union National Life"), Mutual Savings Life Insurance Company ("Mutual Savings Life"), United Casualty Insurance Company of America ("United Casualty"), Union National Fire Insurance Company ("Union National Fire"), Mutual Savings Fire Insurance Company ("Mutual Savings Fire") and Reserve National Insurance Company ("Reserve National"). As discussed below, United Insurance, Reliable, Union National Life, Mutual Savings Life, United Casualty, Union National Fire and Mutual Savings Fire (the "Kemper Home Service Companies") distribute their products through a network of employee, or "career," agents. Reserve National distributes its products through a network of exclusive independent agents. These career agents and independent agents are paid commissions for their services.

In 2012, the following states provided approximately two-thirds of the premium revenues in this segment: Texas (21%), Louisiana (11%), Alabama (7%), Mississippi (6%), Illinois (4%), Florida (4%), Georgia (4%), North Carolina (4%) and Missouri (4%). Life insurance accounted for 19%, 18%, and 17% of the Company's consolidated insurance premiums earned in

2012, 2011 and 2010, respectively. Life insurance accounted for 16%, 16% and 15% of the Company's consolidated revenues from continuing operations in 2012, 2011 and 2010, respectively.

Kemper Home Service Companies

The Kemper Home Service Companies, based in St. Louis, Missouri, focus on providing individual life and supplemental accident and health insurance products to customers of modest incomes who desire basic protection for themselves and their families. Their leading product is ordinary life insurance, including permanent and term insurance. Face amounts of these policies are lower than those of policies typically sold to higher income customers by other companies in the life insurance industry. Approximately 79% of the Life and Health Insurance segment's premium revenues are generated by the Kemper Home Service Companies.

The Kemper Home Service Companies employ nearly 2,600 career agents to distribute their products in 25 states and the District of Columbia. These career agents are full-time employees who call on customers in their homes to sell insurance products, provide services related to policies in force and collect premiums, typically monthly. Premiums average about \$18 per policy per month. Permanent and term policies are offered primarily on a non-participating, guaranteed-cost basis. These career agents also distribute certain property insurance products for the Kemper Home Service Companies.

Reserve National

Reserve National, based in Oklahoma City, Oklahoma, is licensed in 35 states throughout the south, southwest and midwest, and specializes in the sale of Medicare Supplement insurance and limited health insurance coverages such as fixed indemnity, dental and vision, and accident-only plans, primarily to individuals in rural areas who often do not have access to a broad array of accident and health insurance products tailored to meet their individual and family needs. See MD&A, "Life and Health Insurance," "Regulation," under this Item 1 beginning on page 10 and Item 1A., "Risk Factors," under the caption "Reserve National's response to American health care reform may be unsuccessful," for a discussion of the impact of American health care reform on Reserve National.

Reserve National has approximately 260 independent agents appointed to market and distribute its products. These independent agents typically represent only Reserve National.

Reinsurance

Consistent with insurance industry practice, the Company's life and health insurance companies utilize reinsurance arrangements to limit their maximum loss, provide greater diversification of risk and minimize exposures on larger risks. Prior to 2013, the segment's reinsurance arrangements included excess of loss reinsurance coverage specifically designed to protect against losses arising from catastrophic events under the property insurance policies distributed by the Kemper Home Service Companies' agents and written by Kemper's subsidiaries, United Casualty, Union National Fire and Mutual Savings Fire, and reinsured by Kemper's subsidiary, Trinity, or written by Capitol County Mutual Fire Insurance Company ("Capitol"), a mutual insurance company owned by its policyholders, and its subsidiary, Old Reliable Casualty Company ("ORCC"), and reinsured by Trinity. Over the last several years, the segment has been intentionally reducing its exposure to catastrophic events through the run-off of its dwelling insurance business. Accordingly, except for catastrophe reinsurance provided by the FHCF, the Kemper Home Service Companies, Capitol and ORCC did not renew the primary catastrophe reinsurance program for 2013. The FHCF provides reinsurance for catastrophe losses in Florida. See Note 20, "Catastrophe Reinsurance," to the Consolidated Financial Statements for additional information pertaining to the segment's primary catastrophe reinsurance programs for 2012, 2011 and 2010.

Lapse Ratio

The lapse ratio is a measure of a life insurer's loss of in-force policies. For a given year, this ratio is commonly computed as the total face amount of individual life insurance policies lapsed, surrendered, expired and decreased during such year, less policies increased and revived during such year, divided by the total face amount of policies at the beginning of the year plus the face amount of policies issued and reinsurance assumed in the prior year. The Life and Health Insurance segment's lapse ratio for individual life insurance was 8%, 9% and 8% in 2012, 2011 and 2010, respectively.

The customer base served by the Kemper Home Service Companies and competing life insurance companies tends to have a higher incidence of lapse than other demographic segments of the population. Thus, to maintain or increase the level of its business, the Kemper Home Service Companies must write a high volume of new policies.

Pricing

Premiums for life and health insurance products are based on assumptions with respect to mortality, morbidity, investment yields, expenses, and lapses and are also affected by state laws and regulations, as well as competition. Pricing assumptions are based on the experience of Kemper's life and health insurance subsidiaries, as well as the industry in general, depending on the factor being considered. The actual profit or loss produced by a product will vary from the anticipated profit if the actual experience differs from the assumptions used in pricing the product. Premiums for policies sold by the Kemper Home Service Companies are set at levels designed to cover the relatively high cost of "in home" servicing of such policies. As a result of such higher expenses, incurred claims as a percentage of earned premiums tend to be lower for companies utilizing this method of distribution than the life insurance industry average.

Premiums for Medicare supplement and other accident and health policies must take into account the rising costs of medical care. The annual rate of medical cost inflation has historically been higher than the general rate of inflation, necessitating frequent rate increases, most of which are subject to approval by state regulatory agencies.

Competition

Based on the most recent data published by A.M. Best as of the end of 2011, there were 497 life and health insurance company groups in the United States. The Company's Life and Health Insurance segment ranked in the top 20% of life and health insurance company groups, as measured by admitted assets (86), net premiums written (91) and capital and surplus (83) for 2011.

Kemper's life and health insurance subsidiaries generally compete by using appropriate pricing, selling to selected markets, controlling expenses, maintaining adequate ratings from A.M. Best and providing competitive services to agents and policyholders.

Investments

The quality, nature, and amount of the various types of investments that can be made by insurance companies are regulated by state laws. Depending on the state, these laws permit investments in qualified assets, including, but not limited to, municipal, state and federal government obligations, corporate bonds, real estate, preferred and common stocks, investment partnerships, limited liability investment companies and limited partnerships and mortgages where the value of the underlying real estate exceeds the amount of the loan.

The Company employs a total return investment strategy, with an emphasis on yield, while maintaining liquidity to meet both its short and long-term insurance obligations. See the discussions of the Company's investments under the headings "Investment Results," "Investment Quality and Concentrations," "Investments in Limited Liability Investment Companies and Limited Partnerships," "Liquidity and Capital Resources" and "Critical Accounting Estimates," in the MD&A, "Quantitative and Qualitative Disclosures about Market Risk," in Item 7A and Note 4, "Investments," Note 14, "Income from Investments," and Note 22, "Fair Value Measurements," to the Consolidated Financial Statements.

Regulation

Insurance Regulation

Kemper is subject to the insurance holding company laws of a number of states. Certain dividends and distributions by an insurance subsidiary are subject to approval by the insurance regulators of the state of incorporation of such subsidiary. Other significant transactions between an insurance subsidiary and its holding company or other subsidiaries of the holding company may require approval by insurance regulators in the state of incorporation of each of the insurance subsidiaries participating in such transactions.

Kemper's insurance subsidiaries are subject to extensive regulation in the states in which they do business. Such regulation pertains to a variety of matters, including, but not limited to, policy forms, premium rate plans, licensing of agents, licenses to transact business, trade practices, claims practices, investments and solvency. The majority of Kemper's insurance operations are in states requiring prior approval by regulators before proposed rates for property, casualty, or health insurance policies may be implemented. However, rates proposed for life insurance generally become effective immediately upon filing with a state, even though the same state may require prior rate approval for other types of insurance. Insurance regulatory authorities perform periodic examinations of an insurer's market conduct and other affairs. Kemper's health insurance subsidiaries are also subject to certain regulation by the federal government. For example, the Health Care Acts, and the regulations promulgated thereunder, have already established or will establish minimum loss ratios, rating restrictions, mandates for essential health

benefit coverages, and restrictions or prohibitions on pre-existing condition exclusions and annual and lifetime policy limits for health insurance policies.

Insurance companies are required to report their financial condition and results of operation in accordance with statutory accounting principles prescribed or permitted by state insurance regulators in conjunction with the National Association of Insurance Commissioners (the "NAIC"). State insurance regulators also prescribe the form and content of statutory financial statements, perform periodic financial examinations of insurers, set minimum reserve and loss ratio requirements, establish standards for the types and amounts of investments and require minimum capital and surplus levels. Such statutory capital and surplus requirements include risk-based capital ("RBC") rules promulgated by the NAIC. These RBC standards are intended to assess the level of risk inherent in an insurance company's business and consider items such as asset risk, credit risk, underwriting risk and other business risks relevant to its operations. In accordance with RBC formulas, a company's RBC requirements are calculated and compared to its total adjusted capital to determine whether regulatory intervention is warranted. At December 31, 2012, the total adjusted capital of each of Kemper's insurance subsidiaries exceeded the minimum levels required under RBC rules.

Kemper's insurance subsidiaries are required under the guaranty fund laws of most states in which they transact business to pay assessments up to prescribed limits to fund policyholder losses or liabilities of insolvent insurance companies. Kemper's insurance subsidiaries also are required to participate in various involuntary pools or assigned risk pools, principally involving windstorms and high risk drivers. In most states, the involuntary pool participation of Kemper's insurance subsidiaries is in proportion to their voluntary writings of related lines of business in such states. In addition to the regulatory requirements described above, a number of legislative and regulatory measures pending or recently approved may significantly affect the insurance business in a variety of ways. In particular, the NAIC adopted extensive modifications to its Model Insurance Holding Company System Regulatory Act and related regulation in December 2010. Several states have already adopted legislation that incorporates the principal aspects of the NAIC's proposed revisions, and it is reasonable to assume that the various other state legislatures and regulators will enact conforming revisions into law to maintain their accredited status with the NAIC. These modifications will, among other things, substantially expand the oversight and examination powers of state insurance regulators not only with respect to licensed insurance companies, but also with respect to their presently unregulated non-insurance affiliates, and impose new reporting requirements on the ultimate controlling persons of such insurance companies in respect of, among other things, enterprise risk to the organization as a whole, affiliated transactions, and any divestiture of controlling interests in an insurer. Other significant measures enacted in recent years include, among other things, tort reform, the Health Care Acts, the DFA, consumer privacy requirements, credit score regulation, producer compensation regulations, corporate governance requirements and financial services deregulation initiatives. State insurance laws intended primarily for the protection of policyholders contain certain requirements that must be met prior to any change of control of an insurance company or insurance holding company that is domiciled or, in some cases, an insurance company having such substantial business that it is deemed commercially domiciled, in that state. These requirements may include the advance filing of specific information with the state insurance regulators, a public hearing on the matter, and the review and approval of the change of control by such regulators. The Company has insurance subsidiaries domiciled in Alabama, California, Illinois, Louisiana, Missouri, New York, Oklahoma, Oregon, Texas or Wisconsin. In these states, except Alabama, "control" generally is presumed to exist through the direct or indirect ownership of 10% or more of the voting securities of an insurance company. Control is presumed to exist in Alabama with a 5% or more ownership interest in such securities. Any purchase of Kemper's shares that would result in the purchaser owning Kemper's voting securities in the foregoing percentages for the states indicated would be presumed to result in the acquisition of control of Kemper's insurance subsidiaries in those states. Therefore, acquisitions subject to the 10% threshold generally would require the prior approval of the insurance regulatory authorities in each state in which Kemper's insurance subsidiaries are domiciled or deemed to be commercially domiciled, including those in Alabama, while acquisitions subject to the 5% threshold generally would require the prior approval of only Alabama regulatory authorities. Similarly, consistent with the changes the NAIC adopted to the Model Insurance Holding Company System Regulatory Act, several states have enacted legislation that requires either the acquiring and/or divesting company to notify and receive insurance regulatory authority approval for a change in control. Other states are expected to adopt similar provisions to their holding company acts.

In addition, many states require pre-acquisition notification to the state insurance regulators of a change of control of an insurance company licensed in that state if specific market concentration thresholds would be triggered by the acquisition. While those pre-acquisition notification statutes generally do not authorize the state insurance regulators to disapprove the change of control, they do authorize the issuance of a cease and desist order with respect to the insurance company if certain conditions, such as undue market concentration, would result from the acquisition. These insurance regulatory requirements

may deter, delay or prevent transactions effecting control of the Company or the ownership of Kemper's voting securities, including transactions that could be advantageous to Kemper's shareholders.

Dodd-Frank Act

In July 2010, the DFA was enacted into law. The DFA brings about a profound increase in the regulation of the financial services industry. Among other things, the DFA forms within the Treasury Department a Federal Insurance Office that is charged with monitoring all aspects of the insurance industry, gathering data, and conducting a study on methods to modernize and improve the insurance regulatory system in the United States. A report on this study that was to be delivered to Congress within 18 months after enactment of the DFA is still forthcoming, and could be influential in reshaping the current state-based insurance regulatory system and/or introducing a direct federal role in such regulation.

Item 1A. Risk Factors.

Most issuers, including Kemper, are exposed to numerous risk factors that could cause actual results to differ materially from recent results or anticipated future results. The following discussion details the significant risk factors that are more specific to the Company. In addition to those described below, the Company's business, financial condition and results of operation could be materially affected by other factors not presently known by, or considered material to, the Company. Readers are advised to consider these factors along with the other information included in this 2012 Annual Report, and to consult any further disclosures Kemper makes on related subjects in its filings with the SEC.

Catastrophe losses, whether resulting from natural disasters, terrorism or other man-made events, and reinsurance risks could adversely affect the Company's results of operations, liquidity or financial condition.

Kemper's property and casualty insurance subsidiaries are subject to claims arising out of catastrophes that may have a significant effect on their results of operations, liquidity and financial condition. Catastrophes can be caused by various events, including, but not limited to, hurricanes, tornadoes, windstorms, earthquakes, hail storms, explosions, severe winter weather and wildfires and may include man-made events, such as terrorist attacks and hazardous material spills. The incidence, frequency and severity of catastrophes are inherently unpredictable, and may be impacted by the uncertain effects of climate change. The extent of the Company's losses from a catastrophe is a function of both the total amount of insured exposure in the area affected by the event and the severity of the event. Kemper's Life and Health Insurance subsidiaries are particularly exposed to risks of catastrophic mortality, such as pandemic or other events that result in large numbers of deaths. In addition, the occurrence of such an event in a concentrated geographic area could have a severe disruptive effect on the Company's workforce and business operations. The likelihood and severity of such events cannot be predicted and are difficult to estimate.

Kemper's insurance subsidiaries seek to reduce their exposure to catastrophe losses through underwriting strategies and the purchase of catastrophe reinsurance. Reinsurance does not relieve Kemper's insurance subsidiaries of their direct liability to their policyholders. As long as the reinsurers meet their obligations, the net liability for Kemper's insurance subsidiaries is limited to the amount of risk that they retain. While the Company's principal reinsurers are each rated "A-" or better by A.M. Best at the time reinsurance is purchased, the Company cannot be certain that reinsurers will pay the amounts due from them either now, in the future, or on a timely basis. A reinsurer's insolvency or inability to make payments under the terms of its reinsurance agreement with Kemper's insurance subsidiaries could have a material adverse effect on the Company's financial position, results of operations and liquidity.

In addition, market conditions beyond the Company's control determine the availability and cost of the reinsurance protection that Kemper's insurance subsidiaries may purchase. A decrease in the amount of reinsurance protection that Kemper's insurance subsidiaries purchase generally should decrease their cost of reinsurance, but increase their risk of loss. An increase in the amount of reinsurance protection that Kemper's insurance subsidiaries purchase generally should increase their cost of reinsurance, but decrease their risk of loss. However, if the amount of available reinsurance is reduced, Kemper's insurance subsidiaries could pay more for the same level, or a lower level, of reinsurance coverage. Accordingly, the Company may be forced to incur additional expenses for reinsurance or may not be able to obtain sufficient reinsurance on acceptable terms, which could adversely affect the ability of Kemper's insurance subsidiaries to write future insurance policies or result in their retaining more risk with respect to such insurance policies.

Estimating losses and LAE for determining property and casualty insurance reserves, or determining premium rates, is inherently uncertain, and the Company's results of operations may be materially impacted if the Company's insurance reserves or premium rates are insufficient.

The Company establishes loss and LAE reserves to cover estimated liabilities, which remain unpaid as of the end of each accounting period, and to investigate and settle all claims incurred under the property and casualty insurance policies that it has issued. Loss and LAE reserves are established for claims that have been reported to the Company as of the end of the accounting period, as well as for claims that have occurred but have not yet been reported to the Company. The estimates of loss and LAE reserves are based on the Company's assessment of the facts and circumstances known to it at the time, as well as estimates of the impact of future trends in the severity of claims, the frequency of claims and other factors. See MD&A, "Critical Accounting Estimates," under the caption "Property and Casualty Insurance Reserves for Losses and Loss Adjustment Expenses" beginning on page 54 for a discussion of the Company's reserving process and the factors considered by the Company's actuaries in estimating the Company's Property and Casualty Insurance Reserves.

As the process of estimating property and casualty insurance reserves is inherently uncertain, the reserves established by the Company are not precise estimates of liability and could prove to be inadequate to cover its ultimate losses and expenses for insured events that have occurred. The process of estimating loss reserves is complex and imprecise. The estimate of the ultimate cost of claims for insured events that have occurred must take into consideration many factors that are dependent on the outcome of future events associated with the reporting, investigation and settlement of claims. The impacts on the Company's estimates of property and casualty insurance reserves from these factors are difficult to assess accurately. A change in any one or more of the factors is likely to result in a projected ultimate loss that is different than the previous projected ultimate loss, and may have a material impact on the Company's estimate of the projected ultimate loss. Increases in the estimates of ultimate losses and LAE will decrease earnings, while decreases in such estimates will increase earnings, as reported by the Company in the results of its operations for the periods in which the changes to the estimates are made by the Company.

The Company's actuaries also consider trends in the severity and frequency of claims and other factors, when determining the premium rates to charge for its property and casualty insurance products. An unanticipated change in any one or more of these factors or trends, as well as a change in competitive conditions, may also result in inadequate premium rates charged for insurance policies issued by Kemper's property and casualty insurance subsidiaries in the future. Such pricing inadequacies could have a material impact on the Company's operating results.

Reserve National's response to American health care reform may be unsuccessful.

Reserve National's business model, which focuses on providing limited benefit and supplemental accident and health insurance coverages to persons who lack access to traditional private options, is likely to be adversely affected by the Health Care Acts. In response, Reserve National has begun adapting its business model by placing emphasis on designing and selling supplemental health insurance products that are not expected to be as severely impacted by the Health Care Acts and ceasing to issue health insurance products that are expected to be severely impacted. In particular, Reserve National has ceased issuing health insurance products that are subject to certain provisions that establish minimum loss ratios for health insurance policies significantly above the levels historically experienced by Reserve National. While this action is likely to mitigate Reserve National's risk, the minimum loss provisions could adversely impact its ability to achieve an adequate return on its renewal book of these affected products. The creation of health insurance exchanges beginning in 2014 may result in Reserve National losing a significant number of customers.

If Reserve National's sales of supplemental health insurance products are insufficient to offset the loss of business impacted by the Health Care Acts, a significant loss of business for Reserve National may result. A significant loss of business could have a material adverse effect on the financial condition, the results of operations and the valuation of Reserve National.

Kemper is dependent on receiving dividends from its subsidiaries to service its debt and to pay dividends to its shareholders.

As a holding company with no business operations of its own, Kemper depends on the dividend income that it receives from its subsidiaries as the primary source of funds to pay interest and principal on its outstanding debt obligations and to pay dividends to its shareholders. Kemper's insurance subsidiaries are subject to significant

regulatory restrictions under state insurance laws and regulations that limit their ability to declare and pay dividends. These laws and regulations impose minimum solvency and liquidity requirements on dividends between affiliated companies and require prior notice to, and may require approval from, state insurance regulators before dividends can be paid. The inability of one or more of Kemper's insurance subsidiaries to pay sufficient dividends to Kemper may materially affect Kemper's ability to timely pay its debt obligations or to pay dividends to its shareholders.

A significant downgrade in the ratings of Kemper or its insurance subsidiaries could adversely affect the Company. Third-party rating agencies assess the financial strength and rate the claims-paying ability of insurance companies based on criteria established by the rating agencies. Third-party ratings are important competitive factors in the insurance industry. Financial strength ratings are used to assess the financial strength and quality of insurers. A significant downgrade by a recognized rating agency in the ratings of Kemper's insurance subsidiaries, particularly those operating in the preferred and standard market or offering homeowners insurance, could result in a substantial loss of business if agents or policyholders of such subsidiaries move to other companies with higher claims-paying and financial strength ratings. Any substantial loss of business could have a material adverse effect on the financial condition and results of operations of such subsidiaries. A downgrade in Kemper's credit rating by Standard & Poor's ("S&P"), Moody's Investors Services ("Moody's") or Fitch Ratings ("Fitch") may reduce Kemper's ability to access the capital markets for general corporate purposes or refinance existing debt.

Kemper's insurance subsidiaries are subject to significant regulation by state insurance departments.

Kemper's insurance subsidiaries are subject to extensive regulation in the states in which they do business. Current regulations encompass a wide variety of matters, including policy forms, premium rates, licensing, trade practices, claims practices, investment standards, statutory capital and surplus requirements, reserve and loss ratio requirements, restrictions on transactions among affiliates and consumer privacy.

Insurance regulatory agencies conduct periodic examinations of Kemper's insurance subsidiaries and require the filing of annual and other reports relating to financial condition, holding company issues and other matters. If an insurance company fails to obtain required licenses or approvals, or if any of Kemper's insurance subsidiaries fail to comply with other regulatory requirements, the regulatory agencies can suspend or delay their operations or licenses, require corrective action, and impose penalties or other remedies available under the applicable laws and regulations.

These laws and regulations, and their interpretation by the various regulatory agencies and courts, are undergoing continual revision and expansion. The regulatory structures in the financial services industry have come under intense scrutiny as a result of the turmoil experienced by the financial markets. While it is not possible to predict how new legislation or regulations or new interpretations of existing laws and regulations may impact the operations of Kemper's subsidiaries, two recent developments have the potential to significantly impact such operations.

In July 2010, the DFA was enacted into law. For more information about the potential impact of the DFA on the Company's operations, see "Dodd-Frank Act" under "Regulation" in Item 1, beginning on page 12.

In addition, the NAIC adopted extensive modifications to its Model Insurance Holding Company System Regulatory Act and related regulation in December 2010. Several states have already adopted legislation that incorporates the principal aspects of the NAIC's proposed revisions, and it is reasonable to assume that the various other state legislatures and regulators will enact conforming revisions into law to maintain their accredited status with the NAIC. These modifications will, among other things, substantially expand the oversight and examination powers of state insurance regulators, not only with respect to licensed insurance companies, but also with respect to their presently unregulated non-insurance affiliates, and will impose new reporting requirements on the ultimate controlling persons of such insurance companies with respect to, among other things, enterprise risk to the organization as a whole, affiliated transactions, and any divestiture of controlling interests in an insurer.

These new developments (including regulations that have been or that are required to be promulgated under the DFA), as well as significant changes in, or new interpretations of, existing laws and regulations could make it more expensive for Kemper's subsidiaries to conduct their businesses and could materially affect the profitability of their operations and the Company's financial results. See the discussion in the risk factor above entitled "Reserve National's response to American health care reform may be unsuccessful" regarding the potential effect of the Health Care Acts on Reserve National's business model. For a more detailed discussion of the regulations applicable to Kemper's subsidiaries, see "Insurance Regulation" under "Regulation" in Item 1, beginning on page 10.

The Company is subject to interest rate risk and credit risk in its fixed maturity investment portfolio. One of the Company's primary market risk exposures is to changes in interest rates. A decline in market interest rates could have an adverse effect on the Company's investment income as it invests cash in new investments that may yield less than the portfolio's average rate. In a declining interest rate environment, borrowers may seek to refinance their borrowings at lower rates and, accordingly, prepay or redeem securities the Company holds as investments more quickly than the Company initially expected. Such prepayment or redemption action may cause the Company to reinvest the redeemed proceeds in lower yielding investments. An increase in market interest rates could also have an adverse effect on the value of the Company's investment portfolio, for example, by decreasing the fair values of the fixed income securities that comprise a substantial majority of its investment portfolio.

The Company's fixed maturity investment portfolio is subject to credit risk from the issuers of the securities in the portfolio. Deterioration in the financial conditions of the issuers could result in a decline in the fair value of the Company's fixed maturity investment portfolio. Deterioration in the financial conditions of the issuers could also result in issuer defaults and impact the Company's ability to recover the reported value of its fixed maturity investment portfolio. Accordingly, deterioration in the credit quality of the Company's investment portfolio could adversely affect the Company's operating results and financial position.

The Company's investments in limited liability investment companies and limited partnerships are concentrated in companies and partnerships that invest in distressed and mezzanine debt and secondary transactions.

At December 31, 2012, Kemper's insurance subsidiaries had \$253.0 million invested in limited liability investment companies and limited partnerships accounted for under the equity method of accounting ("Equity Method Limited Liability Investments") that invest in distressed and mezzanine debt of other companies and secondary transactions. In addition, Kemper's insurance subsidiaries had unfunded commitments to invest an additional \$141.5 million at December 31, 2012, including \$88.7 million of unfunded commitments related to investments reported as Other Equity Interests and included in Equity Securities in the Consolidated Balance Sheet, in limited liability investment companies and limited partnerships. Such unfunded commitments generally may be used to fund additional investments made, or losses incurred, by such limited liability investment companies and limited partnerships. The underlying investments of such limited liability investment companies and limited partnerships generally provide opportunities for higher returns, but at a higher risk than investment-grade investments. General economic swings influence the performance of the underlying investments in distressed and mezzanine debt and secondary transactions. Kemper's insurance subsidiaries have also made direct investments in the same or similar distressed and mezzanine debt securities of certain issuers in which such limited liability investment companies and limited partnerships have made investments, which could exacerbate any losses attributable to poor performance of any such investments. A severe and continued downturn in the economy may result in deterioration in the business prospects of the issuers of the underlying investments that could adversely affect the Company's operating results and financial position.

The insurance industry is highly competitive.

The Company's insurance businesses face significant competition, and its ability to compete is affected by a variety of issues relative to others in the industry, such as product pricing, service quality, financial strength and name recognition. Competitive success is based on many factors, including, but not limited to, the following:

- Competitiveness of prices charged for insurance policies;
- Selection of agents, web portals and other business partners;
- Compensation paid to agents;
- Underwriting discipline;
- Selectiveness of sales markets;
- Effectiveness of marketing materials;
- Product and technological innovation;
- Ability to detect and prevent fraudulent insurance claims;
- Ability to control operating expenses;
- Financial strength ratings; and
- Quality of services provided to agents and policyholders.

The inability to compete effectively in any of the Company's insurance businesses could materially reduce the Company's customer base and revenues and could adversely affect the future results and financial condition of the

Company.

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See “Competition” in Item 1 of Part I beginning on page 8 and page 10, for more information on the competitive rankings in the property and casualty insurance markets and the life and health insurance markets, respectively, in the United States.

The effects of an evolving legal and regulatory landscape on Kemper’s insurance subsidiaries are uncertain.

The legal and regulatory landscape within which Kemper’s insurance subsidiaries conduct their businesses is often unpredictable. As industry practices and regulatory, judicial, political, social and other conditions change, unexpected and unintended issues may emerge. These emerging practices, conditions and issues could adversely affect Kemper’s insurance subsidiaries in a variety of ways, including by expansion of coverages beyond their underwriting intent, by increasing the number or size of claims or accelerating the payment of claims. Industry practices that were considered legally-compliant and reasonable for years may suddenly be deemed unacceptable by virtue of an unexpected court or regulatory ruling or changes in regulatory enforcement policies and practices. Anticipating such shifts in the law and the impact they may have on the Company and its operations is a difficult task and there can be no assurances that the Company will not encounter such shifts in the future. The effects of such changes are hard to predict, but could materially affect the financial results of the Company.

Legal and regulatory proceedings are unpredictable.

Kemper and its subsidiaries are from time to time involved in lawsuits, regulatory inquiries, and other legal proceedings arising out of the ordinary course of their businesses. Some of these proceedings may involve matters particular to Kemper or one or more of its subsidiaries, while others may pertain to business practices in the industry in which Kemper and its subsidiaries operate. Some lawsuits may seek class action status that, if granted, could expose the Company to potentially significant liability by virtue of the size of the putative classes. These matters raise difficult factual and legal issues and are subject to uncertainties and complexities, and the outcomes of these matters are difficult to predict, and the amounts or ranges of potential loss at particular stages in the proceedings are in most cases difficult or impossible to ascertain. A further complication is that even where the possibility of an adverse outcome is deemed to be remote using traditional legal analysis, juries sometimes can and do substitute their subjective views in place of facts and established legal principles. Given the unpredictability of the legal and regulatory landscape in which the Company operates, there can be no assurance that one or more of these matters will not produce a result that could have a material adverse effect on the Company’s consolidated financial results for any given period.

For information about the Company’s pending litigation, see Item 3, “Legal Proceedings,” beginning on page 18.

Changes in state enforcement of unclaimed property laws and related insurance claims handling practices could have a significant effect on (including an acceleration of) the payment and/or escheatment of life insurance death benefits relative to what is currently contemplated by Kemper and significantly increase claims handling costs.

In recent years, many states have begun to aggressively enforce compliance with their respective unclaimed property laws to assure that companies are properly reporting and remitting such property. The treasurers of a large majority of states have engaged private firms to examine the practices and procedures of life insurance companies for the handling of unclaimed insurance benefits under life insurance policies, annuity contracts and retained asset accounts.

Certain other measures are also being taken or considered by state insurance regulators, both individually and collectively, through the auspices of the NAIC. Some state insurance regulators have held administrative hearings and/or have initiated market conduct examinations focused on claims handling and escheatment practices of life insurers. Based on published reports, at least six companies have entered into settlement agreements in which they commit to change their historic claims practices by agreeing to periodically search for deceased insureds, prior to the receipt of a death claim, by comparing their in-force policy records against a database of reported deaths maintained by the Social Security Administration (the “SSA Death Master File”). Separately, state legislators, through the auspices of the National Council of Insurance Legislators, have proposed model legislation which, if enacted by various states, could require life insurers to compare their in-force policy records against the SSA Death Master File, for the purpose of proactively identifying potentially deceased insureds for whom the life insurer has not yet received a death claim. Kentucky, New York, Maryland and Alabama have each enacted legislation of this type, with effective dates of January 1, 2013, June 17, 2013, October 1, 2013 and January 1, 2014, respectively. These statutes, if construed to apply to life insurance policies in force on the statutes’ effective dates, could have a significant effect on, including an acceleration of, the payment of life insurance benefits to beneficiaries or, in instances where beneficiaries could not be

located, the escheatment of such benefits to the states. A declaratory judgment action filed by the Company in November 2012 is pending in state court in Kentucky asking the court to construe the Kentucky statute such that it would only apply prospectively, i.e., only with respect to life insurance policies issued on or after the statute's effective date, consistent with the requirements of applicable Kentucky statutory law and Kentucky and federal constitutional provisions.

Kemper's life insurance companies are currently the subject of an unclaimed property compliance examination by a private firm retained by the treasurers of thirty-eight states. Kemper's life insurance companies have provided a significant amount of information to such firm. The results of this examination are not likely to be known for some time. One state insurance regulator has also commenced a market conduct exam of Kemper's life insurance companies for the purpose of verifying such companies' compliance with relevant regulations governing life insurance claims handling and escheatment practices.

Should these various efforts by state officials succeed in applying new claims handling and escheatment practices to existing life insurance policies, they could have a material adverse effect on the Company's profitability and financial position.

See Note 23, "Contingencies," to the Consolidated Financial Statements and the sections of the MD&A entitled "Life and Health Insurance" and "Liquidity and Capital Resources" for additional information on these matters.

Managing technology initiatives to address business developments and increasing data security regulations and risks present significant challenges to the Company.

While technological developments can streamline many business processes and ultimately reduce the cost of operations, technology initiatives can present short-term cost and implementation risks. In addition, projections of expenses, implementation schedules and utility of results may be inaccurate and can escalate over time. The financial services industry is highly regulated, and the Company faces rising costs and competing time constraints in meeting compliance requirements of new and proposed regulations. Companies operating in the financial services industry obtain and store vast amounts of personal data. The expanding volume and sophistication of computer viruses, hackers and other external hazards may increase the vulnerability of the Company's data systems, including, but not limited to, the personal data used in and stored on such systems, to security breaches. These increased risks and expanding regulatory requirements, including requirements related to personal data security, expose the Company to potential data loss and damages and significant increases in compliance and litigation costs.

In addition, non-compliance with the Payment Card Industry Data Security Standard, an information security standard for organizations that handle cardholder information for the major debit, credit, prepaid, e-purse, ATM and point-of-sale cards, could result in fines from such organizations or the inability to transact business with customers using these cards.

Item 1B. Unresolved Staff Comments.

Not applicable.

Item 2. Properties.

Owned Properties

The Company owns the 41-story office building at One East Wacker Drive, Chicago, Illinois, that houses the executive offices of Kemper and the home office of its Kemper Direct operations, which together occupy approximately 58,000 square feet of the 527,000 rentable square feet in the building. In addition, Kemper's subsidiaries together own and occupy 13 buildings located in seven states consisting of approximately 47,000 square feet in the aggregate. Kemper's subsidiaries hold additional properties solely for investment purposes that are not utilized by Kemper or its subsidiaries.

Leased Facilities

Kemper Preferred leases facilities with an aggregate square footage of approximately 89,000 at 8 locations in eight states. The latest expiration date of the existing leases is in September of 2018. Kemper Specialty leases facilities with an aggregate square footage of approximately 20,000 at two locations in two states. The latest expiration date of the existing leases is in June of 2018. Kemper Direct leases facilities with an aggregate square footage of approximately 63,000 at five locations in four states. The latest expiration date of the existing leases is in October of 2016. Kemper Preferred, Kemper Specialty and Kemper Direct share leased facilities with an aggregate square footage of approximately 329,000 at 15 locations in 10 states. The latest expiration date of the existing leases is in September of 2018. Kemper's Life and Health Insurance segment leases facilities with aggregate square footage of approximately 496,000 at 124 locations in 26 states. The latest expiration date of the existing leases is in October of 2019. Kemper's corporate data processing operation leases facilities with aggregate square footage of approximately 36,000 square feet at two locations in two states. The latest expiration date of the existing leases is in September of 2018. Fireside leases facilities with an aggregate square footage of approximately 48,000 at one location in one state. The expiration

date of the lease is in August of 2014.

The properties described above are in good condition. The properties utilized in the Company's operations consist of facilities suitable for general office space, call centers and data processing operations.

Item 3. Legal Proceedings.
Proceedings

Information concerning pending legal proceedings is incorporated herein by reference to Note 23, "Contingencies," to the Consolidated Financial Statements.

Item 4. Mine Safety Disclosures
Not applicable.

PART II

Item 5. Market for Registrant's Common Equity, Related Stockholder Matters and Issuer Purchases of Equity Securities.

Market Information

Kemper's common stock is traded on the New York Stock Exchange (the "NYSE") under the symbol of "KMPR."

Quarterly information pertaining to market prices of Kemper common stock in 2012 and 2011 is presented below.

| DOLLARS PER SHARE | Three Months Ended | | | | Year Ended |
|-----------------------------|--------------------|-----------------|-----------------|-----------------|-----------------|
| | Mar 31, 2012 | Jun 30, 2012 | Sep 30, 2012 | Dec 31, 2012 | Dec 31, 2012 |
| Common Stock Market Prices: | | | | | |
| High | \$30.99 | \$31.23 | \$33.00 | \$31.98 | \$33.00 |
| Low | 27.77 | 28.14 | 30.08 | 28.20 | 27.77 |
| Close | 30.28 | 30.75 | 30.71 | 29.50 | 29.50 |

| DOLLARS PER SHARE | Three Months Ended | | | | Year Ended |
|-----------------------------|--------------------|-----------------|-----------------|-----------------|-----------------|
| | Mar 31, 2011 | Jun 30, 2011 | Sep 30, 2011 | Dec 31, 2011 | Dec 31, 2011 |
| Common Stock Market Prices: | | | | | |
| High | \$31.11 | \$31.69 | \$30.11 | \$29.71 | \$31.69 |
| Low | 30.68 | 27.80 | 22.25 | 22.07 | 22.07 |
| Close | 30.88 | 29.67 | 23.96 | 29.21 | 29.21 |

Holders

As of January 17, 2013, the number of record holders of Kemper's common stock was 4,690.

Dividends

Quarterly information pertaining to payment of dividends on Kemper's common stock is presented below.

| DOLLARS PER SHARE | Three Months Ended | | | | Year Ended |
|---|--------------------|-----------------|-----------------|-----------------|-----------------|
| | Mar 31, 2012 | Jun 30, 2012 | Sep 30, 2012 | Dec 31, 2012 | Dec 31, 2012 |
| Cash Dividends Paid to Shareholders (per share) | \$0.24 | \$0.24 | \$0.24 | \$0.24 | \$0.96 |

| DOLLARS PER SHARE | Three Months Ended | | | | Year Ended |
|---|--------------------|-----------------|-----------------|-----------------|-----------------|
| | Mar 31, 2011 | Jun 30, 2011 | Sep 30, 2011 | Dec 31, 2011 | Dec 31, 2011 |
| Cash Dividends Paid to Shareholders (per share) | \$0.24 | \$0.24 | \$0.24 | \$0.24 | \$0.96 |

Kemper's insurance subsidiaries are subject to various state insurance laws that restrict the ability of these insurance subsidiaries to pay dividends without prior regulatory approval. See MD&A, "Liquidity and Capital Resources" and Note 9, "Shareholders' Equity," to the Consolidated Financial Statements for information on Kemper's ability and intent to pay dividends.

Issuer Purchases of Equity Securities

On February 2, 2011, Kemper's Board of Directors authorized the repurchase of up to \$300 million of Kemper's common stock. The repurchase program does not have an expiration date. No shares were repurchased under the repurchase program during the fourth quarter of 2012. The maximum dollar value of shares of Kemper's common stock that may yet be repurchased under the program was \$211.9 million at December 31, 2012.

There were 31,379 shares withheld to satisfy tax withholding obligations relating to the exercise of stock appreciation rights under Kemper's long-term equity-based compensation plans during the quarter ended December 31, 2012. No restricted stock awards vested under Kemper's long-term equity-based compensation plans during the quarter ended December 31, 2012.

Kemper Common Stock Performance Graph

The following graph assumes \$100 invested on December 31, 2007 in (i) Kemper common stock, (ii) the S&P MidCap 400 Index and (iii) the S&P Composite 1500 Insurance Index, in each case with dividends reinvested.

Kemper is a constituent of each of these two indices.

The comparisons in the graph below are based on historical data and are not intended to forecast the possible future performance of Kemper common stock.

| Company / Index | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 |
|------------------------------------|----------|---------|---------|---------|---------|---------|
| Kemper Corporation | \$100.00 | \$35.59 | \$53.11 | \$61.26 | \$75.45 | \$78.71 |
| S&P MidCap 400 Index | 100.00 | 63.77 | 87.61 | 110.94 | 109.02 | 128.51 |
| S&P Composite 1500 Insurance Index | 100.00 | 46.76 | 51.80 | 60.11 | 55.96 | 66.65 |

Item 6. Selected Financial Data.

Selected financial information as of and for the years ended December 31, 2012, 2011, 2010, 2009 and 2008 is presented below.

| DOLLARS IN MILLIONS, EXCEPT PER SHARE AMOUNTS FOR THE YEAR | 2012 | 2011* | 2010* | 2009* | 2008* |
|--|-----------|-----------|-----------|-----------|-----------|
| Earned Premiums | \$2,107.1 | \$2,173.6 | \$2,289.4 | \$2,455.5 | \$2,376.6 |
| Net Investment Income | 295.9 | 298.0 | 325.7 | 319.9 | 208.5 |
| Other Income | 0.8 | 1.0 | 1.3 | 2.5 | 4.1 |
| Net Realized Gains on Sales of Investments | 65.4 | 33.7 | 42.6 | 24.6 | 59.2 |
| Net Impairment Losses Recognized in Earnings | (6.9) | (11.3) | (16.5) | (50.4) | (152.9) |
| Total Revenues | \$2,462.3 | \$2,495.0 | \$2,642.5 | \$2,752.1 | \$2,495.5 |
| Income (Loss) from Continuing Operations | \$91.8 | \$61.7 | \$162.4 | \$161.8 | \$(15.8) |
| Income (Loss) from Discontinued Operations | 11.6 | 12.8 | 15.5 | (2.8) | (13.9) |
| Net Income (Loss) | \$103.4 | \$74.5 | \$177.9 | \$159.0 | \$(29.7) |
| Per Unrestricted Share: | | | | | |
| Income (Loss) from Continuing Operations | \$1.55 | \$1.02 | \$2.62 | \$2.60 | \$(0.25) |
| Income (Loss) from Discontinued Operations | 0.20 | 0.21 | 0.25 | (0.05) | (0.22) |
| Net Income (Loss) | \$1.75 | \$1.23 | \$2.87 | \$2.55 | \$(0.47) |
| Per Unrestricted Share Assuming Dilution: | | | | | |
| Income (Loss) from Continuing Operations | \$1.54 | \$1.02 | \$2.62 | \$2.60 | \$(0.25) |
| Income (Loss) from Discontinued Operations | 0.20 | 0.21 | 0.25 | (0.05) | (0.22) |
| Net Income (Loss) | \$1.74 | \$1.23 | \$2.87 | \$2.55 | \$(0.47) |
| Dividends Paid to Shareholders (per share) | \$0.96 | \$0.96 | \$0.88 | \$1.07 | \$1.88 |
| AT YEAR END | | | | | |
| Total Assets | \$8,009.1 | \$7,934.7 | \$8,260.8 | \$8,489.8 | \$8,740.8 |
| Insurance Reserves | \$4,132.2 | \$4,131.8 | \$4,182.4 | \$4,239.3 | \$4,241.3 |
| Unearned Premiums | 650.9 | 666.2 | 678.6 | 724.9 | 733.5 |
| Certificates of Deposits | — | — | 321.4 | 682.4 | 1,110.8 |
| Notes Payable | 611.4 | 610.6 | 609.8 | 561.4 | 560.8 |
| All Other Liabilities | 452.9 | 409.5 | 445.6 | 447.9 | 523.8 |
| Total Liabilities | 5,847.4 | 5,818.1 | 6,237.8 | 6,655.9 | 7,170.2 |
| Shareholders' Equity | 2,161.7 | 2,116.6 | 2,023.0 | 1,833.9 | 1,570.6 |
| Total Liabilities and Shareholders' Equity | \$8,009.1 | \$7,934.7 | \$8,260.8 | \$8,489.8 | \$8,740.8 |
| Book Value Per Share | \$36.98 | \$35.13 | \$33.13 | \$29.41 | \$25.20 |

* Effective January 1, 2012, the Company adopted ASU 2010-26, Accounting for Costs Associated with Acquiring or Renewing Insurance Contracts, and retrospectively applied its provisions to the prior periods presented. The retrospective application reduced Shareholders' Equity by \$77.9 million at January 1, 2008. See Note 2, "Summary of Accounting Policies and Accounting Changes," to the Consolidated Financial Statements.

Item 7. Management's Discussion and Analysis of Financial Condition and Results of Operations.

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Management's Discussion and Analysis of
Financial Condition and Results of Operations

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Kemper Corporation and Subsidiaries
Management's Discussion and Analysis of Financial Condition and Results of Operations

SUMMARY OF RESULTS

Net Income was \$103.4 million (\$1.75 per unrestricted common share) for the year ended December 31, 2012, compared to \$74.5 million (\$1.23 per unrestricted common share) for the year ended December 31, 2011. Income from Continuing Operations was \$91.8 million (\$1.55 per unrestricted common share) in 2012, compared to \$61.7 million (\$1.02 per unrestricted common share) in 2011.

Catastrophe losses and LAE from continuing operations (excluding loss and LAE reserve development from prior accident years) were \$124.5 million before tax for the year ended December 31, 2012, compared to \$163.8 million in 2011, a decrease of \$39.3 million. Kemper Preferred contributed \$38.8 million to the decrease in catastrophe losses and LAE before tax, with the Life Health Insurance segment contributing \$3.1 million to the decrease. The Company reported Income from Discontinued Operations of \$11.6 million and \$12.8 million for the years ended December 31, 2012 and 2011, respectively.

A reconciliation of Total Segment Net Operating Income to Net Income for the years ended December 31, 2012, 2011 and 2010 is presented below:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2012 Increase (Decrease) | 2010 | 2011 Increase (Decrease) |
|--|-----------|-----------|--------------------------------|---------|--------------------------------|
| Segment Net Operating Income (Loss): | | | | | |
| Kemper Preferred | \$(11.2) | \$(17.6) | \$6.4 | \$52.9 | \$(70.5) |
| Kemper Specialty | 1.2 | 19.8 | (18.6) | 21.0 | (1.2) |
| Kemper Direct | (0.9) | (27.5) | 26.6 | (1.7) | (25.8) |
| Life and Health Insurance | 90.8 | 98.9 | (8.1) | 87.4 | 11.5 |
| Total Segment Net Operating Income | 79.9 | 73.6 | 6.3 | 159.6 | (86.0) |
| Unallocated Net Operating Loss | (26.1) | (26.5) | 0.4 | (14.4) | (12.1) |
| Consolidated Net Operating Income | 53.8 | 47.1 | 6.7 | 145.2 | (98.1) |
| Net Income (Loss) From: | | | | | |
| Net Realized Gains on Sales of Investments | 42.5 | 21.9 | 20.6 | 27.9 | (6.0) |
| Net Impairment Losses Recognized in Earnings | (4.5) | (7.3) | 2.8 | (10.7) | 3.4 |
| Income from Continuing Operations | 91.8 | 61.7 | 30.1 | 162.4 | (100.7) |
| Income from Discontinued Operations | 11.6 | 12.8 | (1.2) | 15.5 | (2.7) |
| Net Income | \$103.4 | \$74.5 | \$28.9 | \$177.9 | \$(103.4) |

Earned Premiums were \$2,107.1 million in 2012, compared to \$2,173.6 million in 2011, a decrease of \$66.5 million.

Earned Premiums decreased by \$54.7 million and \$25.4 million in the Kemper Direct and Kemper Specialty segments, respectively, offset by a \$19.6 million increase in premiums in the Kemper Preferred segment.

Net Investment Income decreased by \$2.1 million in 2012 due primarily to \$4.1 million in higher Other Investment Expenses, partially offset by \$1.2 million of higher net investment income from Real Estate and \$1.2 million of higher investment income from Loans to Policyholders.

Net Realized Gains on Sales of Investments were \$65.4 million in 2012, compared to \$33.7 million in 2011. Net Impairment Losses Recognized in Earnings for the years ended December 31, 2012 and 2011 were \$6.9 million and \$11.3 million, respectively. The Company cannot predict when or if similar investment gains or losses may occur in the future. See MD&A, "Investments Results," for information pertaining to investment performance.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

CATASTROPHES

The Company manages its exposure to catastrophes and other natural disasters through a combination of geographical diversification, restrictions on the amount and location of new business production in certain regions and reinsurance. To limit its exposures to catastrophic events, the Company maintains various primary catastrophe reinsurance programs for its property and casualty insurance businesses. Coverage for each primary catastrophe reinsurance program is provided in various layers (see Note 20, "Catastrophe Reinsurance," to the Consolidated Financial Statements for further discussion of these programs). In addition to these programs, the Kemper Preferred segment purchases reinsurance for catastrophe losses in North Carolina at retentions lower than the Company's primary catastrophe reinsurance programs ("the Kemper Preferred NC Program"). The Company purchases reinsurance from the FHCF for hurricane losses in Florida at retentions lower than the Company's primary catastrophe reinsurance programs.

Catastrophe reinsurance premiums for the Company's primary reinsurance programs, the Kemper Preferred NC Program and the FHCF reduced earned premiums for the years ended December 31, 2012, 2011 and 2010 by the following:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
|--|--------|--------|--------|
| Kemper Preferred | \$24.6 | \$20.0 | \$21.9 |
| Kemper Specialty | 0.1 | 0.1 | 0.3 |
| Kemper Direct | 0.4 | 0.8 | 0.8 |
| Life and Health Insurance | 2.0 | 2.3 | 3.6 |
| Total Ceded Catastrophe Reinsurance Premiums | \$27.1 | \$23.2 | \$26.6 |

Ceded Catastrophe Reinsurance Premiums for the Life and Health Insurance segment for the year ended December 31, 2011 in the preceding table includes a reduction of \$0.2 million in the Company's estimate for reinsurance reinstatement premiums for certain hurricanes that occurred in prior years. Ceded Catastrophe Reinsurance Premiums for the Life and Health Insurance segment in the preceding table includes reinsurance reinstatement premiums of \$0.6 million for the year ended December 31, 2010 to reinstate coverage following certain hurricanes that occurred in prior years.

Catastrophe losses and LAE (excluding loss and LAE reserve development from prior accident years) from continuing operations were \$124.5 million, \$163.8 million and \$79.3 million for the years ended December 31, 2012, 2011 and 2010, respectively. Catastrophe losses and LAE (excluding loss and LAE reserve development) by business segment for the years ended December 31, 2012, 2011 and 2010 are presented below:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
|----------------------------------|---------|---------|--------|
| Kemper Preferred | \$105.4 | \$144.2 | \$70.1 |
| Kemper Specialty | 4.8 | 3.8 | 2.9 |
| Kemper Direct | 8.3 | 6.7 | 1.8 |
| Life and Health Insurance | 6.0 | 9.1 | 4.5 |
| Total Catastrophe Losses and LAE | \$124.5 | \$163.8 | \$79.3 |

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

CATASTROPHES (Continued)

The number of catastrophic events and catastrophe losses and LAE (excluding loss and LAE reserve development) by range of loss for the years ended December 31, 2012 and 2011 are presented below:

| DOLLARS IN MILLIONS | Year Ended | | Year Ended | |
|------------------------------------|------------------|----------------|------------------|----------------|
| | Dec 31, 2012 | Dec 31, 2011 | Dec 31, 2012 | Dec 31, 2011 |
| Range of Losses and LAE Per Event: | Number of Events | Losses and LAE | Number of Events | Losses and LAE |
| Below \$5 | 19 | \$25.6 | 22 | \$37.4 |
| \$5 - \$10 | 5 | 39.4 | 3 | 21.9 |
| \$10 - \$15 | 1 | 11.0 | 1 | 10.9 |
| \$15 - \$20 | — | — | 2 | 37.2 |
| \$20 - \$25 | — | — | 1 | 23.0 |
| Greater Than \$25 | 1 | 48.5 | 1 | 33.4 |
| Total | 26 | \$124.5 | 30 | \$163.8 |

As shown in the preceding table, catastrophe losses and LAE decreased for the year ended December 31, 2012 due primarily to lower severity of losses below \$5 million per event and lower frequency of losses in excess of \$15 million per event, partially offset by higher frequency of losses ranging from \$5 million to \$10 million per event. The five events in the \$5 million to \$10 million range and one event in the \$10 million to \$15 million range for the year ended December 31, 2012 were related to hail or wind events in either Texas, Colorado or the Midwest and mid-Atlantic states. In the fourth quarter of 2012, the Company incurred claims related to one event in the greater than \$25 million range which was Superstorm Sandy. Events below \$5 million for the year ended December 31, 2011 are due primarily to spring storms. In the second quarter of 2011, the United States experienced a high volume of spring storms, including a record level of tornadoes in April resulting in two events in the \$15 million to \$20 million range and one event which was \$32.1 million. In the third quarter of 2011, the Company incurred claims related to one event in the \$20 million to \$25 million range which was Hurricane Irene. Catastrophe losses and LAE for the year ended December 31, 2011 include \$23.0 million related to Hurricane Irene.

In late October 2012, Superstorm Sandy, a named catastrophe and at one point a level two hurricane while over the Atlantic ocean, caused a significant amount of damage in several northeastern states. Catastrophe losses and LAE for the year ended December 31, 2012 include \$48.5 million related to Superstorm Sandy, of which \$44.0 million is included in the Kemper Preferred segment.

In the second quarter of 2011, the United States experienced a high volume of spring storms, including a record level of tornadoes in April. These storms contributed significantly to the increase in the Company's catastrophe losses and LAE in 2011, compared to 2010. In the third quarter of 2011, the Company also incurred claims related to Hurricane Irene. Catastrophe losses and LAE for the year ended December 31, 2011 includes \$23.0 million related to Hurricane Irene, of which \$22.1 million is included in the Kemper Preferred segment. No major hurricanes that significantly impacted the Company made landfall in the United States during 2010.

Total Catastrophe loss and LAE reserves, net of reinsurance recoverables, developed favorably by \$6.3 million, \$6.4 million and \$1.2 million for the years ended December 31, 2012, 2011 and 2010, respectively. See MD&A, "Loss and LAE Reserve Development," of this 2012 Annual Report for catastrophe loss and LAE reserve development by business segment.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

LOSS AND LAE RESERVE DEVELOPMENT

Increases (decreases) in the Company's property and casualty loss and LAE reserves for the years ended December 31, 2012, 2011 and 2010 to recognize adverse (favorable) loss and LAE reserve development from prior accident years, hereinafter also referred to as "reserve development" in the discussion of segment results, is presented below:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
|---|-----------|-----------|-----------|
| Kemper Preferred: | | | |
| Non-catastrophe | \$1.4 | \$(13.6) | \$(18.9) |
| Catastrophe | (6.2) | (5.5) | (4.9) |
| Total | (4.8) | (19.1) | (23.8) |
| Kemper Specialty: | | | |
| Non-catastrophe | (2.4) | (9.5) | 4.0 |
| Catastrophe | 0.1 | 0.1 | 0.1 |
| Total | (2.3) | (9.4) | 4.1 |
| Kemper Direct: | | | |
| Non-catastrophe | (17.5) | (4.4) | (7.0) |
| Catastrophe | (0.3) | 0.5 | 0.2 |
| Total | (17.8) | (3.9) | (6.8) |
| Life and Health Insurance: | | | |
| Non-catastrophe | (0.4) | (1.1) | 1.1 |
| Catastrophe | 0.1 | (1.5) | 3.4 |
| Total | (0.3) | (2.6) | 4.5 |
| Decrease in Total Loss and LAE Reserves Related to Prior Years: | | | |
| Non-catastrophe | (18.9) | (28.6) | (20.8) |
| Catastrophe | (6.3) | (6.4) | (1.2) |
| Decrease in Total Loss and LAE Reserve Related to Prior Years | \$(25.2) | \$(35.0) | \$(22.0) |

See MD&A, "Critical Accounting Estimates," of this 2012 Annual Report for additional information pertaining to the Company's process of estimating property and casualty insurance reserves for losses and LAE, development of property and casualty insurance losses and LAE, estimated variability of property and casualty insurance reserves for losses and LAE, and a discussion of some of the variables that may impact development of property and casualty insurance losses and LAE and the estimated variability of property and casualty insurance reserves for losses and LAE.

NON-GAAP FINANCIAL MEASURES

Underlying Combined Ratio

The following discussions for the Kemper Preferred, Kemper Specialty and Kemper Direct segments use the non-GAAP financial measures of (i) Underlying Losses and LAE and (ii) Underlying Combined Ratio. Underlying Losses and LAE (also referred to in the discussion as "Current Year Non-catastrophe Losses and LAE") exclude the impact of catastrophe losses, and loss and LAE reserve development from the Company's Incurred Losses and LAE, which is the most directly comparable GAAP financial measure. The Underlying Combined Ratio is computed by adding the Current Year Non-catastrophe Losses and LAE Ratio with the Incurred Expense Ratio. The most directly comparable GAAP financial measure is the combined ratio, which uses total incurred losses and LAE, including the impact of catastrophe losses, and loss and LAE reserve development. The Company believes Underlying Losses and LAE and the Underlying Combined Ratio are useful to investors and are used by management to reveal the trends in the Company's Property and Casualty insurance businesses that may be obscured by catastrophe losses and prior year reserve development. These catastrophe losses may cause the Company's loss trends to vary significantly between periods as a result of their incidence of occurrence and magnitude, and can have a significant impact on incurred losses and LAE and the combined ratio. Prior year reserve developments are caused by unexpected loss development on historical reserves. Because reserve development relates to the re-estimation of losses from earlier periods, it has

no bearing on the performance of the Company's insurance products in the current period. The Company believes it is useful for investors to evaluate these components separately and in the aggregate when reviewing the Company's underwriting performance.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

NON-GAAP FINANCIAL MEASURES (Continued)

Consolidated Net Operating Income

Consolidated Net Operating Income is an after-tax, non-GAAP measure and is computed by excluding from Income from Continuing Operations the after-tax impact of 1) Net Realized Gains (Losses) on Sales of Investments, 2) Net Impairment Losses Recognized in Earnings related to investments and 3) other significant non-recurring or infrequent items that may not be indicative of ongoing operations. Significant non-recurring items are excluded when (a) the nature of the charge or gain is such that it is reasonably unlikely to recur within two years, and (b) there has been no similar charge or gain within the prior two years. The most directly comparable GAAP financial measure is Income from Continuing Operations.

The Company believes that Consolidated Net Operating Income provides investors with a valuable measure of its ongoing performance because it reveals underlying operational performance trends that otherwise might be less apparent if the items were not excluded. Net Realized Gains (Losses) on Sales of Investments and Net Impairment Losses Recognized in Earnings related to investments included in the Company's results may vary significantly between periods and are generally driven by business decisions and external economic developments such as capital market conditions that impact the values of the Company's investments, the timing of which is unrelated to the insurance underwriting process. Significant non-recurring items are excluded because, by their nature, they are not indicative of the Company's business or economic trends.

These non-GAAP financial measures should not be considered a substitute for the comparable GAAP financial measures, as they do not fully recognize the overall underwriting profitability of our business.

A reconciliation of Consolidated Net Operating Income to Income from Continuing Operations for the years ended December 31, 2012, 2011 and 2010 is presented below:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
|--|---------|---------|----------|
| Consolidated Net Operating Income | \$ 53.8 | \$ 47.1 | \$ 145.2 |
| Net Income (Loss) From: | | | |
| Net Realized Gains on Sales of Investments | 42.5 | 21.9 | 27.9 |
| Net Impairment Losses Recognized in Earnings | (4.5) | (7.3) | (10.7) |
| Income from Continuing Operations | \$ 91.8 | \$ 61.7 | \$ 162.4 |

There were no applicable significant non-recurring items that the Company excluded from the calculation of Consolidated Net Operating Income for the years ended December 31, 2012, 2011 and 2010.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER PREFERRED

Selected financial information for the Kemper Preferred segment follows:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 | | |
|---|-----------|-----------|---------|---|--|
| Net Premiums Written | \$891.7 | \$868.8 | \$872.2 | | |
| Earned Premiums: | | | | | |
| Automobile | \$515.5 | \$510.9 | \$544.7 | | |
| Homeowners | 308.5 | 294.9 | 290.0 | | |
| Other Personal | 55.4 | 54.0 | 53.3 | | |
| Total Earned Premiums | 879.4 | 859.8 | 888.0 | | |
| Net Investment Income | 45.0 | 48.8 | 55.4 | | |
| Other Income | 0.4 | 0.3 | 0.4 | | |
| Total Revenues | 924.8 | 908.9 | 943.8 | | |
| Incurred Losses and LAE related to: | | | | | |
| Current Year: | | | | | |
| Non-catastrophe Losses and LAE | 608.4 | 584.6 | 587.3 | | |
| Catastrophe Losses and LAE | 105.4 | 144.2 | 70.1 | | |
| Prior Years: | | | | | |
| Non-catastrophe Losses and LAE | 1.4 | (13.6) | (18.9) | | |
| Catastrophe Losses and LAE | (6.2) | (5.5) | (4.9) | | |
| Total Incurred Losses and LAE | 709.0 | 709.7 | 633.6 | | |
| Insurance Expenses | 243.8 | 239.8 | 243.3 | | |
| Operating Profit (Loss) | (28.0) | (40.6) | 66.9 | | |
| Income Tax Benefit (Expense) | 16.8 | 23.0 | (14.0) | | |
| Segment Net Operating Income (Loss) | \$(11.2) | \$(17.6) | \$52.9 | | |
| | | | | | |
| Ratios Based On Earned Premiums | | | | | |
| Current Year Non-catastrophe Losses and LAE Ratio | 69.1 | % 67.9 | % 66.2 | % | |
| Current Year Catastrophe Losses and LAE Ratio | 12.0 | 16.8 | 7.9 | | |
| Prior Years Non-catastrophe Losses and LAE Ratio | 0.2 | (1.6) | (2.1) | | |
| Prior Years Catastrophe Losses and LAE Ratio | (0.7) | (0.6) | (0.6) | | |
| Total Incurred Loss and LAE Ratio | 80.6 | 82.5 | 71.4 | | |
| Incurred Expense Ratio | 27.7 | 27.9 | 27.4 | | |
| Combined Ratio | 108.3 | % 110.4 | % 98.8 | % | |
| Underlying Combined Ratio | | | | | |
| Current Year Non-catastrophe Losses and LAE Ratio | 69.1 | % 67.9 | % 66.2 | % | |
| Incurred Expense Ratio | 27.7 | 27.9 | 27.4 | | |
| Underlying Combined Ratio | 96.8 | % 95.8 | % 93.6 | % | |
| Non-GAAP Measure Reconciliation | | | | | |
| Underlying Combined Ratio | 96.8 | % 95.8 | % 93.6 | % | |
| Current Year Catastrophe Losses and LAE Ratio | 12.0 | 16.8 | 7.9 | | |
| Prior Years Non-catastrophe Losses and LAE Ratio | 0.2 | (1.6) | (2.1) | | |
| Prior Years Catastrophe Losses and LAE Ratio | (0.7) | (0.6) | (0.6) | | |
| Combined Ratio as Reported | 108.3 | % 110.4 | % 98.8 | % | |

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER PREFERRED (Continued)

INSURANCE RESERVES

DOLLARS IN MILLIONS

| | Dec 31, 2012 | Dec 31, 2011 |
|---------------------------|-----------------|-----------------|
| Insurance Reserves: | | |
| Automobile | \$287.6 | \$274.7 |
| Homeowners | 123.7 | 106.2 |
| Other Personal | 41.0 | 35.3 |
| Insurance Reserves | \$452.3 | \$416.2 |
| Insurance Reserves: | | |
| Loss Reserves: | | |
| Case | \$284.7 | \$259.0 |
| Incurred but Not Reported | 105.5 | 92.9 |
| Total Loss Reserves | 390.2 | 351.9 |
| LAE Reserves | 62.1 | 64.3 |
| Insurance Reserves | \$452.3 | \$416.2 |

2012 Compared with 2011

Earned Premiums in the Kemper Preferred segment increased by \$19.6 million for the year ended December 31, 2012, compared to the same period in 2011, due primarily to higher volume, and to a lesser extent, higher average premium. Earned premiums on automobile insurance increased by \$4.6 million in 2012, compared to 2011, due primarily to higher volume, partially offset by lower average premium. Earned premiums on homeowners insurance increased by \$13.6 million in 2012, compared to 2011, due primarily to higher volume and, to a lesser extent, higher average premium. Earned premiums on other personal insurance increased by \$1.4 million in 2012, compared to 2011, due primarily to higher volume and, to a lesser extent, higher average premium.

Net Investment Income in the Kemper Preferred segment decreased by \$3.8 million for the year ended December 31, 2012, compared to 2011, due primarily to lower net investment income from Equity Method Limited Liability Investments. The Kemper Preferred segment reported net investment income from Equity Method Limited Liability Investments of \$4.0 million in 2012, compared to \$8.0 million in 2011.

Operating Loss in the Kemper Preferred segment decreased by \$12.6 million before taxes for the year ended December 31, 2012, compared to the same period in 2011, due primarily to lower incurred catastrophe losses and LAE, partially offset by lower levels of favorable loss and LAE reserve development, higher underlying losses and LAE as a percentage of earned premiums and lower Net Investment Income. Underlying incurred losses and LAE exclude the impact of catastrophes and loss and LAE reserve development. Catastrophe losses and LAE (excluding development) were \$105.4 million in 2012, compared to \$144.2 million in 2011. Favorable loss and LAE reserve development (including catastrophe development) was \$4.8 million in 2012, compared to \$19.1 million in 2011. Underlying losses and LAE as a percentage of earned premiums were 69.1% in 2012, compared to 67.9% in 2011. Kemper Preferred continues to take actions intended to improve profitability, including additional rate increases, enhanced pricing segmentation, higher deductibles, in particular for wind or hail events, and other underwriting actions.

Automobile insurance incurred losses and LAE were \$413.7 million, or 80.3% of automobile insurance earned premiums, for the year ended December 31, 2012, compared to \$389.5 million, or 76.2% of automobile insurance earned premiums, for the same period in 2011. Automobile insurance incurred losses as a percentage of automobile earned premiums increased by 4.1% due primarily to higher underlying losses and LAE as a percentage of automobile insurance earned premiums and an unfavorable impact from a change in loss and LAE reserve development, partially offset by lower incurred catastrophe losses and LAE (excluding development). Underlying losses and LAE as a percentage of automobile insurance earned premiums were 76.4% in 2012, compared to 73.8% in 2011. Underlying

losses and LAE as a percentage of automobile insurance earned premiums increased due primarily to higher frequency in bodily injury coverages and higher severity in all coverages, partially

Kemper Corporation and Subsidiaries
Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER PREFERRED (Continued)

offset by lower frequency in comprehensive and personal injury protection coverages. Unfavorable loss and LAE reserve development was \$7.4 million in 2012, compared to favorable loss and LAE reserve development of \$1.3 million in 2011. Catastrophe losses and LAE (excluding development) were \$12.7 million in 2012, compared to \$14.1 million in 2011.

Homeowners insurance incurred losses and LAE were \$264.5 million, or 85.7% of homeowners insurance earned premiums, for the year ended December 31, 2012, compared to \$293.5 million, or 99.5% of homeowners insurance earned premiums, for the same period in 2011. Homeowners insurance incurred losses and LAE as a percentage of homeowners insurance earned premiums decreased due primarily to lower catastrophe losses and LAE (excluding development), lower underlying losses and LAE as a percentage of homeowners insurance earned premiums, partially offset by lower levels of favorable loss and LAE reserve development. Catastrophe losses and LAE (excluding development) on homeowners insurance were \$87.8 million in 2012, compared to \$124.5 million in 2011. Catastrophe losses and LAE incurred in 2012 were due in part to \$44.0 million of catastrophe losses and LAE from Superstorm Sandy and several hail and wind events throughout the United States. For the year ended December 31, 2011, the catastrophe losses were primarily related to Hurricane Irene and several severe tornadoes and other storms throughout the United States. Underlying losses and LAE as a percentage of homeowners insurance earned premiums were 60.3% in 2012, compared to 61.6% in 2011. Underlying losses and LAE as a percentage of homeowners insurance earned premiums decreased by 1.3% due primarily to lower non-catastrophe storm losses, partially offset by higher fire and water damage losses. Favorable non-catastrophe loss and LAE reserve development was \$3.6 million in 2012, compared to \$7.1 million in 2011.

Other personal insurance incurred losses and LAE were \$30.8 million, or 55.6% of other personal insurance earned premiums, for the year ended December 31, 2012, compared to \$26.7 million, or 49.4% of other personal insurance earned premiums, for the same period in 2011. Other personal insurance incurred losses and LAE increased by \$4.1 million due primarily to lower levels of favorable loss and LAE reserve development and higher underlying losses and LAE, partially offset by lower catastrophe losses and LAE (excluding reserve development). Favorable loss and LAE reserve development was \$2.7 million in 2012, compared to \$5.0 million in 2011. Underlying losses and LAE were \$28.6 million in 2012, compared to \$26.1 million in 2011. Catastrophe losses and LAE (excluding development) were \$4.9 million in 2012, compared to \$5.6 million in 2011.

Insurance Expenses increased by \$4.0 million for the year ended December 31, 2012, compared to 2011, due primarily to increased new business and renewal production.

The Kemper Preferred segment reported Segment Net Operating Loss of \$11.2 million for the year ended December 31, 2012, compared to Segment Net Operating Loss of \$17.6 million for the same period in 2011. The Kemper Preferred segment's effective income tax rate differs from the federal statutory income tax rate due primarily to tax-exempt investment income and dividends received deductions. Tax-exempt investment income and dividends received deductions were \$20.2 million in 2012, compared to \$24.5 million in 2011.

2011 Compared with 2010

Earned Premiums in the Kemper Preferred segment decreased by \$28.2 million for the year ended December 31, 2011 compared to 2010, due to lower volume, partially offset by higher average premium rates. Volume decreased due, in part, to Kemper Preferred's decision to maintain its underwriting discipline and increase premium rates while facing increased competition in a soft personal lines insurance market. Also contributing to the decrease in volume was Kemper Preferred's ongoing strategy to reduce its mix of non-package and non-target market business. Earned premiums from package policies (a package policy provides both automobile and homeowners insurance coverages in a single policy) comprised 55% of earned premiums in the Kemper Preferred segment in 2011, compared to 52% in 2010. Earned premiums on automobile insurance decreased by \$33.8 million in 2011, compared to 2010, due to lower volume and, to a lesser extent, lower average premium rates. The weighted-average number of automobile insurance policies in force decreased by 7.2% in 2011, compared to 2010. Earned premiums on homeowners insurance increased by \$4.9 million in 2011, compared to 2010, due primarily to higher average premium rates, partially offset by lower

volume. The weighted-average number of homeowners insurance policies in force decreased by 2.5% in 2011, compared to 2010. Earned premiums on other personal insurance increased by \$0.7 million in 2011, compared to 2010, due primarily to higher average premium rates, partially offset by lower volume.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER PREFERRED (Continued)

Net Investment Income in the Kemper Preferred segment decreased by \$6.6 million for the year ended December 31, 2011, compared to 2010, due primarily to lower net investment income from Equity Method Limited Liability Investments, partially offset by higher dividends on equity securities and a higher level of allocated investments. The Kemper Preferred segment reported net investment income from Equity Method Limited Liability Investments of \$8.0 million in 2011, compared to \$16.2 million in 2010.

Operating results in the Kemper Preferred segment decreased by \$107.5 million before taxes for the year ended December 31, 2011, compared to 2010, due primarily to higher incurred catastrophe losses and LAE (excluding development), higher homeowners insurance underlying losses and LAE as a percentage of earned premiums, the impact of lower favorable loss and LAE reserve development (including catastrophe development), higher insurance expenses as a percentage of earned premiums and lower net investment income.

Catastrophe losses and LAE (excluding development) were \$144.2 million for the year ended December 31, 2011, compared to \$70.1 million in 2010, an increase of \$74.1 million. Favorable loss and LAE reserve development (including catastrophe development) was \$19.1 million in 2011, compared to \$23.8 million in 2010. Underlying losses and LAE as a percentage of earned premiums were 67.9% in 2011, compared to 66.2% in 2010.

Automobile insurance incurred losses and LAE were \$389.5 million for the year ended December 31, 2011, compared to \$399.1 million in 2010. Automobile insurance incurred losses and LAE decreased by \$9.6 million due primarily to lower claim volume resulting principally from fewer automobile insurance policies in force and lower underlying losses and LAE as a percentage of automobile insurance earned premiums, partially offset by higher incurred catastrophe losses and LAE (excluding development) and the impact of lower favorable loss and LAE reserve development (excluding catastrophe development). Underlying losses and LAE as a percentage of automobile insurance earned premiums were 73.8% in 2011, compared to 74.1% in 2010. Underlying losses and LAE as a percentage of automobile insurance earned premiums decreased due primarily to lower average frequency of losses. Catastrophe losses and LAE (excluding development) were \$14.1 million in 2011, compared to \$7.2 million in 2010. Favorable loss and LAE reserve development (excluding catastrophe development) was \$1.3 million in 2011, compared to favorable development of \$11.6 million in 2010.

Homeowners insurance incurred losses and LAE were \$293.5 million for the year ended December 31, 2011, compared to \$210.0 million in 2010. Homeowners insurance incurred losses and LAE increased by \$83.5 million in 2011, compared to 2010, due primarily to higher catastrophe losses and LAE (excluding development) and higher underlying losses and LAE, partially offset by the impact of higher favorable loss and LAE reserve development (excluding catastrophe development). Catastrophe losses and LAE (excluding development) on homeowners insurance were \$124.5 million in 2011, compared to \$61.4 million in 2010. The catastrophe losses and LAE in 2011 included losses from Hurricane Irene and several severe tornadoes and other storms throughout the United States. Underlying losses and LAE were \$181.7 million in 2011, compared to \$156.9 million in 2010. Underlying losses and LAE increased due primarily to higher average estimated frequency and severity of losses. Favorable loss and LAE reserve development (excluding catastrophe development) was \$7.1 million in 2011, compared to \$3.6 million in 2010.

Other personal insurance incurred losses and LAE were \$26.7 million for the year ended December 31, 2011, compared to \$24.5 million in 2010. Other personal insurance incurred losses and LAE increased by \$2.2 million due primarily to higher catastrophe losses and LAE (excluding development), partially offset by the impact of higher favorable loss and LAE reserve development (excluding catastrophe development). Catastrophe losses and LAE (excluding development) on other personal insurance were \$5.6 million in 2011, compared to \$1.5 million in 2010. Favorable loss and LAE reserve development (excluding catastrophe development) was \$5.2 million in 2011, compared to \$3.7 million in 2010.

Insurance Expenses decreased by \$3.5 million for the year ended December 31, 2011, compared to 2010, due primarily to lower acquisition expenses, partially offset by higher underwriting expenses, largely due to information technology expenses related to several new systems initiatives.

The Kemper Preferred segment reported Segment Net Operating Loss of \$17.6 million for the year ended December 31, 2011, compared to Segment Net Operating Income of \$52.9 million for the same period in 2010. The Kemper Preferred segment's effective income tax rate differs from the federal statutory income tax rate due primarily to tax-exempt investment income and dividends received deductions. Tax-exempt investment income and dividends received deductions were \$24.5 million in 2011, compared to \$25.6 million in 2010.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER SPECIALTY

Selected financial information for the Kemper Specialty segment follows:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 | | |
|---|---------|---------|---------|---|--|
| Net Premiums Written | \$415.1 | \$438.2 | \$457.2 | | |
| Earned Premiums: | | | | | |
| Personal Automobile | \$376.3 | \$405.2 | \$431.3 | | |
| Commercial Automobile | 43.5 | 40.0 | 43.6 | | |
| Total Earned Premiums | 419.8 | 445.2 | 474.9 | | |
| Net Investment Income | 19.0 | 22.8 | 25.8 | | |
| Other Income | 0.3 | 0.5 | 0.6 | | |
| Total Revenues | 439.1 | 468.5 | 501.3 | | |
| Incurred Losses and LAE related to: | | | | | |
| Current Year: | | | | | |
| Non-catastrophe Losses and LAE | 347.9 | 358.4 | 376.0 | | |
| Catastrophe Losses and LAE | 4.8 | 3.8 | 2.9 | | |
| Prior Years: | | | | | |
| Non-catastrophe Losses and LAE | (2.4) | (9.5) | 4.0 | | |
| Catastrophe Losses and LAE | 0.1 | 0.1 | 0.1 | | |
| Total Incurred Losses and LAE | 350.4 | 352.8 | 383.0 | | |
| Insurance Expenses | 91.5 | 91.5 | 92.7 | | |
| Operating Profit (Loss) | (2.8) | 24.2 | 25.6 | | |
| Income Tax Benefit (Expense) | 4.0 | (4.4) | (4.6) | | |
| Segment Net Operating Income | \$1.2 | \$19.8 | \$21.0 | | |
| | | | | | |
| Ratios Based On Earned Premiums | | | | | |
| Current Year Non-catastrophe Losses and LAE Ratio | 83.0 | % 80.4 | % 79.2 | % | |
| Current Year Catastrophe Losses and LAE Ratio | 1.1 | 0.9 | 0.6 | | |
| Prior Years Non-catastrophe Losses and LAE Ratio | (0.6) | (2.1) | 0.8 | | |
| Prior Years Catastrophe Losses and LAE Ratio | — | — | — | | |
| Total Incurred Loss and LAE Ratio | 83.5 | 79.2 | 80.6 | | |
| Incurred Expense Ratio | 21.8 | 20.6 | 19.5 | | |
| Combined Ratio | 105.3 | % 99.8 | % 100.1 | % | |
| Underlying Combined Ratio | | | | | |
| Current Year Non-catastrophe Losses and LAE Ratio | 83.0 | % 80.4 | % 79.2 | % | |
| Incurred Expense Ratio | 21.8 | 20.6 | 19.5 | | |
| Underlying Combined Ratio | 104.8 | % 101.0 | % 98.7 | % | |
| Non-GAAP Measure Reconciliation | | | | | |
| Underlying Combined Ratio | 104.8 | % 101.0 | % 98.7 | % | |
| Current Year Catastrophe Losses and LAE Ratio | 1.1 | 0.9 | 0.6 | | |
| Prior Years Non-catastrophe Losses and LAE Ratio | (0.6) | (2.1) | 0.8 | | |
| Prior Years Catastrophe Losses and LAE Ratio | — | — | — | | |
| Combined Ratio as Reported | 105.3 | % 99.8 | % 100.1 | % | |

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER SPECIALTY (Continued)

INSURANCE RESERVES

| DOLLARS IN MILLIONS | Dec 31, 2012 | Dec 31, 2011 |
|---------------------------|-----------------|-----------------|
| Insurance Reserves: | | |
| Personal Automobile | \$164.8 | \$166.6 |
| Commercial Automobile | 43.9 | 51.5 |
| Other | 7.2 | 7.8 |
| Insurance Reserves | \$215.9 | \$225.9 |
| Insurance Reserves: | | |
| Loss Reserves: | | |
| Case | \$130.9 | \$135.1 |
| Incurred but Not Reported | 48.3 | 47.7 |
| Total Loss Reserves | 179.2 | 182.8 |
| LAE Reserves | 36.7 | 43.1 |
| Insurance Reserves | \$215.9 | \$225.9 |

2012 Compared with 2011

Earned Premiums in the Kemper Specialty segment decreased by \$25.4 million for the year ended December 31, 2012, compared to the same period in 2011, due primarily to lower earned premiums for personal automobile insurance, partially offset by higher earned premiums on commercial automobile insurance. Personal automobile insurance earned premiums decreased by \$28.9 million in 2012, compared to 2011, due primarily to lower volume, partially offset by higher average premium. Personal automobile insurance policies in force were approximately 260,000 at December 31, 2012, compared to 302,000 at the beginning of 2012 and 329,000 at the beginning of 2011. Commercial automobile insurance earned premiums increased by \$3.5 million in 2012, compared to 2011, due primarily to higher volume from an increase in new business production.

Net Investment Income in the Kemper Specialty segment decreased by \$3.8 million for the year ended December 31, 2012, compared to 2011, due primarily to lower net investment income from Equity Method Limited Liability Investments and lower levels of investments allocated to Kemper Specialty. The Kemper Specialty segment reported net investment income of \$1.7 million from Equity Method Limited Liability Investments in 2012, compared to \$3.7 million for 2011.

Operating Loss in the Kemper Specialty segment was \$2.8 million for the year ended December 31, 2012, compared to Operating Profit of \$24.2 million in 2011. Operating results deteriorated due primarily to higher underlying losses and LAE as a percentage of earned premiums, lower favorable reserve development, lower net investment income and higher underwriting expenses as a percentage of earned premiums.

Personal automobile insurance operating results decreased by \$30.5 million for the year ended December 31, 2012, compared to 2011, due primarily to higher underlying incurred losses and LAE as a percentage of personal automobile insurance earned premiums, unfavorable loss and LAE reserve development, higher insurance expenses as a percentage of personal automobile insurance earned premiums and lower net investment income. Underlying incurred losses and LAE exclude the impact of catastrophes and loss and LAE reserve development. Underlying incurred losses and LAE were \$312.5 million, or 83.0% of personal automobile insurance earned premiums in 2012 compared to \$328.5 million, or 81.1% of personal automobile insurance earned premiums in 2011. Personal automobile insurance underlying incurred losses and LAE as a percentage of personal automobile insurance earned premiums increased due primarily to higher claims handling costs in 2012, compared to 2011. Loss and LAE reserve development on personal automobile insurance had an adverse effect of \$10.3 million in 2012, compared to a favorable effect of \$3.6 million in 2011, and was related primarily to the 2011 and 2010 accident years.

Kemper Corporation and Subsidiaries
Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER SPECIALTY (Continued)

Commercial automobile insurance operating profit increased by \$3.3 million for the year ended December 31, 2012, compared to 2011, due primarily to the favorable effects of loss and LAE reserve development, partially offset by higher underlying incurred losses and LAE as a percentage of commercial automobile insurance earned premiums. Favorable loss and LAE reserve development on commercial automobile insurance was \$12.6 million in 2012, of which \$5.9 million related to 2011 and 2010 accident years, with the balance of \$6.7 million dispersed over several older accident years. Favorable loss and LAE reserve development was \$6.1 million in 2011. Underlying incurred losses and LAE as a percentage of commercial automobile insurance earned premiums were 81.5% in 2012, compared to 74.3% in 2011, and increased due primarily to higher frequency of losses.

Other insurance operating profit increased by \$0.2 million for the year ended December 31, 2012, compared to 2011. Other insurance consists of certain reinsurance pools in run-off and other personal insurance in run-off. Loss and LAE reserve development on certain reinsurance pools in run-off, had adverse development of \$0.4 million in 2011. There was no loss and LAE reserve development on reinsurance pools in run-off in 2012.

Insurance expenses as a percentage of earned premiums was 21.8% for the year ended December 31, 2012, compared to 20.6% in 2011. Insurance expenses as a percentage of earned premiums increased in 2012, compared to 2011, due primarily to higher expenses associated with information technology initiatives.

Segment Net Operating Income in the Kemper Specialty segment was \$1.2 million for the year ended December 31, 2012, compared to \$19.8 million in 2011. The Kemper Specialty segment's effective income tax rate differs from the federal statutory income tax rate due primarily to tax-exempt investment income and dividends received deductions. Tax-exempt investment income and dividends received deductions were \$8.5 million in 2012, compared to \$11.3 million in 2011.

2011 Compared with 2010

Earned Premiums in the Kemper Specialty segment decreased by \$29.7 million for the year ended December 31, 2011, compared to 2010, due to lower earned premiums for both personal and commercial automobile insurance. Personal automobile insurance earned premiums decreased by \$26.1 million in 2011, compared to 2010, due primarily to lower volume and, to a lesser extent, lower average earned premium per policy. Throughout 2010 and 2011, Kemper Specialty's personal automobile insurance policies in force decreased due to economic conditions, increased competition and higher premium rates, particularly in California. Personal automobile insurance policies in force were approximately 329,000 at the beginning of 2011, compared to approximately 351,000 at the beginning of 2010. Commercial automobile insurance earned premiums decreased by \$3.6 million in 2011, compared to 2010, due primarily to lower volume. Commercial automobile insurance volume has decreased due primarily to a smaller renewal book of business, partially offset by higher retention rates and increased new business production.

Net Investment Income in the Kemper Specialty segment decreased by \$3.0 million for the year ended December 31, 2011, compared to 2010, due primarily to lower net investment income from Equity Method Limited Liability Investments. The Kemper Specialty segment reported net investment income of \$3.7 million from Equity Method Limited Liability Investments in 2011, compared to \$7.5 million in 2010.

Operating Profit in the Kemper Specialty segment decreased by \$1.4 million for the year ended December 31, 2011, compared to 2010, due primarily to lower operating profit in personal automobile insurance, offset by higher operating profit in commercial automobile insurance and other insurance.

Personal automobile insurance operating profit decreased by \$6.9 million for the year ended December 31, 2011, compared to 2010, due primarily to higher underlying incurred losses and LAE as a percentage of personal automobile insurance earned premiums, higher insurance expenses as a percentage of personal automobile insurance earned premiums and lower net investment income, partially offset by the favorable effects of loss and LAE reserve development. Underlying incurred losses and LAE as a percentage of personal automobile insurance earned premiums increased due primarily to higher frequency of losses and, to a lesser extent, higher severity of losses in 2011, compared to 2010. Loss and LAE reserve development on personal automobile insurance had a favorable effect of \$3.6 million in 2011, compared to an adverse effect of \$3.7 million in 2010. Insurance expenses as a percentage of

personal automobile insurance earned premiums increased due primarily to investment in policy and billing systems.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER SPECIALTY (Continued)

Commercial automobile insurance operating profit increased by \$4.3 million for the year ended December 31, 2011, compared to 2010, due primarily to the favorable effects of loss and LAE reserve development and lower underlying incurred losses and LAE as a percentage of commercial automobile insurance earned premiums. Favorable Loss and LAE reserve development on commercial automobile insurance was \$6.1 million in 2011, compared to \$1.1 million in 2010. Underlying incurred losses and LAE as a percentage of commercial automobile insurance earned premiums decreased in 2011, compared to 2010, due primarily to lower severity, partially offset by higher frequency of losses. Other insurance consists of certain reinsurance pools in run-off and other personal insurance in run-off. Other insurance operating loss was \$0.1 million for the year ended December 31, 2011, compared to \$0.6 million in 2010. Adverse loss and LAE reserve development on certain reinsurance pools in run-off was \$0.4 million in 2011, compared to \$0.7 million in 2010. Excluding development from these reinsurance pools, loss and LAE reserve development on other personal insurance had an adverse effect of \$0.9 million in 2010 and was almost entirely related to two liability claims, one from 2003 and the other from 2005. Insurance expenses in 2010 included a reduction of expense of \$0.8 million related to a change in estimate for uncollectible reinsurance.

Segment Net Operating Income in the Kemper Specialty segment was \$19.8 million for the year ended December 31, 2011, compared to \$21.0 million in 2010. The Kemper Specialty segment's effective income tax rate differs from the federal statutory income tax rate due primarily to tax-exempt investment income and dividends received deductions. Tax-exempt investment income and dividends received deductions were \$11.3 million in 2011, compared to \$12.0 million in 2010.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER DIRECT

Selected financial information for the Kemper Direct segment follows:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 | | |
|---|----------|-----------|----------|---|--|
| Net Premiums Written | \$147.3 | \$209.0 | \$269.3 | | |
| Earned Premiums: | | | | | |
| Automobile | \$158.3 | \$213.3 | \$273.5 | | |
| Homeowners | 9.5 | 9.2 | 8.7 | | |
| Other Personal | 0.2 | 0.2 | 0.2 | | |
| Total Earned Premiums | 168.0 | 222.7 | 282.4 | | |
| Net Investment Income | 13.9 | 17.4 | 20.6 | | |
| Other Income | — | 0.1 | 0.1 | | |
| Total Revenues | 181.9 | 240.2 | 303.1 | | |
| Incurred Losses and LAE related to: | | | | | |
| Current Year: | | | | | |
| Non-catastrophe Losses and LAE | 139.0 | 194.8 | 228.9 | | |
| Catastrophe Losses and LAE | 8.3 | 6.7 | 1.8 | | |
| Prior Years: | | | | | |
| Non-catastrophe Losses and LAE | (17.5) | (4.4) | (7.0) | | |
| Catastrophe Losses and LAE | (0.3) | 0.5 | 0.2 | | |
| Total Incurred Losses and LAE | 129.5 | 197.6 | 223.9 | | |
| Insurance Expenses | 57.2 | 76.3 | 87.1 | | |
| Write-off of Intangible Asset from Direct Response Acquisition | — | 13.5 | — | | |
| Operating Loss | (4.8) | (47.2) | (7.9) | | |
| Income Tax Benefit | 3.9 | 19.7 | 6.2 | | |
| Segment Net Operating Loss | \$(0.9) | \$(27.5) | \$(1.7) | | |
| | | | | | |
| Ratios Based On Earned Premiums | | | | | |
| Current Year Non-catastrophe Losses and LAE Ratio | 82.8 | % 87.5 | % 81.1 | % | |
| Current Year Catastrophe Losses and LAE Ratio | 4.9 | 3.0 | 0.6 | | |
| Prior Years Non-catastrophe Losses and LAE Ratio | (10.4) | (2.0) | (2.5) | | |
| Prior Years Catastrophe Losses and LAE Ratio | (0.2) | 0.2 | 0.1 | | |
| Total Incurred Loss and LAE Ratio | 77.1 | 88.7 | 79.3 | | |
| Incurred Expense Ratio, Including Write-off of Intangible Asset | 34.0 | 40.3 | 30.8 | | |
| Combined Ratio | 111.1 | % 129.0 | % 110.1 | % | |
| Underlying Combined Ratio | | | | | |
| Current Year Non-catastrophe Losses and LAE Ratio | 82.8 | % 87.5 | % 81.1 | % | |
| Incurred Expense Ratio, Including Write-off of Intangible Asset | 34.0 | 40.3 | 30.8 | | |
| Underlying Combined Ratio | 116.8 | % 127.8 | % 111.9 | % | |
| Non-GAAP Measure Reconciliation | | | | | |
| Underlying Combined Ratio | 116.8 | % 127.8 | % 111.9 | % | |
| Current Year Catastrophe Losses and LAE Ratio | 4.9 | 3.0 | 0.6 | | |
| Prior Years Non-catastrophe Losses and LAE Ratio | (10.4) | (2.0) | (2.5) | | |
| Prior Years Catastrophe Losses and LAE Ratio | (0.2) | 0.2 | 0.1 | | |
| Combined Ratio as Reported | 111.1 | % 129.0 | % 110.1 | % | |

Kemper Corporation and Subsidiaries
 Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER DIRECT (Continued)

INSURANCE RESERVES

DOLLARS IN MILLIONS

| | Dec 31, 2012 | Dec 31, 2011 |
|---------------------------|-----------------|-----------------|
| Insurance Reserves: | | |
| Automobile | \$173.3 | \$216.5 |
| Homeowners | 2.7 | 4.8 |
| Other | 1.8 | 2.6 |
| Total Insurance Reserves | \$177.8 | \$223.9 |
| Insurance Reserves: | | |
| Loss Reserves: | | |
| Case | \$115.4 | \$140.9 |
| Incurred but Not Reported | 39.7 | 54.0 |
| Total Loss Reserves | 155.1 | 194.9 |
| LAE Reserves | 22.7 | 29.0 |
| Insurance Reserves | \$177.8 | \$223.9 |

2012 Compared with 2011

Earned Premiums in the Kemper Direct segment decreased by \$54.7 million for the year ended December 31, 2012, compared to the same period in 2011, due primarily to lower volume, partially offset by higher average premium rates.

In the third quarter of 2012, the Company announced that it was reviewing strategic options for Kemper Direct and that it would cease direct-to-consumer marketing activities. In the fourth quarter of 2012, the Company concluded its evaluation and determined that, to optimize the value for the business, it would continue to solicit business for its worksite, affinity and renters programs and would place its direct-to-consumer operations in run-off. The Company expects positive earnings from the run-off as a result of premium rate increases and further optimization of operations. Kemper Direct expects that its policies in-force will decline 15% to 25% over the next twelve months as a result of this and other actions.

Net Investment Income in the Kemper Direct segment decreased by \$3.5 million for the year ended December 31, 2012, compared to 2011, due primarily to lower net investment income from Equity Method Limited Liability Investments and lower levels of investments allocated to Kemper Direct. Net investment income from Equity Method Limited Liability Investments was \$1.3 million in 2012, compared to \$2.9 million in 2011.

The Kemper Direct segment reported an Operating Loss of \$4.8 million for the year ended December 31, 2012, compared to an Operating Loss of \$47.2 million in 2011. Operating results improved in the Kemper Direct segment in 2012, compared to 2011, due primarily to lower levels of unprofitable business, higher levels of favorable reserve development, the impact of the partial write-off in 2011 of an intangible asset from the acquisition of Direct Response Corporation ("Direct Response") that did not recur in 2012 and lower underlying losses and LAE, partially offset by lower net investment income.

Incurred losses and LAE were \$129.5 million, or 77.1% as a percentage of earned premiums, for the year ended December 31, 2012, compared to \$197.6 million, or 88.7% as a percentage of earned premiums, in 2011. Incurred losses and LAE decreased in 2012, due primarily to the impact of lower earned premiums, higher levels of favorable loss and LAE reserve development and lower underlying losses and LAE as a percentage of earned premiums, partially offset by higher incurred catastrophe losses and LAE (excluding development). Underlying incurred losses and LAE exclude the impact of catastrophes and loss and LAE reserve development. Favorable loss and LAE reserve development was \$17.8 million in 2012, compared to \$3.9 million in 2011. Underlying losses and LAE as a percentage of earned premiums were 82.8% in 2012, compared to 87.5% in 2011. Underlying losses and LAE as a

percentage of earned premiums decreased in both automobile and homeowners insurance. Catastrophe losses and LAE (excluding development) were \$8.3 million in 2012, compared to \$6.7 million in 2011.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

KEMPER DIRECT (Continued)

The Incurred Expense Ratio, Including Write-off of Intangible Asset, was 34.0% of earned premiums for the year ended December 31, 2012, compared to 40.3% of earned premiums in 2011. In 2011, the Direct Response book of business was not improving at the rate that Kemper Direct had initially expected, and Kemper Direct determined that the customer relationships intangible asset related to the Direct Response acquisition was impaired at December 31, 2011 and recognized a charge of \$13.5 million in 2011 to write down the asset to its estimated fair value. Insurance Expenses as a percentage of earned premiums were 34.0% in 2012 compared to 34.3% of earned premiums in 2011. Insurance Expenses as a percentage of earned premiums decreased due primarily to reduced acquisition and marketing related expenses, partially offset by other underwriting costs not declining at the same pace as earned premiums. Kemper Direct reported a Segment Net Operating Loss of \$0.9 million for the year ended December 31, 2012, compared to a Segment Net Operating Loss of \$27.5 million for the same period in 2011. The Kemper Direct segment's effective income tax rate differs from the federal statutory income tax rate due primarily to tax-exempt investment income and dividends received deductions. Tax-exempt investment income and dividends received deductions were \$6.2 million in 2012, compared to \$8.7 million in 2011.

2011 Compared with 2010

Earned Premiums in the Kemper Direct segment decreased by \$59.7 million for the year ended December 31, 2011, compared to 2010, due primarily to lower volume, partially offset by higher average premium rates.

Net Investment Income in the Kemper Direct segment decreased by \$3.2 million for the year ended December 31, 2011, compared to 2010, due primarily to lower net investment income from Equity Method Limited Liability Investments. Net investment income from Equity Method Limited Liability Investments was \$2.9 million in 2011, compared to \$6.0 million in 2010.

The Kemper Direct segment reported Operating Loss of \$47.2 million for the year ended December 31, 2011, compared to Operating Loss of \$7.9 million in 2010. Operating results declined in the Kemper Direct segment in 2011, compared to 2010, due primarily to the partial write-off of an intangible asset acquired in the Kemper Direct Response acquisition, higher underlying losses and LAE as a percentage of earned premiums, higher insurance expenses as a percentage of earned premiums, higher incurred catastrophe losses and LAE (excluding development) and lower net investment income.

Incurred Losses and LAE as a percentage of earned premiums was 88.7% for the year ended December 31, 2011, compared to 79.3% in 2010. Incurred Losses and LAE as a percentage of earned premiums increased in 2011 due primarily to higher underlying losses and LAE as a percentage of earned premiums, higher incurred catastrophe losses and LAE (excluding development) and the impact of lower favorable loss and LAE reserve development. Underlying losses and LAE as a percentage of earned premiums was 87.5% in 2011, compared to 81.1% in 2010. Underlying losses and LAE as a percentage of earned premiums increased in 2011, compared to 2010, due primarily to increased severity on automobile insurance. Catastrophe losses and LAE (excluding development) was \$6.7 million in 2011, compared to \$1.8 million in 2010. Favorable loss and LAE reserve development was \$3.9 million in 2011, compared to \$6.8 million in 2010.

Insurance Expenses in the Kemper Direct segment were 34.3% of earned premiums for the year ended December 31, 2011, compared to 30.8% of earned premiums in 2010. Insurance Expenses as a percentage of earned premiums increased in 2011, compared to 2010, due primarily to higher amortization expense related to the acquisition of Direct Response, higher restructuring costs and higher consulting expenses.

In 2011, the Direct Response book of business was not improving at the rate that Kemper Direct had initially expected, and Kemper Direct determined that the customer relationships intangible asset related to the Direct Response acquisition was impaired at December 31, 2011 and recognized a charge of \$13.5 million in 2011 to write down the asset to its estimated fair value.

Kemper Direct reported a Segment Net Operating Loss of \$27.5 million for the year ended December 31, 2011, compared to a Segment Net Operating Loss of \$1.7 million for the same period in 2010. The Kemper Direct segment's effective income tax rate differs from the federal statutory income tax rate due primarily to tax-exempt investment

income, dividends received deductions and changes in certain recoverables that are not taxable for tax purposes. Tax-exempt investment income and dividends received deductions were \$8.7 million in 2011, compared to \$10.3 million in 2010.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

LIFE AND HEALTH INSURANCE

Selected financial information for the Life and Health Insurance segment follows:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
|---|---------|---------|---------|
| Earned Premiums: | | | |
| Life | \$393.4 | \$395.1 | \$396.7 |
| Accident and Health | 165.2 | 166.3 | 161.9 |
| Property | 81.3 | 84.5 | 85.5 |
| Total Earned Premiums | 639.9 | 645.9 | 644.1 |
| Net Investment Income | 204.3 | 200.5 | 213.0 |
| Other Income | 0.1 | 0.1 | 0.2 |
| Total Revenues | 844.3 | 846.5 | 857.3 |
| Policyholders' Benefits and Incurred Losses and LAE | 393.1 | 385.6 | 406.8 |
| Insurance Expenses | 310.8 | 308.6 | 293.8 |
| Write-off of Goodwill | — | — | 14.8 |
| Operating Profit | 140.4 | 152.3 | 141.9 |
| Income Tax Expense | (49.6) | (53.4) | (54.5) |
| Segment Net Operating Income | \$90.8 | \$98.9 | \$87.4 |

INSURANCE RESERVES

| DOLLARS IN MILLIONS | Dec 31, 2012 | Dec 31, 2011 |
|--|-----------------|-----------------|
| Insurance Reserves: | | |
| Future Policyholder Benefits | \$3,103.1 | \$3,046.8 |
| Incurred Losses and LAE Reserves: | | |
| Life | 36.8 | 33.8 |
| Accident and Health | 21.7 | 22.1 |
| Property | 7.0 | 8.3 |
| Total Incurred Losses and LAE Reserves | 65.5 | 64.2 |
| Insurance Reserves | \$3,168.6 | \$3,111.0 |

2012 Compared with 2011

Earned Premiums in the Life and Health Insurance segment decreased by \$6.0 million for the year ended December 31, 2012, compared to the same period in 2011. Earned premiums on life insurance decreased by \$1.7 million in 2012, compared to 2011, due primarily to lower volume of insurance. Earned premiums on accident and health insurance decreased by \$1.1 million in 2012, compared to 2011, due primarily to lower volume of insurance resulting from the suspension of sales of certain health insurance products described below and, to a lesser extent, lower volume of Medicare supplement insurance, partially offset by higher volume of supplemental health insurance products and higher average premium. Earned premiums on property insurance decreased by \$3.2 million in 2012, compared to 2011, due primarily to lower volume of insurance from the run-off and, in certain geographical areas, the non-renewal of dwelling coverage.

Kemper believes that some of the health insurance products sold by its subsidiary, Reserve National, could be adversely impacted by some provisions of the Health Care Acts. In particular, a provision which sets minimum loss ratios for health insurance policies and a provision, beginning in 2014, establishing health insurance exchanges could adversely impact Reserve National's business prospects. Such affected health insurance products (the "Affected Products") accounted for \$62.5 million, or 38%, of the Life and Health Insurance segment's accident and health insurance earned premiums in 2012. Reserve National has been adapting its business model in response and suspended sales of the Affected Products at the end of 2011. In 2011, Reserve National began transitioning its sales to other health insurance products that are not expected to be as severely impacted by the Health Care Acts (the "Supplemental Products"). Supplemental Products accounted for \$29.8 million, or 18%, of the Life and Health

Insurance segment's accident and health insurance earned premiums in 2012. Reserve National expects

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

LIFE AND HEALTH INSURANCE (Continued)

earned premiums from the Affected Products to decrease by approximately 20% in 2013 due to such suspension of sales and expects an increase in earned premiums from the Supplemental Products to offset much of the decline. The Life and Health segment cannot predict what impact the establishment of health insurance exchanges will have on its premiums beginning in 2014. Accordingly, there can be no assurance that the transition will fully offset the impact from suspending sales of the affected health insurance products.

The Life and Health Insurance segment continued to intentionally run off insurance policies providing dwelling coverage ("Dwelling Policies") to reduce its exposure to catastrophe risks. Over the last several years, the Life and Health Insurance segment has halted new sales of Dwelling Policies in all markets and non-renewed Dwelling Policies in certain geographical, mainly coastal, areas while continuing to renew policies in other geographical areas.

Accordingly, except for catastrophe reinsurance provided by the FHCF, the Life and Health Insurance segment did not renew its primary annual catastrophe reinsurance program for 2013. Earned premiums from dwelling coverage comprised 26%, 30% and 32% of the Life and Health Insurance segment's earned premiums on property insurance in 2012, 2011 and 2010, respectively.

Net Investment Income increased by \$3.8 million for the year ended December 31, 2012, compared to 2011, due primarily to higher investment income from Equity Method Limited Liability Investments, partially offset by lower book yields on fixed maturities and lower levels of capital allocated to the segment. Net investment income from Equity Method Limited Liability Investments was income of \$1.8 million in 2012, compared to a loss of \$6.3 million in 2011.

Operating Profit in the Life and Health Insurance segment was \$140.4 million for the year ended December 31, 2012, compared to \$152.3 million in 2011. Policyholders' Benefits and Incurred Losses and LAE increased by \$7.5 million in 2012 due primarily to higher policyholders' benefits on life insurance and the impact of Loss and LAE reserve development on property insurance, partially offset by lower catastrophe losses and LAE and lower underlying losses on property insurance. Policyholders' benefits on life insurance were \$265.3 million in 2012, compared to \$253.2 million in 2011, an increase of \$12.1 million. Policyholder benefits on life insurance increased due primarily to reserve adjustments in 2011 associated with correcting expiry dates for certain extended term life insurance policies and a lower level of net lapse in 2012, partially offset by better mortality experience. Incurred accident and health insurance losses were \$88.9 million, or 53.8% of accident and health insurance earned premiums, in 2012, compared to \$88.9 million, or 53.4% of accident and health insurance earned premiums, in 2011. Incurred accident and health insurance losses were flat as higher average incurred claim costs for Medicare supplement insurance and, to a lesser extent, a higher average incurred claim cost for hospitalization and limited benefit insurance products, were offset by lower frequency of Medicare supplement insurance claims and, to a lesser extent, lower frequency of hospitalization and limited benefit insurance products. Incurred Losses and LAE on property insurance were \$38.9 million in 2012, compared to \$43.5 million in 2011. Underlying losses and LAE on property insurance were \$33.2 million, or 40.8% of property insurance earned premium, in 2012, compared to \$37.0 million, or 43.8% of property insurance earned premium, in 2011. Catastrophe losses and LAE (excluding development) were \$6.0 million in 2012, compared to \$9.1 million in 2011. Favorable loss reserve development on property insurance was \$0.3 million (including adverse development of \$0.1 million on catastrophes) in 2012, compared to favorable development of \$2.6 million (including favorable development of \$1.5 million on catastrophes) in 2011. Insurance Expenses in the Life and Health Insurance segment increased by \$2.2 million in 2012, compared to 2011, due primarily to higher commission and fringe benefit expenses, partially attributable to an increase in the number of career agents employed, and higher amortization of deferred policy acquisition costs.

Segment Net Operating Income in the Life and Health Insurance segment was \$90.8 million for the year ended December 31, 2012, compared to \$98.9 million in 2011.

Certain state insurance regulators, legislators and treasurers are involved in an array of initiatives that could result in significant changes to unclaimed property laws and claims handling practices with respect to life insurance policies. These initiatives seek, in various ways, to impose a new duty on the part of life insurers to proactively search for

deaths of their insureds. It is the Company's position that state officials lack authority to establish new procedures that change existing contracts. See Item 1A., Risk Factors," under the caption "Changes in state enforcement of unclaimed property laws and related insurance claims handling practices could have a significant effect on (including an acceleration of) the payment and/or escheatment of life insurance death benefits relative to what is currently contemplated by Kemper and significantly increase claims handling costs," Note 23, "Contingencies," to the Consolidated Financial Statements and MD&A, "Liquidity and Capital Resources" for additional information about these matters.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

LIFE AND HEALTH INSURANCE (Continued)

2011 Compared with 2010

Earned Premiums in the Life and Health Insurance segment increased by \$1.8 million for the year ended December 31, 2011, compared to 2010, due primarily to higher accident and health insurance earned premiums. Earned premiums on accident and health insurance increased by \$4.4 million in 2011, compared to 2010, due primarily to higher average premium rates, partially offset by lower volume of insurance. Net Investment Income decreased by \$12.5 million in 2011, compared to 2010, due primarily to lower net investment income on Equity Method Limited Liability Investments, partially offset by higher levels of investments.

Operating Profit in the Life and Health Insurance segment was \$152.3 million for year ended December 31, 2011, compared to \$141.9 million in 2010. Operating Profit increased due primarily to lower Policyholders' Benefits and Incurred Losses and LAE and the impact of a charge to write off goodwill in 2010, partially offset by the lower net investment income and higher insurance expenses. Policyholders' Benefits and Incurred Losses and LAE decreased by \$21.2 million in 2011, compared to 2010, due primarily to lower policyholders' benefits on life insurance, lower accident and health insurance losses as a percentage of accident and health earned premiums and the favorable impact of Loss and LAE reserve development on property insurance, partially offset by higher catastrophe losses and LAE (excluding development) on property insurance. Policyholders' benefits on life insurance were \$253.2 million in 2011, compared to \$263.0 million in 2010, a decrease of \$9.8 million. Policyholder benefits on life insurance decreased due primarily to reserve adjustments in 2011 associated with correcting expiry dates for certain extended term life insurance policies and better mortality experience, partially offset by higher reserve additions for persisting policies. Incurred accident and health insurance losses were \$88.9 million, or 53.5% of accident and health insurance earned premiums, in 2011, compared to \$95.7 million, or 59.1% of accident and health insurance earned premiums, in 2010. Incurred accident and health insurance losses as a percentage of accident and health insurance earned premiums decreased due primarily to lower frequency and severity of health claims. Incurred Losses and LAE on property insurance were \$43.5 million in 2011, compared to \$48.1 million in 2010. Favorable loss reserve development on property insurance was \$2.6 million (including favorable development of \$1.5 million on catastrophes) in 2011, compared to adverse development of \$4.5 million (including adverse development of \$3.4 million on catastrophes) in 2010. Catastrophe losses and LAE (excluding development) were \$9.1 million in 2011, compared to \$4.5 million in 2010. Insurance Expenses in the Life and Health Insurance segment increased by \$14.8 million in 2011, compared to 2010, due primarily to higher commission and fringe benefit expenses, partially attributable to an increase in the number of career agents employed, and higher amortization of deferred policy acquisition costs. The Company wrote off \$14.8 million of goodwill in 2010 related to Reserve National.

Segment Net Operating Income in the Life and Health Insurance segment was \$98.9 million for the year ended December 31, 2011, compared to \$87.4 million in 2010.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

INVESTMENT RESULTS

Net Investment Income

Net Investment Income for the years ended December 31, 2012, 2011 and 2010 was:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
|---|---------|---------|---------|
| Investment Income: | | | |
| Interest and Dividends on Fixed Maturities | \$246.1 | \$246.6 | \$243.8 |
| Dividends on Equity Securities | 25.7 | 25.2 | 16.0 |
| Short-term Investments | 0.2 | 0.1 | 0.3 |
| Loans to Policyholders | 18.9 | 17.7 | 16.5 |
| Real Estate | 27.4 | 26.0 | 27.1 |
| Equity Method Limited Liability Investments | 9.3 | 9.6 | 48.8 |
| Other | 0.1 | 0.3 | — |
| Total Investment Income | 327.7 | 325.5 | 352.5 |
| Investment Expenses: | | | |
| Real Estate | 26.1 | 25.9 | 25.7 |
| Other Investment Expenses | 5.7 | 1.6 | 1.1 |
| Total Investment Expenses | 31.8 | 27.5 | 26.8 |
| Net Investment Income | \$295.9 | \$298.0 | \$325.7 |

2012 Compared with 2011

Net Investment Income decreased by \$2.1 million for the year ended December 31, 2012, compared to the same period in 2011, due primarily to higher other investment expenses, partially offset by higher interest income from loans to policyholders and higher real estate net investment income. Interest income from loans to policyholders increased by \$1.2 million in 2012, compared to 2011, due to a higher level of loans outstanding. Net investment income from real estate increased by \$1.2 million in 2012, compared to 2011, due primarily to higher occupancy.

2011 Compared with 2010

Net Investment Income decreased by \$27.7 million for the year ended December 31, 2011, compared to 2010.

Investment income from Equity Method Limited Liability Investments decreased by \$39.2 million in 2011, compared to 2010, due primarily to a lower total rate of return. Dividends on equity securities increased by \$9.2 million in 2011, compared to 2010, due primarily to higher levels of income producing equity securities. Interest and dividends on fixed maturities and policyholder loans increased by \$2.8 million and \$1.2 million, respectively in 2011, compared to 2010.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

INVESTMENT RESULTS (Continued)

Net Realized Gains on Sales of Investments

The components of Net Realized Gains on Sales of Investments for the years ended December 31, 2012, 2011 and 2010 were:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
|--|--------|---------|--------|
| Fixed Maturities: | | | |
| Gains on Sales | \$56.9 | \$14.2 | \$21.5 |
| Losses on Sales | (0.1) | (0.1) | (0.1) |
| Equity Securities: | | | |
| Gains on Sales | 8.3 | 34.0 | 11.7 |
| Losses on Sales | (0.2) | (13.5) | — |
| Former Investee – Intermec: | | | |
| Gains on Sales | — | — | 0.8 |
| Real Estate: | | | |
| Gains on Sales | 0.2 | 0.1 | 8.2 |
| Other Investments: | | | |
| Gains on Sales | — | — | 0.1 |
| Losses on Sales | — | (0.1) | (0.1) |
| Trading Securities Net Gains (Losses) | 0.3 | (0.9) | 0.5 |
| Net Realized Gains on Sales of Investments | \$65.4 | \$33.7 | \$42.6 |

In the third quarter of 2012, the Company sold \$320.1 million of municipal securities to take advantage of attractive pricing for such securities and for tax planning and other portfolio management purposes. Realized Gains on Sales of Fixed Maturities for the year ended December 31, 2012 include realized gains of \$44.9 million from such sales.

Net Impairment Losses Recognized in Earnings

The components of Net Impairment Losses Recognized in Earnings reported in the Consolidated Statements of Income for the years ended December 31, 2012, 2011 and 2010 were:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
|--|----------|-----------|-----------|
| Fixed Maturities | \$(1.9) | \$(2.2) | \$(14.4) |
| Equity Securities | (1.9) | (1.9) | (2.1) |
| Real Estate | (3.1) | (7.2) | — |
| Net Impairment Losses Recognized in Earnings | \$(6.9) | \$(11.3) | \$(16.5) |

The Company regularly reviews its investment portfolio for factors that may indicate that a decline in the fair value of an investment is other than temporary. Losses arising from other-than-temporary declines in fair value are reported in the Consolidated Statements of Income in the period that the declines are determined to be other than temporary. Net Impairment Losses recognized in the Consolidated Statement of Income for the years ended December 31, 2012, 2011 and 2010 include other-than-temporary impairment (“OTTI”) losses of \$6.9 million, \$11.3 million and \$16.5 million, respectively. OTTI losses recognized in the Consolidated Statement of Income for the years ended December 31, 2012 and 2011 included pre-tax losses of \$3.1 million and \$7.2 million, respectively, to write down real estate investments. OTTI losses recognized in the Consolidated Statement of Income for the year ended December 31, 2010 included pre-tax losses of \$11.9 million due to the deterioration of the business prospects of a single issuer in the waste management business. OTTI losses recognized in the Consolidated Statement of Income for the year ended December 31, 2010 included pre-tax foreign currency losses of \$2.1 million.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

INVESTMENT RESULTS (Continued)

Total Comprehensive Investment Gains

Total Comprehensive Investment Gains are comprised of Net Realized Gains on Sales of Investments and Net Impairment Losses Recognized in Earnings reported in the Consolidated Statements of Income and unrealized investment gains and losses that are not reported in the Consolidated Statements of Income, but rather are reported in the Consolidated Statements of Comprehensive Income. The components of Total Comprehensive Investment Gains for the years ended December 31, 2012, 2011 and 2010 were:

| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
|--|---------|---------|---------|
| Fixed Maturities: | | | |
| Recognized in Consolidated Statements of Income: | | | |
| Gains on Sales | \$56.9 | \$14.6 | \$21.5 |
| Losses on Sales | (0.1) | (0.1) | (0.1) |
| Net Impairment Losses Recognized in Earnings | (1.9) | (2.2) | (14.4) |
| Total Recognized in Consolidated Statements of Income | 54.9 | 12.3 | 7.0 |
| Recognized in Other Comprehensive Income (Loss) | 69.1 | 272.8 | 86.4 |
| Total Comprehensive Investment Gains (Losses) on Fixed Maturities | 124.0 | 285.1 | 93.4 |
| Equity Securities: | | | |
| Recognized in Consolidated Statements of Income: | | | |
| Gains on Sales | 8.3 | 34.0 | 11.7 |
| Losses on Sales | (0.2) | (13.5) | — |
| Net Impairment Losses Recognized in Earnings | (1.9) | (1.9) | (2.1) |
| Total Recognized in Consolidated Statements of Income | 6.2 | 18.6 | 9.6 |
| Recognized in Other Comprehensive Income (Loss) | 29.2 | (71.2) | 90.2 |
| Total Comprehensive Investment Gains (Losses) on Equity Securities | 35.4 | (52.6) | 99.8 |
| Former Investee: | | | |
| Recognized in Consolidated Statements of Income: | | | |
| Gains on Sales | — | — | 0.8 |
| Recognized in Other Comprehensive Income (Loss) | — | — | 2.9 |
| Total Comprehensive Investment Gains on Former Investee | — | — | 3.7 |
| Real Estate: | | | |
| Recognized in Consolidated Statements of Income: | | | |
| Gains on Sales | 0.2 | 0.1 | 8.2 |
| Net Impairment Losses Recognized in Earnings | (3.1) | (7.2) | — |
| Total Recognized in Consolidated Statements of Income | (2.9) | (7.1) | 8.2 |
| Other Investments: | | | |
| Recognized in Consolidated Statements of Income: | | | |
| Gains on Sales | — | — | 0.1 |
| Losses on Sales | — | (0.1) | (0.1) |
| Trading Securities Net Gains (Losses) | 0.3 | (0.9) | 0.5 |
| Total Recognized in Consolidated Statements of Income | 0.3 | (1.0) | 0.5 |
| Total Comprehensive Investment Gains | \$156.8 | \$224.4 | \$205.6 |
| Recognized in Consolidated Statements of Income | \$58.5 | \$22.8 | \$26.1 |
| Recognized in Other Comprehensive Income | 98.3 | 201.6 | 179.5 |
| Total Comprehensive Investment Gains | \$156.8 | \$224.4 | \$205.6 |

As a result of a decrease in the Company's ownership percentage and other qualitative factors, the Company determined that its investment in the common stock of Intermec no longer qualified for the equity method of accounting in the third quarter of 2010. Accordingly, beginning with the Company's September 30, 2010 interim

consolidated financial statements, the

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Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

INVESTMENT RESULTS (Continued)

Company's investment in Intermecc common stock was included in Investments in Equity Securities and was reported at its fair value. See Note 14, "Income from Investments," to the Consolidated Financial Statements. Investment gains recognized in Other Comprehensive Income for the year ended December 31, 2011, included an other comprehensive loss of \$50.6 million from disposing of all of the Company's holding of Intermecc common stock. Other Comprehensive Income from Equity Securities for the year ended December 31, 2010 include other comprehensive gains of \$50.6 million related to the Company's investment in the common stock of Intermecc.

INVESTMENT QUALITY AND CONCENTRATIONS

The Company's fixed maturity investment portfolio is comprised primarily of high-grade municipal, corporate and agency bonds. At December 31, 2012, 93% of the Company's fixed maturity investment portfolio was rated investment grade, which is defined as a security having a rating of AAA, AA, A or BBB from S&P; a rating of Aaa, Aa, A or Baa from Moody's; a rating of AAA, AA, A or BBB from Fitch; or a rating from the NAIC of 1 or 2. The following table summarizes the credit quality of the fixed maturity investment portfolio at December 31, 2012 and 2011:

| NAIC Rating | S&P Equivalent Rating | Dec 31, 2012 | | Dec 31, 2011 | |
|---------------------------------------|-----------------------|------------------------|---------------------|------------------------|---------------------|
| | | Fair Value in Millions | Percentage of Total | Fair Value in Millions | Percentage of Total |
| 1 | AAA, AA, A | \$3,319.1 | 68.3 % | \$3,591.8 | 75.2 % |
| 2 | BBB | 1,199.0 | 24.7 | 839.4 | 17.6 |
| 3 | BB | 65.3 | 1.3 | 108.6 | 2.3 |
| 4 | B | 93.6 | 1.9 | 89.1 | 1.9 |
| 5 | CCC | 178.0 | 3.7 | 127.8 | 2.7 |
| 6 | In or Near Default | 5.2 | 0.1 | 16.7 | 0.3 |
| Total Investments in Fixed Maturities | | \$4,860.2 | 100.0 % | \$4,773.4 | 100.0 % |

Gross unrealized losses on the Company's investments in below-investment-grade fixed maturities were \$4.3 million and \$5.4 million at December 31, 2012 and 2011, respectively.

At December 31, 2012, the Company had \$288.5 million of bonds issued by states and political subdivisions, commonly referred to as "municipal bonds," that had been pre-refunded with U.S. Government and Government Agencies and Authorities obligations held in trust for the full payment of principal and interest ("Pre-refunded Municipal Bonds"). At December 31, 2012, the Company had \$1,112.9 million of investments in municipal bonds that had not been pre-refunded, of which \$103.5 million were enhanced with insurance from monoline bond insurers. The Company's municipal bond investment credit-risk strategy is to focus on the underlying credit rating of the issuer and not to rely on the credit enhancement provided by the monoline bond insurer when making investment decisions. To that end, the underlying rating of nearly 96% of the Company's entire municipal bond portfolio that has not been pre-refunded is AA or higher, half of which are direct obligations of states.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

INVESTMENT QUALITY AND CONCENTRATIONS (Continued)

The following table summarizes the fair value of the Company's investments in governmental fixed maturities at December 31, 2012 and 2011:

| DOLLARS IN MILLIONS | Dec 31, 2012 | | Dec 31, 2011 | |
|---|--------------|---------------------------------|--------------|---------------------------------|
| | Fair Value | Percentage of Total Investments | Fair Value | Percentage of Total Investments |
| U.S. Government and Government Agencies and Authorities | \$428.9 | 6.6 % | \$491.7 | 7.9 % |
| Pre-refunded Municipal Bonds | 288.5 | 4.5 | 275.2 | 4.4 |
| Other Municipal Bonds: | | | | |
| States | 545.1 | 8.4 | 937.8 | 15.1 |
| Political Subdivisions | 122.9 | 1.9 | 178.9 | 2.9 |
| Revenue Bonds | 444.9 | 6.9 | 460.7 | 7.4 |
| Total Investments in Governmental Fixed Maturities | \$1,830.3 | 28.3 % | \$2,344.3 | 37.7 % |

The Company's short-term investments primarily consist of overnight repurchase agreements and money market funds. At December 31, 2012, the Company had \$183.7 million invested in overnight repurchase agreements primarily collateralized by securities issued by the U.S. government and \$111.8 million invested in money market funds which primarily invest in U.S. Treasury securities. At the time of borrowing, the repurchase agreements generally require the borrower to provide collateral to the Company at least equal to the amount borrowed from the Company. The Company bears some investment risk in the event that a borrower defaults and the value of collateral falls below the amount borrowed. The Company does not have any investments in sovereign debt securities issued by foreign governments.

The following table summarizes the fair value of the Company's investments in non-governmental fixed maturities by industry at December 31, 2012 and 2011:

| DOLLARS IN MILLIONS | Dec 31, 2012 | | Dec 31, 2011 | |
|--|--------------|---------------------------------|--------------|---------------------------------|
| | Fair Value | Percentage of Total Investments | Fair Value | Percentage of Total Investments |
| Manufacturing | \$1,371.1 | 21.2 % | \$1,153.1 | 18.5 % |
| Finance, Insurance and Real Estate | 780.8 | 12.1 | 590.4 | 9.5 |
| Services | 298.6 | 4.6 | 233.8 | 3.8 |
| Transportation, Communication and Utilities | 289.2 | 4.5 | 252.2 | 4.1 |
| Mining | 143.4 | 2.2 | 89.6 | 1.4 |
| Retail Trade | 66.5 | 1.0 | 50.1 | 0.8 |
| Wholesale Trade | 57.8 | 0.9 | 41.5 | 0.7 |
| Agriculture, Forestry and Fishing | 19.2 | 0.3 | 17.8 | 0.3 |
| Other | 3.3 | 0.1 | 0.6 | — |
| Total Investments in Non-governmental Fixed Maturities | \$3,029.9 | 46.9 % | \$2,429.1 | 39.1 % |

Seventy-four companies comprised over 75% of the Company's fixed maturity exposure to the Manufacturing industry at December 31, 2012, with the largest single exposure, Merck & Co. Inc., comprising 3.2%, or \$43.5 million, of the Company's fixed maturity exposure to such industry. Thirty-three companies comprised over 75% of the Company's exposure to the Finance, Insurance and Real Estate industry at December 31, 2012, with the largest single exposure, Citigroup Inc., comprising 4.6%, or \$36.1 million, of the Company's exposure to such industry.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

INVESTMENT QUALITY AND CONCENTRATIONS (Continued)

The following table summarizes the fair value of the Company's ten largest exposures to issuers of investment securities, excluding exposures to short term investments and investments in U.S. Government and Government Agencies and Authorities and Pre-refunded Municipal Bonds, at December 31, 2012:

| DOLLARS IN MILLIONS | Fair Value | Percentage of Total Investments | |
|--|------------|---------------------------------|---|
| Fixed Maturities: | | | |
| States and Political Subdivisions: | | | |
| Texas | \$84.7 | 1.3 | % |
| Georgia | 73.0 | 1.1 | |
| Colorado | 62.5 | 1.0 | |
| Washington | 54.4 | 0.8 | |
| Louisiana | 45.4 | 0.7 | |
| Corporate Securities: | | | |
| Bonds and Notes: | | | |
| Merck & Co., Inc. | 43.5 | 0.7 | |
| Equity Securities: | | | |
| iShares® iBoxx \$ Investment Grade Corporate Bond Fund | 101.0 | 1.6 | |
| Merck & Co., Inc. | 1.5 | — | |
| Equity Method Limited Liability Investments: | | | |
| Tennenbaum Opportunities Fund V, LLC | 69.9 | 1.1 | |
| Special Value Opportunity Fund, LLC | 59.4 | 0.9 | |
| Goldman Sachs Vintage Fund IV, L.P. | 58.9 | 0.9 | |
| Total | \$654.2 | 10.1 | % |

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

INVESTMENTS IN LIMITED LIABILITY INVESTMENT COMPANIES AND LIMITED PARTNERSHIPS

The Company owns investments in various limited liability investment companies and limited partnerships that primarily invest in distressed debt, mezzanine debt and secondary transactions. The Company's investments in these limited liability investment companies and limited partnerships are reported either as Equity Method Limited Liability Investments, or Other Equity Interests and included in Equity Securities depending on the accounting method used to report the investment. See Note 2, "Summary of Accounting Policies and Accounting Changes," to the Consolidated Financial Statements. Additional information pertaining to these investments at December 31, 2012 and 2011 is presented below:

| DOLLARS IN MILLIONS | Asset Class | Unfunded | Carrying Value | | Stated |
|---|------------------------|----------------------------|-----------------|-----------------|------------------|
| | | Commitment Dec 31, 2012 | Dec 31, 2012 | Dec 31, 2011 | Fund End Date |
| Reported as Equity Method Limited Liability Investments at Cost Plus Cumulative Undistributed Earnings: | | | | | |
| Tennenbaum Opportunities Fund V, LLC | Distressed Debt | \$ — | \$69.9 | \$75.6 | 10/10/2016 |
| Special Value Opportunities Fund, LLC | Distressed Debt | — | 59.4 | 67.8 | 7/13/2014 |
| Goldman Sachs Vintage Fund IV, LP | Secondary Transactions | 17.3 | 58.9 | 64.2 | 12/31/2016 |
| BNY Mezzanine - Alcentra Partners III, LP | Mezzanine Debt | 21.2 | 18.9 | 22.7 | 2021-2022 |
| NYLIM Mezzanine Partners II, LP | Mezzanine Debt | 4.0 | 10.3 | 13.5 | 7/31/2016 |
| BNY Mezzanine Partners, LP | Mezzanine Debt | 1.1 | 9.2 | 12.9 | 4/17/2016 |
| Ziegler Meditech Equity Partners, LP | Growth Equity | 0.8 | 8.9 | 13.3 | 1/31/2016 |
| Special Value Continuation Fund, LLC | Distressed Debt | — | — | 22.4 | — |
| Other Funds | | 8.4 | 17.5 | 13.9 | Various |
| Total for Equity Method Limited Liability Investments | | 52.8 | 253.0 | 306.3 | |
| Reported as Other Equity Interests and Reported at Fair Value: | | | | | |
| Highbridge Principal Strategies Mezzanine Partners, LP | Mezzanine Debt | 2.5 | 22.1 | 20.8 | 1/23/2018 |
| Goldman Sachs Vintage Fund V, LP | Secondary Transactions | 6.9 | 13.7 | 13.9 | 12/31/2018 |
| Highbridge Principal Strategies Credit Opportunities Fund, LP | Hedge Fund | — | 11.0 | — | None |
| GS Mezzanine Partners V, LP | Mezzanine Debt | 14.8 | 9.3 | 8.2 | 12/31/2021 |
| Other | | 64.5 | 85.2 | 50.2 | Various |
| Total Reported as Other Equity Interests and Reported at Fair Value | | 88.7 | 141.3 | 93.1 | |
| Total | | \$ 141.5 | \$394.3 | \$399.4 | |

In April 2012, the Special Value Continuation Fund, LLC, which was previously accounted for under the equity method of accounting and reported in Equity Method Limited Liability Investments, converted from a Delaware limited liability company to a Delaware corporation and became a publicly-traded company. Accordingly, the Company's investment was converted to common stock and is now reported in Equity Securities at December 31, 2012.

The Company does not directly participate, as either a lender or borrower of securities, in any securities lending program. The Company does not participate directly in credit default swaps. The Company does not engage directly in hedging activities, including, but not limited to, activities involving interest rate swaps, forward foreign currency

contracts, commodities contracts, exchange traded and over-the-counter options or warrants. The Company has limited exposure to such programs and activities by virtue of an investment of \$1.0 million at December 31, 2012 included in Other under the heading “Reported as Other Equity Interests and Reported at Fair Value” in the preceding table. Such investment consists solely of restricted assets that are being redeemed over several periods.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

INTEREST AND OTHER EXPENSES

Interest and Other Expenses was \$85.5 million, \$83.9 million and \$68.3 million for the years ended December 31, 2012, 2011 and 2010, respectively. Interest expense, excluding interest on a mortgage note payable included in real estate investment expense, was \$37.6 million, \$36.9 million and \$32.2 million for the years ended December 31, 2012, 2011 and 2010, respectively. Other Corporate Expenses were \$47.9 million, \$47.0 million and \$36.1 million for the years ended December 31, 2012, 2011 and 2010, respectively. Other Corporate Expenses increased by \$0.9 million for the year ended December 31, 2012, compared to 2011, due primarily to higher postretirement benefit costs and salaries. Other Corporate Expenses increased by \$10.9 million for the year ended December 31, 2011, compared to 2010, due primarily to higher postretirement benefit costs, costs incurred with changing the Company's name and other corporate initiatives.

INCOME TAXES

The Company's effective income tax rate from continuing operations differs from the Federal statutory income tax rate due primarily to the effects of tax-exempt investment income and dividends received deductions, the effects of the write-off of goodwill in 2010, and the net effects of state income taxes. Tax-exempt investment income and dividends received deductions were \$39.8 million, \$50.6 million and \$54.4 million in 2012, 2011 and 2010, respectively. The Company wrote off \$14.8 million of goodwill in 2010 that is not deductible for income taxes. State income tax expense, net of federal benefit, from continuing operations was \$0.8 million, \$1.0 million and \$1.0 million in 2012, 2011 and 2010, respectively.

The Company's effective income tax rate from discontinued operations differs from the Federal statutory income tax rate due primarily to the net effects of state income taxes. State income tax, net of federal taxes, from discontinued operations was \$0.7 million of expense, \$0.3 million of benefit, and \$1.1 million of expense for the years ended December 31, 2012, 2011 and 2010, respectively. State income tax includes changes in the state deferred tax asset valuation allowance related to Fireside and is net of a \$0.2 million benefit, \$2.3 million benefit, and \$0.5 million expense for the years ended December 31, 2012, 2011 and 2010, respectively.

LIQUIDITY AND CAPITAL RESOURCES

On March 7, 2012, Kemper entered into a new four-year, \$325.0 million, unsecured, revolving credit agreement, expiring March 7, 2016 (the "2016 Credit Agreement"), with a group of financial institutions. The 2016 Credit Agreement replaced Kemper's \$245.0 million, unsecured, revolving credit agreement which was scheduled to expire on October 30, 2012 (the "Former Credit Agreement") and was terminated on March 7, 2012. There were no borrowings under the Former Credit Agreement at either December 31, 2011 or at its termination. The 2016 Credit Agreement provides for fixed and floating rate advances for periods up to six months at various interest rates. The 2016 Credit Agreement contains various financial covenants, including limits on total debt to total capitalization, consolidated net worth and minimum risk-based capital ratios for Kemper's largest insurance subsidiaries, United Insurance and Trinity. Proceeds from advances under the 2016 Credit Agreement may be used for general corporate purposes, including repayment of existing indebtedness. There were no outstanding borrowings under the 2016 Credit Agreement at December 31, 2012, and accordingly, \$325.0 million was available for future borrowings. Management estimates that it could borrow the full amount under the 2016 Credit Agreement and still meet the financial covenants therein. During the third quarter of 2011, Kemper borrowed \$95.0 million under the Former Credit Agreement. The proceeds from the borrowing were used, in part, to make a voluntary contribution of \$83.7 million to fund the Company's defined benefit pension plan. The contribution consisted of cash of \$32.2 million and 7,309,764 shares of Intermecc common stock purchased from Kemper's subsidiary, Trinity (see Note 17, "Pension Benefits"). Kemper's subsidiary, United Insurance, paid a cash dividend of \$25.0 million to Kemper in September 2011, which was used along with cash on hand to repay \$30 million of the borrowings under the Former Credit Agreement during the third quarter of 2011. As described below, during October 2011, the borrowings under the Former Credit Agreement were repaid in full.

In 2010, Kemper issued \$250 million of its 6.00% senior notes due November 30, 2015 (the "2015 Senior Notes"). The 2015 Senior Notes are unsecured and may be redeemed in whole at any time or in part from time to time at Kemper's

option at specified redemption prices. Kemper issued the 2015 Senior Notes for proceeds of \$247.8 million, net of transaction costs, for an effective yield of 6.21%. Kemper used a portion of the proceeds from the sale of the 2015 Senior Notes to repay borrowings of \$140 million under the Former Credit Agreement and to make a capital contribution of \$60.0 million to its subsidiary, United Insurance. Interest expense under the 2015 Senior Notes was \$15.4 million, \$15.4 million and \$1.6 million for the years ended December 31, 2012, 2011 and 2010, respectively.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

LIQUIDITY AND CAPITAL RESOURCES (Continued)

In 2007, Kemper issued \$360 million of its 6.00% senior notes due May 15, 2017 (the "2017 Senior Notes"). The 2017 Senior Notes are unsecured and may be redeemed in whole at any time or in part from time to time at Kemper's option at specified redemption prices. Kemper issued the 2017 Senior Notes for proceeds of \$354.8 million, net of transaction costs, for an effective yield of 6.19%. Kemper used a portion of the proceeds from the sale of the 2017 Senior Notes to repay the \$300 million aggregate principal amount of its 5.75% senior notes which matured on July 1, 2007. Interest expense under the 2017 Senior Notes was \$22.1 million for the year ended December 31, 2012 and \$22.0 million for each of the annual periods ended December 31, 2011, and 2010, respectively.

In 2003, Kemper issued \$200 million of its 4.875% senior notes due November 1, 2010 (the "2010 Senior Notes") for an effective yield of 5.04%. The 2010 Senior Notes were repaid and retired in 2010. Interest expense under the 2010 Senior Notes was \$8.4 million for the year ended December 31, 2010.

Various state insurance laws restrict the ability of Kemper's insurance subsidiaries to pay dividends without regulatory approval. Such insurance laws generally restrict the amount of dividends paid in an annual period to the greater of statutory net income from the previous year or 10% of statutory capital and surplus. Kemper's direct insurance subsidiaries paid dividends consisting of \$95.0 million in cash to Kemper during 2012. In 2013, Kemper estimates that its direct insurance subsidiaries would be able to pay \$179.0 million in dividends to Kemper without prior regulatory approval.

On March 31, 2012, Kemper's subsidiary, Fireside Bank, converted from an industrial bank to a general business corporation and changed its name to Fireside Auto Finance. Accordingly, Fireside is no longer regulated by the Federal Depository Insurance Corporation or the California Department of Financial Institutions and may pay dividends or make other distributions without prior regulatory approval. On April 5, 2012, FAF distributed \$20 million of its capital to its then parent company, Fireside Securities Corporation, who then, in turn, distributed the same amount to its parent company, Kemper. In October 2011, Fireside Bank distributed \$250 million of its capital to its then parent company, Fireside Securities Corporation, who then, in turn, distributed the same amount to its parent company, Kemper.

On February 2, 2011, the Board of Directors approved a new share repurchase program under which Kemper is authorized to repurchase up to \$300 million of its common stock. During 2012, Kemper repurchased approximately 2.0 million shares of its common stock at an aggregate cost of \$60.7 million in open market transactions under the new repurchase program. During 2011, Kemper repurchased approximately 0.9 million shares of its common stock at an aggregate cost of \$27.4 million in open market transactions.

Kemper paid a quarterly dividend to shareholders of \$0.24 per common share in each quarter of 2012. Dividends paid were \$56.9 million for the year ended December 31, 2012.

Kemper directly held cash and investments totaling \$190.2 million at December 31, 2012, compared to \$217.0 million at December 31, 2011. Sources available for the repayment of indebtedness, repurchases of common stock, future shareholder dividend payments, and the payment of interest on Kemper's senior notes include cash and investments directly held by Kemper, receipt of dividends from Kemper's subsidiaries and borrowings under the 2016 Credit Agreement. The primary sources of funds for Kemper's insurance subsidiaries are premiums, investment income and proceeds from the sales and maturity of investments. The primary uses of funds are the payment of policyholder benefits under life insurance contracts, claims under property and casualty insurance contracts and accident and health insurance contracts, the payment of commissions and general expenses and the purchase of investments. Generally, there is a time lag between when premiums are collected and when policyholder benefits and insurance claims are paid. Changes in the legal environment relative to state enforcement of unclaimed property laws and related insurance claims handling practices could result in changes in the manner in which Kemper's life insurance companies administer life insurance death benefits and escheat unclaimed benefits to the states, and could have a significant effect on, including decreasing such time lag due to an acceleration of, the payment and/or escheatment of such benefits relative to what is currently contemplated by Kemper. See Item 1A., Risk Factors," under the caption "Changes in state enforcement of unclaimed property laws and related insurance claims handling practices could have a

significant effect on (including an acceleration of) the payment and/or escheatment of life insurance death benefits relative to what is currently contemplated by Kemper and significantly increase claims handling costs,” Note 23, “Contingencies,” to the Consolidated Financial Statements and MD&A, “Life and Health Insurance” for additional information about these matters. During periods of growth, insurance companies typically experience positive operating cash flows and are able to invest a portion of their operating cash flows to fund future policyholder benefits and claims. During periods in which premium revenues decline, insurance companies may experience negative cash flows from operations and may need to sell investments to fund payments to policyholders and claimants. In addition, if the Company’s property and casualty insurance subsidiaries

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

LIQUIDITY AND CAPITAL RESOURCES (Continued)

experience several significant catastrophic events over a relatively short period of time, investments may have to be sold in advance of their maturity dates to fund payments, which could either result in investment gains or losses. Management believes that its property and casualty insurance subsidiaries maintain adequate levels of liquidity in the event that they experience several future catastrophic events over a relatively short period of time. Prior to the sale of its active portfolio of automobile loan receivables, the primary sources of funds for Fireside included the repayments of automobile loans, interest on automobile loans, investment income and proceeds from the sales and maturity of investments. The primary uses of funds for Fireside were general expenses and purchase of investments. Prior to the redemption of its Certificates of Deposits, the primary uses of funds for Fireside also included the repayment of customer deposits and interest paid to depositors.

Net Cash Provided by Operating Activities increased by \$90.7 million for the year ended December 31, 2012, compared to 2011. Net Cash Provided by Operating Activities decreased by \$83.5 million for the year ended December 31, 2011, compared to 2010.

Net Cash Used by Financing Activities decreased by \$291.2 million for the year ended December 31, 2012, compared to the same period in 2011. The Company did not use cash for the Repayments of Certificates of Deposits for the year ended December 31, 2012, compared to net cash used of \$321.8 million in 2011. Kemper used \$60.7 million of cash during 2012 to repurchase shares of its common stock, compared to \$27.4 million of cash used to repurchase shares of its common stock in 2011. Kemper used \$56.9 million of cash to pay dividends for the year ended December 31, 2012, compared to \$58.2 million of cash used to pay dividends in the same period of 2011. The quarterly dividend rate was \$0.24 per common share for each quarter of 2012 and 2011.

Net Cash Used by Financing Activities increased by \$1.3 million for the year ended December 31, 2011, compared to 2010. In 2011, net cash used for the Repayments of Certificates of Deposits was \$321.8 million for the year ended December 31, 2011, compared to net cash used of \$366.9 million in 2010. Kemper used \$27.4 million of cash during 2011 to repurchase shares of its common stock, compared to \$34.4 million in 2010. Kemper used \$58.2 million of cash to pay dividends for the year ended December 31, 2011, compared to \$54.6 million of cash used to pay dividends in 2010. The quarterly dividend rate was \$0.24 per common share for each quarter of 2011, compared to \$0.22 per common share in 2010.

Cash available for investment activities in total is dependent on cash flow from Operating Activities and Financing Activities and the level of cash the Company elects to maintain. Net Cash Provided by Investing Activities decreased by \$670.8 million for the year ended December 31, 2012, compared to the same period of 2011. Sales of Fixed Maturities exceeded Purchases of Fixed Maturities by \$41.8 million for the year ended December 31, 2012. Purchases of Fixed Maturities exceeded Sales of Fixed Maturities by \$13.1 million in 2011. Purchases of Equity Securities exceeded Sales of Equity Securities by \$66.9 million for the year ended December 31, 2012. Sales of Equity Securities exceeded Purchases of Equity Securities by \$49.1 million for the year ended December 31, 2011. Net cash used by acquisitions of short-term investments was \$80.0 million for the year ended December 31, 2012, compared to net cash of \$155.5 million provided by dispositions of short-term investments in 2011. Net proceeds from the sale of Fireside's inactive portfolio of automobile loan receivables provided \$16.7 million of cash for the year ended December 31, 2012. Net proceeds from the sale of Fireside's active loan portfolio provided \$220.7 million of cash for the year ended December 31, 2011. Receipts from Automobile Loan Receivables provided \$2.0 million of cash for the year ended December 31, 2012, compared to \$166.5 million of cash provided in 2011.

Net Cash Provided by Investing Activities increased by \$245.3 million for the year ended December 31, 2011, compared to the same period of 2010. Purchases of Fixed Maturities exceeded Sales of Fixed Maturities by \$13.1 million for the year ended December 31, 2011. Sales of Fixed Maturities exceeded Purchases of Fixed Maturities by \$174.6 million in the same period of 2010. Sales of Equity Securities exceeded Purchases of Equity Securities by \$49.1 million for the year ended December 31, 2011. Purchases of Equity Securities exceeded Sales of Equity Securities by \$155.3 million for the year ended December 31, 2010. Net cash provided by dispositions of short-term investments was \$155.5 million for the year ended December 31, 2011, compared to net cash of \$7.3 million used by

acquisitions of short-term investments in 2010. Net proceeds from the sale of Fireside's active portfolio of automobile loan receivables provided \$220.7 million of cash for the year ended December 31, 2011. Receipts from Automobile Loan Receivables provided \$166.5 million of cash for the year ended December 31, 2011, compared to \$339.6 million of cash provided in 2010. Receipts from the disposition of a business provided \$4.1 million of cash for the year ended December 31, 2010.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

OFF-BALANCE SHEET ARRANGEMENTS

The Company has no material obligations under a guarantee contract. The Company has no material retained or contingent interests in assets transferred to an unconsolidated entity. The Company has no material obligations, including contingent obligations, under contracts that would be accounted for as derivative instruments. The Company has no obligations, including contingent obligations, arising out of a variable interest in an unconsolidated entity held by, and material to, the Company, where such entity provides financing, liquidity, market risk or credit risk support to, or engages in leasing, hedging or research and development services with the Company. Accordingly, the Company has no material off-balance sheet arrangements.

CONTRACTUAL OBLIGATIONS

Estimated cash disbursements pertaining to the Company's contractual obligations at December 31, 2012 are as follows:

| DOLLARS IN MILLIONS | Jan 1, 2013 To Dec 31, 2013 | Jan 1, 2014 To Dec 31, 2015 | Jan 1, 2016 To Dec 31, 2017 | After Dec 31, 2017 | Total |
|---|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------|-----------|
| Long Term Debt Obligations | \$5.5 | \$250.0 | \$360.0 | \$— | \$615.5 |
| Capital Lease Obligations | 1.9 | 2.4 | 1.2 | — | 5.5 |
| Operating Lease Obligations | 28.3 | 38.0 | 22.3 | 7.8 | 96.4 |
| Purchase Obligations | 1.2 | 0.6 | — | — | 1.8 |
| Life and Health Insurance Policy Benefits | 267.5 | 452.8 | 434.7 | 5,476.8 | 6,631.8 |
| Property and Casualty Insurance Reserves | 496.5 | 308.1 | 99.2 | 66.8 | 970.6 |
| Other Contractual Obligations Reflected in Long Term Liabilities on the Consolidated Balance Sheet under GAAP | 37.4 | 74.9 | 32.6 | — | 144.9 |
| Total Contractual Obligations | \$838.3 | \$1,126.8 | \$950.0 | \$5,551.4 | \$8,466.5 |

Amounts included in Life and Health Insurance Policy Benefits within the contractual obligations table above represent the estimated cash payments to be made to policyholders and beneficiaries. Such cash outflows are based on the Company's current assumptions for mortality, morbidity and policy lapse, but are undiscounted with respect to interest. Policies must remain in force for the policyholder or beneficiary to receive the benefit under the policy. Depending on the terms of a particular policy, future premiums from the policyholder may be required for the policy to remain in force. The Company estimates that future cash inflows would total \$3.7 billion using the same assumptions used to estimate the cash outflows. The Company's Life Insurance Reserves in the Company's Consolidated Balance Sheet are generally based on the historical assumptions for mortality and policy lapse rates and are on a discounted basis. Accordingly, the sum of the amounts presented above for Life and Health Insurance Policy Benefits significantly exceeds the amount of Life and Health Insurance Reserves reported on the Company's Consolidated Balance Sheet at December 31, 2012.

In addition to the purchase obligations included above, the Company had certain investment commitments totaling \$155.4 million at December 31, 2012. The funding of such investment commitments is dependent on a number of factors, the timing of which is indeterminate. The contractual obligations reported above also exclude the Company's liability of \$6.4 million for unrecognized tax benefits. The Company cannot make a reasonably reliable estimate of the amount and period of related future payments for such liability. Other Contractual Obligations Reflected in Long Term Liabilities on the Consolidated Balance Sheet under GAAP primarily consist of interest obligations related to Long Term Debt Obligations.

CRITICAL ACCOUNTING ESTIMATES

Kemper's subsidiaries conduct their businesses in two industries: property and casualty insurance and life and health insurance. Accordingly, the Company is subject to several industry-specific accounting principles under accounting principles generally accepted in the United States of America ("GAAP"). The preparation of financial statements in accordance with GAAP requires the use of estimates and assumptions that affect the reported amounts of assets and

liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. The process of estimation is inherently uncertain. Accordingly, actual results could ultimately differ materially from the estimated amounts reported in a company's financial statements. Different assumptions are likely to result in different estimates of reported amounts. The Company's critical accounting policies most sensitive to estimates include the valuation of investments, the valuation of property and casualty insurance reserves for losses and LAE, the assessment of recoverability of goodwill and the valuation of pension benefit obligations.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

CRITICAL ACCOUNTING ESTIMATES (Continued)

Valuation of Investments

The reported value of the Company's investments was \$6,460.1 million at December 31, 2012, of which \$5,386.6 million, or 83%, was reported at fair value, \$253.0 million, or 4%, was reported under the equity method of accounting, \$266.3 million, or 4%, was reported at unpaid principal balance and \$554.2 million, or 9%, was reported at cost or depreciated cost. Investment securities, in general, are exposed to various risks, such as interest rate risk, credit risk, and overall market volatility risk. Accordingly, it is reasonably possible that changes in the fair values of the Company's investments reported at fair value will occur in the near term and such changes could materially affect the amounts reported in the financial statements. Also, it is reasonably possible that changes in the carrying values of the Company's Equity Method Limited Liability Investments will occur in the near term and such changes could materially affect the amounts reported in the financial statements because these issuers follow specialized industry accounting rules which require that they report all of their investments at fair value.

As more fully described under the heading, "Fair Value Measurements," in Note 2, "Summary of Accounting Policies and Accounting Changes," to the Consolidated Financial Statements, the Company uses a hierarchical framework which prioritizes and ranks the market price observability used in fair value measurements.

The fair value of the Company's investments measured and reported at fair value was \$5,386.6 million at December 31, 2012, of which \$4,866.2 million, or 90%, was based on quoted market prices or significant value drivers that are observable and \$520.4 million, or 10%, was based on significant value drivers that are unobservable. Fair value measurements based on readily available, active, quoted market prices or for which fair value can be measured from actively quoted prices generally are deemed to have a higher degree of market price observability and a lesser degree of judgment, compared to fair value measurements based on significant unobservable inputs used in measuring fair value. The prices that the Company might realize from actual sales of investments are likely to vary from their respective estimated fair values at December 31, 2012 due to limitations inherent in the estimation process and changing market conditions.

The classification of a company's investment in a financial instrument may affect its reported results. For investments classified as trading, a company is required to recognize changes in the fair values into income for the period reported. Both the reported and fair value of the Company's investments classified as trading were \$4.5 million at December 31, 2012. For investments in fixed maturities classified as held to maturity, a company is required to carry the investment at amortized cost, with only amortization occurring during the period recognized into income. None of the Company's investments in fixed maturities were classified as held to maturity at December 31, 2012. Changes in the fair value of investments in fixed maturities classified as available for sale, investments in equity securities classified as available for sale and an insurance entity's investments in equity securities without readily determinable fair values are not recognized to income during the period, but rather are recognized as a separate component of Accumulated Other Comprehensive Income until realized. All of the Company's investments in fixed maturities were classified as available for sale at December 31, 2012. Except for investments accounted for under the equity method of accounting or classified as trading, all of the Company's investments in equity securities at December 31, 2012 were required to be reported at fair value with changes in fair value reported in Accumulated Other Comprehensive Income until realized. The Company's investments accounted for under the equity method of accounting consist of the Company's investments in Equity Method Limited Liability Investments and are valued at cost plus cumulative undistributed comprehensive earnings or losses, and not at fair value.

Under GAAP, a company may elect to use the fair value option for some or all of its investments in financial instruments. Under the fair value option, a company is required to recognize changes in the fair values into income for the period reported. The Company has not elected the fair value option for any of its investments in financial instruments. Had the Company elected the fair value option for all of its investments in financial instruments, the Company's reported net income for the year ended December 31, 2012, would have increased by \$63.3 million. The Company regularly reviews its investments for factors that may indicate that a decline in the fair value of an investment below its cost or amortized cost is other than temporary. Such reviews are inherently uncertain in that the

value of the investment may not fully recover or may decline further in future periods.

Some factors considered for fixed maturity and equity securities in evaluating whether or not a decline in fair value is other than temporary include, but are not limited to, the following:

Fixed Maturity Securities

- The financial condition, credit rating and prospects of the issuer;
- The extent to which the fair value has been less than cost;

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

CRITICAL ACCOUNTING ESTIMATES (Continued)

- The ability of the issuer to make scheduled principal and interest payments;
- The volatility of the investment;
- Opinions of the Company's external investment managers;
- The Company's intentions to sell or not to sell the investment; and
- The Company's determination of whether it will be required to sell the investment before a full recovery in value.

Equity Securities

- The financial condition and prospects of the issuer;
- The length of time and magnitude of the unrealized loss;
- The volatility of the investment;
- Analyst recommendations and near term price targets;
- Opinions of the Company's external investment managers;
- Market liquidity;
- Debt-like characteristics of perpetual preferred stocks and issuer ratings; and
- The Company's intentions to sell or ability to hold the investments until recovery.

Changes in these factors from one evaluation date to the next evaluation date could result in the Company determining that a temporary decline in the fair value of an investment at December 31, 2012 is no longer temporary at a subsequent evaluation date. Such determination would result in an impairment loss recognized in earnings in the period such determination is made.

Property and Casualty Insurance Reserves for Losses and Loss Adjustment Expenses

The Company's Property and Casualty Insurance Reserves are reported using the Company's estimate of its ultimate liability for losses and LAE for claims that occurred prior to the end of any given accounting period but have not yet been paid. The Company had \$970.6 million and \$1,029.1 million of gross loss and LAE reserves at December 31, 2012 and 2011, respectively. Property and Casualty Insurance Reserves for the Company's business segments at December 31, 2012 and 2011 were:

| DOLLARS IN MILLIONS | 2012 | 2011 |
|--|---------|-----------|
| Business Segments: | | |
| Kemper Preferred | \$452.3 | \$416.2 |
| Kemper Specialty | 215.9 | 225.9 |
| Kemper Direct | 177.8 | 223.9 |
| Life and Health Insurance | 7.0 | 8.3 |
| Total Business Segments | 853.0 | 874.3 |
| Discontinued Operations | 100.7 | 133.0 |
| Unallocated Reserves | 16.9 | 21.8 |
| Total Property and Casualty Insurance Reserves | \$970.6 | \$1,029.1 |

The Unallocated Reserves were acquired in connection with a business acquisition from SCOR in 2002 and are reinsured by an insurance subsidiary of SCOR (see Note 6, "Property and Casualty Insurance Reserves," to the Consolidated Financial Statements). The Company does not allocate these reserves to its business segments or Unitrin Business Insurance.

In estimating the Company's Property and Casualty Insurance Reserves, the Company's actuaries exercise professional judgment and must consider, and are influenced by, many variables that are difficult to quantify. Accordingly, the process of estimating and establishing the Company's Property and Casualty Insurance Reserves is inherently uncertain and the actual ultimate net cost of claims may vary materially from the estimated amounts reserved. The reserving process is particularly imprecise for claims involving asbestos, environmental matters, construction defect and other emerging and/or long-tailed exposures which may not be discovered or reported until years after the

insurance policy period has ended. Property and Casualty Insurance Reserves related to the Company's Discontinued Operations are predominantly long-tailed exposures, \$45.2 million of which was related to asbestos, environmental matters and construction defect exposures at December 31, 2012.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

CRITICAL ACCOUNTING ESTIMATES (Continued)

The Company's actuaries generally estimate reserves at least quarterly for most product lines and/or coverage levels using accident quarters or accident months spanning 10 or more years, depending on the size of the product line and/or coverage level or emerging issues relating to them. The Company's actuaries use a variety of generally accepted actuarial loss reserving estimation methodologies, including, but not limited to, the following:

- Incurred Loss Development Methodology;
- Paid Loss Development Methodology;
- Bornhuetter-Ferguson Incurred Loss Methodology;
- Bornhuetter-Ferguson Paid Loss Methodology; and
- Frequency and Severity Methodology.

The Company's actuaries generally review the results of at least four of the estimation methodologies, two based on paid data and two based on incurred data, to initially estimate the ultimate losses and LAE for the current accident quarter and re-estimate the ultimate losses and LAE for previous accident quarters to determine if changes in the previous estimates of the ultimate losses and LAE are indicated by the most recent data. In some cases, the methodologies produce a cluster of estimates with a tight band of indicated possible outcomes. In other cases, however, the methodologies produce conflicting results and wider bands of indicated possible outcomes, and the Company's actuaries perform additional analyses before making their final selections. However, such bands do not necessarily constitute a range of outcomes, nor does the Company's management or the Company's actuaries calculate a range of outcomes.

The key assumption in these estimation methodologies is that patterns observed in prior periods are indicative of how losses and LAE are expected to develop in the future and that such historical data can be used to predict and estimate ultimate losses and LAE. However, changes in the Company's business processes, by their very nature, are likely to affect the development patterns, which generally results in the historical development factors becoming less reliable over time in predicting how losses and LAE will ultimately develop. The ultimate impact of a single change in a business process is difficult to quantify and detect, and even more difficult if several changes to business processes occur over several years. Initially after a change is implemented, there are fewer data points, as compared to the historical data, for the Company's actuaries to analyze. With fewer data points to analyze, the Company's actuaries cannot be certain that observed differences from the historical data trends are a result of the change in business process or merely a random fluctuation in the data. As the Company's actuaries observe more data points following the change in business process, the Company's actuaries can gain more confidence in whether the change in business process is affecting the development pattern. The challenge for the Company's actuaries is how much weight to place on the development patterns based on the older historical data and how much weight to place on the development patterns based on more recent data.

At a minimum, the Company's actuaries analyze 45 product and/or coverage levels for over 40 separate current and prior accident quarters for both losses and LAE using many of the loss reserving estimation methodologies identified above as well as other generally accepted actuarial estimation methodologies. In all, there are over 10,000 combinations of accident quarters, coverage levels, and generally accepted actuarial estimation methodologies used to estimate the Company's unpaid losses and LAE. In some cases, the Company's actuaries make adjustments to the loss reserving estimation methodologies identified above or use additional generally accepted actuarial estimation methodologies to estimate ultimate losses and LAE.

For each accident quarter, the point estimate selected by the Company's actuaries is not necessarily one of the points produced by any particular one of the methodologies utilized, but often is another point selected by the Company's actuaries, using their professional judgment, that takes into consideration each of the points produced by the several loss reserving estimation methodologies used. In some cases, for a particular product, the current accident quarter may not have enough paid claims data to rely upon, leading the Company's actuaries to conclude that the incurred loss development methodology provides a better estimate than the paid loss development methodology. Therefore, the Company's actuaries may give more weight to the incurred loss development methodology for that particular accident

quarter. As an accident quarter ages for that same product, the actuary may gain more confidence in the paid loss development methodology and begin to give more weight to the paid loss development methodology. The Company's actuaries' quarterly selections are summed by product and/or coverage levels to create the actuarial indication of the ultimate losses. More often than not, the actuarial indication for a particular product line and accident quarter is most heavily weighted towards the incurred loss development methodology, particularly for short-tail lines such as personal automobile insurance. Historically, the incurred loss development methodology has been more reliable in predicting ultimate losses for short-tail lines, especially in the more recent accident quarters, compared with the paid loss development methodology. However, in some circumstances changes can occur which impact numerous variables, including, but not limited to, those variables identified below that are difficult to quantify and/or impact the predictive value of prior

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Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

CRITICAL ACCOUNTING ESTIMATES (Continued)

development patterns relied upon in the incurred loss development methodology and paid loss development methodology. In those circumstances, the Company's actuaries must make adjustments to these loss reserving estimation methodologies or use additional generally accepted actuarial estimation methodologies. In those circumstances, the Company's actuaries, using their professional judgment, may place more weight on the adjusted loss reserving estimation methodologies or other generally accepted actuarial estimation methodologies until the newer development patterns fully emerge and the Company's actuaries can fully rely on the unadjusted loss reserving estimation methodologies. In the event of a wide variation among results generated by the different projection methodologies, the Company's actuaries further analyze the data using additional techniques.

In estimating reserves, the Company's actuaries exercise professional judgment and must consider, and are influenced by, many variables that are difficult to quantify, such as:

- Changes in the level of minimum case reserves, and the automatic aging of those minimum case reserves;
- Changes to claims practices, including, but not limited to, changes in the reporting and impact of large losses, timing of reported claims, adequacy of case reserves, implementation of new systems for handling claims, turnover of claims department staffs, timing and depth of the audit review of claims handling procedures;
- Changes in underwriting practices;
- Changes in the mix of business by state, class and policy limit within product line;
- Growth in new lines of business;
- Changes in the attachment points of the Company's reinsurance programs;
- Medical costs, including, but not limited to, the ability to assess the extent of injuries and the impact of inflation;
- Repair costs, including, but not limited to, the impact of inflation and the availability of labor and materials;
- Changes in the judicial environment, including, but not limited to, the interpretation of policy provisions, the impact of jury awards and changes in case law; and
- Changes in state regulatory requirements.

A change in any one or more of the foregoing factors is likely to result in a projected ultimate net loss and LAE that is different from the previously estimated reserve and/or previous frequency and severity trends. Such changes in estimates may be material.

For example, the Company's actuaries review frequency (number of claims per policy or exposure), severity (dollars of loss per claim) and average premium (dollars of premium per exposure). Actual frequency and severity experienced will vary depending on changes in mix by class of insured risk. Similarly, the actual frequency and rate of recovery from reinsurance will vary depending on changes in the attachment point for reinsurance. In particular, in periods of high growth or expansion into new markets, there may be additional uncertainty in estimating the ultimate losses and LAE. The contributing factors of this potential risk are changes in the Company's mix by policy limit and mix of business by state or jurisdiction.

Actuaries use historical experience and trends as predictors of how losses and LAE will emerge over time. However, historical experience may not necessarily be indicative of how actual losses and LAE will emerge. Changes in case reserve adequacy, changes in minimum case reserves and changes in internal claims handling procedures could impact the timing and recognition of incurred claims and produce an estimate that is either too high or too low if not adjusted for by the actuary. For example, if, due to changes in claims handling procedures, actual claims are settled more rapidly than they were settled historically, the estimate produced by the paid loss development methodology would tend to be overstated if the actuary did not identify and adjust for the impact of the changes in claims handling procedures. Similarly, if, due to changes in claims handling procedures, actual claim reserves are set at levels higher than past experience, the estimate produced by the incurred loss development methodology would tend to be overstated if the actuary did not identify and adjust for the impact of the changes in claims handling procedures.

The final step in the quarterly loss and LAE reserving process involves a comprehensive review of the actuarial indications by the Company's corporate actuary and corporate management who apply their collective judgment and determine the appropriate estimated level of reserves to record. Numerous factors are considered in this determination

process, including, but not limited to, the assessed reliability of key loss trends and assumptions that may be significantly influencing the current actuarial indications, changes in claim handling practices or other changes that affect the timing of payment or development patterns, changes in the mix of business, the maturity of the accident year, pertinent trends observed over the recent past, the level of volatility within a particular line of business, the improvement or deterioration of actuarial indications in the current period as

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

CRITICAL ACCOUNTING ESTIMATES (Continued)

compared to prior periods, and the amount of reserves related to third party pools for which the Company does not have access to the underlying data and, accordingly, relies on calculations provided by such pools.

The Company's goal is to ensure that its total reserves for property and casualty insurance losses and LAE are adequate to cover all costs, while sustaining minimal variation from the time reserves for losses and LAE are initially estimated until losses and LAE are fully developed. Changes in the Company's estimates of these losses and LAE over time, also referred to as "development," will occur and may be material. Favorable development is recognized and reported in the consolidated financial statements when the Company decreases its previous estimate of ultimate losses and LAE and results in an increase in net income in the period recognized, whereas adverse development is recognized and reported in the Consolidated Financial Statements when the Company increases its previous estimate of ultimate losses and LAE and results in a decrease in net income. The Company reported total favorable development of \$31.5 million, \$33.1 million and \$24.9 million before tax for the years ended December 31, 2012, 2011 and 2010, respectively. Development for each of the Company's continuing business segments and Unitrin Business Insurance for the years ended December 31, 2012, 2011 and 2010, was:

| DOLLARS IN MILLIONS | Favorable (Adverse) Development | | |
|---|---------------------------------|--------|--------|
| | 2012 | 2011 | 2010 |
| Continuing Operations: | | | |
| Kemper Preferred | \$4.8 | \$19.1 | \$23.8 |
| Kemper Specialty | 2.3 | 9.4 | (4.1) |
| Kemper Direct | 17.8 | 3.9 | 6.8 |
| Life and Health Insurance | 0.3 | 2.6 | (4.5) |
| Total Favorable Development from Continuing Operations, Net | 25.2 | 35.0 | 22.0 |
| Discontinued Operations: | | | |
| Unitrin Business Insurance | 6.3 | (1.9) | 2.9 |
| Total Favorable Development, Net | \$31.5 | \$33.1 | \$24.9 |

Development in the Kemper Preferred segment comprised the largest portion of the Company's development reported in continuing operations in 2011 and 2010. Additional information regarding the Kemper Preferred development is discussed below. Development in the Kemper Direct segment comprised the largest portion of the Company's development reported in continuing operations in 2012. Development in the Kemper Direct segment in 2012 is due primarily to claims developing more favorably than expected for liability and PIP coverages. Development in the Life and Health Insurance segment in 2011 and 2010 is due primarily to development on certain hurricanes. See MD&A, "Life and Health Insurance."

Development in Unitrin Business Insurance comprised all of the Company's development reported in discontinued operations. In 2008, the Company sold its Unitrin Business Insurance operations. The Company retained Property and Casualty Insurance Reserves for unpaid insured losses that occurred prior to June 1, 2008, the effective date of the sale.

Estimated Variability of Property and Casualty Insurance Reserves

Although development will emerge in all of the Company's personal lines' product lines, development in Kemper Preferred segment's personal automobile insurance product line could have the most significant impact due to the relative size of its loss and LAE reserves. To further illustrate the sensitivity of Kemper Preferred segment's reserves for automobile insurance losses and LAE to changes in the cumulative development factors, for each quarterly evaluation point the Company's actuaries calculated the variability of cumulative development factors observed in the incurred loss development methodology using one standard deviation. The Company believes that one standard deviation of variability is a reasonably likely scenario to measure variability for its loss and LAE reserves under the incurred development method for automobile insurance. Assuming that the Kemper Preferred segment's automobile insurance loss and LAE reserves were based solely on the incurred loss development methodology and the variability in the cumulative development factors occurred within one standard deviation, the Company estimates that Kemper

Preferred's automobile insurance loss and LAE reserves could have varied by \$34.7 million in either direction at December 31, 2012 for all accident years combined under this scenario. In addition to the factors described above, other factors may also impact loss reserve development in future periods. These factors include governmental actions, including court decisions interpreting existing laws, regulations or policy provisions, developments related to insurance policy claims and coverage issues, adverse or favorable outcomes in pending claims litigation, the number and severity of insurance claims, the impact of inflation on insurance claims and the impact of residual market assessments. Although the Company's actuaries do not make specific numerical assumptions about these factors, changes in these factors from past patterns will impact historical

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

CRITICAL ACCOUNTING ESTIMATES (Continued)

loss development factors and, in turn, future loss reserve development. Significant favorable changes in one or more factors will lead to favorable future loss reserve development, which could result in the actual loss developing closer to, or even below, the lower end of the Company's estimated reserve variability. Significant unfavorable changes in one or more factors will lead to unfavorable loss reserve development, which could result in the actual loss developing closer to, or even above, the higher end of the Company's estimated reserve variability. Accordingly, due to these factors and the other factors enumerated throughout the MD&A and the inherent limitations of the loss reserving estimation methodologies, the estimated and illustrated reserve variability may not necessarily be indicative of the Company's future reserve variability, which could ultimately be greater than the estimated and illustrated variability. In addition, as previously noted, development will emerge in all of the Company's product lines over time. Accordingly, the Company's future reserve variability could ultimately be greater than the illustrated variability.

Additional information pertaining to the estimation of and development of the Company's Property and Casualty Insurance Reserves is contained in Item 1 of Part I of this 2012 Annual Report under the heading "Property and Casualty Loss and Loss Adjustment Expense Reserves."

Goodwill Recoverability

While the Company believes that none of its reporting units with material goodwill are at risk of failing step one of the goodwill impairment test, the process of determining whether or not an asset, such as Goodwill, is impaired or recoverable relies on projections of future cash flows, operating results and market conditions. Such projections are inherently uncertain and, accordingly, actual future cash flows may differ materially from projected cash flows. In evaluating the recoverability of Goodwill, the Company performs a discounted cash flow analysis for each of the Company's reporting units carrying Goodwill. The discounted cash value may be different from the fair value that would result from an actual transaction between a willing buyer and a willing seller. Such analyses are particularly sensitive to changes in discount rates and investment rates. Changes to these rates might result in material changes in the valuation and determination of the recoverability of Goodwill. For example, an increase in the rate used to discount cash flows will decrease the discounted cash value. There is likely to be a similar, but not necessarily as large as, increase in the investment rate used to project the cash flows resulting from investment income earned on the Company's investments. Accordingly, an increase in the investment rate would increase the discounted cash value.

Pension Benefit Obligations

The process of estimating the Company's pension benefit obligations and pension benefit costs is inherently uncertain and the actual cost of benefits may vary materially from the estimates recorded. These liabilities are particularly volatile due to their long-term nature and are based on several assumptions. The main assumptions used in the valuation of the Company's pension benefit obligations are:

- Estimated mortality of the employees and retirees eligible for benefits;
- Estimated expected long-term rates of returns on investments;
- Estimated compensation increases;
- Estimated employee turnover; and
- Estimated rate used to discount the ultimate estimated liability to a present value.

A change in any one or more of these assumptions is likely to result in an ultimate liability different from the original actuarial estimate. Such changes in estimates may be material. For example, a one-percentage point decrease in the Company's estimated discount rate would increase the pension benefit obligation at December 31, 2012 by \$86.1 million, while a one-percentage point increase in the rate would decrease the pension benefit obligation at December 31, 2012 by \$69.1 million. A one-percentage point decrease in the Company's estimated long-term rate of return on plan assets would increase the pension expense for the year ended December 31, 2012 by \$4.3 million, while a one-percentage point increase in the rate would decrease pension expense by \$4.3 million for the same period.

Kemper Corporation and Subsidiaries

Management's Discussion and Analysis of Financial Condition and Results of Operations—(Continued)

RECENTLY ISSUED ACCOUNTING PRONOUNCEMENTS

Except for rules and interpretive releases of the SEC under authority of federal securities laws and a limited number of grandfathered standards, the FASB Accounting Standards Codification ("ASC") is the sole source of authoritative GAAP recognized by the Financial Accounting Standards Board ("FASB") and applicable to the Company. The FASB issues Accounting Standards Updates ("ASUs") to amend the authoritative literature in ASC. There were seven ASUs issued in 2012 that amend the original text of ASC. These ASU's are not expected to have an impact on the Company. Changes in accounting standards that are most critical or relevant to the Company are discussed in Note 2, "Summary of Accounting Policies and Accounting Changes," to the Consolidated Financial Statements under the headings "Adoption of New Accounting Standards" and "Accounting Standards Not Yet Adopted." The accounting changes discussed are as follows:

- ASU 2010-26, Accounting for Costs Associated with Acquiring or Renewing Insurance Contracts;
- ASU 2011-04, Amendments to Achieve Common Fair Value Measurement and Disclosure Requirements;
- ASU 2011-08, Testing Goodwill for Impairment; and
- ASU 2011-12, Deferral of the Effective Date for Amendments to the Presentation of Reclassifications of Items Out of Accumulated Other Comprehensive Income in Accounting Standards Update No. 2011-05.

Item 7A. Quantitative and Qualitative Disclosures About Market Risk.

Quantitative Information About Market Risk

The Company's consolidated balance sheet includes three types of financial instruments subject to the material market risk disclosures required by the SEC:

1. Investments in Fixed Maturities;
2. Investments in Equity Securities and;
3. Notes Payable.

Investments in Fixed Maturities and Notes Payable are subject to material interest rate risk. The Company's Investments in Equity Securities include common and preferred stocks and, accordingly, are subject to material equity price risk and interest rate risk, respectively.

For purposes of this disclosure, market risk sensitive financial instruments are divided into two categories: financial instruments acquired for trading purposes and financial instruments acquired for purposes other than trading. The Company's market risk sensitive financial instruments are generally classified as held for purposes other than trading. The Company has no significant holdings of financial instruments acquired for trading purposes. The Company has no significant holdings of derivatives.

The Company measures its sensitivity to market risk by evaluating the change in its financial assets and liabilities relative to fluctuations in interest rates and equity prices. The evaluation is made using instantaneous changes in interest rates and equity prices on a static balance sheet to determine the effect such changes would have on the Company's market value at risk and the resulting pre-tax effect on Shareholders' Equity. The changes chosen represent the Company's view of adverse changes which are reasonably possible over a one-year period. The selection of the changes chosen should not be construed as the Company's prediction of future market events, but rather an illustration of the impact of such events.

For the interest rate sensitivity analysis presented below, the Company assumed an adverse and instantaneous increase of 100-basis points in the yield curve at both December 31, 2012 and 2011 for Investments in Fixed Maturities. Such 100-basis point increase in the yield curve may not necessarily result in a corresponding 100-basis point increase in the interest rate for all investments in fixed maturities. For example, a 100-basis point increase in the yield curve for risk-free, taxable investments in fixed maturities may not result in a 100-basis point increase for tax-exempt investments in fixed maturities. For Investments in Fixed Maturities, the Company also anticipated changes in cash flows due to changes in the likelihood that investments would be called or prepaid prior to their contractual maturity. All other variables were held constant. For preferred stock equity securities the Company assumed an adverse and instantaneous increase of 100-basis points in market interest rates from their levels at both December 31, 2012 and 2011. All other variables were held constant. For Notes Payable, the Company assumed an adverse and instantaneous decrease of 100-basis points in market interest rates from their levels at December 31, 2012 and 2011. All other variables were held constant. The Company measured equity price sensitivity assuming an adverse and instantaneous 30% decrease in the Standard and Poor's Stock Index (the "S&P 500") from its level at December 31, 2012 and 2011, with all other variables held constant. The Company's investments in common stock equity securities were correlated with the S&P 500 using the portfolio's weighted-average beta of 0.91 and 0.92 at December 31, 2012 and 2011, respectively. The portfolio's weighted-average beta was calculated using each security's beta for the five-year periods ended December 31, 2012 and 2011, and weighted on the fair value of such securities at December 31, 2012 and 2011, respectively. For equity securities without observable market inputs the Company assumed a beta of 1.00 at December 31, 2012 and 2011. Beta measures a stock's relative volatility in relation to the rest of the stock market, with the S&P 500 having a beta coefficient of 1.00.

The estimated adverse effects on the market value of the Company's financial instruments at December 31, 2012 using these assumptions were:

| DOLLARS IN MILLIONS | Fair Value | Pro Forma Increase (Decrease) | | |
|----------------------------------|------------|-------------------------------|-------------------|-------------------|
| | | Interest Rate Risk | Equity Price Risk | Total Market Risk |
| ASSETS | | | | |
| Investments in Fixed Maturities | \$4,860.2 | \$(334.0) | \$— | \$(334.0) |
| Investments in Equity Securities | 521.9 | (19.0) | (82.3) | (101.3) |
| LIABILITIES | | | | |
| Notes Payable | \$675.5 | \$23.1 | \$— | \$23.1 |

The estimated adverse effects on the market value of the Company's financial instruments at December 31, 2011 using these assumptions were:

| DOLLARS IN MILLIONS | Fair Value | Pro Forma Increase (Decrease) | | |
|----------------------------------|------------|-------------------------------|-------------------|-------------------|
| | | Interest Rate Risk | Equity Price Risk | Total Market Risk |
| ASSETS | | | | |
| Investments in Fixed Maturities | \$4,773.4 | \$(348.4) | \$— | \$(348.4) |
| Investments in Equity Securities | 397.3 | (10.4) | (63.3) | (73.7) |
| LIABILITIES | | | | |
| Notes Payable | \$638.7 | \$26.9 | \$— | \$26.9 |

The market risk sensitivity analysis assumes that the composition of the Company's interest rate sensitive assets and liabilities, including, but not limited to, credit quality, and the equity price sensitive assets existing at the beginning of the period remains constant over the period being measured. It also assumes that a particular change in interest rates is uniform across the yield curve regardless of the time to maturity. Interest rates on certain types of assets and liabilities may fluctuate in advance of changes in market interest rates, while interest rates on other types may lag behind changes in market rates. Also, any future correlation, either in the near term or the long term, between the Company's common stock equity securities portfolio and the S&P 500 may differ from the historical correlation as represented by the weighted-average historical beta of the common stock equity securities portfolio. Accordingly, the market risk sensitivity analysis may not be indicative of, is not intended to provide, and does not provide, a precise forecast of the effect of changes of market rates on the Company's income or shareholders' equity. Further, the computations do not contemplate any actions the Company may undertake in response to changes in interest rates or equity prices.

To the extent that any adverse 100-basis point change occurs in increments over a period of time instead of instantaneously, the adverse impact on fair values would be partially mitigated because some of the underlying financial instruments would have matured. For example, proceeds from any maturing assets could be reinvested and any new liabilities would be incurred at the then current interest rates.

Qualitative Information About Market Risk

Market risk is a broad term related to economic losses due to adverse changes in the fair value of a financial instrument and is inherent to all financial instruments. SEC disclosure rules focus on only one element of market risk—price risk. Price risk relates to changes in the level of prices due to changes in interest rates, equity prices, foreign exchange rates or other factors that relate to market volatility of the rate, index, or price underlying the financial instrument. The Company's primary market risk exposures are to changes in interest rates and equity prices.

The Company manages its interest rate exposures with respect to Investments in Fixed Maturities by investing primarily in investment-grade securities of moderate effective duration.

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Kemper Corporation and Subsidiaries

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Kemper Corporation and Subsidiaries
Consolidated Balance Sheets

| DOLLARS IN MILLIONS, EXCEPT PER SHARE AMOUNTS | December 31, | |
|--|--------------|-----------|
| | 2012 | 2011 |
| Assets: | | |
| Investments: | | |
| Fixed Maturities at Fair Value (Amortized Cost: 2012 - \$4,283.8; 2011 - \$4,266.1) | \$4,860.2 | \$4,773.4 |
| Equity Securities at Fair Value (Cost: 2012 - \$462.7; 2011 - \$367.3) | 521.9 | 397.3 |
| Equity Method Limited Liability Investments at Cost Plus Cumulative Undistributed Earnings | 253.0 | 306.3 |
| Short-term Investments at Cost which Approximates Fair Value | 327.5 | 247.4 |
| Other Investments | 497.5 | 498.3 |
| Total Investments | 6,460.1 | 6,222.7 |
| Cash | 96.3 | 251.2 |
| Receivables from Policyholders | 369.3 | 379.2 |
| Other Receivables | 206.1 | 218.7 |
| Deferred Policy Acquisition Costs | 303.4 | 294.0 |
| Goodwill | 311.8 | 311.8 |
| Current and Deferred Income Tax Assets | 5.4 | 6.4 |
| Other Assets | 256.7 | 250.7 |
| Total Assets | \$8,009.1 | \$7,934.7 |
| Liabilities and Shareholders' Equity: | | |
| Insurance Reserves: | | |
| Life and Health | \$3,161.6 | \$3,102.7 |
| Property and Casualty | 970.6 | 1,029.1 |
| Total Insurance Reserves | 4,132.2 | 4,131.8 |
| Unearned Premiums | 650.9 | 666.2 |
| Liabilities for Income Taxes | 21.5 | 6.2 |
| Notes Payable at Amortized Cost (Fair Value: 2012 - \$675.5; 2011 - \$638.7) | 611.4 | 610.6 |
| Accrued Expenses and Other Liabilities | 431.4 | 403.3 |
| Total Liabilities | 5,847.4 | 5,818.1 |
| Shareholders' Equity: | | |
| Common Stock, \$0.10 Par Value Per Share, 100 Million Shares Authorized; 58,454,390 Shares Issued and Outstanding at December 31, 2012 and 60,248,582 Shares Issued and 5.8 Outstanding at December 31, 2011 | | 6.0 |
| Paid-in Capital | 725.0 | 743.9 |
| Retained Earnings | 1,118.2 | 1,108.7 |
| Accumulated Other Comprehensive Income | 312.7 | 258.0 |
| Total Shareholders' Equity | 2,161.7 | 2,116.6 |
| Total Liabilities and Shareholders' Equity | \$8,009.1 | \$7,934.7 |

The Notes to the Consolidated Financial Statements are an integral part of these financial statements.

Kemper Corporation and Subsidiaries
Consolidated Statements of Income

| DOLLARS IN MILLIONS, EXCEPT PER SHARE AMOUNTS | For The Years Ended December | | |
|---|------------------------------|-----------|-----------|
| | 31, 2012 | 2011 | 2010 |
| Revenues: | | | |
| Earned Premiums | \$2,107.1 | \$2,173.6 | \$2,289.4 |
| Net Investment Income | 295.9 | 298.0 | 325.7 |
| Other Income | 0.8 | 1.0 | 1.3 |
| Net Realized Gains on Sales of Investments | 65.4 | 33.7 | 42.6 |
| Other-than-temporary Impairment Losses: | | | |
| Total Other-than-temporary Impairment Losses | (7.2) | (11.4) | (17.7) |
| Portion of Losses Recognized in Other Comprehensive Income | 0.3 | 0.1 | 1.2 |
| Net Impairment Losses Recognized in Earnings | (6.9) | (11.3) | (16.5) |
| Total Revenues | 2,462.3 | 2,495.0 | 2,642.5 |
| Expenses: | | | |
| Policyholders' Benefits and Incurred Losses and Loss Adjustment Expenses | 1,582.1 | 1,645.7 | 1,647.2 |
| Insurance Expenses | 672.3 | 683.6 | 685.9 |
| Write-off of Goodwill and Other Intangibles Acquired | — | 13.5 | 14.8 |
| Interest and Other Expenses | 85.5 | 83.9 | 68.3 |
| Total Expenses | 2,339.9 | 2,426.7 | 2,416.2 |
| Income from Continuing Operations before Income Taxes and Equity in Net Loss of Former Investee | 122.4 | 68.3 | 226.3 |
| Income Tax Expense | (30.6) | (6.6) | (63.8) |
| Income from Continuing Operations before Equity in Net Loss of Former Investee | 91.8 | 61.7 | 162.5 |
| Equity in Net Loss of Former Investee | — | — | (0.1) |
| Income from Continuing Operations | 91.8 | 61.7 | 162.4 |
| Discontinued Operations: | | | |
| Income from Discontinued Operations before Income Taxes | 18.9 | 19.5 | 25.8 |
| Income Tax Expense | (7.3) | (6.7) | (10.3) |
| Income from Discontinued Operations | 11.6 | 12.8 | 15.5 |
| Net Income | \$103.4 | \$74.5 | \$177.9 |
| Income from Continuing Operations Per Unrestricted Share: | | | |
| Basic | \$1.55 | \$1.02 | \$2.62 |
| Diluted | \$1.54 | \$1.02 | \$2.62 |
| Net Income Per Unrestricted Share: | | | |
| Basic | \$1.75 | \$1.23 | \$2.87 |
| Diluted | \$1.74 | \$1.23 | \$2.87 |
| Dividends Paid to Shareholders Per Share | \$0.96 | \$0.96 | \$0.88 |

The Notes to the Consolidated Financial Statements are an integral part of these financial statements.

Kemper Corporation and Subsidiaries
 Consolidated Statements of Comprehensive Income

| DOLLARS IN MILLIONS | Year Ended | | |
|---|-----------------|-----------------|-----------------|
| | Dec 31, 2012 | Dec 31, 2011 | Dec 31, 2010 |
| Net Income | \$103.4 | \$74.5 | \$177.9 |
| Other Comprehensive Income Before Income Taxes: | | | |
| Unrealized Holding Gains | 96.7 | 201.2 | 177.0 |
| Foreign Currency Translation Adjustments | 1.6 | 0.4 | (0.5) |
| Equity in Other Comprehensive Income of Former Investee | — | — | 2.9 |
| Net Unrecognized Postretirement Benefit Costs | (13.2) | (45.2) | (26.7) |
| Other Comprehensive Income Before Income Taxes | 85.1 | 156.4 | 152.7 |
| Other Comprehensive Income Tax Expense | (30.4) | (55.8) | (54.1) |
| Other Comprehensive Income | 54.7 | 100.6 | 98.6 |
| Total Comprehensive Income | \$158.1 | \$175.1 | \$276.5 |

The Notes to the Consolidated Financial Statements are an integral part of these financial statements.

Kemper Corporation and Subsidiaries
Consolidated Statements of Cash Flows

| | For The Years Ended December | | |
|---|------------------------------|----------------|---------------|
| | 31, | | 2010 |
| DOLLARS IN MILLIONS | 2012 | 2011 | 2010 |
| Operating Activities: | | | |
| Net Income | \$103.4 | \$74.5 | \$177.9 |
| Adjustments to Reconcile Net Income to Net Cash Provided (Used) by Operating Activities: | | | |
| Increase in Deferred Policy Acquisition Costs | (9.4 |) (7.8 |) (4.7 |
| Amortization of Insurance in Force Acquired | 8.0 | 11.4 | 11.0 |
| Equity in Net Loss of Former Investee before Taxes | — | — | 0.2 |
| Equity in Earnings of Equity Method Limited Liability Investments | (9.3 |) (9.6 |) (48.8 |
| Distribution of Accumulated Earnings of Equity Method Limited Liability Investments | 15.4 | — | — |
| Amortization of Investment Securities and Depreciation of Investment Real Estate | 15.2 | 16.0 | 17.6 |
| Net Realized Gains on Sales of Investments | (65.4 |) (34.1 |) (42.6 |
| Net Impairment Losses Recognized in Earnings | 6.9 | 11.3 | 16.5 |
| Gain on Sale of Portfolio of Automobile Loan Receivables | (12.9 |) (4.5 |) — |
| Benefit for Loan Losses | (2.0 |) (42.0 |) (14.2 |
| Depreciation of Property and Equipment | 15.3 | 10.9 | 14.5 |
| Write-off of Goodwill | — | — | 14.8 |
| Impairment of P&C Customer Relationships Acquired | — | 13.5 | — |
| Decrease (Increase) in Other Receivables | 13.9 | (0.2 |) 28.0 |
| Decrease in Insurance Reserves | (1.1 |) (52.1 |) (52.1 |
| Decrease in Unearned Premiums | (15.2 |) (12.4 |) (46.4 |
| Change in Income Taxes | (14.9 |) 17.2 | 8.7 |
| Decrease in Accrued Expenses and Other Liabilities | (15.6 |) (47.5 |) (41.0 |
| Other, Net | 33.4 | 30.4 | 19.1 |
| Net Cash Provided (Used) by Operating Activities | 65.7 | (25.0 |) 58.5 |
| Investing Activities: | | | |
| Sales and Maturities of Fixed Maturities | 914.4 | 650.3 | 706.7 |
| Purchases of Fixed Maturities | (872.6 |) (663.4 |) (532.1 |
| Sales of Equity Securities | 70.8 | 248.3 | 33.8 |
| Purchases of Equity Securities | (137.7 |) (199.2 |) (189.1 |
| Sales of Former Investee | — | — | 2.7 |
| Acquisition and Improvements of Investment Real Estate | (5.5 |) (6.4 |) (3.9 |
| Sales of Investment Real Estate | 6.0 | 0.3 | 9.6 |
| Return of Investment of Equity Method Limited Liability Investments | 56.0 | 57.0 | 38.1 |
| Acquisitions of Equity Method Limited Liability Investments | (31.0 |) (25.7 |) (31.9 |
| Decrease (Increase) in Short-term Investments | (80.0 |) 155.5 | (7.3 |
| Receipts from Automobile Loan Receivables | 2.0 | 166.5 | 339.6 |
| Net Proceeds from Sale of Portfolio of Automobile Loan Receivables | 16.7 | 220.7 | — |
| Disposition of Business, Net of Cash Disposed | — | — | 4.1 |
| Increase in Other Investments | (12.4 |) (15.6 |) (14.7 |
| Other, Net | (32.9 |) (23.7 |) (36.3 |
| Net Cash Provided (Used) by Investing Activities | (106.2 |) 564.6 | 319.3 |
| Financing Activities: | | | |
| Repayments of Certificates of Deposits | — | (321.8 |) (366.9 |
| Proceeds from Issuance of Notes Payable | — | 95.0 | 387.8 |

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| | | | | | | |
|---|--------|-------|---------|--------|---------|---|
| Repayments of Notes Payable | — | (95.0 |) | (340.1 |) | |
| Common Stock Repurchases | (60.7 |) | (27.4 |) | (34.4 |) |
| Cash Dividends Paid to Shareholders | (56.9 |) | (58.2 |) | (54.6 |) |
| Cash Exercise of Stock Options | 1.3 | | 0.2 | | 0.5 | |
| Excess Tax Benefits from Share-based Awards | 0.5 | | 0.2 | | 0.2 | |
| Other, Net | 1.4 | | 1.4 | | 3.2 | |
| Net Cash Used by Financing Activities | (114.4 |) | (405.6 |) | (404.3 |) |
| Increase (Decrease) in Cash | (154.9 |) | 134.0 | | (26.5 |) |
| Cash, Beginning of Year | 251.2 | | 117.2 | | 143.7 | |
| Cash, End of Period | \$96.3 | | \$251.2 | | \$117.2 | |

The Notes to the Consolidated Financial Statements are an integral part of these financial statements.

Kemper Corporation and Subsidiaries
Consolidated Statements of Shareholders' Equity

| DOLLARS AND SHARES IN MILLIONS, EXCEPT PER SHARE AMOUNTS | For The Years Ended December 31, 2012, 2011 and 2010 | | | | | Total Shareholders' Equity |
|--|--|-----------------|--------------------|----------------------|---|----------------------------------|
| | Number of Shares | Common Stock | Paid-in Capital | Retained Earnings | Accumulated Other Comprehensive Income | |
| BALANCE, DECEMBER 31, 2009 As Reported | 62.4 | \$6.2 | \$765.9 | \$1,086.7 | \$58.8 | \$1,917.6 |
| Cumulative Effect of Adoption of New Accounting Standard | — | — | — | (83.6) | — | (83.6) |
| BALANCE, DECEMBER 31, 2009 As Adjusted | 62.4 | \$6.2 | \$765.9 | \$1,003.1 | \$58.8 | \$1,834.0 |
| Net Income | — | — | — | 177.9 | — | 177.9 |
| Other Comprehensive Income (note 13) | — | — | — | — | 98.6 | 98.6 |
| Cash Dividends to Shareholders (\$0.88 per share) | — | — | — | (54.6) | — | (54.6) |
| Repurchases of Common Stock | (1.4) | (0.1) | (17.0) | (17.3) | — | (34.4) |
| Equity-based Compensation Cost (note 10) | — | — | 4.2 | — | — | 4.2 |
| Equity-based Awards, Net of Shares Exchanged (note 10) | 0.1 | — | (2.0) | (0.6) | — | (2.6) |
| BALANCE, DECEMBER 31, 2010 | 61.1 | \$6.1 | \$751.1 | \$1,108.5 | \$157.4 | \$2,023.1 |
| Net Income | — | — | — | 74.5 | — | 74.5 |
| Other Comprehensive Income (note 13) | — | — | — | — | 100.6 | 100.6 |
| Cash Dividends to Shareholders (\$0.96 per share) | — | — | — | (58.2) | — | (58.2) |
| Repurchases of Common Stock | (0.9) | (0.1) | (11.6) | (15.7) | — | (27.4) |
| Equity-based Compensation Cost (note 10) | — | — | 5.3 | — | — | 5.3 |
| Equity-based Awards, Net of Shares Exchanged (note 10) | 0.1 | — | (0.9) | (0.4) | — | (1.3) |
| BALANCE, DECEMBER 31, 2011 | 60.3 | \$6.0 | \$743.9 | \$1,108.7 | \$258.0 | \$2,116.6 |
| Net Income | — | — | — | 103.4 | — | 103.4 |
| Other Comprehensive Income (note 13) | — | — | — | — | 54.7 | 54.7 |
| Cash Dividends to Shareholders (\$0.96 per share) | — | — | — | (56.9) | — | (56.9) |
| Repurchases of Common Stock | (2.0) | (0.2) | (24.9) | (35.6) | — | (60.7) |
| Equity-based Compensation Cost (note 10) | — | — | 5.8 | — | — | 5.8 |
| Equity-based Awards, Net of Shares Exchanged (note 10) | 0.2 | — | 0.2 | (1.4) | — | (1.2) |
| BALANCE, DECEMBER 31, 2012 | 58.5 | \$5.8 | \$725.0 | \$1,118.2 | \$312.7 | \$2,161.7 |

The Notes to the Consolidated Financial Statements are an integral part of these financial statements.

Kemper Corporation and Subsidiaries

Notes to the Consolidated Financial Statements

NOTE 1. BASIS OF PRESENTATION AND SIGNIFICANT ESTIMATES

The Consolidated Financial Statements included herein have been prepared on the basis of accounting principles generally accepted in the United States (“GAAP”) and include the accounts of Kemper Corporation (“Kemper”) and its subsidiaries (individually and collectively referred to herein as the “Company”). All significant intercompany accounts and transactions have been eliminated.

As discussed in Note 2, “Summary of Accounting Policies and Accounting Changes,” to the Consolidated Financial Statements, on January 1, 2012, the Company adopted Accounting Standards Update (“ASU”) 2010-26, Accounting for Costs Associated with Acquiring or Renewing Insurance Contracts, and retrospectively adjusted its financial statements for prior periods for the impact of the adoption. On January 1, 2012, the Company also implemented a new model for allocating capital and net investment income to its business segments. Accordingly, the Company has also reclassified certain amounts in its segment results in the retrospectively adjusted financial statements to conform to the current presentation. The Company accounts for Kemper’s subsidiary, Fireside, and the Company’s former Unitrin Business Insurance operations as discontinued operations. See Note 3, “Discontinued Operations,” to the Consolidated Financial Statements.

Use of Estimates

The preparation of financial statements in conformity with GAAP requires the use of estimates and assumptions that affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could materially differ from those estimates and assumptions.

The fair values of the Company’s Investments in Fixed Maturities, Investments in Equity Securities, Short-term Investments and Notes Payable are estimated using a hierarchal framework which prioritizes and ranks market price observability. The carrying amounts reported in the Consolidated Balance Sheets approximate fair value for Cash, Short-term Investments and certain other assets and other liabilities because of their short-term nature. The actual value at which financial instruments could actually be sold or settled with a willing buyer or seller may differ from estimated fair values depending on a number of factors, including, but not limited to, current and future economic conditions, the quantity sold or settled, the presence of an active market and the availability of a willing buyer or seller.

The process of estimating and establishing reserves for losses and LAE for property and casualty insurance is inherently uncertain and the actual ultimate net cost of a claim may vary materially from the estimated amount reserved. The reserving process is particularly imprecise for claims involving long-tailed exposures, which may not be discovered or reported until years after the insurance policy period has ended. Management considers a variety of factors, including, but not limited to, past claims experience, current claim trends and relevant legal, economic and social conditions, in estimating reserves. A change in any one or more factors is likely to result in the ultimate net claim cost to differ from the estimated reserve. Changes in such estimates may be material and would be recognized in the Consolidated Financial Statements when such estimates change.

The process of determining whether an asset is impaired or recoverable relies on projections of future cash flows, operating results and market conditions. Projections are inherently uncertain and, accordingly, actual future cash flows may differ materially from projected cash flows. As a result, the Company’s assessment of the impairment of long-lived assets is susceptible to the risk inherent in making such projections.

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES

Investments

Investments in Fixed Maturities include bonds, notes and redeemable preferred stocks. Investments in Fixed Maturities are classified as available for sale and reported at fair value. Net Investment Income, including amortization of purchased premiums and accretion of market discounts, on Investments in Fixed Maturities is recognized as interest earned using the effective yield method.

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES (Continued)

Investments in Equity Securities include common and non-redeemable preferred stocks and other equity interests and are reported at fair value. Investments in common and non-redeemable preferred stocks with readily determinable fair values are classified as available for sale. Dividend income on investments in common and non-redeemable preferred stocks is recognized on the ex-dividend date. Other equity interests primarily consist of exchange traded funds and partnership interests in limited liability partnerships in which the Company's interests are deemed minor. The Company's share of distributed earnings from other equity interests is recognized as dividend income when received. Unrealized appreciation or depreciation, net of applicable deferred income taxes, on fixed maturities and equity securities is reported in Accumulated Other Comprehensive Income included in Shareholders' Equity.

Equity Method Limited Liability Investments include investments in limited liability investment companies and limited partnerships in which the Company's interests are not deemed minor and are accounted for under the equity method of accounting.

Short-term Investments include fixed maturities that mature within one year from the date of purchase, money market mutual funds, Federal funds sold and repurchase agreements. Short-term Investments are reported at cost, which approximates fair value.

Other Investments primarily include loans to policyholders and real estate. Loans to policyholders are carried at unpaid principal balance. Real estate is carried at cost, net of accumulated depreciation. Real estate is depreciated over the estimated useful life of the asset using the straight-line method of depreciation. Real estate is evaluated for impairment when events or circumstances indicate the carrying value of the real estate may not be recoverable. An impairment on real estate is recognized when carrying value exceeds the sum of undiscounted cash flows.

Gains and losses on sales of investments are computed on the specific identification method and are reported in the Consolidated Statements of Income in the period in which the sales occur. The Company regularly reviews its investment portfolio for factors that may indicate that a decline in fair value of an investment is other than temporary. Losses are computed on the specific identification method and reported in the Consolidated Statements of Income in the period that the decline is determined to be other than temporary. The portion of an impairment of an investment in a fixed maturity attributed to a credit loss is reported in Net Impairment Losses Recognized in Earnings in the Consolidated Statement of Income, with the balance of such impairment reported in Accumulated Other Comprehensive Income.

Fair Value Measurements

The Company uses a hierarchal framework which prioritizes and ranks the market price observability used in fair value measurements. Market price observability is affected by a number of factors, including the type of asset or liability and the characteristics specific to the asset or liability being measured. Assets and liabilities with readily available, active, quoted market prices or for which fair value can be measured from actively quoted prices generally are deemed to have a higher degree of market price observability and a lesser degree of judgment used in measuring fair value. The Company classifies the inputs used to measure fair value into one of three levels as follows:

Level 1 — Quoted prices in an active market for identical assets or liabilities;

Level 2 — Observable inputs other than Level 1, quoted prices for similar assets or liabilities in active markets, quoted prices for identical or similar assets and liabilities in markets that are not active, and model-derived prices whose inputs are observable or whose significant value drivers are observable; and

Level 3 — Assets and liabilities whose significant value drivers are unobservable.

Observable inputs are based on market data obtained from independent sources, while unobservable inputs are based on the Company's market assumptions. Unobservable inputs require significant management judgment or estimation. In some cases, the inputs used to measure an asset or liability may fall into different levels of the fair value hierarchy. In those instances, the Company classifies the fair value measurement using the lowest level of input that is significant to the fair value measurement. Such determination requires significant management judgment. In accordance with GAAP, the Company is not permitted to adjust quoted market prices in an active market, even if the Company owns a

large investment, the sale of which could reasonably impact the quoted price.

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES (Continued)

Deferred Policy Acquisition Costs

Costs directly associated with the successful acquisition of business, principally commissions and certain premium taxes and policy issuance costs, are deferred. On January 1, 2012, the Company retrospectively adopted ASU 2010-26, Accounting for Costs Associated with Acquiring or Renewing Insurance Contracts. See discussion below under the caption "Adoption of New Accounting Standards" regarding the adoption of the new standard. Costs deferred on property and casualty insurance products and health insurance products are amortized over the period in which premiums are earned. Costs deferred on traditional life insurance products are primarily amortized over the anticipated premium-paying period of the related policies in proportion to the ratio of the annual premiums to the total premiums anticipated, which is estimated using the same assumptions used in calculating policy reserves.

Goodwill

The cost of an acquired entity over the fair value of net assets acquired is reported as Goodwill. Goodwill is not amortized, but rather is tested annually for recoverability or when certain triggering events require testing. On January 1, 2012, the Company adopted ASU 2011-08, Testing Goodwill for Impairment. See discussion below under the caption "Adoption of New Accounting Standards" regarding the adoption of the new standard.

Insurance Reserves

Reserves for losses and LAE on property and casualty insurance coverage and health insurance coverage represent the estimated claim cost and loss adjustment expense necessary to cover the ultimate net cost of investigating and settling all losses incurred and unpaid. Such estimates are based on individual case estimates for reported claims and estimates for incurred but not reported losses. These estimates are adjusted in the aggregate for ultimate loss expectations based on historical experience patterns and current economic trends, with any change in the estimated ultimate liabilities being reported in the Consolidated Statements of Income in the period of change. Changes in such estimates may be material.

For traditional life insurance products, the reserves for future policy benefits are estimated on the net level premium method based on rates for expected mortality, lapse rates and interest rates, including provisions for adverse mortality. These assumptions vary by such characteristics as plan, age at issue and policy duration. Mortality assumptions are based on the Company's historical experience and industry standards. Interest rate assumptions principally range from 3% to 7%. Lapse rate assumptions are based on actual and industry experience.

Other Receivables

Other Receivables primarily include reinsurance recoverables and accrued investment income.

Other Assets

Other Assets primarily include property and equipment, internal use software, insurance licenses acquired in business combinations, the value of other intangible assets acquired and prepaid expenses. Property and equipment is depreciated over the useful lives of the assets, generally using the straight-line or double declining balance methods of depreciation depending on the asset involved. Internal use software is primarily amortized over the useful life of the asset using the straight-line method of amortization. Insurance licenses acquired in business combinations and other indefinite life intangibles are not amortized, but rather tested periodically for recoverability.

The Company accounts for the present value of the future profits embedded in life insurance in force acquired ("Life VIF") based on actuarial estimates of the present value of estimated net cash flows. Life VIF was \$46.4 million and \$52.1 million at December 31, 2012 and 2011, respectively. Life VIF is amortized using the effective interest method using interest rates consistent with the rates in the underlying insurance contracts. The Company estimates that it will record Life VIF amortization, net of interest, of \$5.2 million in 2013, \$4.6 million in 2014, \$4.2 million in 2015, \$3.7 million in 2016 and \$3.2 million in 2017. The Company evaluates the Life VIF for recoverability annually.

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES (Continued)

The Company accounts for the present value of the future profits embedded in Property and Casualty Insurance customer relationships acquired (“P&C Customer Relationships”) based on the present value of estimated future cash flows from the customer relationships acquired. P&C Customer Relationships was \$18.7 million and \$20.8 million at December 31, 2012 and 2011, respectively. P&C Customer Relationships is amortized using the effective interest method. P&C Customer Relationships are tested for recoverability using undiscounted projections of future cash flows and written down to estimated fair value if the carrying value exceeds the sum of such projections of undiscounted cash flows. The Company recorded a loss of \$13.5 million before tax for the year ended December 31, 2011 to write down the carrying value of P&C Customer Relationships related to the acquisition of Direct Response to its estimated fair value.

Accrued Expenses and Other Liabilities

Accrued Expenses and Other Liabilities primarily include accrued salaries and commissions, pension benefits, postretirement medical benefits and accrued taxes, licenses and fees.

Recognition of Earned Premiums and Related Expenses

Property and casualty insurance and health insurance premiums are deferred when written and recognized and earned ratably over the periods to which the premiums relate. Unearned Premiums represent the portion of the premiums written related to the unexpired portion of policies in force which has been deferred and is reported as a liability. A premium deficiency reserve is established if the sum of expected claim costs, claim adjustment expenses, unamortized deferred policy acquisition costs and maintenance costs exceeds the related unearned premiums. For each business segment, the analysis is performed at a product line level, namely automobile insurance, homeowners insurance and other insurance, which is consistent with the manner in which the Company acquires, services and measures profitability. Anticipated investment income is excluded from such analysis.

Traditional life insurance premiums are recognized as revenue when due. Policyholders’ benefits are associated with related premiums to result in recognition of profits over the periods for which the benefits are provided using the net level premium method.

Policyholders’ Benefits and Incurred Losses and Loss Adjustment Expenses include provisions for future policy benefits under life and certain accident and health insurance contracts and provisions for reported claims, estimates for claims incurred but not reported and loss adjustment expenses. Benefit payments in excess of policy account balances are expensed.

Reinsurance

In the normal course of business, Kemper’s insurance subsidiaries reinsure certain risks above certain retention levels with other insurance enterprises. These reinsurance agreements do not relieve Kemper’s insurance subsidiaries of their legal obligations to the policyholder. Amounts recoverable from reinsurers for benefits and losses are included in Other Receivables.

Gains related to long-duration reinsurance contracts are deferred and amortized over the life of the underlying reinsured policies. Losses related to long-duration reinsurance contracts are recognized immediately. Any gain or loss associated with reinsurance agreements for which Kemper’s insurance subsidiaries have been legally relieved of their obligations to the policyholder is recognized in the period of relief.

Income Taxes

Deferred income tax assets and liabilities are recognized for the estimated future tax consequences attributable to differences between the financial statement carrying amounts of existing assets and liabilities and their respective tax bases. Deferred income tax assets and liabilities are measured using enacted tax rates in effect for the year in which those temporary differences are expected to be recovered or settled. A valuation allowance is maintained for the portion of deferred income tax assets that the Company does not expect to recover. Increases in the valuation allowance for deferred income tax assets are recognized as

income tax expense. Decreases in the valuation allowance for deferred income tax assets are recognized as income tax benefit. The effect on deferred income tax assets and liabilities of a change in tax rates is recognized in income in the period in which the change is enacted.

The Company reports a liability for unrecognized tax benefits resulting from uncertain tax positions taken, or expected to be taken, in an income tax return. The Company recognizes interest and penalties, if any, related to unrecognized tax benefits in income tax expense.

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES (Continued)

Adoption of New Accounting Standards

In October 2010, the FASB issued ASU 2010-26, Accounting for Costs Associated with Acquiring or Renewing Insurance Contracts. The standard is effective for interim and annual reporting periods beginning after December 15, 2011. The provisions of the standard can be applied either prospectively or retrospectively. The standard amends ASC Topic 944, Financial Services—Insurance, and modifies the definition of the types of costs incurred by insurance entities that can be capitalized in the acquisition of new and renewal contracts. The Company adopted the standard on January 1, 2012 and applied its provisions retrospectively. The adoption of the standard reduced consolidated shareholders' equity by \$99.5 million on January 1, 2012. The Company's financial statements have been retrospectively adjusted as if ASU 2010-26 had been adopted to all prior periods presented.

The following line items presented in the Consolidated Balance Sheets at December 31, 2012 and 2011 were affected by the adoption of the new accounting standard:

| DOLLARS IN MILLIONS | As Computed without Change in Accounting | As Reported with Change in Accounting | Effect of Change |
|--|--|--|---------------------|
| Impact on Assets at December 31, 2012: | | | |
| Deferred Policy Acquisition Costs | \$467.7 | \$303.4 | \$(164.3) |
| Total Assets | 8,173.4 | 8,009.1 | (164.3) |
| Impact on Liabilities and Shareholders' Equity at December 31, 2012: | | | |
| Liabilities for Income Taxes | \$80.0 | \$21.5 | \$(58.5) |
| Total Liabilities | 5,905.9 | 5,847.4 | (58.5) |
| Retained Earnings | 1,224.0 | 1,118.2 | (105.8) |
| Total Shareholders' Equity | 2,267.5 | 2,161.7 | (105.8) |
| Total Liabilities and Shareholders' Equity | 8,173.4 | 8,009.1 | (164.3) |
| DOLLARS IN MILLIONS | As Originally Reported | As Adjusted | Effect of Change |
| Impact on Assets at December 31, 2011: | | | |
| Deferred Policy Acquisition Costs | \$448.5 | \$294.0 | \$(154.5) |
| Current and Deferred Income Taxes | 3.1 | 6.4 | 3.3 |
| Total Assets | 8,085.9 | 7,934.7 | (151.2) |
| Impact on Liabilities and Shareholders' Equity at December 31, 2011: | | | |
| Liabilities for Income Taxes | \$57.9 | \$6.2 | \$(51.7) |
| Total Liabilities | 5,869.8 | 5,818.1 | (51.7) |
| Retained Earnings | 1,208.2 | 1,108.7 | (99.5) |
| Total Shareholders' Equity | 2,216.1 | 2,116.6 | (99.5) |
| Total Liabilities and Shareholders' Equity | 8,085.9 | 7,934.7 | (151.2) |

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES (Continued)

The following line items in the Consolidated Statement of Income for the year ended December 31, 2012 were affected by the adoption of the new accounting standard:

| DOLLARS IN MILLIONS, EXCEPT PER SHARE AMOUNTS | Year Ended December 31, 2012 | | |
|--|--|---------------------------------------|------------------|
| | As Computed without Change in Accounting | As Reported with Change in Accounting | Effect of Change |
| Total Revenues | \$2,462.3 | \$2,462.3 | \$— |
| Expenses: | | | |
| Policyholders' Benefits and Incurred Losses and Loss Adjustment Expenses | 1,582.1 | 1,582.1 | — |
| Insurance Expenses | 662.5 | 672.3 | 9.8 |
| Interest and Other Expenses | 85.5 | 85.5 | — |
| Total Expenses | 2,330.1 | 2,339.9 | 9.8 |
| Income from Continuing Operations before Income Taxes | 132.2 | 122.4 | (9.8) |
| Income Tax Expense | (34.1) | (30.6) | 3.5) |
| Income from Continuing Operations | 98.1 | 91.8 | (6.3) |
| Income from Discontinued Operations | 11.6 | 11.6 | — |
| Net Income | \$109.7 | \$103.4 | \$(6.3) |
| Income from Continuing Operations per Unrestricted Share: | | | |
| Basic | \$1.65 | \$1.55 | \$(0.10) |
| Diluted | \$1.65 | \$1.54 | \$(0.11) |
| Net Income Per Unrestricted Share: | | | |
| Basic | \$1.85 | \$1.75 | \$(0.10) |
| Diluted | \$1.85 | \$1.74 | \$(0.11) |

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES (Continued)

The following line items in the Consolidated Statement of Income for the year ended December 31, 2011 were affected by the adoption of the new accounting standard:

| DOLLARS IN MILLIONS, EXCEPT PER SHARE AMOUNTS | Year Ended December 31, 2011 | | |
|--|------------------------------|-------------|------------------|
| | As Originally Reported | As Adjusted | Effect of Change |
| Total Revenues | \$2,495.0 | \$2,495.0 | \$— |
| Expenses: | | | |
| Policyholders' Benefits and Incurred Losses and Loss Adjustment Expenses | 1,645.7 | 1,645.7 | — |
| Insurance Expenses | 669.3 | 683.6 | 14.3 |
| Write-off of Goodwill and Other Intangibles Acquired | 13.5 | 13.5 | — |
| Interest and Other Expenses | 83.9 | 83.9 | — |
| Total Expenses | 2,412.4 | 2,426.7 | 14.3 |
| Income from Continuing Operations before Income Taxes | 82.6 | 68.3 | (14.3) |
| Income Tax Expense | (11.7) | (6.6) | 5.1 |
| Income from Continuing Operations | 70.9 | 61.7 | (9.2) |
| Income from Discontinued Operations | 12.8 | 12.8 | — |
| Net Income | \$83.7 | \$74.5 | \$(9.2) |
| Income from Continuing Operations per Unrestricted Share: | | | |
| Basic | \$1.17 | \$1.02 | \$(0.15) |
| Diluted | \$1.17 | \$1.02 | \$(0.15) |
| Net Income Per Unrestricted Share: | | | |
| Basic | \$1.38 | \$1.23 | \$(0.15) |
| Diluted | \$1.38 | \$1.23 | \$(0.15) |

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES (Continued)

The following line items in the Consolidated Statement of Income for the year ended December 31, 2010 were affected by the adoption of the new accounting standard:

| DOLLARS IN MILLIONS, EXCEPT PER SHARE AMOUNTS | Year Ended December 31, 2010 | | |
|---|------------------------------|-------------|------------------|
| | As Originally Reported | As Adjusted | Effect of Change |
| Total Revenues | \$2,642.5 | \$2,642.5 | \$— |
| Expenses: | | | |
| Policyholders' Benefits and Incurred Losses and Loss Adjustment Expenses | 1,647.2 | 1,647.2 | — |
| Insurance Expenses | 675.5 | 685.9 | 10.4 |
| Write-off of Goodwill and Other Intangibles Acquired | 14.8 | 14.8 | — |
| Interest and Other Expenses | 68.3 | 68.3 | — |
| Total Expenses | 2,405.8 | 2,416.2 | 10.4 |
| Income from Continuing Operations before Income Taxes and Equity in Net Loss of Former Investee | 236.7 | 226.3 | (10.4) |
| Income Tax Expense | (67.5) | (63.8) | 3.7 |
| Income from Continuing Operations before Equity in Net Loss of Former Investee | 169.2 | 162.5 | (6.7) |
| Equity in Net Loss of Former Investee | (0.1) | (0.1) | — |
| Income from Continuing Operations | 169.1 | 162.4 | (6.7) |
| Income from Discontinued Operations | 15.5 | 15.5 | — |
| Net Income | \$184.6 | \$177.9 | \$(6.7) |
| Income from Continuing Operations per Unrestricted Share: | | | |
| Basic | \$2.73 | \$2.62 | \$(0.11) |
| Diluted | \$2.73 | \$2.62 | \$(0.11) |
| Net Income Per Unrestricted Share: | | | |
| Basic | \$2.98 | \$2.87 | \$(0.11) |
| Diluted | \$2.98 | \$2.87 | \$(0.11) |

The following line items presented in the Consolidated Statements of Comprehensive Income for the years ended December 31, 2012, 2011 and 2010 were affected by the adoption of the new accounting standard:

| DOLLARS IN MILLIONS | Year Ended December 31, 2012 | | |
|----------------------------|--|---------------------------------------|------------------|
| | As Computed without Change in Accounting | As Reported with Change in Accounting | Effect of Change |
| Net Income | \$109.7 | \$103.4 | \$(6.3) |
| Total Comprehensive Income | 164.4 | 158.1 | (6.3) |
| DOLLARS IN MILLIONS | Year Ended December 31, 2011 | | |
| | As Originally Reported | As Adjusted | Effect of Change |
| Net Income | \$83.7 | \$74.5 | \$(9.2) |
| Total Comprehensive Income | 184.3 | 175.1 | (9.2) |

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES (Continued)

| DOLLARS IN MILLIONS | Year Ended December 31, 2010 | | |
|----------------------------|------------------------------|-------------|------------------|
| | As Originally Reported | As Adjusted | Effect of Change |
| Net Income | \$184.6 | \$177.9 | \$(6.7) |
| Total Comprehensive Income | 283.2 | 276.5 | (6.7) |

The following line items in the Consolidated Statements of Cash Flows for the years ended December 31, 2012, 2011 and 2010 were affected by the adoption of the new accounting standard:

| DOLLARS IN MILLIONS | Year Ended December 31, 2012 | | |
|---|--|---------------------------------------|------------------|
| | As Computed without Change in Accounting | As Reported with Change in Accounting | Effect of Change |
| Impact on Operating Activities: | | | |
| Net Income | \$109.7 | \$103.4 | \$(6.3) |
| Increase in Deferred Policy Acquisition Costs | (19.2) | (9.4) | 9.8 |
| Change in Income Taxes | (11.4) | (14.9) | (3.5) |
| Net Cash Provided by Operating Activities | 65.7 | 65.7 | — |

| DOLLARS IN MILLIONS | Year Ended December 31, 2011 | | |
|---|------------------------------|-------------|------------------|
| | As Originally Reported | As Adjusted | Effect of Change |
| Impact on Operating Activities: | | | |
| Net Income | \$83.7 | \$74.5 | \$(9.2) |
| Increase in Deferred Policy Acquisition Costs | (22.1) | (7.8) | 14.3 |
| Change in Income Taxes | 22.3 | 17.2 | (5.1) |
| Net Cash Used by Operating Activities | (25.0) | (25.0) | — |

| DOLLARS IN MILLIONS | Year Ended December 31, 2010 | | |
|---|------------------------------|-------------|------------------|
| | As Originally Reported | As Adjusted | Effect of Change |
| Impact on Operating Activities: | | | |
| Net Income | \$184.6 | \$177.9 | \$(6.7) |
| Increase in Deferred Policy Acquisition Costs | (15.1) | (4.7) | 10.4 |
| Change in Income Taxes | 12.4 | 8.7 | (3.7) |
| Net Cash Provided by Operating Activities | 58.5 | 58.5 | — |

Line items presented in the Investing Activities and Financing Activities sections of the Consolidated Statements of Cash Flows for the years ended December 31, 2012, 2011 and 2010 were unaffected by the adoption of the new accounting standard.

In May 2011, the FASB issued ASU 2011-04, Amendments to Achieve Common Fair Value Measurement and Disclosure

Requirements. The standard is effective for the first interim or annual period beginning on or after December 15, 2011. The new

standard amends the existing fair value definition and enhances disclosure requirements. The Company adopted the standard in the first quarter of 2012 and, except for the additional disclosure requirements, the initial application of the standard did not have an impact on the Company.

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 2. SUMMARY OF ACCOUNTING POLICIES AND ACCOUNTING CHANGES (Continued)

In September 2011, the FASB issued ASU 2011-08, Testing Goodwill for Impairment. The standard is effective for the first interim or annual period beginning on or after December 15, 2011. The standard amends ASC Topic 350, "Intangibles" — Goodwill and Other, and gives companies the option to first perform a qualitative assessment to determine whether it is more likely than not that the fair value of a reporting unit is less than its carrying amount. The Company adopted the standard in the first quarter of 2012 and the initial application of the standard did not have an impact on the Company.

In December 2011, the FASB issued ASU 2011-12, Deferral of the Effective Date for Amendments to the Presentation of Reclassifications of Items Out of Accumulated Other Comprehensive Income in Accounting Standards Update No. 2011-05. The standard deferred certain paragraphs in ASU 2011-05, Comprehensive Income (Topic 220): Presentation of Comprehensive Income, related to the presentation of reclassification adjustments but also required companies to report comprehensive income either in a single continuous financial statement or in two separate but consecutive financial statements. The Company adopted the standard in the first quarter of 2012. Other than the inclusion of the Consolidated Statement of Comprehensive Income, the initial application of the standard did not have an impact on the Company.

Accounting Standards Not Yet Adopted

The FASB issues ASUs to amend the authoritative literature in ASC. There were seven ASUs issued in 2012 that amend the original text of the ASC. The ASUs are not expected to have a material impact on the Company.

NOTE 3. DISCONTINUED OPERATIONS

The Company accounts for Kemper's subsidiary, Fireside, and the Company's former Unitrin Business Insurance operations as discontinued operations.

Summary financial information included in Income from Discontinued Operations for the years ended December 31, 2012, 2011 and 2010 is presented below:

| DOLLARS IN MILLIONS, EXCEPT PER SHARE AMOUNTS | 2012 | 2011 | 2010 |
|--|--------|--------|---------|
| Interest, Loan Fees and Earned Discounts | \$— | \$31.8 | \$97.6 |
| Other Automobile Finance Revenues | — | 1.4 | 1.4 |
| Gain on Sale of Loan Portfolios | 12.9 | 4.5 | — |
| Total Automobile Finance Revenues | 12.9 | 37.7 | 99.0 |
| Net Investment Income | — | 0.5 | 1.9 |
| Net Realized Gains on Sales of Investments | — | 0.4 | — |
| Total Revenues Included in Discontinued Operations | \$12.9 | \$38.6 | \$100.9 |

Income (Loss) from Discontinued Operations before Income Taxes:

Fireside:

| | | | |
|---------------------------------|--------|----------|--------|
| Results of Operations | \$(0.2 |) \$18.7 | \$24.6 |
| Gain on Sale of Loan Portfolios | 12.9 | 4.5 | — |

Unitrin Business Insurance:

| | | | |
|---|------|--------|---------|
| Change in Estimate of Retained Liabilities Arising from Discontinued Operations | 6.2 | (3.7 |) 1.2 |
| Income from Discontinued Operations before Income Taxes | 18.9 | 19.5 | 25.8 |
| Income Tax Expense | (7.3 |) (6.7 |) (10.3 |

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| | | | |
|---|--------|--------|--------|
| Income from Discontinued Operations | \$11.6 | \$12.8 | \$15.5 |
| Income from Discontinued Operations Per Unrestricted Share: | | | |
| Basic | \$0.20 | \$0.21 | \$0.25 |
| Diluted | \$0.20 | \$0.21 | \$0.25 |

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Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 3. DISCONTINUED OPERATIONS (Continued)

During the first four months of 2011, all of the Certificates of Deposits that were outstanding at December 31, 2010 either matured or were redeemed by Fireside in advance of their respective maturity dates. On March 31, 2012, Kemper's subsidiary, Fireside, converted from an industrial bank to a general business corporation. Accordingly, Fireside is no longer regulated by the Federal Depository Insurance Corporation or the California Department of Financial Institutions.

During 2011, Fireside sold its active portfolio of automobile loan receivables at a gain of \$4.5 million, net of transaction and other costs, while retaining its inactive portfolio of loans that had been previously charged-off (the "Inactive Portfolio"). The Inactive Portfolio was not carried on the Company's Consolidated Balance Sheet. During 2012, Fireside sold \$283 million of loans in the Inactive Portfolio at a gain of \$12.9 million, net of transaction, shutdown and other costs of \$13.3 million, of which \$3.7 million was unpaid at December 31, 2012.

In 2008, the Company sold its Unitrin Business Insurance operations. The Company retained Property and Casualty Insurance Reserves for unpaid insured losses that occurred prior to the date of the sale. Property and Casualty Insurance Reserves reported in the Company's Consolidated Balance Sheets include \$99.2 million and \$125.6 million at December 31, 2012 and 2011, respectively, for the retained liabilities. In accordance with GAAP, changes in the Company's estimate of such retained liabilities after the sale are reported as a separate component of the results of discontinued operations. See Note 6, "Property and Casualty Insurance Reserves," to the Consolidated Financial Statements.

NOTE 4. INVESTMENTS

The amortized cost and estimated fair values of the Company's Investments in Fixed Maturities at December 31, 2012 were:

| DOLLARS IN MILLIONS | Amortized Cost | Gross Gains | Unrealized Losses | Fair Value |
|--|--------------------|-----------------|----------------------|------------------------|
| U.S. Government and Government Agencies and Authorities States and Political Subdivisions | \$384.0 1,251.0 | \$45.1 150.5 | \$(0.2) (0.1) |) \$428.9) 1,401.4 |
| Corporate Securities: | | | | |
| Bonds and Notes | 2,615.5 | 385.4 | (7.5) |) 2,993.4 |
| Redeemable Preferred Stocks | 30.1 | 2.5 | — |) 32.6 |
| Mortgage and Asset-backed Investments in Fixed Maturities | 3.2 \$4,283.8 | 1.0 \$584.5 | (0.3) \$(8.1) |) 3.9) \$4,860.2 |

Included in the fair value of Mortgage and Asset-backed investments at December 31, 2012 are \$2.3 million of collateralized debt obligations, \$1.3 million of non-governmental residential mortgage-backed securities and \$0.3 million of other asset-backed securities.

The amortized cost and estimated fair values of the Company's Investments in Fixed Maturities at December 31, 2011 were:

| DOLLARS IN MILLIONS | Amortized Cost | Gross Gains | Unrealized Losses | Fair Value |
|--|--------------------|-----------------|----------------------|------------------------|
| U.S. Government and Government Agencies and Authorities States and Political Subdivisions | \$439.4 1,705.0 | \$52.3 148.4 | \$— (0.8) |) \$491.7) 1,852.6 |
| Corporate Securities: | | | | |
| Bonds and Notes | 2,040.1 | 311.6 | (9.4) |) 2,342.3 |
| Redeemable Preferred Stocks | 76.7 | 5.1 | (0.1) |) 81.7 |
| Mortgage and Asset-backed Investments in Fixed Maturities | 4.9 \$4,266.1 | 1.0 \$518.4 | (0.8) \$(11.1) |) 5.1) \$4,773.4 |

Included in the fair value of Mortgage and Asset-backed investments at December 31, 2011 are \$2.9 million of collateralized debt obligations, \$1.7 million of non-governmental residential mortgage-backed securities, \$0.4 million

of other asset-backed securities and \$0.1 million of commercial mortgage-backed securities.

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 4. INVESTMENTS (Continued)

The amortized cost and estimated fair values of the Company's Investments in Fixed Maturities at December 31, 2012 by contractual maturity were:

| DOLLARS IN MILLIONS | Amortized Cost | Fair Value |
|---|-------------------|------------|
| Due in One Year or Less | \$64.0 | \$65.8 |
| Due after One Year to Five Years | 606.0 | 639.0 |
| Due after Five Years to Ten Years | 1,139.2 | 1,251.8 |
| Due after Ten Years | 2,280.9 | 2,690.2 |
| Asset-backed Securities Not Due at a Single Maturity Date | 193.7 | 213.4 |
| Investments in Fixed Maturities | \$4,283.8 | \$4,860.2 |

The expected maturities of the Company's Investments in Fixed Maturities may differ from the contractual maturities because issuers may have the right to call or prepay obligations with or without call or prepayment penalties.

Investments in Asset-backed Securities Not Due at a Single Maturity Date at December 31, 2012 consisted of securities issued by the Government National Mortgage Association with a fair value of \$189.3 million, securities issued by the Federal National Mortgage Association with a fair value of \$19.6 million, securities issued by the Federal Home Loan Mortgage Corporation with a fair value of \$0.6 million and securities of other issuers with a fair value of \$3.9 million.

There were no unsettled sales of Investments in Fixed Maturities at December 31, 2012. Accrued Expenses and Other Liabilities at December 31, 2012 includes a payable of \$1.5 million for purchases of Investments in Fixed Maturities that settled in January 2013. There were no unsettled sales or purchases of Investments in Fixed Maturities at December 31, 2011.

Gross unrealized gains and gross unrealized losses on the Company's Investments in Equity Securities at December 31, 2012 were:

| DOLLARS IN MILLIONS | Cost | Gross Unrealized Gains | Losses | Fair Value |
|--|---------|---------------------------|---------|------------|
| Preferred Stocks: | | | | |
| Finance, Insurance and Real Estate | \$75.4 | \$3.9 | \$(0.1) | \$79.2 |
| Other Industries | 18.4 | 3.8 | (0.9) | 21.3 |
| Common Stocks: | | | | |
| Manufacturing | 67.0 | 20.9 | (0.4) | 87.5 |
| Other Industries | 59.1 | 8.1 | (0.5) | 66.7 |
| Other Equity Interests: | | | | |
| Exchange Traded Funds | 119.6 | 6.3 | — | 125.9 |
| Limited Liability Companies and Limited Partnerships | 123.2 | 19.5 | (1.4) | 141.3 |
| Investments in Equity Securities | \$462.7 | \$62.5 | \$(3.3) | \$521.9 |

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 4. INVESTMENTS (Continued)

Gross unrealized gains and gross unrealized losses on the Company's Investments in Equity Securities at December 31, 2011 were:

| DOLLARS IN MILLIONS | Cost | Gross Unrealized Gains | Losses | Fair Value |
|--|---------|------------------------|----------|------------|
| Preferred Stocks: | | | | |
| Finance, Insurance and Real Estate | \$94.4 | \$1.0 | \$(8.7) |) \$86.7 |
| Other Industries | 18.0 | 2.6 | (0.1) |) 20.5 |
| Common Stocks: | | | | |
| Manufacturing | 64.6 | 18.9 | (0.1) |) 83.4 |
| Other Industries | 41.4 | 7.4 | (1.8) |) 47.0 |
| Other Equity Interests: | | | | |
| Exchange Traded Funds | 66.0 | 0.6 | — | 66.6 |
| Limited Liability Companies and Limited Partnerships | 82.9 | 11.7 | (1.5) |) 93.1 |
| Investments in Equity Securities | \$367.3 | \$42.2 | \$(12.2) |) \$397.3 |

An aging of unrealized losses on the Company's Investments in Fixed Maturities and Equity Securities at December 31, 2012 is presented below:

| DOLLARS IN MILLIONS | Less Than 12 Months Fair Value | Unrealized Losses | 12 Months or Longer Fair Value | Unrealized Losses | Total Fair Value | Unrealized Losses |
|---|--------------------------------|-------------------|--------------------------------|-------------------|------------------|-------------------|
| Fixed Maturities: | | | | | | |
| U.S. Government and Government Agencies and Authorities | \$40.8 | \$(0.2) |) \$— | \$— | \$40.8 | \$(0.2) |
| States and Political Subdivisions | 6.3 | (0.1) |) 0.3 | — | 6.6 | (0.1) |
| Corporate Securities: | | | | | | |
| Bonds and Notes | 268.5 | (5.2) |) 38.1 | (2.3) |) 306.6 | (7.5) |
| Redeemable Preferred Stocks | — | — | 0.4 | — | 0.4 | — |
| Mortgage and Asset-backed | — | — | 1.7 | (0.3) |) 1.7 | (0.3) |
| Total Fixed Maturities | 315.6 | (5.5) |) 40.5 | (2.6) |) 356.1 | (8.1) |
| Equity Securities: | | | | | | |
| Preferred Stocks: | | | | | | |
| Finance, Insurance and Real Estate | — | — | 2.4 | (0.1) |) 2.4 | (0.1) |
| Other Industries | 2.3 | (0.8) |) 3.7 | (0.1) |) 6.0 | (0.9) |
| Common Stocks: | | | | | | |
| Manufacturing | 6.3 | (0.4) |) — | — | 6.3 | (0.4) |
| Other Industries | 14.2 | (0.4) |) 1.3 | (0.1) |) 15.5 | (0.5) |
| Other Equity Interests: | | | | | | |
| Limited Liability Companies and Limited Partnerships | 5.5 | (0.5) |) 6.7 | (0.9) |) 12.2 | (1.4) |
| Total Equity Securities | 28.3 | (2.1) |) 14.1 | (1.2) |) 42.4 | (3.3) |
| Total | \$343.9 | \$(7.6) |) \$54.6 | \$(3.8) |) \$398.5 | \$(11.4) |

The Company regularly reviews its investment portfolio for factors that may indicate that a decline in fair value of an investment is other-than-temporary. The portions of the declines in the fair values of investments that are determined to be other-than-temporary are reported as losses in the Consolidated Statements of Income in the periods when such determinations are made.

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 4. INVESTMENTS (Continued)

Unrealized losses on fixed maturities, which the Company has determined to be temporary at December 31, 2012, were \$8.1 million, of which \$2.6 million was related to fixed maturities that were in an unrealized loss position for 12 months or longer. Included in the preceding table under the heading "Less Than 12 Months" there were unrealized losses of \$0.3 million at December 31, 2012 related to securities for which the Company has recognized credit losses in earnings. There were no unrealized losses at December 31, 2012 related to securities for which the Company has recognized credit losses in earnings in the preceding table under the heading "12 Months or Longer." Included in the preceding table under the heading "12 Months or Longer" are unrealized losses of \$0.1 million at December 31, 2012 related to securities for which the Company has previously recognized foreign currency losses in earnings.

Investment-grade fixed maturity investments comprised \$3.8 million and below-investment-grade fixed maturity investments comprised \$4.3 million of the unrealized losses on investments in fixed maturities at December 31, 2012. Unrealized losses for below-investment-grade fixed maturities included unrealized losses totaling \$0.1 million for one issuer that the Company previously recognized foreign currency impairment losses in earnings. For the other remaining below-investment-grade fixed maturity investments in an unrealized loss position, the unrealized loss amount, on average, was less than 3% of the amortized cost basis of the investment. At December 31, 2012, the Company did not have the intent to sell these investments and it was not more likely than not that the Company would be required to sell these investments before recovery of its amortized cost basis, which may be at maturity. Based on the Company's evaluation at December 31, 2012 of the prospects of the issuers, including, but not limited to, the credit ratings of the issuers of the investments in the fixed maturities, and the Company's intention to not sell and its determination that it would not be required to sell before recovery of the amortized cost of such investments, the Company concluded that the declines in the fair values of the Company's investments in fixed maturities presented in the preceding table were temporary at the evaluation date.

For equity securities, the Company considers various factors when determining whether a decline in the fair value is other than temporary, including, but not limited to:

- The financial condition and prospects of the issuer;
- The length of time and magnitude of the unrealized loss;
- The volatility of the investment;
- Analyst recommendations and near term price targets;
- Opinions of the Company's external investment managers;
- Market liquidity;
- Debt-like characteristics of perpetual preferred stocks and issuer ratings; and
- The Company's intentions to sell or ability to hold the investments until recovery.

The Company concluded that the unrealized losses on its investments in preferred and common stocks at December 31, 2012 were temporary based on the relative short length and magnitude of the losses and overall market volatility. The Company's investments in other equity interests include investments in limited liability partnerships that primarily invest in distressed debt, mezzanine debt and secondary transactions. By the nature of their underlying investments, the Company believes that its investments in the limited liability partnerships also exhibit debt-like characteristics which, among other factors, the Company considers when evaluating these investments for impairment. Based on evaluations of the factors in the preceding paragraph, the Company concluded that the declines in the fair values of the Company's investments in equity securities were temporary at December 31, 2012.

Kemper Corporation and Subsidiaries
Notes to the Consolidated Financial Statements (Continued)

NOTE 4. INVESTMENTS (Continued)

An aging of unrealized losses on the Company's Investments in Fixed Maturities and Equity Securities at December 31, 2011 is presented below:

| DOLLARS IN MILLIONS | Less Than 12 Months | | 12 Months or Longer | | Total | |
|---|---------------------|-------------------|---------------------|-------------------|------------|-------------------|
| | Fair Value | Unrealized Losses | Fair Value | Unrealized Losses | Fair Value | Unrealized Losses |
| Fixed Maturities: | | | | | | |
| U.S. Government and Government Agencies and Authorities | \$1.3 | \$— | \$— | \$— | \$1.3 | \$— |
| States and Political Subdivisions | 2.0 | — | 12.0 | (0.8) | 14.0 | (0.8) |
| Corporate Securities: | | | | | | |
| Bonds and Notes | 169.6 | (5.1) | 74.7 | (4.3) | 244.3 | (9.4) |
| Redeemable Preferred Stocks | 0.6 | (0.1) | 0.1 | — | 0.7 | (0.1) |
| Mortgage and Asset-backed | — | — | 2.7 | (0.8) | 2.7 | (0.8) |
| Total Fixed Maturities | 173.5 | (5.2) | 89.5 | (5.9) | 263.0 | (11.1) |
| Equity Securities: | | | | | | |
| Preferred Stocks: | | | | | | |
| Finance, Insurance and Real Estate | 54.9 | (8.1) | 2.2 | (0.6) | 57.1 | (8.7) |
| Other Industries | 1.8 | — | 2.8 | (0.1) | 4.6 | (0.1) |
| Common Stocks: | | | | | | |
| Manufacturing | 1.5 | (0.1) | 0.1 | — | 1.6 | (0.1) |
| Other Industries | 10.7 | (1.8) | — | — | 10.7 | (1.8) |
| Other Equity Interests: | | | | | | |