

UNITED FIRE GROUP INC  
 Form 5  
 February 13, 2015

**FORM 5**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
 Washington, D.C. 20549**

OMB APPROVAL  
 OMB Number: 3235-0362  
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).  
 Form 3 Holdings Reported Form 4 Transactions Reported

**ANNUAL STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person \*  
 Helbing Kevin W.

2. Issuer Name and Ticker or Trading Symbol  
 UNITED FIRE GROUP INC  
 [UFCS]

5. Relationship of Reporting Person(s) to Issuer  
 (Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
 Interim PFV/Asst VP/Controller

(Last) (First) (Middle)

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)  
 12/31/2014

118 SECOND AVENUE SE  
 (Street)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Reporting  
 (check applicable line)

CEDAR RAPIDS, IA 52401

Form Filed by One Reporting Person  
 Form Filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned at end of Issuer's Fiscal Year (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4)         |
|---------------------------------|--------------------------------------|--|--------------------------------|---|--|--|--|
| Common                          |                                      |  |                                |   | 65   | I  | By Issuer's Employee Stock Ownership Plan for self |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 2270 (9-02)

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**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) |                     | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---------------------|---|-------------------------------|
|  |  |                                      |  |                                |   | Date Exercisable (A)                                     | Expiration Date (D) |   |                               |
| Stock Option (right to buy)                | \$ 16.89   | Â                                    | Â  | Â                              | Â Â   | 02/19/2015   | 02/19/2020          | Common  | 375                           |
| Stock Option (right to buy)                | \$ 20.54   | Â                                    | Â  | Â                              | Â Â   | Â <u>(1)</u>   | 02/18/2021          | Common  | 1,000                         |
| Stock Option (right to buy)                | \$ 20.93   | Â                                    | Â  | Â                              | Â Â   | Â <u>(2)</u>   | 02/24/2022          | Common  | 1,500                         |
| Stock Option (right to buy)                | \$ 23.96   | Â                                    | Â  | Â                              | Â Â   | Â <u>(3)</u>   | 02/15/2023          | Common  | 2,000                         |
| Stock Option (right to buy)                | \$ 29.61   | Â                                    | Â  | Â                              | Â Â   | Â <u>(4)</u>   | 02/21/2024          | Common  | 2,500                         |

## Reporting Owners

| Reporting Owner Name / Address                                     | Relationships |           |                                  |       |
|--|---------------|-----------|----------------------------------|-------|
|  | Director      | 10% Owner | Officer                          | Other |
| Helbing Kevin W.<br>118 SECOND AVENUE SE<br>CEDAR RAPIDS, IA 52401 | Â             | Â         | Â Interim PFV/Asst VP/Controller | Â     |

## Signatures

/s/ Kevin W. Helbing by Michael T. Wilkins,  
Attorney-in-Fact

02/13/2015

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
  - \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Remaining options become exercisable in equal installments on 02/18/15 and 02/18/16, respectively.
  - (2) Remaining options become exercisable in equal installments on 02/24/15, 02/24/16 and 02/24/17, respectively.
  - (3) Remaining options become exercisable in equal installments on 02/15/15, 02/15/16, 02/15/17, and 02/15/18, respectively.
  - (4) Options become exercisable in equal installments on 02/21/15, 02/21/16, 02/21/17, 02/21/18 and 02/21/19, respectively.

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