

Planning for our future—and yours

Please use the enclosed proxy card to vote on our plan to become a mutual holding company

Dear Sentry Insurance a Mutual Company policyholder,

As a mutual insurance company, Sentry is dedicated to policyholders, like you. We want you to be aware we're always looking to grow our company.

During our 115-year history, we've adjusted to the times, adding to our service offerings through technological advances and innovative thinking.

While we continue to do so, there are additional steps we can take to remain one of the largest mutual companies in the country. I'd like to share one of those steps with you today.

Sentry Insurance has filed a plan with the Wisconsin Office of the Commissioner of Insurance to form a mutual holding company. Subject to regulatory and policyholder approval, this mutual holding company will serve as the new parent company of Sentry Insurance a Mutual Company and all other Sentry Insurance subsidiaries.

Our plan, which has been [unanimously] approved by our Board of Directors, better positions us for the future, allowing us to be more agile and able to take advantage of future business opportunities. Sentry Insurance would continue to operate under the principles and culture of a mutual company. Policyholders of Sentry would become members of the mutual holding company under the new structure, retaining the membership rights they have now. Customers who have policies through several current Sentry subsidiary property and casualty underwriting companies would also receive mutual membership rights as permitted by law.

Forming a mutual holding company provides numerous benefits, including:

- Enhancing our ability to provide mutuality and extend membership rights to policyholders
- Improving our ability to expand our product and service offerings
- Providing us added flexibility to pursue mergers and acquisitions

You can expect the same great customer service we're known for. There's no impact on our coverages, premiums, claims handling, or anything related to customer experience with this move.

To help you better understand our conversion to a mutual holding company, please review the enclosed policyholder information booklet. Sections of the booklet include:

- **Notice of Special Meeting of Members** that introduces the plan and provides instructions on how you can vote on the plan at a special policyholder meeting or via proxy.
- **Notice of a public hearing** on the plan by the Wisconsin Office of the Commissioner of Insurance.
- **Frequently asked questions** answering various aspects of becoming a mutual holding company.
- **Policyholder information statement** that provides a detailed statement of the conversion plan, including benefits and impacts, special voting considerations, and additional information.

For your convenience, you can also find the same information found in this booklet online at [•]. If you have any questions as you review this material, please call [•].

We've also enclosed a proxy card allowing you to appoint a proxy to cast your vote for the plan. You also have the option to vote on the plan in person at the Special Meeting of Members on [•].

Please read your proxy card for more information. I respectfully ask for your vote to move us toward becoming a mutual holding company. Your vote is important to us, and we appreciate you taking the time to do so.

Thank you for your trust in Sentry Insurance. Your vote supporting this plan truly puts us in better position for the future for our policyholders and associates.

Sincerely,

[signature]

Pete McPartland

Chairman of the Board, President, and CEO

Sentry Insurance