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, 1995 Commission file number 0-4604

## CINCINNATI FINANCIAL CORPORATION

(Exact name of registrant as specified in its charter)

## Ohio

(State or other jurisdiction of incorporation or organization)

6200 S. Gilmore Road, Fairfield, Ohio
(Address of principal executive offices)
Registrant's telephone number, including area code: (513)870-2000
Securities registered pursuant to Section 12(b) of the Act:

## NONE

Securities registered pursuant to Section $12(\mathrm{~g})$ of the Act:

Title of Each Class
\$2.00 Par, Common

Exchange on Which Registered

Over The Counter Over The Counter

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or $15(\mathrm{~d})$ 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 $X$ No

The aggregate market value of voting stock held by nonaffiliates of Cincinnati Financial Corporation was $\$ 2,919,384,518$ as of March 1, 1996.

As of March 1, 1996, there were $53,090,056$ shares of common stock outstanding.

## Documents Incorporated by Reference

Annual Report to Shareholders for year ended December 31, 1995 (in part) into Parts I, II and IV and Registrant's Proxy Statement dated March 2, 1996 into Parts I, III and IV.

## ITEM 1. BUSINESS

Cincinnati Financial Corporation ("CFC") was incorporated on September 20, 1968 under the laws of the State of Delaware. On April 4, 1992, the shareholders voted to adopt an Agreement of Merger by means of which the reincorporation of the Corporation from the State of Delaware to the State of Ohio was accomplished. CFC owns $100 \%$ of The Cincinnati Insurance Company ("CIC") and $100 \%$ of CFC Investment Company ("CFC-I"). The principal purpose of CFC is to be a holding company for CIC and CFC-I and in addition for the purpose of acquiring other companies.

CIC, incorporated in August, 1950, is an insurance carrier presently licensed to conduct multiple line underwriting in accordance with Section 3941.02 of the Revised Code of Ohio. This includes the sale of fire, automobile, casualty, bonds, and all related forms of property and casualty insurance in 50 states, the District of Columbia, and Puerto Rico. CIC is not authorized to write any other forms of insurance. CIC is in a highly competitive industry and competes in varying degrees with a large number of stock and mutual companies. CIC also owns $100 \%$ of the stock of the following insurance companies.

1. The Cincinnati Life Insurance Company ("CLIC") incorporated in 1987 under the laws of Ohio for the purpose of acquiring the business of Inter-Ocean and The Life Insurance Company of Cincinnati. CLIC acquired The Life Insurance Company of Cincinnati and Inter-Ocean Insurance Company on February 1, 1988. CLIC is engaged in the sale of life insurance and accident and health insurance in 46 states and the District of Columbia.
2. The Cincinnati Casualty Company ("CCC") (formerly the Queen City Indemnity Company), incorporated in 1972 under the laws of Ohio, is engaged in the fire and casualty insurance business on a direct billing basis in 29 states. The business of CIC and CCC is conducted separately, and there are no plans for combining the business of said companies.
3. The Cincinnati Indemnity Company ("CID"), incorporated in 1988 under the laws of Ohio, is engaged in the writing of nonpreferred personal and casualty lines of insurance in 21 states. The business of CIC and CID is conducted separately, and there are no plans for combining the business of said companies.

CFC-I, organized in 1970, owns certain real estate in the Greater Cincinnati area and is in the business of leasing of financing various items principally automobiles, trucks, computer equipment, machine tools, construction equipment, and office equipment.

Industry segment information for operating profits and identifiable assets is included on page 30 of the Company's Annual Report to Shareholders and is incorporated herein by reference (see Exhibit 13 to this filing).

As more fully discussed in pages 7, 9, and 11 through 13 in the Company's Annual Report to Shareholders, incorporated herein by reference (see Exhibit 13 to this filing), the Company sells insurance primarily in the Midwest and Southeast through a network of a limited number (988 in 26
states at December 31, 1995) of selectively appointed independent agents, most of whom own stock in the Company. Gross written premiums by property/casualty lines increased $7 \%$ to $\$ 1.377$ billion in 1995. The Company's mix of property/casualty business did not change significantly in 1995. Life and accident and health insurance (which constituted only $4 \%$ of the Company's premium income for 1995) is also sold primarily through property/casualty agencies and did not change significantly in 1995.

The consolidated financial statements include the estimated liability for unpaid losses and loss adjustment expenses ("LAE") of the Company's property/casualty ("P/C") insurance subsidiaries. Property and casualty insurance is written in 50 states, the District of Columbia, and Puerto Rico. The liabilities for losses and LAE are determined using case-basis evaluations and statistical projections and represent estimates of the ultimate net cost of all unpaid losses and LAE incurred through December 31 of each year. These estimates are subject to the effect of trends in future claim severity and frequency. These estimates are continually reviewed; and as experience develops and new information becomes known, the liability is adjusted as necessary. Such adjustments, if any, are reflected in current operations.

The Company does not discount any of its property/casualty liabilities for unpaid losses and unpaid loss adjustment expenses.

There are two tables used to present an analysis of losses and LAE. The first table, providing a reconciliation of beginning and ending liability balances for 1995, 1994, and 1993, is on page 27 in the Company's Annual Report to Shareholders, incorporated herein by reference (see Exhibit 13 to this filing). The second table, showing the development of the estimated liability for the ten years prior to 1995 is presented on the next page.

The reconciliation referred to in the preceding paragraph shows a 1995 recognition of $\$ 126,509,000$ redundancy in the December 31, 1994 liability. This redundancy is due in part to the effects of settling case reserves established in prior years for less than expected and also in part to the over estimation of the severity of IBNR losses. Average severity continues to increase primarily because of increases in medical costs related to workers' compensation and auto liability insurance. Litigation expenses for recent court cases on pending liability claims continue to be very costly; and judgments continue to be high and difficult to estimate. Reserves for environmental claims have been reviewed and the Company believes that the reserves are adequate. Environmental exposures are minimal as a result of the types of risks we have insured in the past. Historically, most commercial accounts written post-date the coverages which afford clean-up costs and Superfund responses.

The anticipated effect of inflation is implicitly considered when estimating liabilities for losses and LAE. While anticipated price increases due to inflation are considered in estimating the ultimate claim costs, the increase in average severities of claims is caused by a number of factors that vary with the individual type of policy written. Future average severities are projected based on historical trends adjusted for anticipated changes in underwriting standards, policy provisions, and general economic trends. These trends are monitored based on actual development and are modified if necessary.

The limits on risks retained by the Company vary by type of policy, and risks in excess of the retention limits are reinsured. Because of the growth in the Company's capacity to underwrite risks and reinsurance market conditions, in 1987 and 1989, the Company raised its retention limits from \$500,000 to \$750,000 to $\$ 1,000,000$, respectively, for casualty and property lines of insurance. In 1995, the casualty and property lines retention limits were further raised to \$2,000,000.

There are no differences between the liability reported in the accompanying consolidated financial statements in accordance with generally accepted accounting principles ("GAAP") and that reported in the annual statements filed with state insurance departments in accordance with statutory accounting practices ("SAP").

ANALYSIS OF LOSS AND LOSS ADJUSTMENT EXPENSE DEVELOPMENT (Millions of Dollars)


The table above presents the development of balance sheet liabilities for 1985 through 1995. The top line of the table shows the
estimated liability for unpaid losses and LAE recorded at the balance sheet date for each of the indicated years. This liability represents the estimated amount of losses and LAE for claims arising in all prior years that are unpaid at the balance sheet date, including losses that had been incurred but not yet reported to the Company. The upper portion of the table shows the reestimated amount of the previously recorded liability based on experience as of the end of each succeeding year. The estimate is increased or decreased as more information becomes known about the frequency and severity of claims for individual years.

The "cumulative redundancy (deficiency)" represents the aggregate change in the estimates over all prior years. For example, the 1987 liability has developed a $\$ 29,000,000$ redundancy over eight years and has been reflected in income over the eight years. The effects on income of the past three years of changes in estimates of the liabilities for losses and LAE for all accident years is shown in the reconciliation table.

The lower section of the table shows the cumulative amount paid with respect to the previously recorded liability as of the end of each succeeding year. For example, as of December 31,1995 , the Company had paid $\$ 461,000,000$ of the currently estimated $\$ 505,000,000$ of losses and LAE that have been ncurred as of the end of 1987; thus an estimated $\$ 44,000,000$ of losses incurred as of the end of 1987 remain unpaid as of the current financial statement date.

In evaluating this information, it should be noted that each amount includes the effects of all changes in amounts for prior periods. For example, the amount of deficiency or redundancy related to losses settled in 1992, but incurred in 1987, will be included in the cumulative deficiency or redundancy amount for 1987 and each subsequent year. This table does not present accident or policy year development data which readers may be more accustomed to analyzing. Conditions and trends that have affected development of the liability in the past may not necessarily occur in the future. Accordingly, it may not be appropriate to extrapolate future redundancies or deficiencies based on this table.

The Company limits the maximum net loss that can arise by large risks or risks concentrated in areas of exposure by reinsuring (ceding) with other insurers or reinsurers. Related thereto, the Company's retention levels were last increased from $\$ 1,000,000$ to $\$ 2,000,000$ in 1995 . The Company reinsures with only financially sound companies. The composition of its reinsurers has not changed, and the Company has not experienced any uncollectible reinsurance amounts or coverage disputes with its reinsurers in more than ten years.

Information concerning the Company's investment strategy and philosophy is contained in page 32 of the Annual Report to Shareholders, incorporated herein by reference (see Exhibit 13 to this filing). The Company's primary strategy is to maintain liquidity to meet both its immediate and long-range insurance obligations through the purchase and maintenance of medium-risk fixed maturity and equity securities, while earning optimal returns on medium-risk equity securities which offer growing dividends and capital appreciation. The Company usually holds
these securities to maturity unless there is a change in credit risk or the securities are called by the issuer. Historically, municipal bonds (with concentrations in the essential services, i.e. schools, sewer, water, etc.) have been attractive to the Company due to their tax exempt features. Because of Alternative Mininum Tax matters, the Company uses a blend of tax-exempt and taxable fixed maturity securities. Investments in common stocks have been made with an emphasis on securities with an annual dividend yield of at least 2 to 3 percent and annual dividend increases. The Company's strategy in equity investments is to identify approximately 10 to 12 companies in which it can accumulate 10 to 20 percent of their common stock. As a long-term investor, a buy and hold strategy has been followed for many years, resulting in an accumulation of a significant amount of unrealized appreciation on equity securities.

As of December 31, 1995, CFC employed 2,289 persons.

## ITEM 2. PROPERTIES

CFC-I owns a fully leased 85,000 square feet office building in downtown Cincinnati that is currently leased to Procter and Gamble Company, an unaffiliated company, on a net, net, net lease basis. This property is carried in the financial statements at $\$ 634,298$ as of December 31, 1995.

CFC-I also owns the Home Office building located on 75 acres of land in Fairfield, Ohio. This building contains approximately 380,000 square feet. The John J. and Thomas R. Schiff \& Company, an affiliated company, occupies approximately 5,350 square feet, and the balance of the building is occupied by CFC and its subsidiaries. The property is carried in the financial statements at $\$ 12,450,028$ as of December 31, 1995.

CFC-I also owns the Fairfield Executive Center which is located on the northwest corner of the home office property in Fairfield, Ohio. This is a four-story office building containing approximately 124,000 square feet. CFC and its subsidiaries occupy approximately $47 \%$ of the building, unaffiliated tenants occupy approximately $34 \%$ of the building, and the balance is available for Company expansion. The property is carried in the financial statements at $\$ 10,290,635$ as of December 31, 1995.

The CLIC owns a four-story office building in the Tri-County area of Cincinnati containing approximately 127,000 square feet. At the present time, $100 \%$ of the building is currently being leased by an unaffiliated tenant. This property is carried in the financial statements at $\$ 4,560,999$ as of December 31, 1995.

## ITEM 3. LEGAL PROCEEDINGS

The Company is involved in no material litigation other than routine litigation incident to the nature of the insurance industry.

ITEM 4. SUBMISSION OF MATTERS TO A VOTE OF SECURITY HOLDERS
CFC filed with the commission on March 4, 1996, definitive proxy statements and annual reports pursuant to Regulation 14A. Material filed was the same as that described in Item 4 and is incorporated herein by reference. No matters were submitted during the fourth quarter.

ITEM 5. MARKET FOR THE REGISTRANT'S COMMON EQUITY AND RELATED
STOCKHOLDER MATTERS
This information is included in the Annual Report of the Registrant to its shareholders on page 5 for the year ended December 31, 1995 and is incorporated herein by reference (see Exhibit 13 to this filing).

ITEM 6. SELECTED FINANCIAL DATA
This information is included in the Annual Report of the Registrant to its shareholders on pages 18 and 19 for the year ended December 31, 1995 and is incorporated herein by reference (see Exhibit 13 to this filing).

ITEM 7. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITIONS AND
RESULTS OF OPERATIONS
This information is included in the Annual Report of the Registrant to its shareholders on pages 30 through 32 for the year ended December 31, 1995 and is incorporated herein by reference (see Exhibit 13 to this filing).

ITEM 8. FINANCIAL STATEMENTS AND SUPPLEMENTARY DATA

| (a) | Financial Statements <br> The following consolidated financial statements of the Registrant and its subsidiaries, included in the Annual Report of the Registrant to its shareholders on pages 19 to 30 for the year ended December 31, 1995, are incorporated herein by reference (see Exhibit 13 to this filing). |
| :---: | :---: |
|  | ```Independent Auditors' Report Consolidated Balance Sheets--December 31, 1995 and 1994 Consolidated Statements of Income--Years ended December 31, 1995, 1994, and 1993 Consolidated Statements of Shareholders' Equity--Years ended December 31, 1995, 1994, and 1993 Consolidated Statements of Cash Flows--Years ended December 31, 1995, 1994, and 1993.``` |
| (b) | Notes to Consolidated Financial Statements <br> Supplementary Data <br> Selected quarterly financial data, included in the Annual Report of the Registrant to its shareholders on Page 1 for the year ended December 31, 1995, is incorporated herein by reference (see Exhibit 13 to this filing). |

ITEM 9. CHANGES IN AND DISAGREEMENTS WITH ACCOUNTANTS ON ACCOUNTING
AND FINANCIAL DISCLOSURE
There were no disagreements on accounting and financial disclosure requirements with accountants within the last 24 months prior to December 31, 1995.

CFC filed with the Commission on March 4, 1996 definitive proxy statements pursuant to regulation 14- A. Material filed was the same as that described in Item 10, Directors and Executive Officers of the Registrant; Item 11, Executive Compensation; Item 12, Security Ownership of Certain Beneficial Owners and Management; Item 13, Certain Relationships and Related Transactions, and is incorporated herein by reference.

## PART IV

ITEM 14. EXHIBITS, FINANCIAL STATEMENT SCHEDULES, AND REPORTS ON FORM 8-K
(a) Filed Documents. The following documents are filed as part of this report:

1. Financial Statements--incorporated herein by reference (see Exhibit 13 to this filing) as listed in Part II of this Report.
2. Financial Statement Schedules and Independent Auditors' Report:
Independent Auditors' Report
Schedule I-- Summary of Investments
Other than Investments in Related Parties
Schedule II-- Condensed Financial Information of Registrant
Schedule III-- Supplementary Insurance Information
Schedule IV-- Reinsurance
Schedule VI-- Supplemental Information Concerning
Property-Casualty Insurance Operations
All other schedules are omitted because they are not required, inapplicable or the information is included in the financial statements or notes thereto.
3. Exhibits:

Exhibit 11--Statement re computation of per share earnings for years ended December 31, 1995, 1994, and 1993
Exhibit 13--Material incorporated by reference from the annual report of the registrant to its shareholders for the year ended December 31, 1995
Exhibit 21--Subsidiaries of the registrant--information contained in Part I of this report.
Exhibit 22--Notice of Annual Meeting of Shareholders and Proxy Statement dated March 4, 1996 filed with Securities and Exchange Commission, Washington, D.C., 20549
Exhibit 23--Independent Auditors' Consent
Exhibit 27--Financial Data Schedule
Exhibit 28--Information from reports furnished to state insurance regulatory authorities
(b) Reports on Form 8-K--NONE

To The Shareholders and Board of Directors of Cincinnati Financial Corporation
We have audited the consolidated financial statements of Cincinnati Financial Corporation and its subsidiaries as of December 31, 1995 and 1994, and for each of the three years in the period ended December 31, 1995, and have issued our report thereon dated February 9, 1996; such consolidated financial statements and report are included in your 1995 Annual Report to Shareholders and are incorporated herein by reference. Our audits also included the consolidated financial statement schedules of Cincinnati Financial Corporation and its subsidiaries, listed in Item 14(a)(2). These financial statement schedules are the responsibility of the Company's management. Our responsibility is to express an opinion based on our audits. In our opinion, such consolidated financial statement schedules, when considered in relation to the basic consolidated financial statements taken as a whole, present fairly in all material respects the information set forth therein.

DELOITTE \& TOUCHE LLP
/S/ Deloitte \& Touche LLP

Cincinnati, Ohio
February 9, 1996

SUMMARY OF INVESTMENTS--OTHER THAN INVESTMENTS IN RELATED PARTIES



$\$ 149,00$
65,83
74
-----
$\$ 215,581$

20, 300


10, 032

| \$ | 140,000 |
| :---: | :---: |
|  | 38,679 |
|  | 3, 063 |
| \$ | 181, 742 |
| \$ | 7,389 |
|  | 2,643 |
|  | 10, 032 |

171,710 10, 890




\$ 216, 024
=========

1994
1,354
372,776
$1,335,749$
15,739
12,527
$1,569,026$
3,590
$\cdots-\cdots-\cdots$
$\$ 3,310,761$
=========

| \$ 221,005 | \$ 129,116 |
| :---: | :---: |
| 18, 038 | 16,134 |
| 7,689 | 5,453 |
| 321, 094 | 198,027 |
| 80,000 | 80,000 |
| 4,964 | 6,807 |
| \$ 652,790 | \$ 435,537 |
| 2,657,971 | 1,940, 047 |
| \$3, 310, 761 | \$2,375,584 |

1993

Operating Activities

| Net Income | \$ 227, 350 | \$ 201, 230 | \$ 216, 024 |
| :---: | :---: | :---: | :---: |
| Adjustments to Reconcile Net |  |  |  |
| Income to Net Cash Provided |  |  |  |
| by Operating Activities: |  |  |  |
| Amortization | (706) | (188) | (62) |
| Increase in investment |  |  |  |
| Increase in Current Federal |  |  |  |
| Income Taxes Payable | 2,236 | 607 | 489 |
| Provision for Deferred |  |  |  |
| Income Taxes | 1,125 | 0 | 5,865 |
| Decrease (Increase) in |  |  |  |
| Dividends Receivable |  |  |  |
| from Subsidiaries | $(4,227)$ | 7,700 | $(16,000)$ |
| Decrease (Increase) in |  |  |  |
| Other Assets | 206 | 1,820 | $(2,832)$ |
| (Decrease) Increase in Accrued |  |  |  |
| Expenses and Other Liabilities | $(1,843)$ | 1,407 | $(12,637)$ |
| Increase in Undistributed |  |  |  |
| Earnings of Subsidiaries | $(40,355)$ | $(91,576)$ | $(54,697)$ |
| Realized Gains (Losses) on |  |  |  |
| Investments | (742) | 453 | $(3,063)$ |
| Net Cash Provided by Operating |  |  |  |
| Activities | 178,454 | 118,877 | 131,342 |
| Investing Activities |  |  |  |
| Sale of Fixed Maturity Invest. | 44, 063 | 17,224 | 18,417 |
| Maturity of Fixed Maturity Invest. | 14,641 | 2,794 | 15,368 |
| Sale of Equity Security Invest. | 19,830 | 25,268 | 18,180 |
| Purchase of Fixed |  |  |  |
| Maturity Investments | $(203,081)$ | $(86,711)$ | $(93,580)$ |
| Purchase of Equity |  |  |  |
| Security Investments | $(79,739)$ | $(70,874)$ | $(58,867)$ |
| Net Cash Used in |  |  |  |
| Investing Activities | $(204,286)$ | $(112,299)$ | $(100,482)$ |
| Financing Activities |  |  |  |
| - -------------- |  |  |  |
| Increase in Other |  |  |  |
| Short-Term Borrowings | 91,889 | 51,050 | 11,114 |
| Payment of Cash Dividends | $(69,542)$ | $(62,436)$ | $(55,103)$ |
| (Purchase) Issuance of Treasury |  |  |  |
| Shares) | (287) | (460) | 5,179 |
| Proceeds from Stock |  |  |  |
| Options Exercised | 4,113 | 3,745 | 7,102 |
| Net Cash Provided (Used) |  |  |  |
| in Financing Activities | 26,173 | $(8,101)$ | (31, 708 ) |
| Increase (Decrease) in Cash | 341 | $(1,523)$ | (848) |
| Cash at Beginning of Year | 1,013 | 2,536 | 3,384 |
| Cash at End of Year | \$ 1,354 | \$ 1,013 | \$ 2,536 |


| Column A | Column B | Column C | Column D | Column E | Column F |
| :---: | :---: | :---: | :---: | :---: | :---: |
| - ------ | -- | Future | -- | -- |  |
|  |  | Policy |  |  |  |
|  |  | Benefits, |  | Other |  |
|  | Deferred | Losses, |  | Policy |  |
|  | Policy | Claims \& |  | Claims \& |  |
|  | Acquisition | Expense | Unearned | Benefits | Premium |
| Segment | Cost | Losses | Premiums | Payable | Revenue |
|  |  |  |  |  |  |
| 1995 |  |  |  |  |  |
| Property |  |  |  |  |  |
| and Liability |  |  |  |  |  |
| Insurance | \$ 76, 365 | \$1,690, 461 | \$407, 254 | \$32, 180 | \$1,263,257 |
| Life/Health |  |  |  |  |  |
| Insurance | 43,224 | 412,552 | 1,371 | 11,604 | 50,869 |
| Total | \$119, 589 | \$2, 103, 013 | \$408, 625 | \$43, 784 | \$1, 314, 126 |
| 1994 |  |  |  |  |  |
| ```Property and Liability``` |  |  |  |  |  |
| Insurance | \$ 69,169 | \$1,510, 150 | \$377, 764 | \$24, 654 | \$1,169,940 |
| Life/Health |  |  |  |  |  |
| Insurance | 40,334 | 378,432 | 1,655 | 11,856 | 49,093 |
| Total | \$109,503 | \$1,888, 582 | \$379,419 | \$36, 510 | \$1, 219, 033 |
| 1993 |  |  |  |  |  |
| Property and Liability |  |  |  |  |  |
| Insurance | \$ 64, 086 | \$1,365, 052 | \$357, 515 | \$21, 582 | \$1, 092, 135 |
| Life/Health |  |  |  |  |  |
| Insurance | 40,005 | 354, 028 | 1,762 | 10,557 | 48,656 |
| Total | \$104, 091 | \$1,719, 080 | \$359, 277 | \$32, 139 | \$1,140, 791 |
|  | ======== | ========== | ======== | ======= | ========== |


| Column A | Column G | Column H | Column I | Column J | Column K |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Benefits, Claims | Amortization of Deferred |  |  |
|  | Net | Losses \& | Policy | Other |  |
|  | Investment | Settlement | Acquisition | Operating | Premium |
| Segment | Income | Expenses | Costs | Expenses | Written |
| 1995 |  |  |  |  |  |
| Property |  |  |  |  |  |
| and Liability |  |  |  |  |  |
| Insurance | \$180, 074 | \$913, 139 | \$264, 281 | \$ 87,420 | \$1, 295, 852 |
| Life/Health |  |  |  |  |  |
| Insurance | 52,440 | 51,077 | 8,032 | 15,289 | 7,277(4) |
| Total | \$232,514 | \$964, 216 | \$272, 313 | \$102,709 | \$1, 303, 129 |
| 1994 |  |  |  |  |  |
| ```Property and Liability``` |  |  |  |  |  |
| Insurance | \$165, 260 | \$854, 804 | \$244, 856 | \$ 80, 205 | \$1,190, 824 |
| Life/Health |  |  |  |  |  |
| Insurance | 48,339 | 46,010 | 8,824 | 14,579 | 7,204(4) |
| Total | \$213,599 | \$900, 814 | \$253, 680 | \$ 94,784 | \$1, 198, 028 |
| 1993 |  |  |  |  |  |
| Property and Liability |  |  |  |  |  |
| Insurance | \$168, 190 | \$788, 318 | \$235, 704 | \$ 75,635 | \$1,123,780 |
| Life/Health |  |  |  |  |  |
| Insurance | 45,844 | 44,160 | 7,760 | 13,146 | 7,459(4) |
| Total | \$214, 034 | \$832,478 | \$243, 464 | \$ 88,781 | \$1, 131, 239 |
|  | ======== | ======== | ======== | ======== | ========== |

Notes to Schedule III:
(1) The sum of columns C, D, \& E is equal to the sum of Losses and loss expense reserves, Life policy reserves, and Unearned premium reserves reported in the Company's consolidated balance sheets.
(2) The sum of columns I \& J is equal to the sum of Commissions, Other operating expenses, Taxes, licenses, and fees, Increase in deferred acquisition costs, and Other expenses shown in the consolidated statements of income, less other expenses not applicable to the above insurance segments.
(3) Investment income amounts for the above insurance segments represent investment income on the actual investment securities in each such segment. Investment expenses, which are deducted from investment income, and other operating expenses include both expenses incurred directly in the insurance segments and expenses allocated to and among the insurance segments based on historical usage factors. The life/health segment is conducted totally within one subsidiary that has no other segments.
(4) Amounts represent written premiums on accident and health insurance business only.

CINCINNATI FINANCIAL CORPORATION AND SUBSIDIARIES REINSURANCE
FOR YEARS ENDING DECEMBER 31, 1995, 1994, AND 1993 (000 omitted)

## Column A

| Column B | Column C |
| :--- | :---: |
|  | Ceded to |
| Gross | Other |
| Amount | Companies |

Column D

Assumed from Other Companies

| Life Insurance in Force | \$8, 328, 764 | \$980, 023 | \$ 20, 047 |
| :---: | :---: | :---: | :---: |
|  | ========= | ======= | ======== |
| Premiums |  |  |  |
| Life/Health Insurance | \$ 54,437 | \$ 3,713 | \$ 145 |
| Property/Liability Ins. | 1,310,105 | 83,804 | 36,956 |
| Total Premiums | \$1,364,542 | \$ 87, 517 | \$ 37, 101 |
| 1994 |  |  |  |
| ----- in Force |  |  |  |
| Life Insurance in Force | \$7,473,906 | \$855, 389 | \$ 23, 102 |
| Premiums |  |  |  |
| Life/Health Insurance | \$ 52,251 | \$ 3,303 | \$ 145 |
| Property/Liability Ins. | 1,207,036 | 100,842 | 63,746 |
| Total Premiums | \$1,259,287 | \$104,145 | \$ 63, 891 |
|  | ========= | ======= | ======== |
| 1993 |  |  |  |
| ----- Insurance in Force |  |  |  |
| Life Insurance in Force | \$6,740,142 | \$761,452 | $\begin{aligned} & \$ 25,712 \\ & ======= \end{aligned}$ |
| Premiums |  |  |  |
| Life/Health Insurance | \$ 51,011 | \$ 2,521 | \$ 166 |
| Property/Liability Ins. | 1,114,330 | 87,820 | 65,625 |
| Total Premiums | \$1,165, 341 | \$ 90,341 | \$ 65,791 |


| Column A | Column E | Column F |
| :---: | :---: | :---: |
|  |  | Percentage of |
|  | Net | Amount Assumed |
|  | Amount | to Net |

## 1995

| Life Insurance in Force | \$7,368,788 | . $3 \%$ |
| :---: | :---: | :---: |
| Premiums |  |  |
| Life/Health Insurance | \$ 50,869 | . $3 \%$ |
| Property/Liability Ins. | 1,263,257 | 2.9\% |
| Total Premiums | \$1,314,126 | 2.8\% |
| 1994 |  |  |
| Life Insurance in Force | \$6,641, 619 | . $3 \%$ |
| Premiums |  |  |
| Life/Health Insurance | \$ 49,093 | . $3 \%$ |
| Property/Liability Ins. | 1,169,940 | 5.4\% |
| Total Premiums | \$1,219,033 | 5.2\% |
| 1993 |  |  |
| Life Insurance in Force | \$6,004,402 | . $4 \%$ |
| Premiums |  |  |
| Life/Health Insurance | \$ 48,656 | . $3 \%$ |
| Property/Liability Ins. | 1,092,135 | 6.0\% |
| Total Premiums | \$1,140, 791 | 5.8\% |

# CINCINNATI FINANCIAL CORPORATION \& SUBSIDIARIES 

SUPPLEMENTAL INFORMATION CONCERNING PROPERTY/CASUALTY INSURANCE OPERATIONS FOR YEARS ENDED DECEMBER 31, 1995, 1994, AND 1993
(000 omitted)

Column A

## Column B

Column C
Column D
Column E
Column F
Columi A

> Puryent

Reserves for Unpaid Claims Discount, and Claim if any,
Deferred Adjustment Deducted in Expenses Column C

| Unearned | Earned |
| :--- | :---: |
| Premiums | Premiums |

Affiliation
with
Registrant

Consolidated
Property-Casualty
Entities

| 1995 | \$76,365 | \$1, 690, 461 | \$-0- | \$407, 254 | \$1, 263, 257 |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1994 | \$69, 169 | \$1, 510, 150 | \$-0- | \$377, 764 | \$1, 169, 940 |
| 1993 | \$64, 086 | \$1, 365, 052 | \$-0- | \$357, 515 | \$1, 092, 135 |



Consolidated
Property-Casualty
Entities

| 1995 | \$180, 074 |  | 040,541 | \$(126, 509 ) | \$264, 281 | \$765,315 | \$1, 295, 852 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1994 | \$165, 260 | \$ | 948,581 | \$ (92, 892 ) | \$244, 856 | \$717, 025 | \$1, 190, 824 |
| 1993 | \$168, 190 | \$ | 828,978 | \$ (39, 769 ) | \$235, 704 | \$633, 681 | \$1, 123, 780 |

Exhibit 11-- Statement re computation of per share earnings for the years ended December 31, 1995, 1994, and 1993.

Exhibit 13-- Material incorporated by reference from the annual report of the registrant to the shareholders for the year ended December 31, 1995

Exhibit 23-- Independent Auditors' Consent
Exhibit 27-- Financial Data Schedule
Exhibit 28-- Information from reports furnished to state insurance regulatory authorities.

Pursuant to the requirements of Section 13 or 15 (d) of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

## CINCINNATI FINANCIAL CORPORATION

## Signature

/s/ Robert B. Morgan
Robert B. Morgan
/s/ Robert J. Driehaus
Robert J. Driehaus
/s/ William F. Bahl
William F. Bahl

Vincent H. Beckman
/s/ Michael Brown
Michael Brown

Richard M. Burridge

John E. Field

David R. Huhn
/s/ Kenneth C. Lichtendahl
Kenneth C. Lichtendahl
/s/ Jackson H. Randolph
Jackson H. Randolph

Title

Date

Chief Executive
Officer, President and Director

Financial Vice President
Treasurer and Director (Principal Financial Officer) (Principal Accounting Officer)

## Director

| Secretary and <br> Director | March , 1996 |
| :--- | :--- | :--- |
| Director | March 19, 1996 |
| Director | March , 1996 |
| Director | March , 1996 |
| Director | March , 1996 |

Director
March 19, 1996

Director
March 19, 1996


## CINCINNATI FINANCIAL CORPORATION

 STATEMENT RE COMPUTATION OF PER SHARE EARNINGS(in thousands except for per share amounts)

|  | 1995 | 1994 | 1993 |
| :---: | :---: | :---: | :---: |
| Weighted average shares outstanding | 53,017 | 52,878* | 52,625* |
| Equivalent shares assumed to be outstanding for: |  |  |  |
| Stock options: | 215 | 220* | 337* |
| Convertible debentures | 1,707 | 1,707* | 1,707* |
| Number of shares for primary computation | 54,939 | 54, 805* | 54, 669* |
| Other dilutive equivalent shares--stock options | 86 | -- | - |
| Number of shares assuming full dilution | 55,025 | 54, 805* | 54,669* |
| Net income before cumulative effect of change in accounting for income taxes | \$227, 350 | \$201, 230 | \$202,179 |
| Interest on convertible debentures--net of tax | 2,860 | 2,860 | 2,858 |
| Cumulative effect of change in accounting for income taxes | -0- | -0- | 13,845 |
| Net income for per share computation | $\begin{aligned} & \$ 230,210 \\ & ======= \end{aligned}$ | $\begin{aligned} & \$ 204,090 \\ & ======= \end{aligned}$ | $\begin{aligned} & \$ 218,882 \\ & ======= \end{aligned}$ |
| Earnings per share: |  |  |  |
| Primary before cumulative effect of change in accounting for income taxes | \$ 4.19 | \$ 3.72* | \$ 3.75* |
| Cumulative effect of change in accounting for income taxes | -0- | -0- | . 25 * |
| Total Primary | \$ 4.19 | \$ 3.72* | \$ 4.00* |
| Fully Diluted | \$ 4.18 | \$ 3.72* | \$ 4.00* |

*Adjusted to reflect a 5\% stock dividend declared in February 1995.

Material incorporated by reference from the annual report of the registrant to the shareholders for the year ended December 31, 1995.

Segment information from page 30 (incorporated into Item 1).
Cincinnati Financial Corporation and Subsidiaries

## 15. SEGMENT INFORMATION

The Company operates principally in two industries-- property and casualty insurance and life insurance. Information concerning the Company's operations in different industries is presented below (000's omitted). Revenue is primarily from unaffiliated customers. Identifiable assets by industry are those assets that are used in the Company's operations in each industry. Corporate assets are principally cash and marketable securities.

|  | ncome Before Income Taxes, |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1995 |  | 1994 |  | 1993 |  |
| Property/casualty insurance | \$ | 2,894 | \$ | $(5,703)$ | \$ | $(3,429)$ |
| Life/health insurance .... |  | $(2,512)$ |  | $(1,691)$ |  | 357 |
| Investment income (less required interest on life reserves) |  | 279,346 |  | 244,347 |  | 222,992 |
| Realized gains on investments |  | 30,781 |  | 19,557 |  | 51,529 |
| Other |  | 4,979 |  | 5,874 |  | 5,578 |
| General corporate expenses |  | $(20,300)$ |  | $(13,056)$ |  | $(10,032)$ |
| Total | \$ | 295,188 | \$ | 249,328 | \$ | 266,995 |
|  | Identifiable Assets |  |  |  |  |  |
|  |  | 1995 |  | 1994 |  | 1993 |
| Property/casualty insurance |  | 3,526,900 | \$ | 2,830,788 | \$ | 2,736,960 |
| Life/health insurance |  | 809,418 |  | 689,838 |  | 688,516 |
| Other |  | 44,487 |  | 44,006 |  | 42,822 |
| Corporate assets |  | 1,728,493 |  | 1,169,647 |  | 1,133,990 |
| Total |  | 6,109,298 |  | 4,734,279 | \$ | 4,602,288 |

## PROPERTY CASUALTY INSURANCE

Gross written premiums increased at a slightly higher rate during 1995, up 7 percent to $\$ 1.377$ billion versus 5.8 percent and $\$ 1.287$ billion in 1994.

This year's combined loss and expense ratio is our best since 1988. The ratio improved to 99.4 percent versus 100.6 percent in 1994. These ratios near the break-even point include catastrophe losses of 2.1 percent and 1.8 percent, respectively, for 1995 and 1994. Hurricanes Erin in August and Opal in October brought in more than 5,500 claims with a $\$ 21.2$ million total price tag. Other nameless storms during the second quarter brought our total catastrophe losses for 1995 to \$27.2 million versus \$20.7 million in 1994.

Outside, storms are raging as weather experts predict more of the same or worse. Inside our industry, carriers are waging price wars. Here too, forecasters predict no relief. Through all kinds of weather and all kinds of market conditions, our principal achievement is consistent and profitable growth. Our 1995 growth rate is approximately double the estimated industry growth rate. Superior profitability is indicated by our 99.4 percent combined ratio versus 106.1 percent estimated for the industry.

## COMMERCIAL LINES

Gross written premiums from commercial lines of insurance reached \$965.7 million, up 8.1 percent. The loss and allocated loss adjustment expense ratio improved to 65.1 percent from 1994's 67 percent.

Times like these call for aggressive action in every aspect of operations. Working from our strengths, we are energized and confident that we are going in the right direction:

AGGRESSIVE ON PRICING: When it is necessary to compete on pricing to get or keep good business, we do it. Competitors who have entered our marketing territories are pricing for strategy, not profit. Agents are giving us their above average new and renewal accounts, but at increasingly discounted premium. The unprofitability of workers' compensation has been considerably reduced by the positive effects of managed care, loss control and state reforms. We have had to file rate decreases in selected states to compete for this desirable business. The pricing pendulum swings and doesn't center.

AGGRESSIVE ON BRINGING DIFFERENTIATED PRODUCTS TO MARKET: Our target market is savvy consumers who understand that not all policies are created equal and who appreciate the expertise and service their agent offers. We are exceptionally aggressive in providing points of difference that give our agents selling advantages. New coverages introduced during 1995 and early 1996 address our society's changing legal and social environment.

-     - Who would have guessed a few years ago that employees would be taking employers to court over their employment practices? Now a host of federal, state and local statutes, as well as court decisions, define discrimination related to hiring, firing,
disciplining, promoting or demoting, granting leave of absence or even giving a reference for an ex-employee. Every day we hear about companies, large and small, sued over sexual harassment alleged against an owner or supervisor. Affordable coverage for employment-related liability has not been readily available in the standard market until now. Cincinnati is introducing Employment Practices Liability Insurance, a timely coverage created by some of our sharpest associates in an unprecedented collaboration across our Commercial Lines, Legal, Claims, Sales and Research \& Development Departments.
-     - Insurance reporters and risk managers seem to have suddenly discovered gaps in liability coverage for injuries caused by substances classified as pollutants. Cincinnati has already addressed the gap. We added limited coverage, at no extra charge, for injuries due to release of toxic vapors and created a unique optional endorsement for businesses that want broad coverage for bodily injury caused by pollutants.
-     - We're aggressive about improving existing products too. One of our premier products, the Dentist's Package Policy, is being fine tuned for the second time in three years. We're determined to keep our professional liability coverages state of the art, with built-in advantages and options no one can match.

AGGRESSIVE ON EXTENDING OUR REACH: New relationships are opening doors for our agents. Cincinnati recently became the endorsed insurer of the Ohio Funeral Directors Association. Associations accustomed to doing business with direct insurers are awakening to the added value of connecting their members with local agents.

New relationships are helping us get and retain prosperous accounts that have grown to Fortune 500 size, including several marquee accounts with brand names recognized all over the world. During 1995, we formed an alliance with Gothaer USA, Inc., a German insurer, increasing our ability to handle accounts with European exposures. A Special Marketing Program is now in place to make sure we do what it takes to service larger accounts.

The Sales \& Marketing Department appointed 33 agencies to sell our commercial policies in Arkansas, Maryland and Minnesota during 1995. Production in these new states reached $\$ 9.6$ million. We're off to a fast start and planning to keep up the pace, with rapid introduction of personal lines products in these and several other states.

## PERSONAL LINES

Gross written premiums from personal lines of insurance rose 4.6 percent to $\$ 411.7$ million. The loss and allocated loss adjustment expense ratio of 66.7 percent compares to 64.5 percent in 1994, reflecting this year's hurricane losses.

During 1995, a large national insurer withdrew from some territories where its risks were too concentrated. Other carriers are going through mergers, acquisitions and restructuring. The Cincinnati Insurance Companies are seizing opportunities to aggressively capitalize on uncertainty in the marketplace. Agents are rolling over entire
books of personal lines business from national carriers, looking to regional insurers like Cincinnati for stability and quality markets.

We are going out and asking for good personal lines business, analyzing our rates, upgrading products and improving software to remove all barriers to growth in individual agencies and across the board. Over the past year, we filed improved homeowners and family auto policies and introduced our new Residential Business Program in most states. Twenty-five million Americans now work out of their homes--but their homeowners policies don't cover business inventory, equipment and liability. The Residential Business Program lets agents add coverage for many eligible classes of home businesses, at very affordable rates compared to a full-fledged commercial policy.

## LIFE INSURANCE

The Cincinnati Life Insurance Company contributed net operating earnings of $\$ 20.7$ million in 1995 versus $\$ 20.2$ million in 1994 . This year's total net earnings of $\$ 25$ million include $\$ 4.3$ million of capital gains compared to 1994 net earnings of $\$ 22$ million with $\$ 1.8$ million of capital gains. Earned premiums rose to $\$ 50.9$ million from $\$ 49.1$ million in 1994.

Customers of Cincinnati's property casualty insurance agencies often look to them for additional professional assistance with individual financial planning, business perpetuation and estate preservation. Cincinnati Life gives agents resources necessary to provide appropriate products and services.

We start by helping identify, recruit and train life insurance producers for property casualty agencies. Established life producers can meet state licensing requirements by earning continuing education credits for attending approved Cincinnati Life seminars at our headquarters or field locations. During 1995, advanced sales seminars addressed how to best serve wealthier clients who need more complex planning and products. Product and service orientation seminars kept producers up to date on underwriting guidelines, sales techniques and product improvements.

We continue to meet demand for guaranteed life insurance policies with fixed, budgetable premiums and fixed death benefits. Sales of guaranteed policies reached $\$ 4.1$ million during 1995, up 17.8 percent from 1994 . Guarantees are currently popular with policyholders who want absolute assurance, before they buy, that proposed costs, values and benefits will not change during the policy period, no matter
how the interest rate climate changes. During 1995, Cincinnati Life took steps to heighten our advantage in this market. We extended preferred nonsmoker rates to policies with face amounts $\$ 100,000$ and higher, made rates more competitive on our guaranteed whole life policies and introduced guaranteed term life policies with 10-, 15- or 20-year policy periods.

Many businesses insured through Cincinnati's property casualty insurance agents participate in Cincinnati Life's payroll deduction programs. Their employees make convenient, affordable payments to buy individually owned, portable life insurance policies. Expense conscious employers simply administer payroll deductions for them, paying nothing out of pocket to deliver a significant benefit. Payroll deduction premiums grew 12 percent to $\$ 10.9$ million during 1995. With our quality products and time-tested processes, Cincinnati Life is positioned for further growth in payroll deduction sales.

## FINANCIAL SERVICES

CFC Investment Company's gross lease, notes and finance receivables reached $\$ 39.5$ million as of December 31, 1995, up 27 percent from $\$ 31.2$ million at this time last year. Receivables include $\$ 13$ million in leases managed for Cincinnati's insurance subsidiaries. We continue to develop new vendor relationships and add to our marketing staff, our goal being growth of receivables and profits.

1995 net income was $\$ 272,000$ versus $\$ 1.8$ million in 1994 . The decrease is due to an accounting adjustment related to 1994.

CFC Investment Company writes convenient, competitive equipment and vehicle leases and loans for insurance agents and their business clients. Agents expanding, acquiring or relocating their offices are eligible for commercial real estate loans. These transactions support strategic business partnerships of The Cincinnati Insurance Companies. We welcome every opportunity to join in the growth plans of strong Cincinnati agencies.

Several investment properties owned or managed by CFC Investment Company continue to operate profitably due to high occupancy rates. As leases expire, offices in our nearby Fairfield Executive Center are being converted for Cincinnati departments crowded out of CFC Headquarters by growth of our insurance business.

Our income-oriented strategy yielded $\$ 300$ million of pre-tax investment income in 1995. This 14.2 percent increase over 1994 's $\$ 262.6$ million exceeds the insurance industry's estimated investment earnings growth rate of 10.4 percent.

Securities selected for our portfolio must have both the potential for appreciation and the ability to generate a steady stream of cash flow. We receive much of our return on securities as dividends and coupon payments, reaping the benefits of compound growth by reinvesting this cash flow. This scenario has been effective due to concentration in higher yielding bank and utility stocks as well as convertible preferred stocks and bonds. We steer clear of trendy instruments with inherent risk and potential for heavy loss of principal.

Lower interest rates sparked confidence and created positive financial markets during 1995. High year-end market values contrast with 1994's depressed year-end values. Total market value of our portfolio rose 31 percent to $\$ 5.529$ billion as of December 31,1995 versus $\$ 4.212$ billion at this time last year. Net unrealized appreciation of invested assets grew $\$ 558$ million, contributing to record high assets of $\$ 6.109$ billion and shareholders' equity of $\$ 2.658$ billion. Book value rose 35 percent to $\$ 49.77$ per share.

Congress is pushing for a capital gains tax rate reduction. The Investment Department is monitoring this and other congressional activity that may affect our strategies to increase current earnings and long-term appreciation.
4. LOSSES AND LOSS EXPENSES

Activity in the reserve for losses and loss expenses is summarized as follows (000's omitted):

|  | Years Ended December 31, |  |  |
| :---: | :---: | :---: | :---: |
|  | 1995 | 1994 | 1993 |
| Balance at January 1 | \$ 1,510,150 | \$ 1, 365, 052 | \$ 1, 200, 182 |
| Less reinsurance receivable | 78,125 | 71,691 | 62,349 |
| Net balance at January 1 | 1,432,025 | 1,293,361 | 1,137,833 |
| Incurred related to: |  |  |  |
| Current year | 1,040,541 | 948,581 | 828,978 |
| Prior years | $(126,509)$ | $(92,892)$ | $(39,769)$ |
| Total incurred | 914,032 | 855,689 | 789,209 |
| Paid related to: |  |  |  |
| Current year | 396,856 | 373,721 | 323,616 |
| Prior years | 368,459 | 343,304 | 310,065 |
| Total paid | 765,315 | 717,025 | 633,681 |
| Net balance at December 31 | 1,580,742 | 1,432, 025 | 1,293,361 |
| Plus reinsurance receivable | 109,719 | 78,125 | 71,691 |
| Balance at December 31 | \$ 1,690, 461 | \$ 1, 510, 150 | \$ 1,365, 052 |

As a result of changes in estimates of insured events in prior years, the provision for losses and loss expenses (net of reinsurance recoveries of ( $\$ 9,441,000$ ), $\$ 8,211,000$ and $\$ 1,064,000$ in 1995,1994 and 1993 , respectively) decreased by $\$ 126,509,000, \$ 92,892,000$ and $\$ 39,769,000$ in 1995, 1994 and 1993. These decreases are due in part to the effects of settling reported (case) and unreported (IBNR) reserves established in prior years for less than expected.

The reserve for losses and loss expenses in the accompanying balance sheets also includes $\$ 53,073,000$ and $\$ 42,147,000$ at December 31, 1995 and 1994, respectively, for certain life/health losses and loss checks payable.
"Price range of Common Stock" section from page 5 (incorporated into Item 5).

## PRICE RANGE OF COMMON STOCK

Cincinnati Financial Corporation had approximately 9,555 shareholders of ecord as of December 31, 1995. Most of CFC's 2,289 associates own stock in their Company.

CFC shares are traded nationally over the counter. Closing sale price is quoted under the symbol CINF on the National Market List of the NASDAQ (National Association of Securities Dealers Automated Quotation System). Tables below show the price range reported for each quarter based on daily last sale prices.

1995

| Quarter | 1st | 2nd | 3 rd | 4th |
| :---: | :---: | :---: | :---: | :---: |
| High | \$54 1/8 | \$58 1/4 | \$56 1/4 | \$66 3/4 |
| Low | 48 1/3 | 52 | 51 1/4 | 54 1/8 |
| Dividend Paid | . 30 | . 34 | . 34 | . 34 |

1994

| Quarter | 1st | 2nd | 3 rd | 4th |
| :---: | :---: | :---: | :---: | :---: |
| High | \$55 1/2 | \$51 2/3 | \$53 3/4 | \$51 1/4 |
| Low | 48 3/4 | 47 2/3 | 49 1/4 | 43 3/4 |
| Dividend Paid | . 27 | . 30 | . 30 | . 30 |

"Selected Financial Information" from pages 18 and 19 (incorporated into
Item 6).
SELECTED FINANCIAL INFORMATION
(000's omitted except per share data)

Cincinnati Financial Corporation and Subsidiaries

|  | 1995 |  | $\begin{aligned} & \text { Years } \\ & 1994 \end{aligned}$ |  | $\begin{array}{r} \text { er 31, } \\ 1993 \end{array}$ |  | 1992 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| TOTAL ASSETS. | \$ | 6,109,298 | \$ | 4,734,279 | \$ | 4,602,288 | \$ | 4, 098,713 |
| LONG-TERM OBLIGATIONS | \$ | 80, 000 | \$ | 80,000 | \$ | 80, 000 | \$ | 80, 000 |
| REVENUES |  |  |  |  |  |  |  |  |
| Premium Income. | \$ | 1,314, 126 | \$ | 1,219, 033 | \$ | 1,140,791 | \$ | 1, 038, 772 |
| Investment Income (Less Expense) |  | 300, 015 |  | 262,649 |  | 239,436 |  | 218,942 |
| Realized Gains on Investments.. |  | 30,781 |  | 19,557 |  | 51,529 |  | 35,885 |
| Other Income. |  | 10,729 |  | 11,267 |  | 10,396 |  | 10,552 |
| NET INCOME BEFORE REALIZED GAINS |  |  |  |  |  |  |  |  |
| ON INVESTMENTS |  |  |  |  |  |  |  |  |
| In Total | \$ | 207,342 | \$ | 188,538 | \$ | 182,530* | \$ | 147,669 |
| Per Common Share. |  | 3.83 |  | 3.49 |  | 3.39* |  | 2.79 |
| NET INCOME |  |  |  |  |  |  |  |  |
| In Total. | \$ | 227,350 | \$ | 201, 230 | \$ | 216, 024* | \$ | 171,325 |
| Per Common Share |  | 4.19 |  | 3.72 |  | 4.00* |  | 3.23 |
| CASH DIVIDENDS DECLARED |  |  |  |  |  |  |  |  |
| Per Common Share. | \$ | 1.34 | \$ | 1.22 | \$ | 1.07 | \$ | . 98 |
| CASH DIVIDENDS PAID |  |  |  |  |  |  |  |  |
| Per Common Share. | \$ | 1.32 | \$ | 1.18 | \$ | 1.05 | \$ | . 95 |

1993 earnings include a credit for $\$ 13,845,000$ ( $\$ .25$ per share) cumulative effect of a change in the method of accounting for income taxes to conform with FASB Statement No. 109 and a net charge of $\$ 8,641,000$ ( $\$ .16$ per share) related to the effect of the 1993 increase in income tax rates on deferred taxes recorded for various prior year items.

Cincinnati Financial Corporation and Subsidiaries

|  |  | 1991 |  | 1990 |  | 1989 |  | 1988 |  | 1987 | 1986 |  | 1985 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| TOTAL ASSETS | \$3,513,749 |  | \$2,626,156 |  | \$2,602,990 |  | \$2,163,341 |  | \$1,828, 032 |  | \$1,581,591 |  | \$1,272, 242 |  |
| LONG-TERM OBLIGATIONS | \$ | 182 | \$ | 202 | \$ | 753 | \$ | 890 | \$ | 3,898 | \$ | 8,468 | \$ | 8,825 |
| REVENUES |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Premium Income | \$ | 947,576 | \$ | 871,196 | \$ | 813,313 | \$ | 754,335 | \$ | 747,266 | \$ | 666,892 | \$ | 513,864 |
| Investment Income (Less Expense) |  | 193,220 |  | 167,425 |  | 149,285 |  | 130,885 |  | 108,915 |  | 90, 875 |  | 76,561 |
| Realized Gains on Investments |  | 7,641 |  | 1,488 |  | 4,678 |  | 6,423 |  | 3,845 |  | 13,881 |  | 3,528 |
| Other Income |  | 12,698 |  | 8,822 |  | 7,134 |  | 10,281 |  | 7,686 |  | 1,932 |  | 2,554 |
| NET INCOME BEFORE REALIZED GAINS |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| ON INVESTMENTS |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| In Total | \$ | 141,273 | \$ | 128, 052 | \$ | 111,477 | \$ | 124,618 | \$ | 90,714 | \$ | 83,477 | \$ | $\begin{array}{r} 52,452 \\ 1.05 \end{array}$ |
| Per Common Share |  | 2.70 |  | 2.47 |  | 2.16 |  | 2.45 |  | 1.80 |  | 1.64 |  |  |
| NET INCOME |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| In Total | \$ | $\begin{array}{r} 146,280 \\ 2.80 \end{array}$ | \$ | $\begin{array}{r} 128,962 \\ 2.49 \end{array}$ | \$ | $\begin{array}{r} 114,490 \\ 2.22 \end{array}$ | \$ | $\begin{array}{r} 128,748 \\ 2.52 \end{array}$ | \$ | $\begin{array}{r} 93,154 \\ 1.85 \end{array}$ | \$ | $\begin{array}{r} 93,471 \\ 1.84 \end{array}$ | \$ | $\begin{array}{r} 54,993 \\ 1.10 \end{array}$ |
| Per Common Share |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| CASH DIVIDENDS DECLARED |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Per Common Share | \$ | . 87 | \$ | . 77 | \$ | \$ . 69 | \$ | . 55 | \$ | . 47 | \$ | . 40 | \$ | . 37 |
| CASH DIVIDENDS PAID |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Per Common Share | \$ . 85 |  | \$ . 75 |  | $\text { \$ . } 66$ |  | $\text { \$ . } 54$ |  | $\text { \$ . } 45$ |  | \$ | . 39 | \$ | . 36 |

Per share data adjusted for three-for-one stock split in 1992, two-for-one stock split in 1985 and stock dividends of 5 percent in 1995 and 1987.
"Management Discussion" from pages 30 through 32 (incorporated into
Items 1 and 7).
MANAGEMENT DISCUSSION
This Management Discussion is intended to supplement the data contained in the financial statements and related notes of Cincinnati Financial Corporation and subsidiaries.

RESULTS OF OPERATIONS
The Company's $\$ 227.3$ million net income for 1995 reflected a $\$ 26.1$ million, 13 percent, increase over 1994. Net income for 1994 and 1993, respectively, reflected a 6.9 percent decrease and 26.1 percent increase from the preceding years. Realized gains on investments (net of income taxes) were $\$ 20$ million for 1995, compared to $\$ 12.7$ million in 1994 and $\$ 33.5$ million in 1993. The effect on income per share (adjusted to reflect a 5 percent stock dividend declared in February, 1995) of various matters discussed herein is illustrated in the following summary:

|  | 1995 | 1994 | 1993 |
| :---: | :---: | :---: | :---: |
| Net income excluding |  |  |  |
| Realized gains. | . 36 | . 23 | . 61 |
| Catastrophe losses. | (.32) | (.25) | (.27) |
| Effect of tax rate change: |  |  |  |
| Unrealized appreciation. | -0- | -0- | (.21) |
| Other prior year differences... | -0- | -0- | . 05 |
| Cumulative effect of accounting |  |  |  |
| change. . . . . . . . . . . . . . . . . . . . . . | -0- | -0- | . 25 |
| Net income per share. | \$4.19 | \$3.72 | \$4.00 |

The Company has continued in the same lines of property casualty business and has continued not to market in California and not to write flood insurance. The Company continues to review exposure for huge disasters and to reduce coverage in certain coastal areas. Developing newer territories has helped the property and casualty operations increase premium income. Net premium income amounted to $\$ 1.263$ billion for 1995, an increase of 8 percent over 1994. 1994 and 1993 reflected increases of 7.1 percent and 10 percent, respectively. The combined loss and expense ratio for the Company's property and casualty operations was 99.4 percent for 1995, 100.6 percent for 1994 and 100.1 percent for 1993. The catastrophe losses affected the loss expense ratio by 2.1 percent, 1.8 percent and 2.1 percent for the years 1995, 1994 and 1993, respectively. The Company has been able to control the growth of operating expenses; and along with increased premiums written, the expense ratio has declined by .4 percent for the years 1995 and 1994 and 1.1 percent for 1993.

The Company incurred catastrophe losses of $\$ 27.2$ million, $\$ 20.7$ million and $\$ 22.6$ million in 1995, 1994 and 1993, respectively. For property catastrophes, the Company retains the first $\$ 25$ million of losses and then has reinsurance to cover 95 percent of the losses from $\$ 25$ million up to $\$ 175$ million.

Uncertainty always exists as to the adequacy of established reserves. The Company has consistently established property casualty insurance reserves, including adjustment of estimates as facts become known, using information from internal analysis and review by external actuaries. Because of the stability of the Company's book of business, management believes that uncertainty as to reserves is less than it otherwise would be.

Total life and accident and health premium income remained relatively level over the past three years at $\$ 50.9$ million, $\$ 49.1$ million and $\$ 48.7$ million for 1995, 1994 and 1993, respectively.

Investment income increased 14.2 percent to $\$ 300$ million in 1995. Investment income was $\$ 262.6$ million in 1994 and $\$ 239.4$ million in 1993, increases of 9.7 percent and 9.4 percent, respectively. Increases in investment income have principally been the result of investing the cash flows from operating and financing activities and the Company's strategy to shift to relatively more investments in securities whose income is taxable and higher yielding than tax-exempt investments.

The Company's income tax expense was $\$ 67.8$ million, $\$ 48.1$ million and $\$ 64.8$ million for 1995, 1994 and 1993, respectively. The Company's effective tax rate was 22.98\%, 19.29\% and 24.28\% for 1995, 1994 and 1993, respectively. The higher 1995 effective tax rate partly reflects the shift to relatively more taxable investments. As discussed in the Notes to Consolidated Financial Statements, 1993 income tax expense includes an $\$ 11.2$ million charge and a $\$ 2.6$ million credit related to the effect of the income tax rate change on unrealized appreciation on investments in equity securities and on other prior years' temporary book-tax differences. The Company incurred no additional alternative minimum tax expense for 1995, 1994 or 1993. The alternative minimum basis effectively taxes certain income that is exempt from taxation on a regular tax basis.

Statutory risk-based capital requirements became effective for life companies in 1993 and for property casualty companies in 1994. The Company's capital was well above the minimum required amounts.

## CASH FLOWS AND LIQUIDITY

Net cash provided by operating activities amounted to $\$ 385.4$ million, $\$ 325.8$ million and $\$ 363.2$ million for 1995, 1994 and 1993, respectively. Operating cash flows have been sufficient to meet operating needs and provide for financing needs and increased investments. Management expects that this situation will continue because of no substantial changes in the Company's mix of business, protection by reinsurance agreements with financially stable companies and no significant exposure to assumed reinsurance. Assumed reinsurance comprised no more than 6 percent of gross premiums in each of the last three years.

The Company used $\$ 439.8$ million in 1995, $\$ 317.6$ million in 1994 and $\$ 333.3$ million in 1993 in investing activities. Net cash flows used in additions to fixed maturity and equity securities, respectively, amounted to $\$ 310$ million and $\$ 115$ million in 1995, $\$ 209$ million and $\$ 92$ million in 1994 and $\$ 113$ million and \$212 million in 1993.

Notes payable increased \$92 million in 1995, \$51 million in 1994 and \$11 million in 1993. The growth of the Company required increased cash flows for the operating and investing activities.

Cash and marketable securities of $\$ 5.509$ billion make up 90.2 percent of the Company's $\$ 6.109$ billion of assets; this compares to 89.2 percent in 1994. The Company has only minor investments in real estate and mortgages, which are typically illiquid. Information regarding the composition of investments, together with maturity data regarding investments in fixed maturities, is included in the Notes to Consolidated Financial Statements. As discussed in such notes, the Company's insurance reserve liabilities are estimated by management based upon Company experience data. Such reserves are related to various lines of business and will be paid out over various future periods. The Company has continued to utilize some short-term debt.

## INVESTMENTS

The Company's primary investment strategy is to maintain liquidity to meet both immediate and long-range insurance obligations through the purchase and maintenance of medium-risk, fixed maturity and equity securities, while earning optimal returns on medium-risk equity securities which offer growing dividends and capital appreciation.

The Company's investment decisions on an individual insurance company basis are influenced by insurance statutory requirements, which are designed to protect policyholders from investment risk. Cash generated from insurance operations is almost entirely invested in either corporate, governmental, municipal, public utility and other fixed maturity securities or equity securities. Such securities are evaluated prior to purchase based on yield and risk criteria.

The Company's portfolio of fixed maturity securities at December 31, 1995 has an average yield-to-cost of 8.4 percent and an average maturity of 12.1 years. For the insurance companies' purposes, strong emphasis has been placed on purchasing current income producing securities and maintaining such securities as long as they continue to meet the Company's yield and risk criteria. Historically, municipal bonds have been attractive due to their tax-exempt feature. Concentrations in the essential service (i.e., schools, sewer, water, etc.) bonds issued by municipalities are prevalent in this area. Due to the small size of several of these offerings, many of these bonds are not rated by a rating agency.

At December 31, 1995 and 1994, investments totaling approximately \$813 million and $\$ 532$ million, respectively ( $\$ 789$ million and $\$ 563$ million at cost), of the Company's $\$ 5.529$ billion and $\$ 4.212$ billion investment portfolio relate to securities that are rated noninvestment grade or that are not rated by Moody's Investors Service or Standard \& Poor's. Such investments have historically had a beneficial effect on the Company's results of operations.

Because of alternative minimum tax matters, the Company uses a blend of tax-exempt and taxable fixed maturity securities. Tax-exempt bonds comprise 16 percent of invested assets as of December 31, 1995, compared to 18 percent in 1994 and 1993.

Investments in common stocks have been made with emphasis on securities with an annual dividend yield of at least 2 percent to 3 percent and annual dividend increases. The Company's portfolio of equity investments at December 31, 1995 has an average dividend yield to cost of 8 percent. Strategy in equity investments continues to include identifying approximately 10 to 12 companies in which the Company can accumulate 10 percent to 20 percent of their common stock.

As a long-term investor, the Company has followed a buy-and-hold strategy for many years. A significant amount of unrealized appreciation on equity investments has been generated as a result of this policy for over 37 years. Unrealized appreciation, before deferred income taxes, on equity investments was $\$ 1.618$ billion as of December 31, 1995 and constituted 29 percent of the total investment portfolio; 53 percent of the equities investment portfolio; and, after deferred income taxes, 40 percent of total shareholders' equity. Such unrealized appreciation, before deferred income taxes, amounted to $\$ 941$ million and $\$ 1.135$ billion at December 31, 1994 and 1993, respectively.

SHAREHOLDERS' EQUITY AND LONG- AND
SHORT-TERM DEBT
At December 31, 1995, shareholders' equity was $\$ 2.658$ billion. Shareholders' equity was 44 percent of assets in 1995, 41 percent in 1994 and 42 percent in 1993. During 1995, shareholders' equity increased $\$ 718$ million. This increase was the result of a $\$ 558$ million increase in unrealized appreciation on fixed maturity and equity investments discussed above, net of income tax effects. During 1994 and 1993, respectively, shareholders' equity decreased \$7 million and increased $\$ 234$ million, of which $\$ 147$ million decrease and $\$ 61$ million increase were related to the change in unrealized appreciation on equity investments discussed above, net of income tax effects. Long-term and short-term debt each amounted to less than 5 percent of total assets at December 31, 1995 and 1994. At December 31, 1995 and 1994, long-term debt consisted of $\$ 80$ million of convertible debentures. Short-term debt amounted to $\$ 221$ million, up from $\$ 129$ million in 1994 and $\$ 78$ million in 1993. The additional borrowings were used to provide additional working capital as previously discussed in the Cash Flows and Liquidity section of Management Discussion.

Independent Auditors' Report and Financial Statements from pages 19 thru 30 (incorporated into Item 8).

INDEPENDENT AUDITORS' REPORT
[LOGO]
To the Shareholders and Board of Directors of Cincinnati Financial Corporation:

We have audited the consolidated balance sheets of Cincinnati Financial Corporation and subsidiaries as of December 31, 1995 and 1994 and the related consolidated statements of income, shareholders' equity and cash flows for each of the three years in the period ended December 31, 1995. These financial statements are the responsibility of the Company's management. Our responsibility is to express an opinion on these financial statements based on our audits.

We conducted our audits in accordance with generally accepted auditing standards. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audits provide a reasonable basis for our opinion.

In our opinion, such consolidated financial statements present fairly, in all material respects, the financial position of Cincinnati Financial Corporation and subsidiaries at December 31, 1995 and 1994 and the results of their operations and their cash flows for each of the three years in the period ended December 31, 1995, in conformity with generally accepted accounting principles.

As discussed in the Notes to Consolidated Financial Statements, the Company changed its method of accounting for fixed maturity investments to conform with Statement of Financial Accounting Standards (SFAS) No. 115 effective January 1, 1994 and its method of accounting for income taxes to conform with SFAS No. 109 effective January 1, 1993.
/s/ Delotte \& Touche LLP
Cincinnati, Ohio
February 9, 1996

|  | December 31, |  |  |  |
| :---: | :---: | :---: | :---: | :---: |
|  | 1995 |  | 1994 |  |
| ASSETS |  |  |  |  |
| Investments |  |  |  |  |
|  |  |  |  |  |
| Equity securities, at fair value (cost: 1995--\$1,423,671, 000; |  |  |  |  |
| Other invested assets |  | 39,802, 000 |  | 38, 816, 000 |
| Cash |  | 20, 019, 000 |  | 48,254,000 |
| Investment income receivable |  | 65, 045,000 |  | 56,069,000 |
| Finance receivables |  | 20,282,000 |  | 16,169,000 |
| Premiums receivable |  | 161,117,000 |  | 141, 972,000 |
| Reinsurance receivable |  | 103,683,000 |  | 67,125,000 |
| Prepaid reinsurance premiums |  | 21, 835, 000 |  | 24,066,000 |
| Deferred acquisition costs pertaining to unearned premiums and to life policies in force ........ |  | 119,589,000 |  | 109,503,000 |
| Land, buildings and equipment for Company use (at cost, less accumulated depreciation: 1995--\$73,153,000; |  |  |  |  |
| 1994--\$64, 819,000) |  | 33, 056,000 |  | 32,673, 000 |
| Other assets |  | 36,113, 000 |  | 26,269,000 |
| Total assets |  | 6,109,298,000 |  | \$ 4,734, 279, 000 |
|  |  | $===========$ |  | ============ |
| LIABILITIES |  |  |  |  |
| Insurance reserves |  |  |  |  |
| Losses and loss expenses |  | 1,743,534,000 |  | \$ 1,552, 297, 000 |
| Life policy reserves |  | 403, 264, 000 |  | 370, 095,000 |
| Unearned premiums ..... |  | 408, 624, 000 |  | 382,119, 000 |
| Other liabilities |  | 107,060, 000 |  | 85,158,000 |
| Deferred income taxes |  | 487, 840, 000 |  | 195,447, 000 |
| Notes payable |  | 221,005,000 |  | 129,116,000 |
| 5.5\% convertible senior debentures due 2002 |  | 80,000,000 |  | 80,000,000 |
| Total liabilities |  | 3,451,327,000 |  | 2,794,232,000 |
| SHAREHOLDERS' EQUITY |  |  |  |  |
| Common stock, par value--\$2 per share; authorized |  |  |  |  |
| 1994-50, 435,974 |  | 106,168, 000 |  | 100, 872,000 |
| Paid-in capital |  | 237,172,000 |  | 105,792,000 |
| Retained earnings |  | 1,156,627,000 |  | 1,133,105, 000 |
| Unrealized gains on investments |  | 1,159,388,000 |  | 601,192,000 |
|  |  | 2,659,355,000 |  | 1,940, 961, 000 |
| Less treasury shares at cost (1995--27,147 shares; |  |  |  |  |
| Total shareholders' equity |  | 2,657,971,000 |  | 1,940,047,000 |
| Total liabilities and shareholders' equity |  | 6,109,298,000 |  | \$ 4,734, 279,000 |

Accompanying notes are an integral part of this statement.
位

Years Ended December 31，

| 1995 | 1994 | 1993 |
| :---: | :---: | :---: |

REVENUE

| Premium income |  |
| :---: | :---: |
| Property and casualty | \＄1，263，257， 000 |
| Life | 43，551， 000 |
| Accident and health | 7，318，000 |
| Net premiums earned | 1，314，126， 000 |
| Investment income | 300，015， 000 |
| Realized gains on investments | 30，781， 000 |
| Other income | 10，729， 000 |
| Total revenues | 1，655，651， 000 |


| BENEFITS AND EXPENSES |  |
| :---: | :---: |
| Insurance losses and policyholder benefits | 964，216， 000 |
| Commissions | 244，862， 000 |
| Other operating expenses | 97，909， 000 |
| Taxes，licenses and fees | 38，887，000 |
| Increase in deferred acquisition costs pertaining to unearned premiums and |  |
| to life policies in force | （10，086，000） |
| Interest expense | 17，231，000 |
| Other expenses | 7，444，000 |
| Total benefits and expenses | 1，360，463， 000 |

INCOME BEFORE INCOME TAXES
AND CUMULATIVE EFFECT OF
AN ACCOUNTING CHANGE
295，188， 000

| PROVISION FOR INCOME TAXES |  |  |
| :---: | :---: | :---: |
| Current |  | 76，012，000 |
| Deferred |  | $(8,174,000)$ |
|  |  | 67，838， 000 |
| INCOME BEFORE CUMULATIVE EFFECT |  |  |
| OF AN ACCOUNTING CHANGE |  | 227，350，000 |
| CUMULATIVE EFFECT OF A CHANGE |  |  |
| IN ACCOUNTING FOR INCOME TAXES |  | －0－ |
| NET INCOME | \＄ | 227，350， 000 |
| PER COMMON SHARE |  |  |
| Income before cumulative effect of an accounting change | \＄ | 4.19 |
| Cumulative effect of a change in accounting for income taxes |  | －0－ |
| Net income | \＄ | 4.19 |
| Cash dividends（declared） | \＄ | 1.34 |

$\$ 1,169,940,000$
$41,888,000$
$7,205,000$
---------
$1,219,033,000$
$262,649,000$
$19,557,000$
$11,267,000$
----------
$1,512,506,000$

900，814， 000 230，551， 000 85，405，000 39，070， 000

| $\begin{gathered} (5,412,000) \\ 9,961,000 \\ 2,789,000 \end{gathered}$ |
| :---: |
|  |  |
|  |  |
|  |

249，328， 000


201，230， 000

－ーーニー

| \＄ | 3．72＊ |
| :---: | :---: |
|  | －0－ |
| \＄ | 3．72＊ |
| \＄ | 1．22＊ |

\＄1，092，135，000 41，169， 000 7，487， 000

1，140，791， 000 239，436， 000 51，529， 000 10，396， 000
$1,442,152,000$

832，478， 000
220，830， 000
83，357， 000
35，088， 000
$(6,757,000)$
7，389，000
2，772， 000
$1,175,157,000$

266，995， 000
$71,119,000$
$(6,303,000)$
$\cdots---\cdots-\cdots$
$64,816,000$
$202,179,000$
$13,845,000$
\＄216，024，000
＝＝＝＝＝＝＝＝＝＝＝＝＝＝

| \＄ | 3．75＊ |
| :---: | :---: |
|  | ． 25 ＊ |
| \＄ | 4．00＊ |
| \＄ | 1．07＊ |

＊Adjusted to reflect a 5 percent stock dividend declared in February， 1995. Accompanying notes are an integral part of this statement．

|  | Common Stock |  | Treasury Stock |  | Paid-In <br> Capital |  | Retained Earnings |  | Unrealized Gains on Investments |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Balance, December 31, 1992 | \$ | 100,146, 000 | \$ | $(2,491,000)$ | \$ | 92,529, 000 | \$ | 836,533,000 | \$ | 687, 059,000 |
| Net income |  |  |  |  |  |  |  | 216,024,000 |  |  |
| Change in unrealized gains on investments . |  |  |  |  |  |  |  |  |  | 93,255, 000 |
| Income taxes on unrealized gains |  |  |  |  |  |  |  |  |  | (31, 800, 000) |
| Dividends declared ....... |  |  |  |  |  |  |  | $(56,198,000)$ |  |  |
| Purchase/issuance of treasury shares |  |  |  | 2,095,000 |  | 3,084, 000 |  |  |  |  |
| Stock options exercised |  | 480, 000 |  |  |  | 6,622,000 |  |  |  |  |
| Balance, December 31, 1993 |  | 100,626,000 |  | $(396,000)$ |  | 102,235, 000 |  | 996,359,000 |  | 748,514,000 |
| Effect of a change in accounting for <br> fixed maturity investments, net <br> of income taxes of $\$ 42,722,000$ |  |  |  |  |  |  |  |  |  |  |
| Net income |  |  |  |  |  |  |  | 201,230,000 |  |  |
| Change in unrealized gains on investments |  |  |  |  |  |  |  |  |  | $(348,711,000)$ |
| Income taxes on unrealized gains |  |  |  |  |  |  |  |  |  | 122,049,000 |
| Dividends declared . |  |  |  |  |  |  |  | $(64,484,000)$ |  |  |
| Purchase/issuance of treasury shares |  |  |  | $(518,000)$ |  | 58,000 |  |  |  |  |
| Stock options exercised |  | 246,000 |  |  |  | 3,499,000 |  |  |  |  |
| Balance, December 31, 1994 |  | 100, 872,000 |  | $(914,000)$ |  | 105,792, 000 |  | ,133,105,000 |  | 601,192,000 |
| Net income ..................................... 227,350,000 |  |  |  |  |  |  |  |  |  |  |
| Change in unrealized gains on investments |  |  |  |  |  |  |  |  |  | 858,763, 000 |
| Income taxes on unrealized gains |  |  |  |  |  |  |  |  |  | $(300,567,000)$ |
| Dividends declared ..... |  |  |  |  |  |  |  | (71, 262, 000 ) |  |  |
| 5\% stock dividend at market |  | 5,043,000 |  |  |  | 127,338,000 |  | $(132,566,000)$ |  |  |
| Purchase/issuance of treasury shares |  |  |  | $(470,000)$ |  | 182,000 |  |  |  |  |
| Stock options exercised |  | 253,000 |  |  |  | 3,860,000 |  |  |  |  |
| Balance, December 31, 1995 | \$ | 106,168, 000 | \$ | $(1,384,000)$ |  | 237,172,000 |  | ,156,627,000 |  | ,159,388, 000 |

Accompanying notes are an integral part of this statement.

Cash flows from operating activities:


Net cash provided by operating activities

Cash flows from investing activities:
Sale of fixed maturities investments
Maturity of fixed maturities investments
Sale of equity securities investments
Collection of finance receivables
Purchase of fixed maturities investments
Purchase of equity securities investments
Investment in land, buildings and equipment
Investment in finance receivables
(Increase) decrease in other invested assets $\qquad$

Net cash used in investing activities

Cash flows from financing activities:
Proceeds from stock options exercised
(Purchase) issuance of treasury shares
Increase in notes payable
Payment of cash dividends to shareholders
Net cash provided (used) in financing activities

Net (decrease) increase in cash
Cash at beginning of year
Cash at end of year
Supplemental disclosures of cash flow information:
Interest paid
Income taxes paid $\qquad$
$=====001,000$
\$ 67,000,000
118, 986, 000 187,320, 000 255,542, 000 8,222,000 (616, 001, 000) (370, 445, 000) $(10,806,000)$ $(12,335,000)$ (270, 000)
$(439,787,000)$
$4,113,000$
$(287,000)$
$91,889,000$
$(69,542,000)$
$-\cdots-\cdots-\cdots$
$26,173,000$
$(28,235,000)$ $48,254,000$
\$ 20,019,000
$===========$
\$ 16, 001, 000
============
,113, 000
7,000)
(01,889,000)

26,173, 000

Years Ended December 31,
1994
$\qquad$
\$ 201, 230, 000
\$ 227,350,000

9,641, 000
$(8,976,000)$
$(19,145,000)$
$(36,558,000)$
2,231, 000
(10, 086, 000)
$(14,801,000)$
191, 237, 000
33, 169, 000
26,505,000
9,522,000
$(8,174,000)$
(30, 781, 000)
14, 245, 000
385, 379, 000
-

| $9,923,000$ |
| :---: |
| $(5,949,000)$ |
| $(7,611,000)$ |
| $(8,064,000)$ |
| $(100,000)$ |
| $(5,412,000)$ |
|  |
| $1,008,000$ |
| $149,790,000$ |
| $24,118,000$ |
| $20,107,000$ |
| $(7,274,000)$ |
| $(16,131,000)$ |
| $(19,557,000)$ |
| $(10,258,000)$ |
| -------- |
| $325,820,000$ |

10,466, 000
$(3,121,000)$
$(10,199,000)$
$(7,511,000)$
$(5,266,000)$
$(6,757,000)$
( $8,045,000$ )
166, 995, 000
29, 208, 000
36, 937, 000
20, 374, 000
$(20,148,000)$
$(51,529,000)$
$(4,238,000)$
363,190, 000

118, 064, 000 287, 096, 000 200, 775, 000

6,523, 000
$(518,339,000)$
(412, 630, 000 )
$(7,648,000)$
$(7,471,000)$
279, 000
$(333,351,000)$

7,102,000
5,179,000
11, 114, 000
$(55,103,000)$
$(31,708,000)$
$(1,869,000)$
49, 983, 000
\$ 48, 114, 000
\$ 7,543,000
============
\$ $67,000,000$

Accompanying notes are an integral part of this statement.

## 1. SUMMARY OF SIGNIFICANT

ACCOUNTING POLICIES
NATURE OF OPERATIONS--Cincinnati Financial Corporation (the "Company") sells insurance primarily in the Midwest and Southeast through a network of local independent agents. Insurance products sold include fire, automobile, casualty, bonds and all related forms of property and casualty insurance as well as life insurance and accident and health insurance.

BASIS OF PRESENTATION--The consolidated financial statements include the accounts of the Company and its subsidiaries, each of which is wholly owned, and are presented in conformity with generally accepted accounting principles. Generally accepted accounting principles differ in certain respects from statutory insurance accounting practices prescribed or permitted for insurance companies by regulatory authorities. All significant inter-company balances and transactions have been eliminated in consolidation.

The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions. The accompanying consolidated financial statements include estimates for such items as insurance reserves and income taxes. Actual results could differ from those estimates.

PROPERTY AND CASUALTY INSURANCE-- Expenses incurred in the issuance of policies are deferred and amortized over the terms of the policies. Anticipated investment income is not considered in determining if a premium deficiency related to insurance contracts exists. Policy premiums are included in income on a pro rata basis over the terms of the policies. Losses and loss expense reserves are based on claims reported prior to the end of the year and estimates of unreported claims.

LIFE INSURANCE--Policy acquisition costs are deferred and amortized over the premium paying period of the policies. Life policy reserves are based on anticipated rates of mortality derived primarily from industry experience data, anticipated withdrawal rates based principally on Company experience and estimated future interest earnings using initial interest rates ranging from 3\% to $101 / 2 \%$. Interest rates on approximately $\$ 271,000,000$ and $\$ 246,000,000$ of such reserves at December 31, 1995 and 1994, respectively, are periodically adjusted based upon market conditions.

Payments received for investment, limited pay and universal life-type contracts are recognized as income only to the extent of the current cost of insurance and policy administration, with the remainder recognized as liabilities and included in life policies reserves.

ACCIDENT AND HEALTH INSURANCE--Expenses incurred in the issuance of policies are deferred and amortized over a five-year period. Policy premium income, unearned premiums and reserves for unpaid losses are accounted for in substantially the same manner as property and casualty insurance discussed above.

REINSURANCE--In the normal course of business, the Company seeks to reduce losses that may arise from catastrophes or other events that cause unfavorable underwriting results by reinsuring certain levels of risk in various areas of exposure with other insurance companies, reinsurers and involuntary state pools. Reinsurance contracts do not relieve the Company from any obligation to policyholders. Although the Company historically has not experienced uncollectible reinsurance, failure of reinsurers to honor their obligations could result in losses to the Company. Amounts recoverable from reinsurers are estimated in a manner consistent with the claim liability associated with the reinsured policy.

The Company also assumes some reinsurance from other insurance companies, reinsurers and involuntary state pools. Such assumed reinsurance activity is recorded principally on the basis of reports received from the ceding companies.

INVESTMENTS--The Company adopted Statement of Financial Accounting Standards (SFAS) No. 115 "Accounting for Certain Investments in Debt and Equity Securities" effective January 1, 1994. With the adoption of SFAS No. 115, fixed maturities (bonds and notes) have been classified as available for sale and are stated at fair values. Prior to 1994, fixed maturities were principally stated at amortized cost. Equity securities (common and preferred stocks) are stated at fair values.

Unrealized gains and losses on investments carried at fair value, net of income taxes associated therewith, are included in shareholders' equity. Realized gains and losses on sales of investments are recognized in net income on a specific identification basis.

INCOME TAXES--As further discussed below, effective January 1, 1993, the Company adopted SFAS No. 109, "Accounting for Income Taxes." SFAS No. 109 requires deferred tax liabilities and assets to be computed using the tax rates in effect for the time when temporary differences in book and taxable income are estimated to
reverse and limits the amount of deferred tax assets that can be
recognized. Deferred income taxes are recognized for numerous temporary differences between the Company's taxable income and book-basis income and other changes in shareholders' equity. Such temporary differences relate primarily to unrealized gains on investments and differences in the recognition of deferred acquisition costs and insurance reserves. Deferred taxes associated with unrealized appreciation (except the amounts related to the effect of income tax rate changes) are charged to shareholders' equity, and deferred taxes associated with other differences are charged to income.

EARNINGS PER SHARE--Net income per common share is based on the average number of shares and equivalent shares outstanding during each of the respective years. Stock options and convertible debentures are treated as common stock equivalents.

FAIR VALUE DISCLOSURES--Fair values for investments in fixed maturity securities (including redeemable preferred stock) are based on quoted market prices, where available. For such securities not actively traded, fair values are estimated by discounting expected future cash flows using a current market rate applicable to the yield, credit quality and maturity of the investments. Fair values for equity securities are based on quoted market prices.

The fair values for liabilities under investment-type insurance contracts (annuities) are estimated using discounted cash flow calculations, based on interest rates currently being offered for similar contracts with maturities consistent with those remaining for the contracts being valued. Fair values for short-term notes payable are estimated using interest rates currently available to the Company. Fair values for long-term convertible debentures are based on the quoted market prices for such debentures.

## 2. INVESTMENTS



Cincinnati Financial Corporation and Subsidiaries

Analysis of cost, fair value, gross unrealized gains and gross unrealized losses as of December 31, 1995 and 1994 (000's omitted):

| 1995 | Cost |
| :---: | :---: |
| Fixed maturities: |  |
| States, municipalities and political subdivisions | \$ 820,141 |
| Convertibles and bonds with warrants attached | 181, 082 |
| Public utilities | 82,865 |
| United States government and government agencies and authorities ............ | 4,355 |
| All other corporate bonds | 1,210,275 |
| Total | \$2,298,718 |
| Equity securities | \$1,423,671 |
| 1994 |  |
| Fixed maturities: |  |
| States, municipalities and political subdivisions | \$ 777,995 |
| Convertibles and bonds with warrants attached | 182,576 |
| Public utilities | 78,347 |
| United States government and government agencies and authorities ............ | 4,100 |
| All other corporate bonds | 933,296 |
| Total | \$1, 976, 314 |
| Equity securities | \$1, 289, 444 |

Maturity dates for investments in fixed maturity securities as of December 31, 1995 (000's omitted):


| Cost | Fair Value |
| :---: | :---: |
| \$ 67,606 | \$ 69,589 |
| 147,984 | 156,734 |
| 879,396 | 929,038 |
| 1,203,732 | 1,291,634 |
| \$2,298,718 | \$2,446,995 |


| 1995 |  |
| :---: | :---: |
| Cost | Fair Value |
|  |  |
| \$185, 345 | \$988,417 |
| \$ 95,720 | \$375,392 |


| 1994 |  |
| :---: | :---: |
| Cost | Fair Value |
| \$157, 843 | \$623, 040 |
| \$ 95,810 | \$383,346 |

## 3. DEFERRED ACQUISITION COSTS

Acquisition costs incurred and capitalized during 1995, 1994 and 1993 amounted to $\$ 282,399,000$, $\$ 259,092,000$ and $\$ 250,221,000$, respectively Amortization of deferred acquisition costs was $\$ 272,313,000, \$ 253,680,000$ and $\$ 243,464,000$ for 1995, 1994 and 1993, respectively.

## 4. LOSSES AND LOSS EXPENSES

Activity in the reserve for losses and loss expenses is summarized as follows (000's omitted):


As a result of changes in estimates of insured events in prior years, the provision for losses and loss expenses (net of reinsurance recoveries of (\$9,441,000), \$8,211,000 and \$1,064,000 in 1995, 1994 and 1993, respectively) decreased by $\$ 126,509,000, \$ 92,892,000$ and $\$ 39,769,000$ in 1995,1994 and 1993. These decreases are due in part to the effects of settling reported (case) and unreported (IBNR) reserves established in prior years for less than expected.

The reserve for losses and loss expenses in the accompanying balance sheets also includes $\$ 53,073,000$ and $\$ 42,147,000$ at December 31, 1995 and 1994, respectively, for certain life/health losses and loss checks payable.

## 5. LIFE POLICY RESERVES

Life policy reserves have been calculated using the account value basis for universal life and annuity policies and primarily the Basic Table (select) mortality basis for ordinary/traditional, industrial and other policies. Following is a summary of such reserves (000's omitted):

|  | 1995 |  | 1994 |
| :---: | :---: | :---: | :---: |
| Ordinary/Traditional Life. | \$111, 442 |  | 103,197 |
| Universal Life. | 166,634 |  | 147,599 |
| Annuities. | 104,625 |  | 98,750 |
| Industrial. | 17,411 |  | 18,032 |
| Other | 3,152 |  | 2,517 |
| Total. | \$403, 264 |  | 370,095 |

At December 31, 1995 and 1994, the fair value associated with the annuities shown above approximated $\$ 105,000,000$ and $\$ 99,000,000$, respectively.

## 6. NOTES PAYABLE

The Company and subsidiaries had no compensating debt balance for either 1995 or 1994. Notes payable in the accompanying balance sheets are short term and interest rates charged on such borrowings ranged from $5.18 \%$ to $9.00 \%$ during 1995 which resulted in an average interest rate of $7.19 \%$. At December 31, 1995 and 1994, the fair value of the notes payable approximated the carrying value and the weighted average interest rate approximated $6.51 \%$ and $6.77 \%$, respectively

## 7. CONVERTIbLE SENIOR DEBENTURES

The convertible senior debentures are convertible by the debenture holders into shares of common stock at a conversion price of $\$ 46.86$ (21.34 shares for each $\$ 1,000$ principal). At December 31, 1995 and 1994, the fair value of the debentures approximated $\$ 112,000,000$ and $\$ 88,800,000$, respectively.
8. REINSURANCE

Property and casualty premium income in the accompanying statements of income includes approximately $\$ 36,956,000, \$ 63,746,000$, and $\$ 65,625,000$ of earned premiums on assumed business and is net of approximately $\$ 83,805,000$, $\$ 100,842,000$ and $\$ 87,819,000$ of premiums on ceded business for 1995, 1994 and 1993, respectively.

Written premiums for 1995, 1994 and 1993 consist of the following (000's omitted):

## 1995

\$ 1, 338, 205 39, 221 $(81,574)$
\$ 1, 295, 852
===========

53, 332 $(96,456)$

## \$ 1, 190, 824

===========

1993
\$ 1,145,185
71,581 $(92,986)$
\$ 1, 123, 780
===========

Insurance losses and policyholder benefits in the accompanying statements of income are net of approximately $\$ 40,316,000, \$ 33,645,000$ and $\$ 25,995,000$ of reinsurance recoveries for 1995, 1994 and 1993, respectively.

## 9. FEDERAL INCOME TAXES

Effective January 1, 1993, the Company adopted SFAS No. 109, "Accounting for Income Taxes," and recognized in 1993 income the $\$ 13,845,000$ cumulative effect on prior years of the change in method of accounting for income taxes. Income tax rates were increased during 1993; and, as a result of the use of SFAS No. 109, the Company also charged to 1993 income $\$ 11,245,000$ of taxes related to the effect of the change in rates on unrealized appreciation on equity investments at the date the rate increases were signed into law. Further, under SFAS No. 109, the effect $(\$ 2,604,000)$ of the change on accumulated temporary differences as of January 1, 1993 was credited to income. Under the previous methods of accounting for income taxes, the net $\$ 8,641,000$ charge to income would not have been recognized.

Significant components of the Company's net deferred tax liability as of December 31, 1995 and 1994 are as follows (000's omitted):

|  | 1995 | 1994 |
| :---: | :---: | :---: |
| Deferred tax liabilities: |  |  |
| Unrealized gain on investments. | \$ 618,229 | \$317, 662 |
| Deferred acquisition costs | 37,981 | 34,691 |
| Other | 10,379 | 11,970 |
| Total | 666,589 | 364,323 |
| Deferred tax assets: |  |  |
| Losses and loss expense reserves. | 128,758 | 122,665 |
| Unearned premiums | 27,008 | 24,786 |
| Life policy reserves | 16,844 | 15,570 |
| Other | 6,139 | 5,855 |
| Total. | 178,749 | 168,876 |
| Net deferred tax liability. | \$ 487, 840 | \$195,447 |

The provision for federal income taxes is based upon a consolidated income tax return for the Company and subsidiaries.

The differences between the statutory federal rates and the Company's effective federal income tax rates are as follows:


No provision has been made (at December 31, 1995, 1994 and 1993) for federal income taxes on approximately $\$ 14,000,000$ of the life insurance subsidiary's retained earnings, since such taxes will become payable only to the extent that such retained earnings are distributed as dividends or exceed limitations prescribed by tax laws. The Company does not contemplate any such dividend.

## 10. PENSION PLAN

The Company and subsidiaries have a defined benefit pension plan covering substantially all employees. Benefits are based on years of credited service and compensation level. Contributions to the plan are based on the frozen entry age actuarial cost method. Pension expense is composed of several components that are determined using the projected unit credit actuarial cost method and based on certain actuarial assumptions. The following table sets forth the plan's funded status and the amounts recognized in the Company's balance sheets as of December 31, 1995 and 1994 ( 000 's omitted):

| Actuarial present value of accumulated benefit obligation (vested benefits: 1995--\$27,873; |  |  |
| :---: | :---: | :---: |
| 1994--\$22,650) | \$ 28,770 | \$ 23,452 |
|  | ======== | ======= |
| Plan assets at fair value | \$ 79,210 | \$ 59,699 |
| Actuarial present value of projected benefit obligation .................. | 49,425 | 39,523 |
| Plan assets in excess of projected benefit obligation | 29,785 | 20,176 |
| Unrecognized net transition asset at January 1, 1987 (\$7,774 amortized |  |  |
| over 21 years) | $(4,442)$ | $(4,813)$ |
| Unrecognized prior service costs | (476) | (516) |
| Unrecognized net gain | $(25,138)$ | $(15,546)$ |
| Accrued pension cost | \$ (271) | \$ (699) |

Net pension expense for 1995, 1994 and 1993 includes the following components (000's omitted)

|  |  | 1995 |  | 1994 | 1993 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Service cost for current year |  | 2,555 | \$ | 2,682 | \$ | 2,297 |
| Interest cost |  | 3, 014 |  | 2,788 |  | 2,429 |
| Actual return on plan assets |  | $(20,717)$ |  | 1,571 |  | $(2,593)$ |
| Net amortization and deferral |  | 14,720 |  | $(7,009)$ |  | $(2,254)$ |
| Net pension expense | \$ | (428) | \$ | 32 | \$ | (121) |

The weighted average discount rate used in determining the actuarial present value of the projected benefit obligation as of December 31 was $6.75 \%$, 7.25\% and $6.75 \%$ in 1995, 1994 and 1993, respectively. The rates of increase in future compensation levels were 5\% to 7\% for each year. The expected long-term rate of return on retirement plan assets, consisting principally of equity securities (including those of the Company), was $8 \%$ as of December 31, 1995, 1994 and 1993.
11. SHAREHOLDERS' EQUITY AND

RESTRICTION
The insurance subsidiaries paid cash dividends to the Company of approximately $\$ 143,773,000, \$ 85,700,000$ and $\$ 119,000,000$ in 1995, 1994 and 1993 respectively. Dividends paid to the Company by insurance subsidiaries are restricted by regulatory requirements of the insurance subsidiaries' domiciliary state. Generally, the maximum dividend that may be paid without prior regulatory approval is limited to the greater of $10 \%$ of statutory surplus or $100 \%$ of statutory net income for the prior calendar year, up to the amount of statutory unassigned surplus as of the end of the prior calendar year. Dividends exceeding these limitations can be paid only with approval of the insurance department of the subsidiaries' domiciliary state. During 1996, the total dividends that can be paid to the Company without regulatory approval are approximately \$172,577, 000

2,559,934 shares of common stock were reserved as of December 31, 1995 for the issuance of debenture conversions and stock options.

## 12. STOCK OPTIONS

The Company has primarily qualified stock option plans under which options are granted to employees of the Company at prices which are not less than market price at the date of grant and which are exercisable over ten-year periods. A summary of options information for the years ended December 31, 1995, 1994 and 1993 and the related range of prices per share for the year ended December 31, 1995 follows:

|  | 1995 | 1994 | 1993 |
| :---: | :---: | :---: | :---: |
| Shares under option |  |  |  |
| (\$12.46 to \$64.50) Options exercisable | 852,617 | 849,648 | 917,393 |
| (\$12.46 to \$59.29). | 611,100 | 539,214 | 450,090 |
| Options exercised |  |  |  |
| (\$23.50 to \$59.29). | 126,561 | 128,954 | 252,015 |

At December 31, 1995, the average purchase price of the shares under option was $\$ 42.25$ and the aggregate market value of the shares under option was approximately $\$ 55,633,000$; such options expire on dates ranging from November 28, 1997 to December 12, 2005

SFAS No.123, "Accounting for Stock-Based Compensation," defines a fair value based method of accounting for stock-based compensation but permits compensation expense to continue to be measured using the intrinsic value based method previously used. The Company intends to continue measuring compensation expense using the intrinsic value based method and under the provisions of SFAS No.123, which must be adopted in 1996, will be required to make proforma disclosures of net income and earnings per share as if the fair value method had been used.

## 13. STATUTORY ACCOUNTING INFORMATION

Net income and shareholders' equity, as determined in accordance with statutory accounting practices for the Company's insurance subsidiaries, are as follows (000's omitted):

| Years Ended December |  | 31, |
| :---: | :---: | :---: |
| $-0-1994$ | 199 | 1993 |

## Net income:

Property/casualty insurance
subsidiaries...................... \$ 152,003 \$ 125,684 \$131,151
ife/health insurance

Life/health insurance
subsidiary
\$ 7,096
\$ 13,438
\$ 14, 577

| December 31, |  |  |  |
| :---: | :---: | :---: | :---: |
|  | 1995 |  | 1994 |
| \$ | 1, 077, 047 | \$ | 776,813 |
| \$ | 195,100 | \$ | 207,725 |

## 14. TRANSACTION WITH AFFILIATED PARTIES

The Company paid certain officers and directors, or insurance agencies of which they are shareholders, commissions of approximately $\$ 10,034,000$, $\$ 7,824,000$ and $\$ 9,405,000$ on premium volume of approximately $\$ 60,720,000$, $\$ 45,811,000$ and $\$ 50,723,000$ for 1995,1994 and 1993 , respectively.

Cincinnati Financial Corporation and Subsidiaries
15. SEGMENT INFORMATION

The Company operates principally in two industries-- property and casualty insurance and life insurance. Information concerning the Company's operations in different industries is presented below (000's omitted). Revenue is primarily from unaffiliated customers. Identifiable assets by industry are those assets that are used in the Company's operations in each industry. Corporate assets are principally cash and marketable securities.

|  | Income Before Income Taxes, |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | 1995 |  | 1994 |  | 1993 |  |
| Property/casualty insurance | \$ | 2,894 | \$ | $(5,703)$ | \$ | $(3,429)$ |
| Life/health insurance |  | $(2,512)$ |  | $(1,691)$ |  | 357 |
| Investment income (less required interest on life reserves) |  | 279,346 |  | 244,347 |  | 222,992 |
| Realized gains on investments |  | 30,781 |  | 19,557 |  | 51,529 |
| Other |  | 4,979 |  | 5,874 |  | 5,578 |
| General corporate expenses |  | $(20,300)$ |  | $(13,056)$ |  | $(10,032)$ |
| Total | \$ | 295,188 | \$ | 249,328 | \$ | 266,995 |


"Selected Quarterly Financial Data" from page 1 (incorporated into Item 8).
SELECTED QUARTERLY FINANCIAL DATA
Financial data for each quarter in the two years ended December 31, 1995 (000's omitted except per share data)

|  | 995 |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | First Quarter |  | Second Quarter |  | Third Quarter |  | Fourth Quarter |  | $\begin{aligned} & \text { Full } \\ & \text { Year } \end{aligned}$ |  |
| Revenues. | \$ | 414,688 | \$ | 405, 023 | \$ | 416,658 | \$ | 419,283 | \$ | 1,655,651 |
| Income Before Income Taxes |  | 83, 823 |  | 69,629 |  | 76,973 |  | 64,763 |  | 295,188 |
| Net Income. |  | 63,245 |  | 55,141 |  | 58,603 |  | 50,362 |  | 227,350 |
| Net Income Per Share. |  | 1.17 |  | 1.02 |  | 1.08 |  | . 93 |  | 4.19 |


|  | 1994 |  |  |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | First Quarter |  | Second Quarter |  | Third Quarter |  | Fourth Quarter |  | Full Year |  |
| Revenues. | \$ | 379,703 | \$ | 378,821 | \$ | 381,726 | \$ | 372,256 | \$ | 1,512,506 |
| Income Before Income Taxes |  | 59,891 |  | 75,969 |  | 56,867 |  | 56,601 |  | 249,328 |
| Net Income. |  | 48,500 |  | 59,083 |  | 47,552 |  | 46,095 |  | 201, 230 |
| Net Income Per Share(2). |  | . 90 |  | 1.09 |  | . 88 |  | . 85 |  | 3.72 |

(1) 1993 earnings include a credit for $\$ 13,845,000$ ( $\$ .25$ per share) cumulative effect of a change in the method of accounting for income taxes to conform with FASB Statement No. 109 and a net charge of $\$ 8,641,000$ ( $\$ .16$ per share) related to the effect of the 1993 increase in income tax rates on deferred taxes recorded for various prior year items.
(2) Adjusted to reflect a 5 percent stock dividend declared in February, 1995.
(3) Includes common stock equivalents for stock options and convertible debentures.

Note: The sum of the quarterly reported amounts may not equal the full year as each is computed independently.

## INDEPENDENT AUDITORS' CONSENT

We consent to the incorporation by reference in Registration Statement No
2-71575 (on Form S-8), Registration Statement No. 33-34127 (on Form S-8), and
Registration Statement No. 33-48970 (on Form S-4) of Cincinnati Financial
Corporation of our reports dated February 9, 1996, appearing in and
incorporated by reference in the Annual Report on Form 10-K of Cincinnati
Financial Corporation for the year ended December 31, 1995.
DELOITTE \& TOUCHE LLP
/S/ Deloitte \& Touche LLP

Cincinnati, Ohio
March 20, 1996

Equals the sum of Fixed Maturities, Equity Securities and other Invested Assets
Equals the sum of Life Policy Reserves and Losses and Loss Expenses less the Life Company liability for Supplementary Contracts without Life
Contingencies of $\$ 3,053$ which is classified as Other Policyholder Funds Equals the sum of Notes Payable and the $5-1 / 2 \%$ Convertible Senior Debenture Equals the Total Shareholders Equity
Equals the Sum of Commissions, Other Operating Expenses, Taxes licenses and Fees, Increase in deferred acquisition costs, Interest expense and other expenses

