DIVERSITY makes us stronger

Supplier Diversity Program
We all live and work in the same places, share the same hopes, see the same needs. And businesses have unique opportunities to make a difference every day.

We established the Supplier Diversity Program to ensure the inclusion of diverse businesses in the competitive bidding process at Allstate. Additionally, this program supports our commitment to provide quality products and services to our customers while delivering outstanding value to our shareholders. Since the program began in 2003, we have steadily increased the procurement of goods and services with diverse suppliers. In 2012, Allstate spent $304 million with these diverse businesses, and we are committed to increasing our spend.

“As Allstate’s Chief Procurement Officer, I’m responsible for leading and sponsoring Allstate’s Supplier Diversity Programs. We spend about $8 billion each year with external suppliers, and part of my job is to make sure that the diversity we value in our workforce and in our communities is also reflected in our supply chain.

At Allstate, supplier diversity is a key business imperative. It’s a way to support the customers and communities that support us and helps small and diverse businesses grow. The strategic partnerships we forge with suppliers not only create a positive impact in our community but also drive value for our company, today and in the future.”

—Cheryl A. Harris
Senior Vice President and Chief Procurement Officer
Certification requirements
To be eligible for the Allstate Supplier Diversity Program, businesses must be at least 51 percent owned and operated by minorities, veterans or women, certified as an LGBT-, minority-, veteran-, or woman-owned business, and provide proof of certification through one of the following organizations:

> National Gay and Lesbian Chamber of Commerce (NGLCC) — Business advocate and direct link between gay, lesbian, bisexual and transgender (LGBT) business owners, corporations and government. Visit [http://www.nglcc.org](http://www.nglcc.org) for more details.

> National Minority Supplier Development Council (NMSDC) — One of the country’s leading business membership organizations, NMSDC certifies minority business enterprises (Asian, Black, Hispanic and Native American) and provides a direct link to corporate America. Visit [http://www.nmsdc.org/nmsdc](http://www.nmsdc.org/nmsdc) for more details.

> Women’s Business Enterprise National Council (WBENC) — Nation’s leading advocate of woman-owned businesses as suppliers to America’s corporations and certifier of businesses owned, controlled, and operated by women in the United States. Visit [http://www.wbenc.org](http://www.wbenc.org) for more details.

> The Department of Veterans Affairs (VA) — Assists veteran business owners in registering their business in the Secretary’s database of veteran-owned small businesses and enables corporate representatives to easily identify service-disabled veteran-owned small businesses (SDVOSBs) and VOSBs eligible for procurement opportunities. Visit [http://www.vetbiz.gov](http://www.vetbiz.gov) for more details.

We also accept certification from local, state, or federal government agencies.

For more information about the Allstate Supplier Diversity Program, please visit [www.allstate.com/procurement](http://www.allstate.com/procurement)
Allstate Supplier Diversity Exchange

We launched the Allstate Supplier Diversity Exchange in 2008 to provide an opportunity for businesses owned by minorities, women, veterans, people with disabilities, and members of the LGBT community to build relationships with Allstate and Allstate’s prime suppliers. These events are built around networking—with key Allstate decision makers, major suppliers and strategic partners, as well as with other diverse business owners.

In addition, business owners participate in one-on-one meetings with Allstate staff members, peer companies and existing suppliers and attend valuable panel discussions. While attendance at this event does not guarantee business, many have had the opportunity to compete for a bid and a large number have won business since the program began.

To learn more, visit www.allstate.com/procurement

Allstate Mentoring Program

Launched in 2012, the Allstate Mentoring Program is designed to strengthen diverse businesses by helping mentees work on their business—not in it—and by providing insight into doing business with large corporations. The program includes a series of live and virtual sessions focused on leadership and employee development, financial management, sales and marketing, and technology improvement.

The program is designed for businesses that meet the following criteria:

- Certified diverse supplier
- In business for at least five years
- Annual revenues over $150,000
- At least one senior officer must attend all sessions
- The best candidates for the Allstate Mentoring Program are diverse businesses that offer products and services that Allstate purchases, e.g.:
  - Accounting/Financial/Investment Services
  - Administrative/Back Office
  - Processing/Call Service Centers
  - Advertising Agency Services
  - Consulting Services
  - Corporate Relations Services
  - Data
  - Direct Marketing
  - Education and Training
  - Facility Products/Services
  - Inspections/Screenings
  - Interactive Marketing
  - Marketing
  - Paper
  - Printing
  - Relocation Services
  - Subscription Services
  - Technology
  - Telephony/Communications
  - Travel-Related Services
  - Workforce Solutions

How to apply for the mentoring program:

All applicants must submit a completed application for review by an internal rating committee. For more information about applying for the Allstate Mentoring Program, please visit www.allstate.com/procurement
At Allstate, inclusive diversity is a competitive advantage. It is the breadth of our differences that defines us, makes us stronger, and enables us to better serve our 17 million customers. Diversity is about people, and people are the key to our success.

Few companies can match our history of inclusive diversity. Beginning in 1960, Allstate has been committed to strategic initiatives and partnerships that strengthen our company and community while creating value for shareholders. Today, we continue to build on our successful legacy by introducing new diversity programs that are integrated into the fabric of our business strategy. Our clear strategic direction and strong values will ensure we remain at the forefront of driving change.

— Thomas J. Wilson
Chairman, President, & CEO

The Allstate Foundation

Our core goal is to help Americans realize their hopes and dreams by connecting people through innovative programs that drive social change. We focus on two signature program areas to achieve maximum impact: Teen Safe Driving Program and Domestic Violence Program. To learn more, visit www.allstate.com/foundation.
Allstate’s Diversity and Inclusion Journey

Affirmative Action (1960s—1980s)
- Implemented affirmative action and equal pay
- Developed strategic alliances with multicultural organizations
- Received external recognition for our diversity initiatives
- Instituted diversity compliance and leadership accountability

Leveraging Diversity Action (1990s)
- Implemented awareness training on race and gender differences
- Launched diversity strategy and established diversity infrastructure
- Earned Hispanic Business Award: Best Companies for Diverse Practices
- Created strategic partnerships with advocacy organizations to certify diverse suppliers
- Added tolerance, inclusion, and diversity to the platform of The Allstate Foundation
- Broadened marketing initiatives to include multicultural customers
- Established multicultural marketing initiatives

- Implemented a strategic approach to supplier diversity
- Earned DiversityInc. Award: Top 50 Best Companies for Diversity
- Extended CEO commitment for inclusive diversity
- Launched the Allstate Mentoring Program
- Established multicultural marketing initiatives

Fully Integrated Business Strategy (2005+)
- Renewed accountability and leadership commitment to increase diverse spend
- Created strategic alliance with external outlets to enhance and raise awareness of cultural insights
- Earned Block Enterprise Award: 40 Best Companies for Diversity
- Formed Employee Resource Groups to support inclusive diversity
- Earned WBENC 26th Annual Corporate Support Award
- Enhanced CEO commitment for inclusive diversity
- Named NGLCC 2012 Outstanding Corporate Leader of the Year
- Developed strategic alliances with multicultural organizations
- Received external recognition for our diversity initiatives
- Instituted diversity compliance and leadership accountability
- Implemented affirmative action and equal pay
At Allstate, we are committed to inclusive diversity to make us stronger as a company and as a community.

If you’d like to learn more about any of Allstate’s Supplier Diversity programs, please visit

www.allstate.com/procurement

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About Allstate

We are The Good Hands People®: We help people realize their hopes and dreams through products and services designed to protect them from life’s uncertainties and to prepare them for the future.

Our strategic vision is to reinvent protection and retirement for the consumer.

We value honesty, caring and integrity, inclusive diversity, engagement, accountability and superior performance.

Our goal is to grow the value of our company for our customers, our associates, our shareholders, our communities and society.

Learn more about Allstate by visiting www.allstate.com