

Johnson Insurance Executive Team

Christian Lie
CEO

Mark Behrens
Senior Vice President
Products and Operations

Michael Derdzinski
President – South Division

Todd Elliott
Vice President –
Arizona Division

Patrick Kelly
Senior Vice President
Practices Group

Janet Mangold
Assistant Vice President
Human Resources

Rod Ryan
Business Development Officer

Johnson Insurance Board of Directors

Richard Hansen
President/CEO
Johnson Financial Group, Inc.

William Johnson
Director of Corporate Risk Management
SC Johnson & Son, Inc.

Christopher Ruud
Executive Vice President
Ruud Lighting

Christian Lie
CEO
Johnson Insurance Services, LLC

James McCormack
Chairman
Diversified Insurance Services, LLC

Russ Weyers
President/COO
Johnson Bank

Aviation Insurance | Commercial Insurance | Employee Benefits | Financial Services | Healthcare Wholesale | Personal Insurance
Professional Liability Insurance | Transportation Division

Johnson Financial Group
2006 Annual Report

insurance



A year of growth and accomplishment

Coming into 2006, our leadership team faced dual challenges: Sustaining growth in a soft insurance market nationally and successfully integrating the Warren Group's 40-person staff into the Johnson Insurance culture.

On both counts, the past year was a resounding success.

Gross revenue grew by 36%, to \$19.4 million, while net income rose 28%. Growth was strongest in the Green Bay and Arizona regions. Demand for our specialty insurance products was also a key factor in our success.

With our growth, Johnson Insurance remains one of the largest independent insurance agencies in Wisconsin and one of the fastest growing agencies in the nation. In the past year, we have for the first time been recognized as among the 100 largest independent agencies nationally and one of the 50 largest bank-owned/affiliated agencies in the U.S.

Looking to the future, our leadership team has developed a five-year strategic plan to address the challenges of growth and continuation of our "close to the customer" culture. The five-year plan includes strategies for Johnson Insurance to double in size – to \$40 million in revenues – within five years.

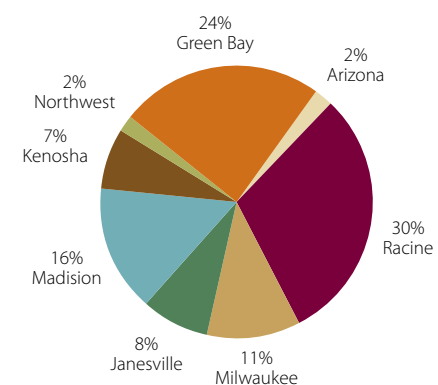
An important first step was taken in 2006, with the adoption of a new regional organization structure. The new structure is less centralized and allows us to better meet the diverse and changing needs of individual clients. It also allows us to leverage our relationship with Johnson Bank, as a member of Johnson Financial Group.

As an organization, we will continue to be guided by the values that were established by the Johnson family and are brought to life each day in our interactions with clients and our communities.

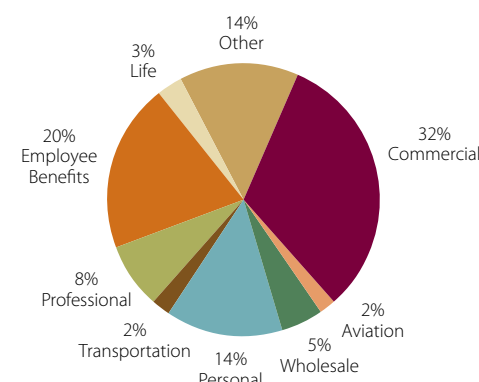
Christian A. Lie
CEO
Johnson Insurance

our results

2006 Revenue by Region



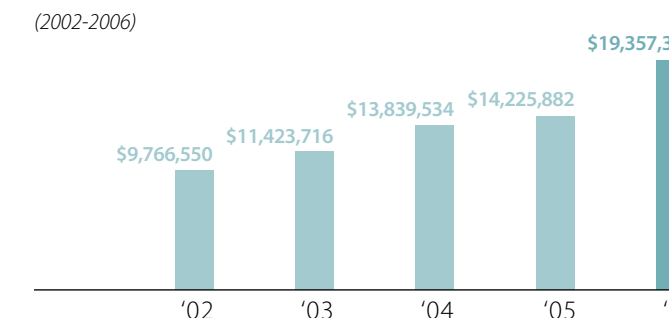
2006 Revenue by Product



Consolidated Statements of Income

	2006
Revenue	
Revenue from Insurance Sales	\$16,175,280
Other revenue	3,182,070
Total Insurance Revenue	\$19,357,350
Expenses	
Salary and Benefits	\$13,283,362
Operating Expenses	4,429,801
Total Expenses	17,713,163
Net Income Before Income Taxes	1,644,186
Provision for Income Taxes	504,389
Net Income	\$1,139,797

Total Insurance Revenue



history

