

SUPPLIER CODE OF CONDUCT

WE BELIEVE IN:

DIVERSITY

Creating and cultivating a more diverse and inclusive workplace makes us stronger partners in solving problems with our customers and our communities.

INCLUSIVITY

We are working to build a movement that increases access to opportunity, social equity, and hope for underestimated communities, those impacted by the criminal legal system, and improving the development of America's young people with a specific focus on mental health.

EQUITY

Grounded in principles of fairness, impartiality, justice, and equality, we believe that one's personal or social circumstances—like race, ethnicity, gender, age, and orientation—should not be obstacles to achieving their full potential.

SUSTAINABILITY

We are focused on building resiliency in response to climate change. We acknowledge climate change affects human health and safety, quality of life, and the rate of economic growth.

American Family Mutual Insurance Company, S.I. ("American Family") is committed to be the most trusted and valued customer-driven insurance company. We've made it our mission to whole-heartedly support our customers and communities—making sure we're walking alongside them as they work toward their next great chapter, protecting and supporting their dreams every step of the way.

We expect all of our suppliers to act honestly, ethically, and to uphold our values highlighted in our Supplier Code of Conduct. Those ideals are aligned to protect our brands and reputation, and most importantly, to improve all of our communities.

We expect our suppliers to uphold these ideals as they engage with our customers, employees, and within the communities that we serve. Our Supplier Code of Conduct provides further details on how we expect our suppliers to conduct themselves in alignment with our principles.

Thanks so much for your efforts helping us inspire, protect, and restore dreams as they are some of the most valuable things our customers will ever own.

Troy Van Beek
Chief Financial Officer



SUPPLIER CODE OF CONDUCT

The American Family Insurance Supplier Code of Conduct guides our daily business activities to ensure we operate within ethical and legal standards. Suppliers and their workers that conduct business in a way that is in direct conflict with these outlined values may impact our current and future business relationship, up to and including termination of any or all agreements with the supplier in alignment with agreed upon contract terms and conditions where applicable.

INTEGRITY: THE CODE'S FOUNDATION

If you've ever built a house or any other permanent structure, you know the importance of starting with a solid foundation. The American Family Insurance Supplier Code of Conduct is no different. Our Code's foundation is integrity, which consists of honesty and truthfulness.

Integrity is important in every decision, every action, every day. Integrity is expected and required at every level throughout American Family in all interactions with customers, other colleagues, agents and their staff, suppliers, and partners; in the accuracy of our advertising and representation of American Family; in the recording of our business transactions; and in the quality of our products and performance of our service.

American Family business is conducted in compliance with applicable laws and regulations and the highest ethical standards.

COMPLIANCE WITH APPLICABLE LAWS AND REGULATIONS

American Family strives to manage risk effectively across our Company including efforts to understand risks associated with extended Company partners, third-party vendors, and suppliers. In addition to complying with all state and federal laws and regulations, and all applicable international laws, suppliers are expected to comply with all laws and regulations that prohibit the employment or engagement of certain individuals or dealing with certain countries. We expect our suppliers to conduct business with integrity, fair dealing, and honesty.



Elite Media
Owner, Chris Crawford
Certified MBE

ARE YOU A DIVERSE SUPPLIER?

Our purpose and mission are to engage community, customers, and employees to foster an inclusive mindset that extends to our diverse supplier community. We want to inspire diverse suppliers to pursue their dreams with confidence while forming strategic partnerships within American Family.

If you are a diverse supplier, you must register on our supplier registration portal located on our Supplier Diversity website at www.amfam.com/supplier-diversity and provide your active status diverse certificate(s).

This website will also provide more information about potential related opportunities for diverse suppliers.

THE BASIC BLUEPRINT

Ethical conduct in compliance with this Code should not be compromised in the pursuit of business objectives.

Our Suppliers and their workers should be role models by exercising good and ethical behavior and are expected to:

- Conduct themselves ethically
- Perform duties with honesty and integrity
- Treat others with respect
- Not retaliate against others
- Promptly report any improper discriminatory behavior, sexual harassment, illegal activities, or other violations of this Code, laws, or regulations
- Maintain the confidentiality of customer, company, and colleague information
- Comply with all applicable federal, state and local laws and regulations

EQUAL EMPLOYMENT OPPORTUNITY, NON-DISCRIMINATION AND NON-HARASSMENT

Each individual has the right to work in a professional atmosphere that promotes equal employment opportunities and prohibits discriminatory practices, including sexual misconduct and harassment. American Family defines sexual misconduct as any unwelcome sexually related behavior, including but not limited to, requests for sexual favors and other inappropriate verbal or physical conduct of a sexual nature, from the viewpoint of reasonable persons. Harassment is verbal or physical conduct that degrades or shows hostility or aversion toward an individual because of their Protected Characteristics (characteristics legally protected by federal or state laws, including gender identity or expression and veteran status). Harassing conduct includes, but is not limited to: epithets, slurs, or negative stereotyping; threatening, intimidating, or hostile acts; degrading jokes and displays or circulations in the workplace of written or graphic material (including through email) that degrades or shows hostility or aversion toward an individual or group. Suppliers shall not discriminate in hiring, compensation, training, advancement or promotion, termination, retirement, or any other employment practice based on protected characteristics. Suppliers shall treat everyone with respect and dignity and provide a professional atmosphere for its employees, agents, and/or subcontractors.

SAFE AND HEALTHY WORKING CONDITIONS

American Family is committed to the health and safety of our guests, employees, and business partners. Each supplier is responsible for complying with all applicable health and safety laws and regulations. Suppliers shall provide a safe and healthy workplace for their employees, including through providing applicable training, work procedures, and necessary personal protective equipment ("PPE"). American Family further requests and encourages all guests, employees, and business partners to identify and respond to health and safety hazards and security concerns at any American Family facility and to notify the American Family Security Operations Center at (608) 243-4911.

CONFLICT OF INTEREST

Our employees as well as suppliers and their workers must exercise good judgment and make good decisions, independent from any outside influence, avoiding activities and personal interests that create an actual or perceived conflict between their interests and the interests of American Family. Personal relationships may create a conflict or the appearance of a conflict of interest. You, your relatives, and/or close personal friends should not receive any improper benefits from your work with American Family. We ask that our employees, suppliers and their workers use common sense and good judgment in determining whether a conflict exists. Any potential or existing conflicts must be disclosed, including any close personal relationships with any American Family employee.

GIFTS AND ENTERTAINMENT

American Family has strict policies in force for our employees regarding giving and receiving gifts and entertainment from third parties which includes Suppliers. Our employees will not be influenced by gifts or entertainment from third parties and will follow the American Family Insurance employee Code of Conduct and Business Ethics when considering giving or receiving gifts and/or entertainment. This policy states that employees cannot accept or give gifts with a value over \$100. Cash or cash equivalents in any amount are never acceptable to be given or received.

DATA & CONFIDENTIAL INFORMATION

Protecting the confidentiality and integrity of personal and proprietary information is a critical responsibility that must always be taken seriously. Suppliers shall comply with all American Family data security, network access, confidentiality, retention, and destruction requirements as outlined in each supplier's contractual agreement(s) with American Family, as well as applicable state and federal laws. Confidential information may not be disclosed outside American Family unless the disclosure has been properly authorized. We define confidential information as any non-public information pertaining to American Family and all subsidiaries

PRIVACY

Safeguarding and ensuring appropriate use of personal information is a top priority and is essential to our mission of being the "most trusted and valued customer-driven insurance company". Suppliers shall comply with the applicable privacy policy listed in the agreement with American Family, as well as any applicable state and federal laws. This includes the ability to respond to any consumer rights requests and prompt notification of any potential privacy compromises.



SUSTAINABILITY

American Family recognizes that changing climate and weather puts our customers and communities at risk. We believe everyone, including our suppliers, are responsible for doing their part to mitigate climate change.

PARTNER WITH US

American Family is committed to leveraging our partnerships with our suppliers to combat and adapt to climate change impacts.

To learn more about our sustainability efforts, please visit:

<https://www.amfam.com/about/corporate-responsibility/environment>

USE OF COMPANY ELECTRONIC RESOURCES

American Family resources should be used honestly and efficiently. Illegal and/or unauthorized downloading, uploading, copying, or distribution of company-owned information, copyrighted, or trademarked materials using company-owned resources is not allowed.

You should also apply common sense and good judgment when using company-owned electronic resources. Your use of electronic resources may be monitored. Attempting to circumvent any established security controls is prohibited. Accessing, distributing, or storing inappropriate information on American Family electronic resources is not allowed. This policy applies to all access to American Family electronic resources.

USE OF THE AMERICAN FAMILY NAME

Suppliers will not publish any information about American Family's use of supplier's services or products, nor will suppliers use American Family's name or brand in any advertisement or promotion, through execution of services on American Family's behalf, or in connection with any other solicitation for business without American Family's prior written approval obtained in a signed agreement. Any approved use will not deviate from the specifics outlined in the finalized agreement with American Family.

REPORTING VIOLATIONS OF SUPPLIER CODE OF CONDUCT

ETHICSLINE: **1-877-772-6326** or **completing an online form**

If you suspect ethical misconduct, violations of this Code, violations of any law or regulation, you should report the incident to the American Family Managing Stakeholder, the American Family Sourcing point of contact, or to our confidential and anonymous independent third-party resource EthicsLine.