

PROXY FORM

As holder of the below-mentioned policy at Jewelers Mutual Insurance Company (JMIC), you are a JMIC Member and have the right to vote on any agenda items that are proposed at a meeting of Members:

Insured's Name and Policy Number: _____

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 Mail the proxy form in the postage-paid envelope provided
OR follow the instructions for e-submission of the proxy form

JEWELERS MUTUAL INSURANCE COMPANY PROXY FOR A SPECIAL MEETING OF MEMBERS TO BE HELD ON [DATE]

The proxy form 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 "Against" is marked, the proxy will be voted Against approval of the Mutual Holding Company Plan and the transactions contemplated thereby. If a proxy form contains a vote both "For" and "Against" the Mutual Holding Company Plan and the transactions contemplated thereby, it will not be cast or counted. If the proxy form 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 JMIC's Articles of Incorporation and Bylaws, come before the Special Meeting, in such manner as the Proxy deems in the best interest of JMIC.

PROPOSAL: To approve the Mutual Holding Company Plan, dated as of [DATE], and the transactions contemplated thereby, including the amendment and restatement of the Articles of Incorporation of JMIC.

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. **[Need to conform language as necessary for e-proxy context, including hover language, drop-down box choices as appropriate, etc.]**

Signature of Policyholder

Date:

Title

JEWELERS MUTUAL INSURANCE COMPANY

PROXY FOR A SPECIAL MEETING OF MEMBERS TO BE HELD ON [DATE]

Important Notice Regarding the Availability of Proxy Materials for the Special Meeting to be Held on [DATE]: 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.jewelersmutualplan.com].

The Policyholder/s named on the proxy form, individually or collectively a Member of JEWELERS MUTUAL INSURANCE COMPANY (JMIC), hereby constitutes and appoints Scott Murphy, President and Chief Executive Officer, and Mark Willson, Vice President and General Counsel, 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/s at the Special Meeting of Members to be held on [DATE], at [TIME], Central Standard Time, at JMIC's offices at 24 Jewelers Park Drive, Neenah, Wisconsin, or any adjournments, postponements, reschedulings or continuations thereof, upon the matters set forth on the reverse side of this proxy form and described in the Policyholder Information Statement dated [DATE] and upon such other business as may properly, in accordance with applicable law and JMIC's Articles of Incorporation and Bylaws, come before the Special Meeting. Each Member is entitled to one vote, even if multiple Policyholders are named on the proxy form. Where more than one Policyholder is named in a policy, all those named shall collectively constitute one Member for the purpose of voting at meetings of members.

To execute a proxy form you received in the mail, please complete, sign, date and promptly return it to the Proxy Agent in the postage-paid envelope provided. If you received the proxy form electronically because of your choice to accept e-delivery from JMIC, please follow the instructions for e-submission of your proxy vote. All proxy forms must be received by the Proxy Agent by 12:00 a.m., Central Standard Time, [DATE] in order to be valid.

If you should have a question about the proxy material, this proxy form, or how to complete or submit your written or electronic proxy form, please call [phone number] Monday through Friday between the hours of 8:00 a.m. and [TIME] p.m. Central Standard Time.

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

