

RULES OF CONDUCT

All stockholders must observe the following rules of conduct during this virtual annual meeting.



1. The use of equipment to record any portion of the meeting is prohibited without the express consent of Allstate. A webcast playback will be available at www.allstateinvestors.com after the completion of the meeting for one year. If there are any matters of individual concern to a stockholder and not of general concern to all stockholders, or if a question posed was not otherwise answered, such matters may be raised separately after the meeting by contacting Investor Relations at invrel@allstate.com or 1-800-255-7828.
2. Subject to the discretion of the Chair of the meeting, the meeting will follow the agenda. Discussion of official business will occur under Item II, which relates to matters to be voted on. Questions related to the vote matters will be answered during this time. General questions will be answered during the general discussion period under Item V.
3. Only stockholders of record as of March 20, 2020, or their proxy holders, may attend, vote or submit questions during the meeting. To attend the meeting, please login as a stockholder by entering the 16-digit control number you received with your proxy materials. If you have voted your shares prior to the start of the meeting, your vote has been received by the company's inspector of election and there is no need to vote those shares during the meeting, unless you wish to revoke or change your vote.
4. If a stockholder has a question about one of the matters in the agenda to be voted on by the stockholders at the meeting, such question may be submitted in the field provided in the web portal at or before the time the matters are considered at the meeting. We will answer questions on any matters in the agenda to be voted on by the stockholders at the meeting before the voting is closed.
5. Following adjournment of the formal business of the annual meeting, the company's management will give a presentation about the company's business. At the conclusion of this presentation, the company will address appropriate general questions from stockholders regarding the company. Such questions may be submitted in the field provided in the web portal during the meeting.
6. To allow us to answer questions from as many stockholders as possible, we will limit each stockholder to two questions. It will help us if questions are succinct and cover only one topic per question. Questions from multiple stockholders on the same topic or that are otherwise related may be grouped, summarized and answered together.
7. The Chair may rule any question or comment out of order that is (i) irrelevant to the business of the company, (ii) of individual concern to a stockholder and not of general concern to all stockholders, (iii) in furtherance of the stockholder's personal or business interests, (iv) generally repetitive questions or comments previously addressed at the meeting or (v) disruptive or otherwise deemed inappropriate for consideration by the Chair.
8. These rules of conduct are intended to benefit all stockholders and proxy holders participating in the meeting. The Chair has sole authority to preside over the meeting and make all determinations regarding the conduct of the meeting, including the administration and interpretation of these rules. Any action taken by the Chair will be final, conclusive and binding on all persons.