

# PROXY NOTICE



## VOTING OPTIONS FOUND BELOW

YOUR VOTE IS IMPORTANT!  
PLEASE CAST YOUR PROXY VOTE **TODAY!**

VOTE REGISTERED TO:

*FOR REFERENCE PURPOSES ONLY.*

*PLEASE CALL 866-521-4219 TO RECEIVE YOUR OWN  
PERSONALIZED PROXY NOTICE OR PROXY CARD.*

### VOTER PROFILE:

Voter ID: \_\_\_\_\_ Security ID: \_\_\_\_\_

Household ID: \_\_\_\_\_

*\*\*please call the phone number to the right for more information*

**YOUR CONTROL NUMBER:**

### Vote by Internet:

Go to the website below and enter your control number or simply use your camera on your smart phone to scan this QR code.



[www.AmfamMemberMeeting.com](http://www.AmfamMemberMeeting.com)

### Vote by Phone:

Call 888-227-9349 for automated touch-tone service or the number below to speak with a representative.



**1-866-521-4219 Toll Free**

**AMERICAN FAMILY INSURANCE MUTUAL HOLDING COMPANY**  
PROXY FOR 2023 ANNUAL MEETING OF MEMBERS  
March 7, 2023 at 2:00 pm Central

January 16, 2023

Dear Member:

The 2023 Annual Meeting of Members<sup>1</sup> (the "Member Meeting") of American Family Insurance Mutual Holding Company (the "Company"), pursuant to notice given on the Company's website and in your policy, will be held at the Company's principal office, 6000 American Parkway, Madison, Wisconsin, at 2:00 p.m. on Tuesday, March 7, 2023. The purpose of the Member Meeting is to elect the five nominees identified on the reverse side of this proxy notice to fill upcoming vacancies on the Company's Board of Directors, and to vote on such other matters that may properly come before the meeting.

Please visit [www.AmfamMemberMeeting.com](http://www.AmfamMemberMeeting.com) to access the Member Meeting materials, including the proxy statement and voting instructions and to electronically vote your proxy. If you prefer to receive the proxy materials in paper format to complete and return via U.S. mail, please contact us toll-free at 1-866-521-4219, and these materials will be promptly mailed to you. Please make your request for a paper copy of the proxy materials as soon as possible to ensure timely delivery.

Your proxy must be received on or before March 2, 2023 to be voted at the Member Meeting.

We appreciate your attention to this important matter.

AMERICAN FAMILY INSURANCE MUTUAL HOLDING COMPANY

<sup>1</sup> Members include policyholders of the following insurance companies as of December 31, 2022: American Family Mutual Insurance Company, S.I., American Family Insurance Company, American Standard Insurance Company of Ohio, and NGM Insurance Company.



**These five candidates have been nominated for election to the Board of Directors of the Company:**

**Leslie Ann Howard**

United Way Independent Consultant  
Madison, WI  
Term expires: 2026

**Rakesh Khurana**

Dean  
Harvard College  
Cambridge, MA  
Term expires: 2026

**Rosa G. Rios**

Former United States Treasurer  
Chief Executive Officer  
Red River Associates  
Danville, CA  
Term expires: 2026

**William B. Westrate**

Chief Executive Officer  
American Family Insurance Mutual Holding Company  
Madison, WI  
Term expires: 2026

**Scott A. Wrobbel**

Retired Central Region Market Leader and Milwaukee Managing Partner  
Deloitte LLP  
Milwaukee, WI  
Term expires: 2026