



## AMERICAN FINANCIAL GROUP, INC.

### 2023 ANNUAL MEETING OF SHAREHOLDERS

#### RULES OF CONDUCT

The Code of Regulations of American Financial Group, Inc. (the “Company”) describes requirements for meetings of shareholders, and the Annual Meeting will be conducted consistent with those requirements. The Corporate Secretary will preside over the Annual Meeting. The Company has adopted rules and procedures for the conduct of the shareholders meeting as it has deemed appropriate.

In the interest of conducting an orderly meeting, please observe the following rules and procedures:

1. **Business of the meeting.** The business of the Annual Meeting will be conducted in the order indicated on the Agenda. The only business matters to be conducted at the Annual Meeting are the matters set forth in the Notice of 2023 Annual Meeting and Proxy Statement dated April 3, 2023.

2. **Participation and voting.** Only shareholders as of the close of business on March 24, 2023, the record date, or their duly authorized proxies, are entitled to vote at the Annual Meeting and submit questions. Shareholders may vote when the the polls are declared open during the Annual Meeting and may not vote once the polls have closed, which will occur immediately after the presentation of Proposal No. 4. If you voted your shares before the start of the Annual Meeting, your vote has been received and there is no need to vote again during the Annual Meeting, unless you wish to revoke or change your vote. If you have not yet voted and wish to vote, or if you wish to revoke or change your vote, you may vote on the meeting platform.

3. **Shareholder questions.** Shareholders who would like to submit questions can do so online beginning fifteen minutes before the Annual Meeting by visiting [www.virtualshareholdermeeting.com/AFG2023](http://www.virtualshareholdermeeting.com/AFG2023) using their 16-digit control number. Please note that guests cannot submit questions. Questions and comments from shareholders will be addressed following the business of the Annual Meeting.

4. **Handling of shareholder questions.** Depending on the number of questions submitted, we may not be able to answer all questions submitted. The Company will endeavor to answer all questions, but if multiple questions are submitted on the same topic or are otherwise related, we may group them, summarize them and/or respond collectively. To ensure all shareholders have the opportunity to participate, we will respond to no more than one question from a single shareholder. If there are any matters of individual concern to a shareholder and not of general concern to all shareholders, or if a question posed was not otherwise answered, such matters may be raised separately

after the Annual Meeting by contacting Investor Relations at (513) 579-6739 or by email at [AFGInvestorRelations@amfin.com](mailto:AFGInvestorRelations@amfin.com).

5. **Scope of shareholder questions and comments.** Shareholders' views, constructive comments and criticisms are welcome, but please note that we will not address questions that are:

- irrelevant to the business of the Company or to the business of the Annual Meeting;
- repetitive of information that the Company has previously disclosed and which is publicly available on the Company's website, [www.AFGinc.com](http://www.AFGinc.com);
- related to material non-public information of the Company;
- related to personal grievances; derogatory references to individuals or that are otherwise in bad taste;
- repetitious statements already made by another shareholder;
- in furtherance of the shareholder's personal or business interests; or
- out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Corporate Secretary in the exercise of reasonable judgment.

6. **Adjournment or recess.** The Secretary may adjourn or expedite the meeting, or call a recess, at any time and for any reason, including disorder, a technical malfunction or any other significant problem that disrupts the meeting. In addition to these rules, the Secretary may adopt any other rules or make rulings during the course of the meeting as deemed appropriate.

7. **No recording.** Recording of the Annual Meeting is prohibited. The Company owns all rights to any recordings of the Annual Meeting. Any rebroadcast, retransmission or other distribution of the Annual Meeting without the Company's prior express written consent is prohibited.

8. **Technical support.** If you have technical difficulties and need assistance logging into or during the Annual Meeting, you can reach technical support at the phone numbers provided at the meeting's log-in page at [www.virtualshareholdermeeting.com/AFG2023](http://www.virtualshareholdermeeting.com/AFG2023).

**Violation of any of these rules will be considered cause for expulsion from the meeting. Thank you for your cooperation and for joining the American Financial Group, Inc. 2023 Annual Meeting of Shareholders.**