

# OUR SHARED PURPOSE

**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