**We are the Good Hands:** We help customers realize their hopes and dreams by providing the best products and services to protect them from life’s uncertainties and prepare them for the future.

### OUR STRATEGIC VISION
Deliver substantially more value than the competition by reinventing protection and retirement to improve customers’ lives

### OUR CORPORATE GOAL
Create long-term value by serving our stakeholders, taking appropriate risks and leveraging our capabilities and strategic assets

### OUR VALUES
- Honesty, caring and integrity
- Inclusive diversity
- Engagement
- Accountability
- Superior performance

### OUR PRIORITIES
- Customer focus
- Operational excellence
- Enterprise risk and return
- Sustainable growth
- Capital management

### OUR OPERATING PRINCIPLES
- Put the customer at the center of all of our actions
- Use consumer insights, data and technology to serve customers and generate growth and attractive economic returns
- Execute well-considered decisions with precision and speed
- Focus relentlessly on those few things that provide the greatest impact
- Be a learning organization that leverages successes, learns from failures and continuously improves
- Provide employees, agency owners and their staffs fulfilling work, personal growth and performance-based rewards
- Take an enterprise view of our people and processes, and work as a single team to advance Allstate rather than our individual interests

### LEADERSHIP PRINCIPLES
*We empower every employee to lead and drive change.*
- We’re here to serve
- We win together
- We drive results
- We’re transparent
- We continuously get better
- We develop each other

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*Individually, I’m a hero. Together, we’re a force for good.*