

FREQUENTLY ASKED QUESTIONS

Below are brief answers to frequently asked questions about the proposed mutual insurance holding company (also referred to as a “mutual holding company” or “MHC”) conversion (the “MHC Conversion”) of West Bend Mutual Insurance Company (“West Bend” or the “Company”). You should carefully review the more detailed discussion about the proposed MHC Conversion that follows in the Policyholder Information Statement, which qualifies all of the information presented in these brief answers.

1. What is the change being proposed for West Bend?

The Board of Directors of West Bend is proposing that West Bend change its organizational structure from a mutual insurance company to a mutual holding company-owned stock insurance company. Under this structure, West Bend would convert to a stock insurer, to be re-named West Bend Insurance Company (“Converted West Bend”), and would become an indirect wholly-owned subsidiary of the newly-organized mutual holding company. West Bend policyholders, who are currently the members of West Bend, would no longer be members of West Bend but would instead become members of the new mutual holding company, with comparable member rights. There would be no change in West Bend’s insurance policies (except that they would confer membership in the mutual holding company rather than West Bend), and those policies would remain obligations of Converted West Bend as a stock insurance company. The MHC Conversion would take place in accordance with the Mutual Holding Company Plan (the “Plan”) which has been approved by West Bend’s Board of Directors and which you and the other policyholders of West Bend are being asked to approve at the Special Meeting of Members (the “Special Meeting”), of which you are being notified in the attached Notice of Special Meeting of Members.

2. What is a mutual insurance holding company? Have other mutual insurance companies adopted this form of organization?

A mutual insurance holding company is a legal entity organized under state law to serve as the parent company (*i.e.*, the controlling shareholder) of an insurance company that has been converted from a mutual company to a stock company. In the mid-1990s, mutual insurance holding companies began to be permitted by the laws of various states as a means for a mutual insurance company to address certain disadvantages of the mutual insurance company organizational form by converting to a stock company, while still preserving policyholder ownership and control of the enterprise. Mutual insurance holding companies were first permitted under Wisconsin law in 1997. More than half of the states’ insurance laws now include mutual holding company laws, and many insurance companies, including several Wisconsin domestic insurance companies, have chosen to restructure as mutual holding companies. See also “**THE MHC CONVERSION TRANSACTION—The Mutual Insurance Holding Company Organizational Form**” on page 5 of the Policyholder Information Statement.

3. How will the proposed MHC Conversion benefit West Bend and its policyholders?

West Bend’s Board of Directors believes that the MHC Conversion of West Bend is desirable to enhance West Bend’s ability to grow and respond to future needs, challenges, and opportunities in a rapidly changing insurance industry, while preserving mutuality and the ability to operate with a focus on the long-term interests of policyholders.

Specifically, the Board of Directors believes the new mutual holding company structure will benefit West Bend and its policyholders by, among other things, (i) giving the Company the opportunity to pursue

expansion through subsidiary companies while maintaining its mutuality, (ii) enhancing the Company's ability to acquire and grow ancillary or non-insurance businesses, (iii) giving the Company enhanced access to capital and other forms of financing, (iv) placing the Company in a more flexible position to take advantage of opportunities such as acquisitions of other mutual insurance companies, and (v) increasing the Company's competitiveness by enhancing efficiency, management, and financial flexibility. See also "THE MHC CONVERSION TRANSACTION—Benefits of Conversion to a Mutual Holding Company Structure" on page 10 of the Policyholder Information Statement.

4. Will anyone other than current West Bend policyholders be members of the new mutual holding company?

As of the MHC Conversion, no. Only Converted West Bend policyholders will be members of the new mutual holding company. However, the Board of Directors will have the authority to grant member status to the policyholders of other subsidiaries of the mutual holding company (including the contemplated subsidiaries described in FAQ #5) in the future. Additionally, all members of any other mutual holding company with which the mutual holding company may merge will automatically become members of the surviving mutual holding company.

5. How would the inclusion of policyholders of other stock insurance company subsidiaries of the MHC affect my voting rights?

As described in FAQ #4, the MHC Conversion could eventually result in policyholders of certain West Bend subsidiaries currently in process of formation becoming members of the new mutual holding company. Any such members could result in the dilution of the aggregate voting control held by West Bend's members, depending on the number of such subsidiary policyholders and the number of Converted West Bend policyholders.

6. How would the inclusion of policyholders of other stock insurance company subsidiaries of the MHC affect my rights in surplus?

The inclusion of policyholders of other stock insurance company subsidiaries as members of the mutual holding company will not have a material effect on your rights in surplus. See "THE MHC CONVERSION TRANSACTION—Effects of the MHC Conversion—*Effect on Contract Rights and Voting Rights/Rights in Surplus of West Bend Members/Policyholders*" on page 16 of the Policyholder Information Statement.

7. Will the proposed MHC Conversion affect the terms of my insurance policy with West Bend?

No. All insurance policies issued by West Bend will continue as obligations of Converted West Bend as a stock insurance company after the MHC Conversion. Your rights under your existing insurance policy, including your coverage, claims payments, premiums, and policy benefits, will not be changed as a result of the MHC Conversion. See also the information presented under the heading "Member Rights" in the table found on page 18 of the Policyholder Information Statement.

8. What are my current rights as a policyholder of West Bend, and how would the proposed MHC Conversion affect those rights?

As a policyholder of West Bend, you have two types of interest in West Bend: (i) contract rights arising from your insurance policy with West Bend, and (ii) voting rights and rights in surplus arising from your status as a member of West Bend.

Your contract rights will not be affected in any way by the proposed MHC Conversion. Your insurance policy with West Bend will become a contractual obligation of Converted West Bend and there will be no changes to your insurance coverage, claims payments, premiums, or policy benefits as a result of the MHC Conversion.

On the effective date of the MHC Conversion (the “Effective Date”), you will cease being a member of West Bend and you will instead become a member of the new mutual holding company. You will be entitled to voting rights and rights to participate in distributions of surplus by the mutual holding company which are comparable to the rights that you now have in West Bend. See also “**THE MHC CONVERSION TRANSACTION—Effects of the MHC Conversion—Effect on Contract Rights and Voting Rights/Rights in Surplus of West Bend Members/Policyholders**” on page 16 of the Policyholder Information Statement.

9. Has West Bend’s Board of Directors approved the proposed MHC Conversion, and does it have a recommendation for policyholders on voting?

Yes. After careful consideration and thorough deliberation in a series of meetings over a lengthy period, the West Bend Board of Directors has unanimously approved the Plan and the transactions contemplated thereby. Accordingly, the West Bend Board of Directors unanimously recommends that policyholders vote FOR the Plan at the Special Meeting. See also “**THE MHC CONVERSION TRANSACTION—Recommendation of Board of Directors**” on page 15 of the Policyholder Information Statement.

10. Will anyone other than current West Bend policyholders be members of the new mutual holding company?

Only West Bend policyholders will be members of the new mutual holding company on the Effective Date. The Board of Directors will have the authority to grant member status to the policyholders of other stock insurance subsidiaries of the mutual holding company in the future.

In addition, if the mutual holding company were to merge with another mutual holding company in the future, the members of the merging company would become members of the West Bend mutual holding company.

11. How will the potential inclusion of new members of the mutual holding company in the future affect my voting rights?

If West Bend’s membership grows over time, you will have a smaller percentage of the total voting power in the mutual holding company than you had in West Bend immediately prior to the MHC Conversion.

Your voting rights as a member of West Bend generally consist of the right to cast one vote on any matter which is subject to a vote of the members, including the right to vote for the election of directors, any proposed conversion of the Company from a mutual company to a stock company while simultaneously creating a mutual holding company as a parent, any proposed conversion of the Company to a stock company without simultaneously creating a mutual holding company as a parent (also known as “demutualization”), voluntary dissolution of the Company, or amendment of the Company’s articles of incorporation.

After the MHC Conversion, each member of the new mutual holding company will have substantially these same voting rights, except with respect to the potential dilution of the aggregate voting control held by West Bend's members as a result of the potential inclusion of new members of the mutual holding company. Each policyholder of Converted West Bend will have the same mutual holding company member voting rights.

12. How will the potential inclusion of new members of the mutual holding company in the future affect my rights in surplus?

The inclusion of new members of the mutual holding company will not have a material effect on your rights in surplus. See **"THE MHC CONVERSION TRANSACTION—Effects of the MHC Conversion—Effect on Contract Rights and Voting Rights/Rights in Surplus of West Bend Members/Policyholders"** on page 16 of the Policyholder Information Statement.

13. Did the Board consider any alternatives to the MHC Conversion?

Yes. The Board of Directors considered, but rejected, other structural alternatives to the proposed MHC Conversion, including demutualization of West Bend. The Board of Directors determined not to pursue any of these alternatives and has no plans to do so following the MHC Conversion. In addition, the proposed MHC Conversion does not involve any changes to the existing workforce, operations, or office locations of West Bend and its subsidiaries, and the Board of Directors has no plans to make any such changes after the MHC Conversion. See also **"THE MHC CONVERSION TRANSACTION—Consideration of Alternatives"** on page 13 of the Policyholder Information Statement.

14. Will West Bend be regulated differently if the MHC Conversion is completed?

West Bend is currently regulated by the Office of the Commissioner of Insurance for the State of Wisconsin (the "Wisconsin Commissioner"). After the MHC Conversion, Converted West Bend will continue to be regulated by the Wisconsin Commissioner. In addition, the mutual holding company will be subject to the Wisconsin Commissioner's oversight. Certain anticipated differences between the current regulation of West Bend and the future regulation of the mutual holding company are described under the heading **"REGULATION"** on page 32 of the Policyholder Information Statement.

15. Does West Bend plan to issue stock in any entity following the proposed MHC Conversion?

No. West Bend does not have any plans to issue stock in any entity after the proposed MHC Conversion is completed. In any event, an initial sale of voting stock would require the prior approval of the Wisconsin Commissioner and the members of the new mutual holding company.

16. Will the proposed MHC Conversion result in any changes in the compensation of West Bend's directors or officers?

No. The proposed MHC Conversion will not result in any changes in the compensation of West Bend's directors and officers.

17. Will any West Bend director or officer receive any stock or stock options in connection with the MHC Conversion?

No. West Bend's directors and officers will not receive any stock or stock options in Converted West Bend or any other entity in connection with the MHC Conversion.

18. Are there any potential disadvantages or risks in adopting the proposed mutual holding company structure?

There are potential disadvantages and risks associated with the proposed MHC Conversion that are discussed in greater detail under the heading “**THE MHC CONVERSION TRANSACTION—Effects of the MHC Conversion—*Special Considerations and Risk Factors***” on page 26 of the Policyholder Information Statement.

19. What approvals are required before West Bend can complete the proposed MHC Conversion?

The Plan must be approved by the Wisconsin Commissioner. Additionally, the Plan must be approved by the vote of three-fourths of the members present and voting in person or by proxy at the Special Meeting. See also “**CONDITIONS TO CLOSING OF MHC CONVERSION**” on page 31 of the Policyholder Information Statement.

20. If I vote at the Special Meeting by proxy, will the proxies have authority to vote on any matter other than the approval of the MHC Conversion?

The proxies will have authority to vote only on those matters which are germane to the purpose of the Special Meeting as stated in the Notice of Special Meeting. For example, in addition to casting votes “For” and “Against” the approval of the Plan, the proxies would have authority to vote on a proposal to adjourn the Special Meeting and reconvene at a later date.

21. When will the proposed MHC Conversion be completed, if all conditions are satisfied?

Provided the Plan has been approved by the Wisconsin Commissioner and by the vote of three-fourths of the members present and voting in person or by proxy at the Special Meeting, it is expected that the MHC Conversion will be completed on January 1, 2024.

22. How can I vote on the Plan?

West Bend policyholders are being asked to vote on the Plan at the Special Meeting to be held at 10:00 am local time on [●], 2023 at the Company’s offices at 1900 South 18th Avenue, West Bend, Wisconsin. Your vote must be cast in person at the Special Meeting, or by a duly appointed proxy.

To cast your vote by proxy:

Please complete, sign and return the proxy form we sent you in the postage-paid envelope provided, log onto www.silverlining.com and enter the code on the enclosed proxy card, or call [●] TOLL-FREE.

In lieu of appointing a proxy, you may vote in person at the Special Meeting.

Submitting a proxy will not prevent a member from attending the Special Meeting and voting in person. If you attend the Special Meeting and vote in person, any previously submitted proxy will not be counted. Proxies must be received no later than 11:59 pm on [●] in order to be voted at the Special Meeting.

23. What should I do if I have other questions about the proposed MHC Conversion?

If your question is not answered in these Frequently Asked Questions, the Policyholder Information Statement or the additional available information described in the Policyholder Information Statement, please visit our website ([●]) or contact us at [●].