



PROXY CARD

PROXY ID

As a holder of the below mentioned policy at American Family Mutual Insurance Company (AFMIC), you have the right to vote on any agenda items that are proposed at a Member Meeting.

Insurance Policy Type:

Voting is simple and only takes a few moments of your time.

1 REVIEW **READ** the enclosed proxy material carefully.

2 EXECUTE **AUTHORIZE** your vote by checking one box, sign and date.

3 RETURN **ENCLOSE** the proxy card in the postage-paid envelope provided.

AMERICAN FAMILY MUTUAL INSURANCE COMPANY

PROXY FOR A SPECIAL MEETING OF MEMBERS TO BE HELD ON DECEMBER 7, 2016

The proxy must be marked with a vote either "For" approval of the Mutual Holding Company Plan and the transactions contemplated thereby or "Against" approval of the Mutual Holding Company Plan and the transactions contemplated thereby. If the box labeled "For" is marked, the proxy will be voted For approval of the Mutual Holding Company Plan and the transactions contemplated thereby. If the box labeled "Against" is marked, the proxy will be voted Against approval of the Mutual Holding Company Plan and the transactions contemplated thereby. If a proxy contains a vote both "For" and "Against" the Mutual Holding Company Plan and the transactions contemplated thereby, such proxy will not be cast or counted. If the proxy is executed but no choice is indicated for the Mutual Holding Company Plan and the transactions contemplated thereby, the proxy will be voted "For". In their discretion, the Proxies are authorized to vote on any other business as may properly, in accordance with applicable law and AFMIC's Articles of Incorporation and Bylaws, come before the Special Meeting, in such manner as the Proxy deems in the best interest of AFMIC.

PROPOSAL: To approve the Mutual Holding Company Plan, dated as of September 30, 2016, and the transactions contemplated thereby, including the amendment and restatement of the Articles of Incorporation of AFMIC.

FOR

AGAINST

YOUR VOTE IS VERY IMPORTANT. Please sign exactly as name or names appear hereon. If the policyholder is a corporation, limited liability company, or partnership, this proxy should be signed by an authorized officer, member, or partner as the case may be. When signing as attorney, personal representative, executor, administrator, trustee, or guardian, please give full title as such.

Signature of Policyholder

Date:

Title

AMERICAN FAMILY MUTUAL INSURANCE COMPANY

PROXY FOR A SPECIAL MEETING OF MEMBERS TO BE HELD ON DECEMBER 7, 2016

Important Notice Regarding the Availability of Proxy Materials for the Special Meeting to be Held on DECEMBER 7, 2016: The Notice of Special Meeting of Members, the Policyholder Information Statement, the Mutual Holding Company Plan including all exhibits thereto and additional information are available online at www.amfamplan.com.

The Policyholder named on the reverse side and therefore a Member of AMERICAN FAMILY MUTUAL INSURANCE COMPANY (AFMIC) hereby constitutes and appoints Jack C. Salzwedel and David C. Holman, and each of them, as the Member's Proxy, with full power of substitution and revocation, to vote for and in the name of the above Policyholder at the Special Meeting of Members to be held on December 7, 2016, at 2:00 p.m., Central Standard Time, at AFMIC's offices at 6000 American Parkway, Madison, Wisconsin, or any adjournments, postponements, reschedulings or continuations thereof, upon the matters set forth on the reverse side of this proxy card and described in the Policyholder Information Statement dated September 30, 2016 and upon such other business as may properly, in accordance with applicable law and AFMIC's Articles of Incorporation and Bylaws, come before the Special Meeting. Each policyholder is entitled to one vote.

To execute this proxy card, please complete, sign, date, and promptly return this proxy in the enclosed envelope. Mailed proxies must be received by AFMIC by 12:00 a.m., Central Standard Time, December 2, 2016 in order to be valid.

If you should have a question about the proxy material, this proxy card or the execution of your vote, please call **(866) 521-4219** Monday through Friday between the hours of 8:00 a.m. and 9:00 p.m. Central Time.

YOUR CONSIDERATION AND PARTICIPATION IN THIS VOTING PROCESS IS GREATLY APPRECIATED.

You can **sign**, **date**, and **vote** on the reverse side.