

**AMERICAN FAMILY INSURANCE MUTUAL HOLDING COMPANY**  
**6000 American Parkway**  
**Madison, Wisconsin 53783-0001**

**Notice of Annual Meetings of Members**  
**To be held the First Tuesday of March of Each Year**

**NOTICE IS HEREBY GIVEN THAT** the Annual Meetings of the Members of American Family Insurance Mutual Holding Company (“**AFI MHC**” or the “**Company**”) for the purpose of electing Directors and for the transaction of such other business as shall properly come before the meeting will be held at the Company’s headquarters at 6000 American Parkway, Madison, Wisconsin on the first Tuesday of March of each year, commencing in 2017, at 2:00 p.m., Central Time.

**Background**

The Company was established on January 1, 2017 by the conversion of American Family Mutual Insurance Company into a mutual holding company structure (the “**Conversion**”) pursuant to the terms of Chapter 644 of the Wisconsin Statutes.

*As a result of the Conversion, American Family Mutual Insurance Company’s name was changed to “American Family Mutual Insurance Company, S.I.” Until all documents and published occurrences of the company name can be changed, please note that either name may appear on communications and documents you receive from American Family Mutual Insurance Company, S.I.*

**Policyholders Eligible to Vote**

All policyholders of policies issued by **AMERICAN FAMILY MUTUAL INSURANCE COMPANY** or **AMERICAN FAMILY MUTUAL INSURANCE COMPANY, S.I.** before or after January 1, 2017 and which remain in force on the date of any Annual Meeting are members of AFI MHC entitled to attend and vote at such Annual Meeting.

All policyholders of policies first issued or renewed by **AMERICAN FAMILY INSURANCE COMPANY** on or after January 1, 2017 and which remain in force on the date of any Annual Meeting are members of AFI MHC entitled to attend and vote at such Annual Meeting.

All policyholders of policies first issued or renewed by **AMERICAN STANDARD INSURANCE COMPANY OF OHIO** on or after January 1, 2017 and which remain in force on the date of any Annual Meeting are members of AFI MHC entitled to attend and vote at such Annual Meeting.

Each insured named in the Declarations of any policy described above is considered an owner or policyholder of such policy for purposes of determining member status in AFI MHC.

*More information on the Conversion is available at <http://newsroom.amfam.com/12-7-16-mhc-conversion-vote/>*