



History of Mercury Insurance: Corporate Timeline

George Joseph founded Mercury General Corporation on the belief the company could offer quality insurance products and top-notch customer service to consumers at affordable rates. Mercury has delivered on this promise and the company has grown to become one of the biggest, most respected insurance companies in the United States since the first policy was sold in 1962.

Today, Mercury has \$4.5 billion in assets, its personal insurance products are sold in 11 states, and at 100, George Joseph still takes an active role in the company's activities as chairman of the board.

1962 - 1971



April 1, 1962

- Mercury General Corp., founded in Los Angeles, California by George Joseph under the principles of service, security and savings, sells its first policy. The company began with six employees and 90 agents.



1964

- Mercury opens its first Orange County, California office.



1966

- Mercury opens its first office in Southern California's San Fernando Valley.



1967

- Mercury receives an A+ rating from global credit rating agency A.M. Best.
- Mercury continues Southern California expansion with office opening in San Diego.



1968

- Mercury establishes a holding company, which acquires shares of Mercury Casualty Company and makes it a wholly-owned subsidiary of Mercury General Corporation.
- Mercury moves into Northern California and opens an office in San Jose.



1970

- Mercury writes \$1 million in premiums during a single month.



1971

- Number of Mercury agents increases to 467.



History of Mercury Insurance: Corporate Timeline

1972 – 1981



1972
• Mercury sells its first homeowners policy.



1973
• Mercury revenues increase for 10th consecutive year.



1974
• Mercury opens its first Sacramento, California office.



1977
• Newly created Mercury Insurance Company writes its first auto policy.



1978
• Mercury establishes insurance industry's first Special Investigations Unit (SIU) to fight insurance fraud.

1982 – 1991



Mid '80s
• Mercury becomes the largest independent agency writer of private passenger auto insurance in California.



1985
• Mercury converts to public ownership and an initial public offering on NASDAQ goes at \$19 a share.



1986
• Mercury board of directors' issue \$.05 quarterly dividend and have increased annual dividends every year since.



1987
• Professional Insurance Agent Association names George Joseph "Company Person of the Year."

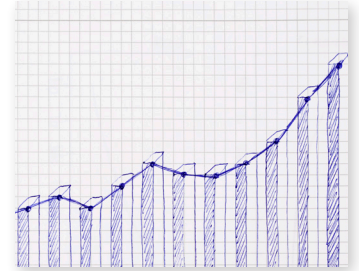


1989
• Mercury begins expansion outside of California, begins selling in Georgia and Illinois.



History of Mercury Insurance: Corporate Timeline

1992 – 2001



1992

- Mercury employee roster expands to 1,200.

1993

- Mercury expands product offerings to auto, home and umbrella coverage – Mercury’s premium volume stands at \$467 million; underwriting expenses (before commissions and taxes) are 5.8 percent of premiums, far exceeding the industry average of 12.1 percent.

1994

- George Joseph predicts at shareholders meeting that Mercury’s premium volume will double within three years and exceed \$1 billion by the end of 1997.



1996

- Mercury acquires American Fidelity Insurance Group, which expands Mercury’s operations into Oklahoma and Texas.
- Mercury’s common stock begins trading on the New York Stock Exchange (NYSE: MCY).

1997

- Mercury General Corporate added to the New York Stock Exchange (ticker symbol: MCY).
- George Joseph’s three-year growth prediction is fulfilled when Mercury doubles premium volume by the end of the year and reaches \$1.08 billion in sales.
- Written premiums increase 28 percent in one year.
- An estimated 7.2 percent market share in California leads to Mercury insuring more than 1 million vehicles statewide.

1998

- Mercury issues its first policy in Florida.

2001

- Mercury enters New York and Virginia markets.



History of Mercury Insurance: Corporate Timeline

2002 – 2011



2002

- Mercury celebrates its 40th anniversary.



2003

- Company-wide written premiums top 2.25 billion.
- Mercury enters New Jersey market.



2004

- Mercury increases market share to nine percent of the California market.
- Mercury opens its first offices in Arizona and Nevada.
- Underwriting profits soar to \$273 million, the highest in the company's history.



2005

- Mercury's total assets exceed \$4 billion for the first time.



2006

- Net premiums written continue to grow, exceeding the \$3 billion mark.



2007

- Mercury rings the opening bell on the NYSE, celebrating 10 years of listing on the exchange.
- Mercury named by Forbes.com as one of "America's Most Trustworthy Companies."
- Mercury Insurance donates \$1 million to the Los Angeles Police Department to fund the department's hiring bonus program.



History of Mercury Insurance: Corporate Timeline

2002 – 2011 (continued)



2008

- Mercury named on Forbes.com list of “America’s Most Trustworthy Companies” for the second consecutive year.

2009

- Mercury becomes one of only 10 companies named to the Forbes.com list of “America’s Most Trustworthy Companies” three years-in-a-row (2007, 2008 and 2009).
- Mercury purchases Auto Insurance Specialists (AIS), the nation’s largest independent insurance agency.
- Mercury employees start a company packing party to send care packages to military personnel stationed overseas.



2010

- The Mercury Insurance Open debuts as the company becomes the title sponsor of the Women’s Tennis Association (WTA) tournament at La Costa Resort and Spa near San Diego.

2011

- Mercury launches the company’s first direct-to-consumer auto insurance sales effort.
- Mercury creates “Don’t Text and Drive” public service campaign at the Mercury Insurance Open with WTA stars Daniela Hantuchova and Agnieszka Radwanska.
- Mercury teams up with “Bert’s Big Adventure” to fund trips to Disney World® for children with chronic or terminal illnesses.



History of Mercury Insurance: Corporate Timeline

2012 – Present



2012

- Mercury celebrates 50th anniversary.
- LA Dodgers partner with Mercury to produce a “Don’t Text and Drive” public service announcement featuring outfielder Andre Ethier and broadcaster Charley Steiner.
- Mercury founder George Joseph donates \$250,000 to the Partnership for LA Unified School District to assist with the city’s Blended Learning Initiative.

2013

- LA Kings Captain Dustin Brown teams with, LA Kings mascot, Bailey, to help educate fans and the public about when is the right time and wrong time to text in Mercury’s “Don’t Text and Drive” public service announcement.
- Forbes names Mercury one of “America’s Most Trustworthy Companies” for the fourth time.



2014

- Mercury acquires Workmen’s Auto Insurance Company.
- San Diego Padres and Mercury host event at Petco Park to assemble 1,000 care packages for Marines and Sailors stationed overseas.
- Forbes ranks Mercury among “America’s 50 Most Trustworthy Financial Companies.” This is the fifth time the company has been named to a Forbes “America’s Most Trustworthy Companies” list.

2015

- Mercury launches first-ever national ad campaign and debuts the company’s new logo.
- Mercury partners with Alex’s Lemonade Stand Foundation, an organization dedicated to raising funds for pediatric cancer research, donating vehicles for auction, for the fourth year-in-a-row, raising more than \$50,000.
- Forbes names Mercury one of “America’s 50 Most Trustworthy Financial Companies” for the second straight year.



History of Mercury Insurance: Corporate Timeline

2012 – Present (continued)



2016

- Mercury introduces ride-hailing insurance for Uber and Lyft drivers in Arizona, California, Illinois, Nevada and Oklahoma.
- Mercury launches “Drive Safe Challenge” initiative in partnership with the Anaheim Ducks and the California Highway Patrol, holding its first free teen defensive driving course at the Honda Center. NHL hall of famers Teemu Selanne and Scott Niedermayer participated in the event, which gave teen drivers and their parents behind-the-wheel, real world defensive driving instruction from professional instructors.
- Forbes names Mercury one of “America’s 50 Most Trustworthy Financial Companies” for third consecutive year.

2017

- Mercury offers ride-hailing insurance in Georgia and Texas.
- Mercury participates in Habitat for Humanity builds to construct homes for veterans and their families in California, Oklahoma and Texas.
- Forbes names Mercury one of “America’s Best Midsize Employers.”
- Insure.com names Mercury as one of America’s top five insurance companies.



2018

- Mercury’s Special Investigations Unit (SIU) celebrates 40 years of protecting policyholders by fighting insurance fraud.
- Mercury teams up with the Tampa Bay Lightning to host its first Florida-based “Drive Safe Challenge” teen defensive driving program at AMALIE Arena in Tampa.
- Mercury rolls out new homeowner’s products, including Home Systems Protection coverage to help protect vital appliances and equipment, and Service Line Protection to protect underground utility lines and pipes.
- Cal State Fullerton Mihaylo College of Business and Economics Women’s Leadership Program receives a \$50,000 grant from Mercury.
- Mercury launches homeowners, condo owners and renters direct-to-consumer online sales in California.

2019

- Mercury introduces AgentCenter, a state-of-the-art point-of-sale system designed to improve the purchase process.
- Mercury launches new Landlord products in California and Home Cyber Protection for homeowners, condo owners and renters.
- Forbes names Mercury among “America’s Best Midsize Employers” for third straight year.
- Mercury is recognized as a one of the top five auto insurance companies in the U.S. by Insure.com for third year-in-a-row.



History of Mercury Insurance: Corporate Timeline

2012 – Present (continued)



2020

- Mercury rolls out the Mercury Giveback Program, putting more than \$128 million back in the pockets of policyholders during the Covid-19 pandemic.
- Mercury partners with the California Medical Association to launch Care 4 Caregivers Now, a program designed to provide frontline healthcare workers with mental and emotional wellness support and coaching.
- Mercury’s usage-based insurance (UBI) app, MercuryGO, launches in Texas.
- Insure.com names Mercury a “Best Auto Insurance Company” for fourth consecutive year.
- Mercury wins Cigna well-being award for team-member wellness program.

2021

- Mercury launches Lessors Risk Only insurance for California commercial property owners with commercial buildings, leased or rented to other businesses.
- MercuryGO, the company’s UBI app, expands to drivers in Florida, Georgia and Oklahoma.
- Mercury adds to its Commercial Multi-Peril product line with Small Business Insurance for California retail stores, restaurants, professional services and medical offices.
- Mercury is named the best insurer for overall satisfaction in the shopping segment of the J.D. Power 2021 U.S. Digital Experience Study.
- Forbes recognizes Mercury as one of the “Best Insurance Companies in America” for 2022 out of more than 4,200 companies.



2022

- Mercury launches MercuryGO in Illinois and New Jersey, with several other states planned for the year
- Mercury celebrates 60th anniversary