

First Quarter 2016 Investor Presentation

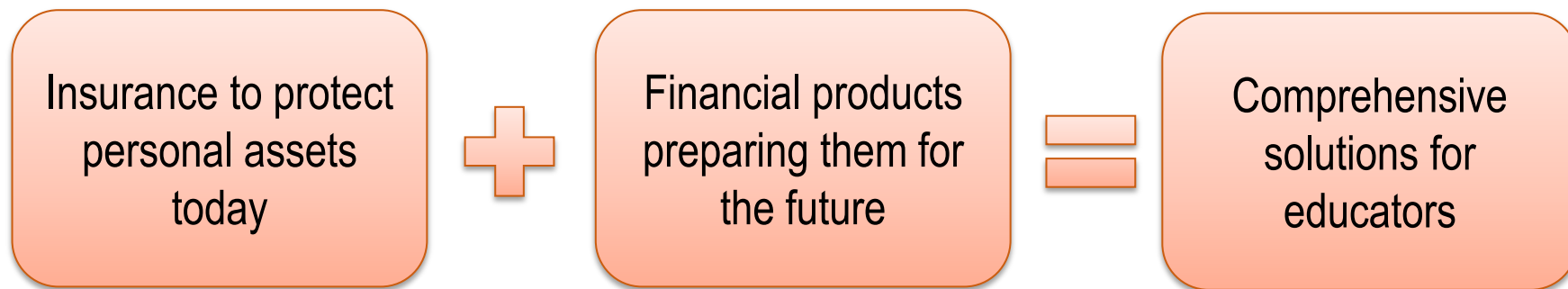
March 31, 2016

Safe Harbor Statement and Non-GAAP Financial Measures

Certain statements made in this presentation should be considered forward-looking as defined in the Private Securities Litigation Reform Act of 1995. Forward-looking statements give expectations or forecasts of future events. These statements are related to our intentions, beliefs, projections, estimations or forecasts of future events or our future financial performance and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from those expressed or implied by the forward-looking statements. These statements can be identified by the fact that they do not relate strictly to historical or current facts. They use words such as “anticipate,” “estimate,” “expect,” “project,” “intend,” “plan,” “believe” and other words and terms of similar meaning in connection with a discussion of future operating or financial performance. We caution investors that these forward-looking statements are not guarantees of future performance, and actual results may differ materially. Investors should consider the important risks and uncertainties that may cause such differences, including those risks discussed in our most recent Form 10-K and Form 10-Q filed with the Securities and Exchange Commission. Our forward-looking statements speak only as of the date of this presentation or as of the date they were made, and we undertake no obligation to update those statements.

The historical and forward-looking financial information contained in this presentation includes financial measures which are based on methodologies other than Generally Accepted Accounting Principles (“GAAP”) such as operating income, operating earnings per share, pre-tax reporting segment income excluding DAC/VIF unlocking and book value per share excluding some components of accumulated other comprehensive income. A reconciliation of non-GAAP measures to the closest GAAP measures is available in our earnings release.

Horace Mann helps educators identify their financial goals and develop plans to achieve them



- We understand educator life stages and offer solutions at every point
- We work in schools to provide valuable services and support for educators
- We provide tailored **products** with special rates and benefits for educators
- We have trusted, knowledgeable **distribution** aligned with school districts and associations
- We build **infrastructure** focused on ease of doing business

We are Founded by Educators for Educators®

Why this niche market?

Educators have an attractive risk profile



How they live:

Conservative and loyal

- Buy higher insurance limits
- Tend to bundle auto and home insurance
- Loyalty results in strong retention



Where they work:

Close to home

- Generally live close to school with very short commutes
- Off-hour commutes without heavy traffic
- Tend to be off work in bad weather

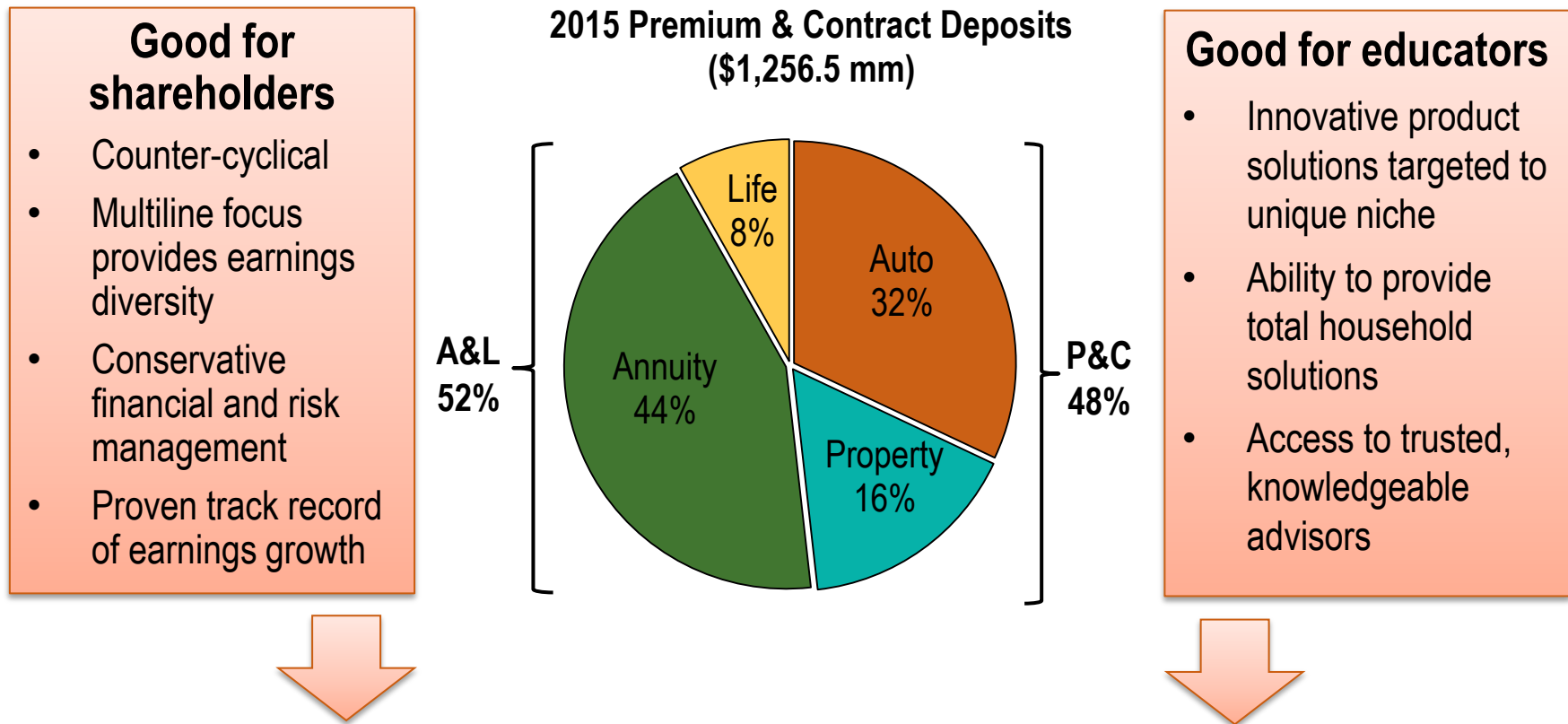


How they save:

Financially responsible

- Focused on achieving financial goals
- Desire for guidance and education
- Open to reallocating household savings to retirement needs

We offer a mix of innovative, customer-focused retirement planning and insurance products tailored to educator needs



Results in industry-leading cross-line penetration

- HMN 19% vs. industry 11%⁽¹⁾
- Leads to improved retention numbers
- 65% buy P&C products
- 54% buy A&L products

(1) Industry data per LIMRA, 2011 multiline exclusive agent average

Our vision: To be the company educators choose to help protect what they have today and prepare for a successful tomorrow

Our strategy: Holistic solutions-based orientation at every life stage

Product	Distribution	Infrastructure
Designed to meet educators' needs and cover their risks	Trusted, knowledgeable and tailored to educator needs and preferences	Modern, efficient, scalable and easy to do business with

Supported by a strong capital base, conservative risk management and a compelling value proposition

Our strategy: Holistic solutions-based orientation at every life stage

Solving for educator issues solidifies our position as a trusted advisor

New educator

Established educator

Preparing to retire

Retirement

- Issues:
- Managing student loan debt
 - Don't understand finances
 - Out-of-pocket classroom spend
- Solutions:
- Student loan guidance
 - Financial literacy education
 - Classroom funding assistance
 - Redirect savings to retirement plan

- Issues:
- Protecting assets
 - Protecting dependents
 - Out-of-pocket classroom spend
- Solutions:
- Life insurance education
 - Classroom funding assistance
 - Redirect savings to retirement plan

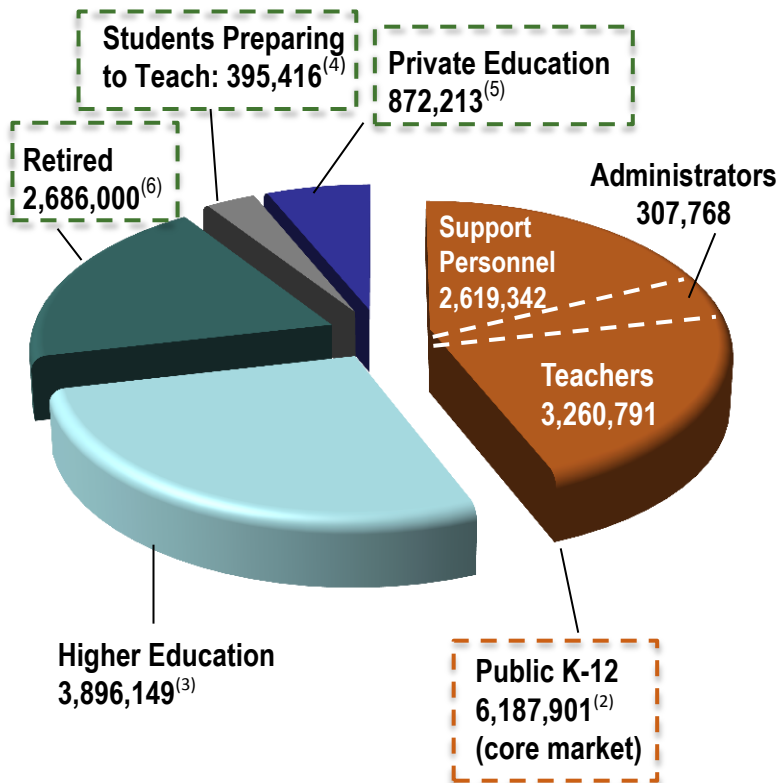
- Issues:
- Worried about ensuring smooth retirement
 - Unsure of pension plans
- Solutions:
- Retirement education
 - Retirement modeling
 - Adjust risk profile

- Issues:
- How to manage retirement income
 - Need to plan wealth transfer
- Solutions:
- Post-retirement investment strategies
 - Estate planning

Regular assessment of insurance protection and cost

Ongoing discussion on financial goals throughout educator life stages

Sizable opportunity with new and existing educators



- The Public K-12 education market includes more than 6.1 million individuals
- Number of teachers projected to grow by 13% between 2011 to 2022⁽¹⁾
- Current customer base of ~360,000 educator households
- Opportunities exist to attract new customers and deepen cross-sell efforts
 - Industry leading cross-line penetration (11% for the industry/19% for Horace Mann)
- Sizable demographic shift as Baby Boomers retire and Millennials make up a higher percentage of the workforce
 - Strong retention and persistency ratios with Baby Boomers
 - Additional opportunity for growth with Millennials

(1) U.S. Dept. of Education, National Center for Education Statistics, Projections of Education Statistics to 2022, February 2014

(2) U.S. Dept. of Education, National Center for Education Statistics, Digest of Education Statistics, August 2015

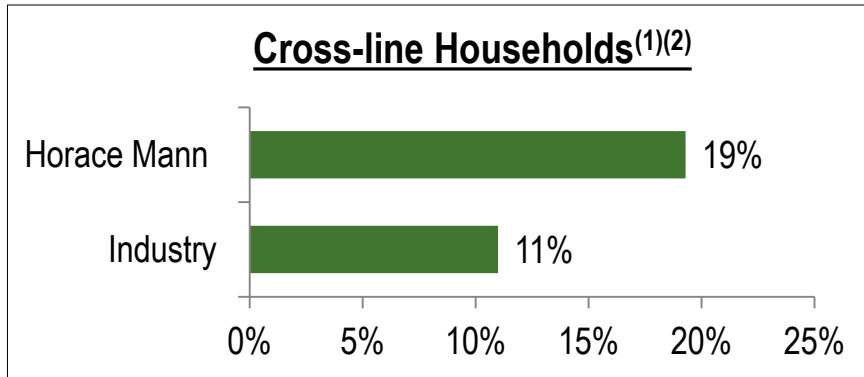
(3) U.S. Dept. of Education, National Center for Education Statistics, Digest of Education Statistics, February 2015

(4) U.S. Dept. of Education, National Center for Education Statistics, Higher Education General Information Survey, September 2015 (Estimated, current year Education major Bachelors Degrees awarded times 4)

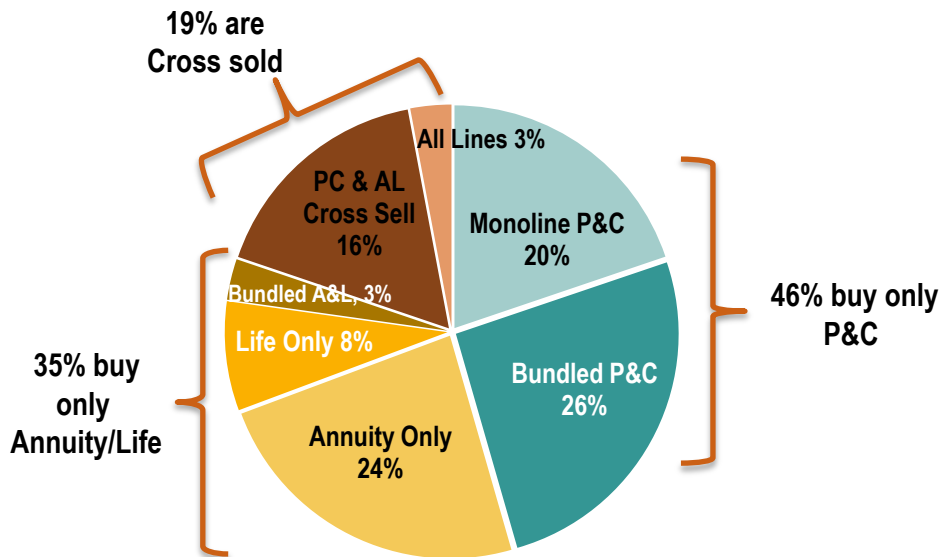
(5) U.S. Dept. of Education, National Center for Education Statistics, Private School Universe Survey, July 2013 (Total private employment estimated based on public teacher/staff ratio)

(6) Analysis of 2013 State Teacher and Public Employee Retirement Plans (Conservative estimate of Public K-12 retirees receiving benefits)

In addition to finding more educator households, we are focused on expanding our cross-line penetration



Educator Household Distribution by Product⁽¹⁾

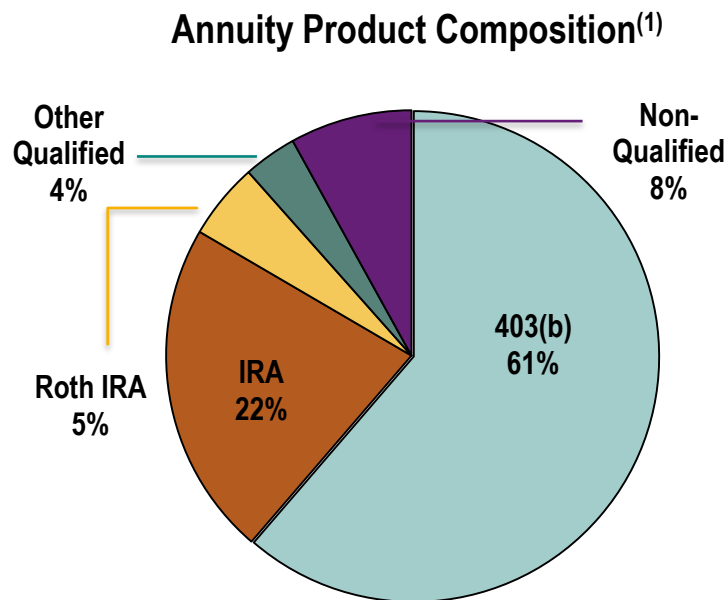


- Cross-line penetration significantly exceeds industry
- Significant additional cross sell opportunities within our existing customer base of ~360,000 educator households
 - 46% of educator households are buying only P&C products
 - 35% of educator households are buying only Annuity/Life products
- Targeted marketing efforts underway to drive more cross-line sales

(1) HMN data: ~360,000 educator households as of March 2016; Cross-line households defined as Auto and/or Property plus Annuity, Life and/or Group
 (2) Industry data per LIMRA, 2011 multiline exclusive agent average

Segment strategy and results

Annuity segment – Helping educators meet their financial goals with tailored solutions



Opportunity

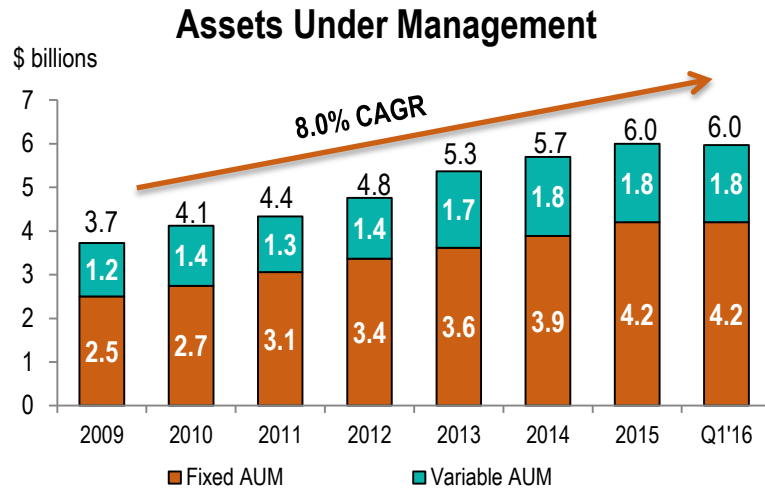
- Educators face complicated retirement system offerings
 - Differing state teacher retirement systems (STRS)
 - Pension uncertainty
 - Tax-deferred options
- Educators want guidance to plan for the future
 - Student loan solutions seminars
 - Financial literacy workshops
 - STRS workshops
 - Classroom funding assistance
 - Encourage redirecting savings to retirement planning
 - Options for school payroll deductions

Product

- 92% of Annuity assets under management are tax-qualified accounts with a retirement orientation
 - Consistent strong persistency ~95%
 - 403(b) and 457(b) are viable products in current regulatory environment
 - Launched Fixed Indexed Annuity in Q1 2014

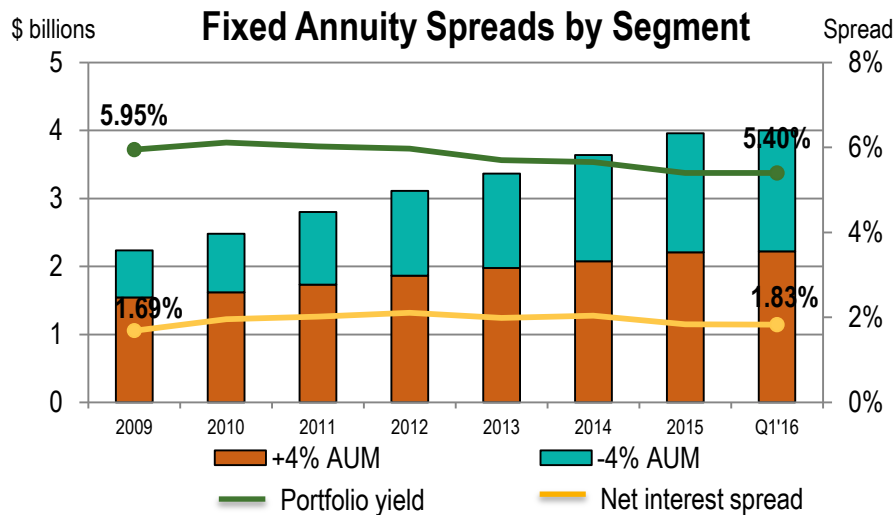
(1) Based on Assets Under Management as of March 31, 2016

Annuity segment – Assets under management continue to grow



Results

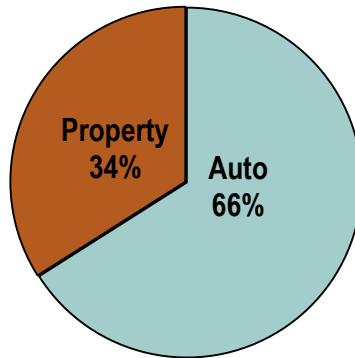
- Annuity product sales remain strong
- Assets under management now exceed \$6 billion for the first time in the company's history
- Disciplined crediting rate actions and prudent investment management have resulted in favorable net interest spreads



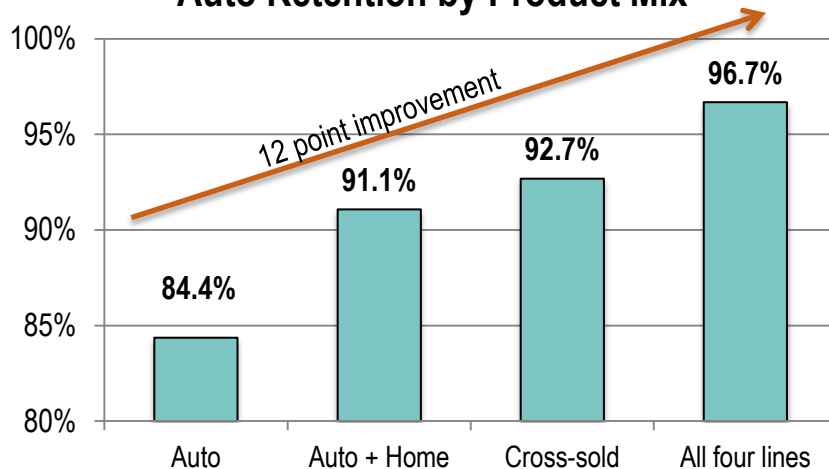
- New business spreads continue to exceed targets
- We expect spread compression to diminish in a rising interest environment, lifting overall returns
- Business is priced to generate a low double-digit ROE at targeted spreads of 200 to 250 bps

P&C segment – Preferred book of educator risk with strong retention ratios

P&C Net Written Premium (\$606 MM)⁽¹⁾



Auto Retention by Product Mix⁽²⁾



Opportunity

- Preferred risk profile
 - Conservative by nature
 - Short/off-hour commutes
 - Financially responsible
- Reach new educators and cross-sell to our existing Annuity and Life customers

Product

- Majority of P&C business is bundled Auto and Property
- Policy retention exceeds industry averages and improves with cross-sell efforts
 - 85% Auto
 - 88% Property

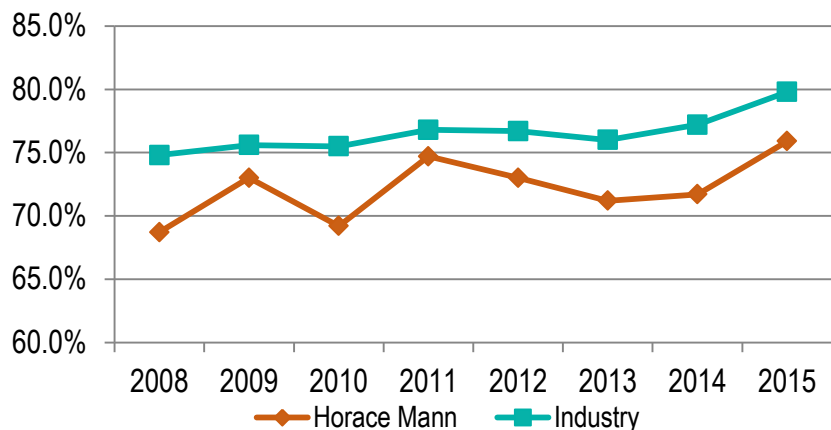
(1) Based on FY15

(2) HMN data: ~360,000 educator households as of March 2016; Cross-sold households defined as Auto and Property plus Annuity and/or Life

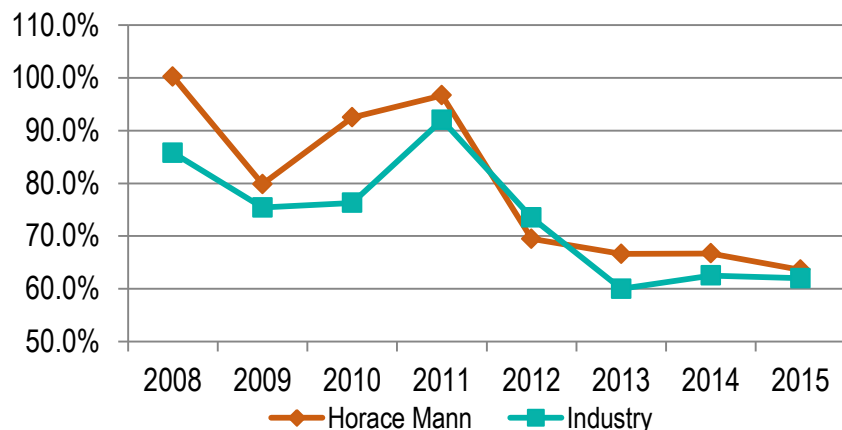
P&C segment –

Improving combined ratios consistently better than industry averages

Auto Loss Ratio vs Industry⁽¹⁾



Homeowners Loss Ratio vs Industry⁽¹⁾



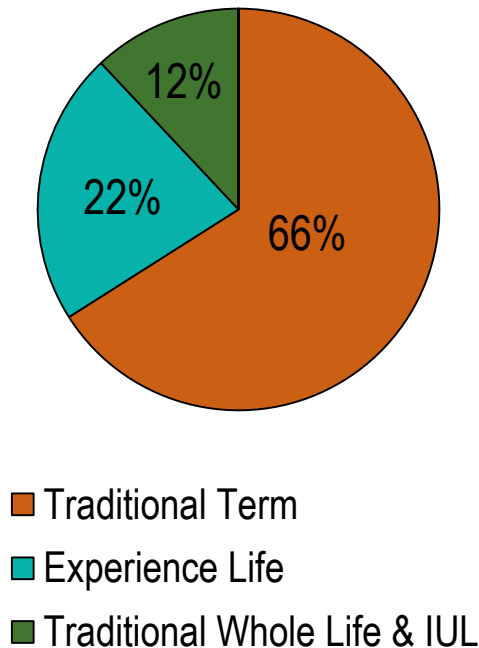
Results

- Strategic pricing and underwriting actions resulting in margin improvement
 - Mid-single-digit rate increases to remain ahead of loss-cost trends
- Auto loss ratio averaging nearly 5 points better than the industry (2008-15)
 - Severity trends appear to be stabilizing
- Property loss ratio improvement tracking better than the industry
 - Underwriting initiatives positively impact underlying results
- Mid-90s reported combined ratio would generate a 12% ROE at 1.5x underwriting leverage

(1) A.M. Best industry composite based on statutory incurred losses

Life segment – Sizable opportunity in our middle-market educator niche

Individual insurance in force⁽¹⁾



Opportunity

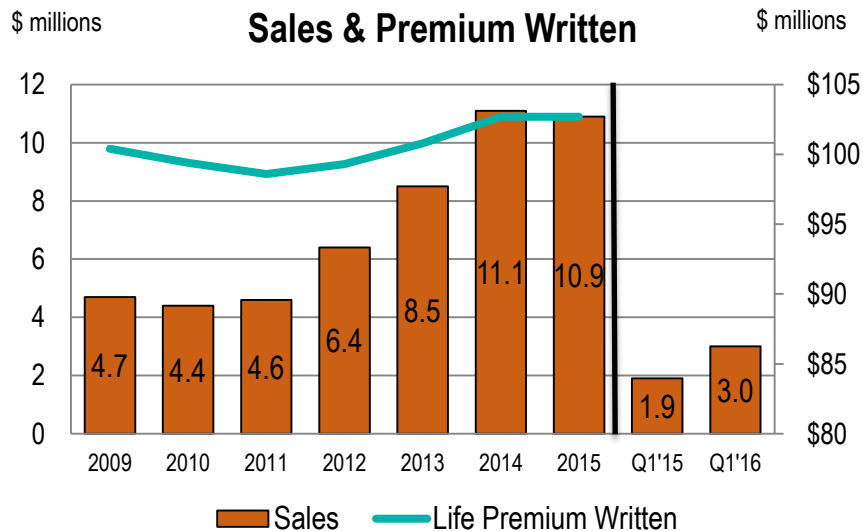
- Tailored product suite to cross-sell to our existing P&C and Annuity customers
- Dedicated field support team to help agents educate customers about options and costs

Products

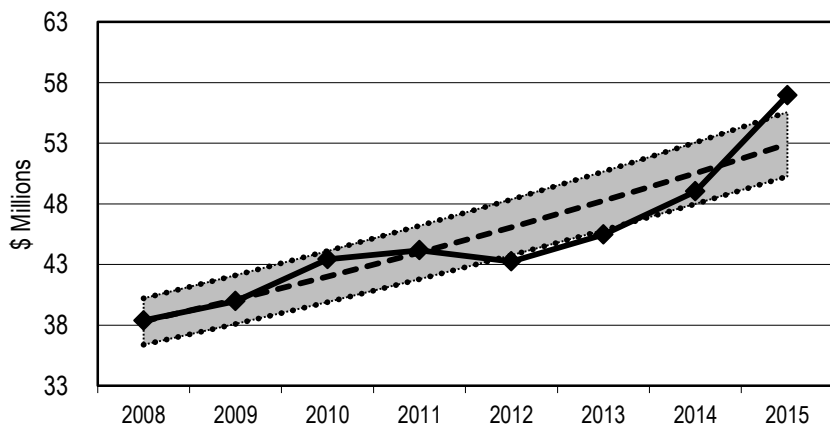
- Basic coverages appropriate for educator income levels
 - Indexed universal life product
 - Term insurance
 - Traditional whole life
 - Single-premium whole life
- Mature in-force book of whole and term life products
 - About 201,000 policies
 - Average face amount of ~ \$97,000; ~ 96% retention ratio for individual life

(1) Face amount in force as of March 31, 2016

Life segment – Profitable inforce block with renewed growth



Life Statutory Incurred Claims
(including regression curve & +/- 5% corridor)

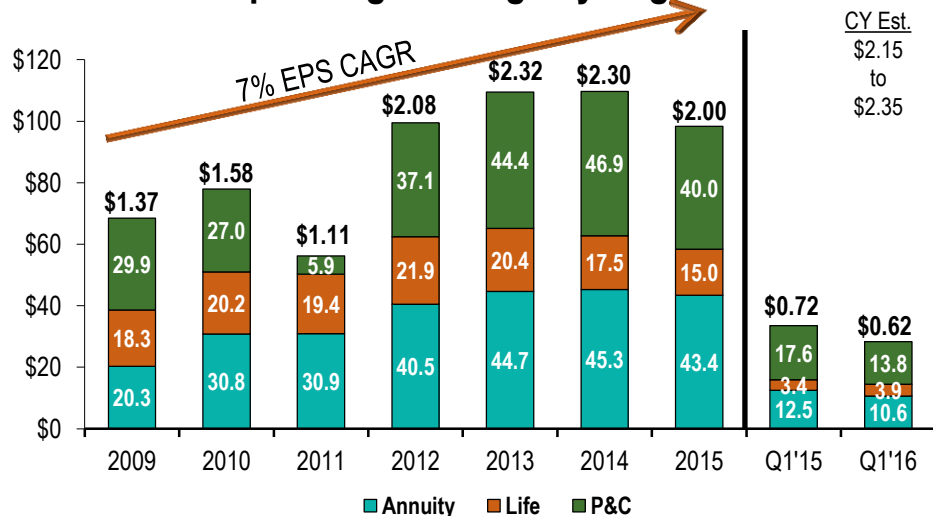


Results

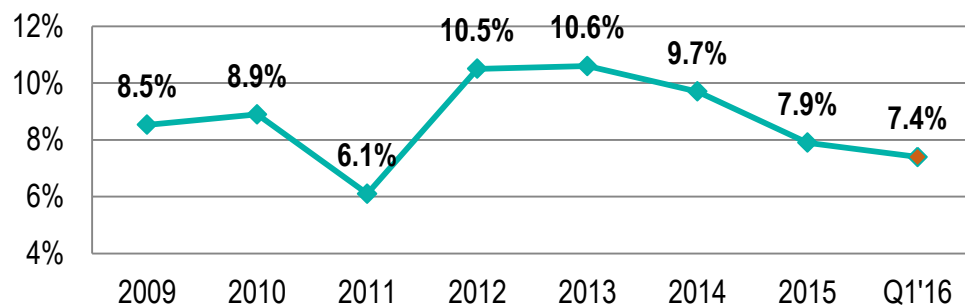
- Strategic focus to grow this segment of profitable business at a double-digit pace
- Q1 2016 ex-DAC life earnings of \$3.8 million, up from \$3.3 million in Q1 2015
- Life sales increased by about \$1 million, largely due to the favorable reception of our Indexed Universal Life product
- Business is priced to generate a low double-digit ROE

Multiline business model has generated solid operating earnings

Operating Earnings by Segment⁽¹⁾



Operating ROE⁽²⁾



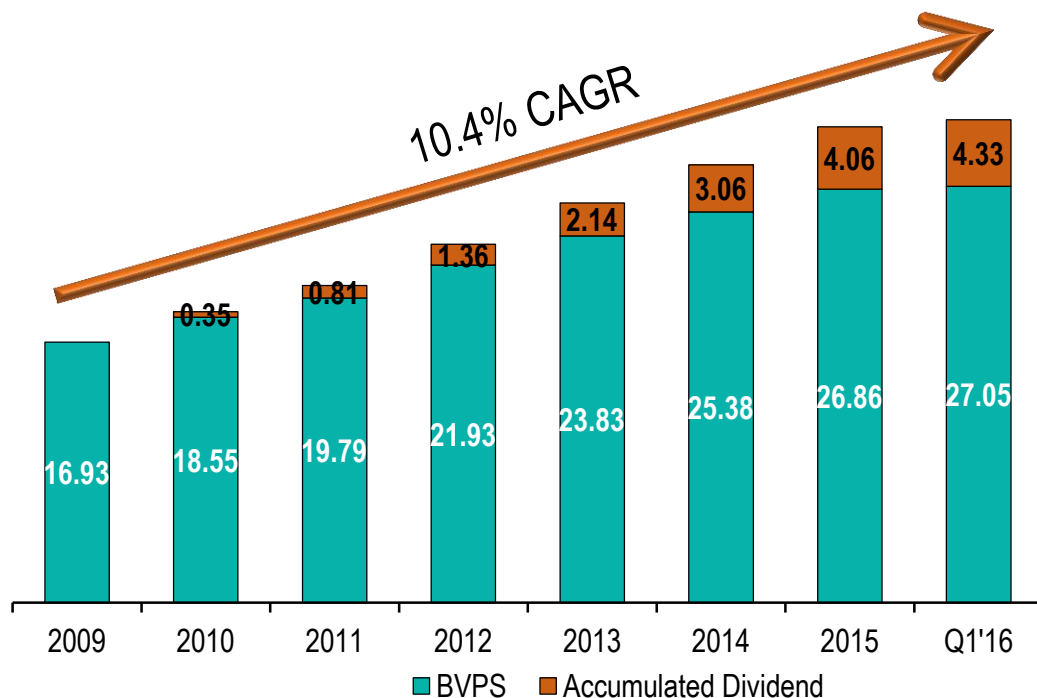
- Operating earnings per share⁽¹⁾ have grown 7% on a compound average annual basis, led by Annuity and P&C
 - Strong Annuity sales, assets under management growth, and proactive spread management have generated 14% earnings growth CAGR
 - Continued solid P&C profitability, with emerging signs of PIF growth
 - Life earnings reflect the maturity of in force block
- Investing in all three business segments to accelerate Operating EPS growth and improve ROE over time
- For 2016, expect operating income of \$2.15-\$2.35 per share
 - 1-to-1.5-point improvement in P&C profitability; ~6-point catastrophe load
 - Ex-DAC Annuity earnings of \$40-\$45 million on lower net interest spread
 - Life segment earnings of \$12-\$14 million reflect modeled mortality

(1) Operating earnings reflects net income excluding realized investment gains and losses

(2) Operating ROE excluding unrealized gains and losses; 2010 and prior are before the retroactive application of new accounting guidance for deferred policy acquisition costs

Solid financial results have resulted in top quartile book value growth⁽¹⁾ and a compelling dividend yield

Book Value Plus Accumulated Dividends⁽¹⁾



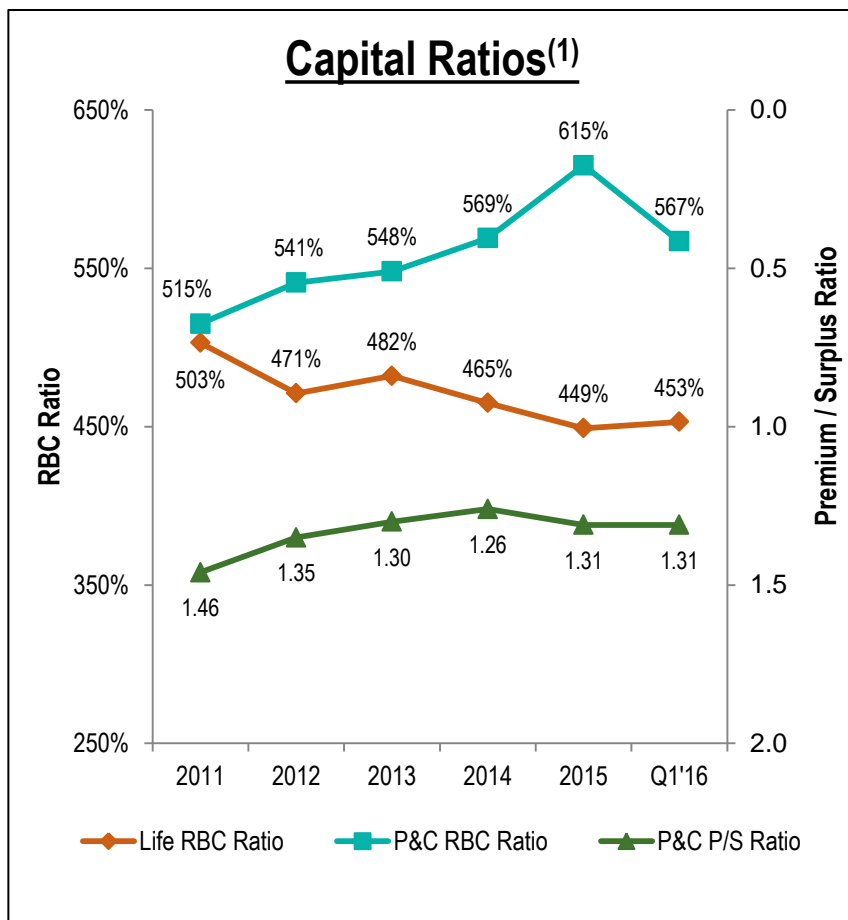
- \$27.05 book value per share excluding FAS 115 as of Q1 2016, up 4% from a year ago
- Annualized 2016 shareholder dividend of \$1.06
 - Increase of 6% represents the eighth consecutive year for increase
 - Dividend yield of 3.3%⁽²⁾
 - Reflects ~50% payout ratio
- Opportunistic share buyback program
 - Repurchases of \$63.4 million since December 2011 at an average price of \$24.66 versus VWAP of \$26.33⁽³⁾
 - \$36.6 million remains under 2015 share repurchase authorization

(1) Book value per share excluding unrealized investment gains/losses (ex. FAS 115). 2009-2011 numbers have been restated to include the retrospective application of new accounting guidance for deferred policy acquisition costs. Top quartile ranking in peer group includes Large, Mid and Small cap personal lines and life insurance companies

(2) Based on 3/31/16 stock price of \$31.69

(3) Repurchase activity through 3/31/16

Capital ratios are strong and reflect more than adequate capital to grow our businesses

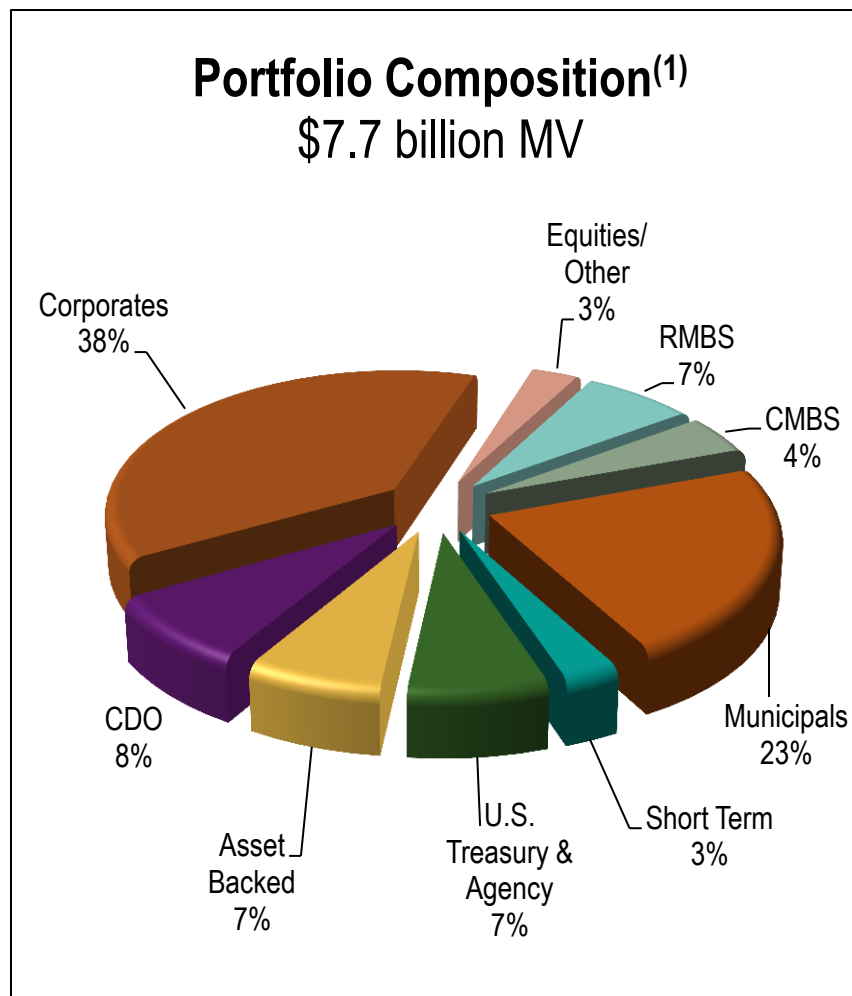


(1) 2016 RBC results are estimates

(2) Excluding unrealized gains/losses on investments

- Consistent earnings and conservative bias have resulted in strong capital ratios
 - P&C loss reserves held near top end of independent actuarial range
 - Annuity and Life product design
 - Investment portfolio construction/historical loss experience
- Q1 2016 debt-to-capital ratio⁽²⁾ of 18.5%
- Excess capital deployed for organic growth will result in modest ROE expansion

Conservative and well diversified investment portfolio that is designed to support our product offerings



- High quality, well diversified portfolio across fixed income sectors
 - Weighted average quality: A
 - Average duration 5.7
- Focused on risk and asset liability management
 - \$6.7 billion MV portfolio supports long dated Annuity & Life liabilities
 - \$0.9 billion MV portfolio supports P&C
 - \$433 million net unrealized gain; majority in Annuity & Life portfolios
- New purchases focused on maintaining portfolio quality and yield
 - 2016 reinvestment rate assumption of 4.00% included in EPS guidance
 - Q1'16 new money rate in line with 2016 assumption

(1) As of March 31, 2016; excludes policy loans

Tools in place to accelerate efforts to profitably grow

Product

Robust/Complete Product Suite

- More sophisticated P&C pricing segmentation
- Introduction of Indexed Universal Life

Distribution

Strengthening the model

- Dedicated focus on exclusive agency model
- Continued focus on agent productivity standards
- Complementary direct support through customer contact center

Infrastructure

Modernizing the infrastructure

- Systems implementations
- Focused efforts on enhanced ease of doing business and customer experience



- More educator households
 - Sales momentum across all business lines
- Improve our already industry-leading cross-sell ratio
- Continued strong earnings growth and book value

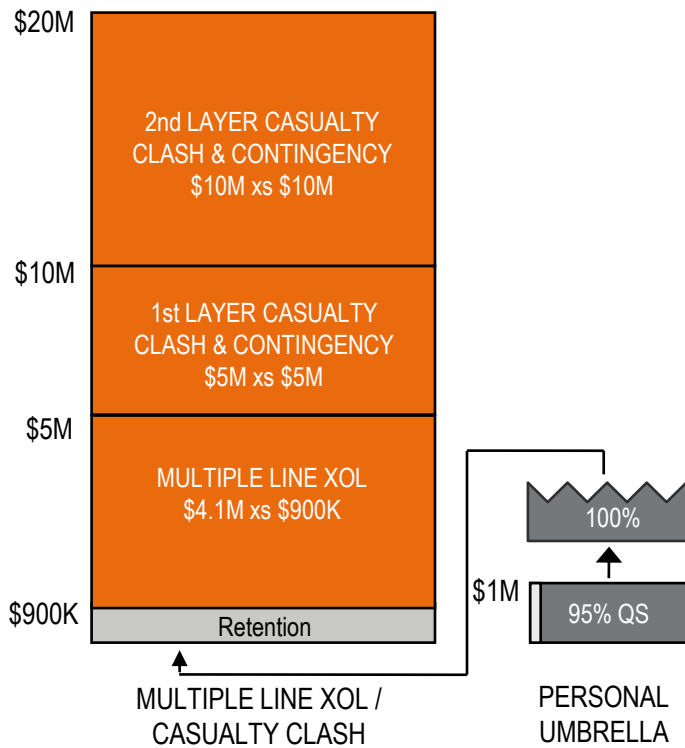
Appendix

Founded by Educators for Educators®

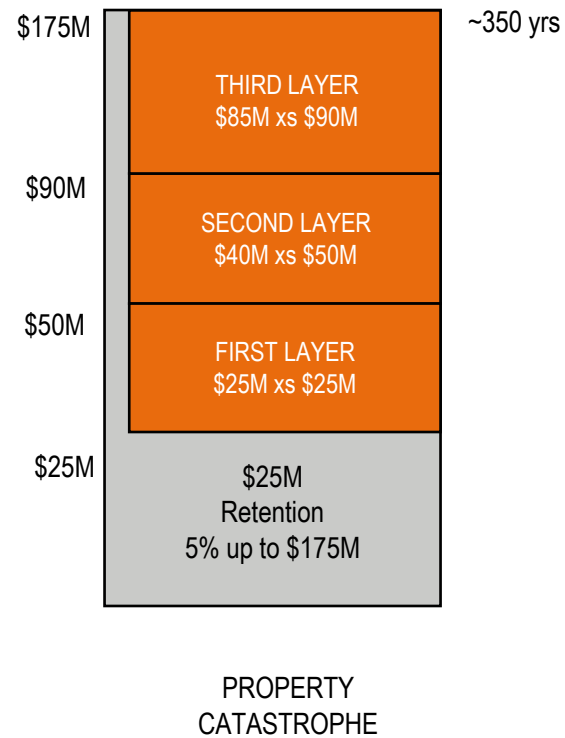
1945	Founded by two teachers in Springfield, IL as the Illinois Education Association Mutual Insurance Company to provide automobile insurance to IEA members
1949 1961	Company began offering life insurance products to the educational community Introduced 403(b) tax-qualified retirement annuities; the year Congress created this option for educators
1975 1989 1991	Company acquired by INA Corporation Company acquired from CIGNA through a management led LBO Completed initial public offering; stock trades on NYSE under the symbol "HMN"
2000 2006 2009	With less than 50% of new P&C business represented by educators, company refocuses on the educator market Began transitioning employee agency force to new business model Exclusive Agent (EA) contract introduced
2010 2014-15	Re-introduced State Teacher Retirement Seminars, and began strategic relationship with DonorsChoose.org Introduction of Fixed Indexed Annuity and Indexed Universal Life rounds out product offerings
Today	Building on a solid foundation to accelerate our growth momentum and increase our penetration in the K-12 educator niche <ul style="list-style-type: none"> – Largest national, multiline insurance company focused on serving the nation's K-12 educator market – Current book ~ 80% educator – Agency force transition largely complete; now focused on productivity improvement initiatives – Annuity and Life product line enhancements and infrastructure improvements – Enhanced P&C pricing segmentation and underwriting and claims initiatives to further improve underwriting results

Current single-event catastrophe reinsurance provides PML coverage of approximately 350 years

Multiple Line XOL/Casualty⁽¹⁾



Property⁽¹⁾



(1) 2016 Reinsurance Program
 (2) Based on the current AIR model

Strong and stable P&C reserves further reduce potential earnings volatility

Appropriate conservatism

- Disciplined reserving practices
- Carried reserves near high end of independent actuarial estimate
- Recent favorable reserve development consistent with independent observations

Strong claims organization/capabilities

- Centralized claim offices
- Technology/infrastructure
- Implementation of best practices and procedures

Net P&C Reserve Position			
	<u>Independent Actuary</u>		<u>HMN</u>
(\$ Millions)	<u>Low</u>	<u>High</u>	<u>Held</u>
2015	\$214.3	\$257.7	\$251.2
2014	\$227.8	\$274.5	\$267.4
2013	\$218.0	\$266.2	\$261.7

Highly rated by all rating agencies: educator market focus, earnings diversification and capital strength

Recent Ratings Upgrades

- In Q1'16, AM Best upgraded our P&C rating to “A” from “A-”
- In Q2'15, Moody's upgraded our Life outlook to Positive from Stable
- In Q2'14, Fitch upgraded our ratings to 'A' from 'A-'

Strong Position within the Educator Community

- “strong business franchise/formidable reputation in K-12 educator market...”
- “continued expertise in writing personal lines products in educator market...”
- “historical growth/recent growth momentum in 403(b) market...established as one of the more significant providers...”

Stable Operating Results and Enterprise Risk Management

- “(earnings) have benefitted from diversity...P/C and Life operations...”
- “limits its risk taking to areas it understands and has made decisions to avoid risks related to certain distribution segments, products, and investments to maintain a high quality book of business focused on the educational market”

Strong Capital Adequacy

- “maintains a generally risk-adverse approach to underwriting and the management of its investment portfolio”
- “maintains debt at a conservative level, consolidated capital adequacy that is above the rating category and a conservative investment portfolio with limited exposure to problematic asset classes”

Current Financial Strength Ratings

<u>Agency</u>	<u>Rating</u> (affirmed/ reviewed)	<u>Outlook</u>
S&P	A (3/2/2016)	Stable
Moody's - Life - P&C	A3 A3 (6/15/15)	Positive Stable
AM Best - Life - P&C	A A (3/30/16)	Stable Stable
Fitch	A (3/29/16)	Stable

Consolidated GAAP Income Statement

(\$ in Millions, except EPS and BV)

	2012	2013	2014	2015	Q1'16
Written Prem. & Contract Deposits	\$ 1,067.7	\$ 1,094.2	\$ 1,167.7	\$ 1,256.5	\$ 283.2
Earned Prem. & Contract Charges	\$ 670.5	\$ 690.9	\$ 715.8	\$ 731.9	\$ 185.5
Investment Income	306.0	313.6	329.8	332.6	84.7
Other Income	7.0	4.5	4.2	3.2	1.3
Benefits, Claims, & Settlement Exp.	611.8	618.2	644.5	679.2	166.2
Total Other Expenses & Taxes	285.4	294.3	308.0	303.6	79.7
Income Before Realized Gains/Losses	\$ 86.3	\$ 96.5	\$ 97.3	\$ 84.9	\$ 25.6
Operating EPS	\$ 2.08	\$ 2.32	\$ 2.30	\$ 2.00	\$ 0.62
Operating ROE (ex. FAS 115)	10.5%	10.6%	9.7%	7.9%	7.4%
Realized Inv. Gains/Losses, After Tax	17.6	14.4	6.9	8.6	-0.4
Net Income	\$ 103.9	\$ 110.9	\$ 104.2	\$ 93.5	\$ 25.2
BV/Share (ex. FAS 115)	\$ 21.93	\$ 23.83	\$ 25.38	\$ 26.86	\$ 27.05
BV/Share	\$ 31.65	\$ 27.14	\$ 32.65	\$ 31.18	\$ 33.11

Consolidated GAAP Balance Sheet

(\$ in Millions)

	2012	2013	2014	2015	Q1'16
Assets					
Investments	\$ 6,292.1	\$ 6,539.5	\$ 7,403.5	\$ 7,648.0	\$ 7,824.6
Cash	15.2	18.2	11.7	15.5	50.5
Separate Account Assets	1,398.3	1,748.0	1,813.6	1,800.7	1,767.9
DAC	196.9	245.3	215.1	253.2	239.2
Goodwill	47.4	47.4	47.4	47.4	47.4
Other Assets	217.8	228.3	277.2	292.2	301.8
Total Assets	\$ 8,167.7	\$ 8,826.7	\$ 9,768.5	\$10,057.0	\$ 10,231.4
Liabilities					
Policy Liabilities & Other					
Policyholder Funds	\$ 4,839.9	\$ 5,375.5	\$ 5,958.2	\$ 6,376.1	\$ 6,455.0
Separate Account Liabilities	1,398.3	1,748.0	1,813.6	1,800.7	1,767.9
Long Term Debt	199.8	199.9	199.9	247.0	247.0
Short Term Debt	38.0	38.0	38.0	0.0	0.0
Other Liabilities	445.9	366.0	422.3	368.5	425.5
Total Liabilities	6,921.9	7,727.4	8,432.0	8,792.3	8,895.4
Shareholders' Equity	1,245.8	1,099.3	1,336.5	1,264.7	1,336.0
Total Liabilities & Equity	\$ 8,167.7	\$ 8,826.7	\$ 9,768.5	\$10,057.0	\$ 10,231.4

Horace Mann Educators Corporation

National Insurer offering Auto, Property and traditional Annuity and Life products to a niche market of educators through a largely captive agency distribution model

Exchange ticker symbol	NYSE:HMN
Share Price	\$31.69 ⁽¹⁾
Shares Outstanding	40.4 million ⁽¹⁾⁽²⁾
Market Capitalization	\$1.3 billion ⁽¹⁾
Annualized Dividend Per Share	\$1.06 ⁽¹⁾
Dividend Yield Per Share	3.3% ⁽¹⁾
Average Daily Volume	145K shares (52-week average daily volume as of 3/31/2016)
Book Value Per Share	\$27.05 ⁽¹⁾⁽³⁾
Analyst Coverage	Dowling & Partners: Julia Ferguson Janney Montgomery Scott: Robert Glasspiegel JMP Securities: Christine Worley Keefe, Bruyette & Woods: Meyer Shields Macquarie: Sean Dargan
Company Contacts	Ryan Greenier, Vice President, Investor Relations, 217-788-5738, ryan.greenier@horacemann.com Kristi Niles, Assistant Vice President, Investor Relations, 217-788-5160, kristi.niles@horacemann.com

(1) As of 3/31/2016

(2) 41.5 million weighted average diluted shares for Q1'16

(3) Excluding unrealized gains/losses on investments