Acquisition of Madison National

Further strengthening Horace Mann's presence in education market

July 14, 2021

Horace Mann®

Safe Harbor Statement and Non-GAAP Measures

Certain statements made in this presentation should be considered forward-looking as defined in the Private Securities Litigation Reform Act of 1995. Forward-looking statements give expectations or forecasts of future events. These statements are related to our intentions, beliefs, projections, estimations or forecasts of future events or our future financial performance and involve known and unknown risks, uncertainties and other factors that may cause our actual results to be materially different from those expressed or implied by the forward-looking statements. These statements can be identified by the fact that they do not relate strictly to historical or current facts. They use words such as anticipate, estimate, expect, project, intend, plan, believe and other words and terms of similar meaning in connection with a discussion of future operating or financial performance. We caution investors that these forward-looking statements are not guarantees of future performance, and actual results may differ materially.

Investors should consider the important risks and uncertainties that may cause such differences, including those risks discussed in our most recent Form 10-K and Form 10-Q filed with the Securities and Exchange Commission (SEC). Our forward-looking statements speak only as of the date of this presentation or as of the date they were made, and we undertake no obligation to update those statements.

The historical and forward-looking financial information contained in this presentation includes measures (marked with * the first time they are presented within this document) that are not based on accounting principles generally accepted in the United States of America (non-GAAP) such as core earnings, core earnings per share, pretax reporting segment income excluding DAC unlocking, and book value per share excluding some components of accumulated other comprehensive income. An explanation of these measures is contained in the Glossary of Selected Terms included as Exhibit 99.1 in our most recent Form 10-K and Form 10-Q filed with the SEC and are reconciled to the most directly comparable measures prepared in accordance with accounting principles generally accepted in the United States of America (GAAP) in the Appendix of the Investor Supplement available on our website at investors.horacemann.com.

Transaction Summary

Opportunity	• Acquire Madison National Life Insurance Co. from IHC (NYSE:IHC)
	• Suite of employer benefit products; predominantly short- and long-term group disability and group term life
	• Multiple distribution relationships and capabilities
	• Expected to be accretive to Horace Mann in first 12 months after closing:
	  • Contribute approximately $7 million to $9 million or 15 cents to 20 cents to earnings
	  • Add approximately 50 basis points to return on equity excluding net unrealized gains and losses on fixed maturity investments
	• Diversifies product and earnings mix

Purchase Price	• Upfront purchase price of $172.5 million; potential earnout of up to $12.5 million payable in cash, if specified financial targets are achieved by the end of 2023

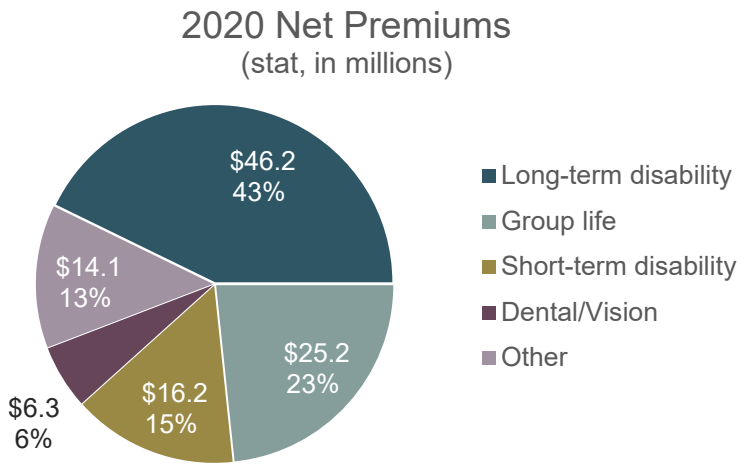
Financing	• Total purchase price of $172.5 million
	  • Cash of approximately $115 million
	  • Debt of approximately $65
	• Leverage Ratio below 25%
	• Target RBC of 425% for life and retirement subsidiaries and 400% for property and casualty subsidiaries.

Approvals and Timeline	• Subject to regulatory approvals and other customary closing conditions • Close transaction early in first quarter of 2022 but no earlier than January 1, 2022
Other	• As part of Horace Mann, Madison National will remain in Madison, Wisconsin, as a wholly owned subsidiary

Madison National snapshot

K-12 school districts represent 80% of 2020 premiums

2020 Key Statistics (stat)	
Net premiums	$108.0M
Loss ratio	50.1%
Pre-tax income	$18.9M
Net income	$14.4M
Statutory capital[1]	$86.8M



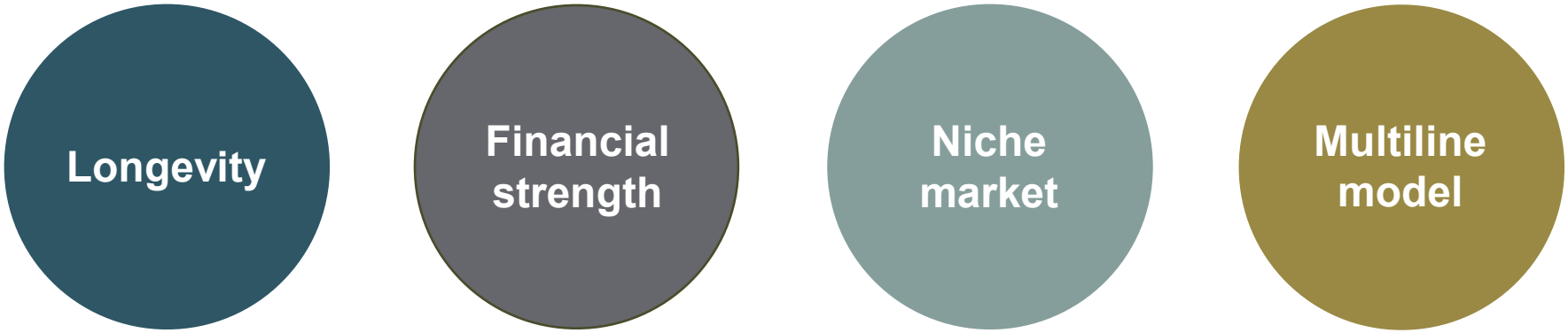
- Founded in 1961, based in Madison, Wisconsin
- Strategic fit based on a focus on school districts and other municipal employers
  - Serving more than 1,200 districts that employ about 340,000 educators
  - Provides access to complementary distribution
- Offers suite of employer-paid and sponsored products
  - Short- and long-term group disability
  - Group term life
  - Worksite solutions products, including accident, critical illness, fixed indemnity coverages, dental and vision
- Rated A- (Excellent) by A.M. Best.
- Also signed multi-year distribution agreement with National Insurance Services, an AssuredPartners company
  - NIS has been a distributor for Madison National for ~40 years

(1) Includes asset valuation reserve

Growth journey continues with accretive transaction, bringing further transformation



Madison National acquisition accelerates progress on long-term strategic plan



	Longevity	Financial strength	Niche market	Multiline model
HORACE MANN	• Founded by Educators for Educators® in 1945 • Offering 403(b) tax-qualified annuities since 1961 • NYSE listed (HMN) since 1991	• $13.7B in assets(1) • $1.4B in premium and contract deposits in 2020 • $1.4B market capitalization(2) • Highly rated by all four major rating agencies	• Educators have preferred risk profile • Homogenous customer set • Serving about half of school locations(3) in our market footprint	• Business mix balanced between segments • Ability to provide total household solutions • Provides earnings diversification
MADISON NATIONAL	• Serving the education market for ~40 years	• $108M in 2020 net premiums • Statutory earnings of $14.4M in 2020 • A- (Excellent) rating from A.M. Best	• 80% educator customers • Leading writer of employer-paid and sponsored benefits provided to educators by K-12 school districts	• Employer-paid and sponsored benefits provided to educators by K-12 school districts, including group life and group short- and long-term disability

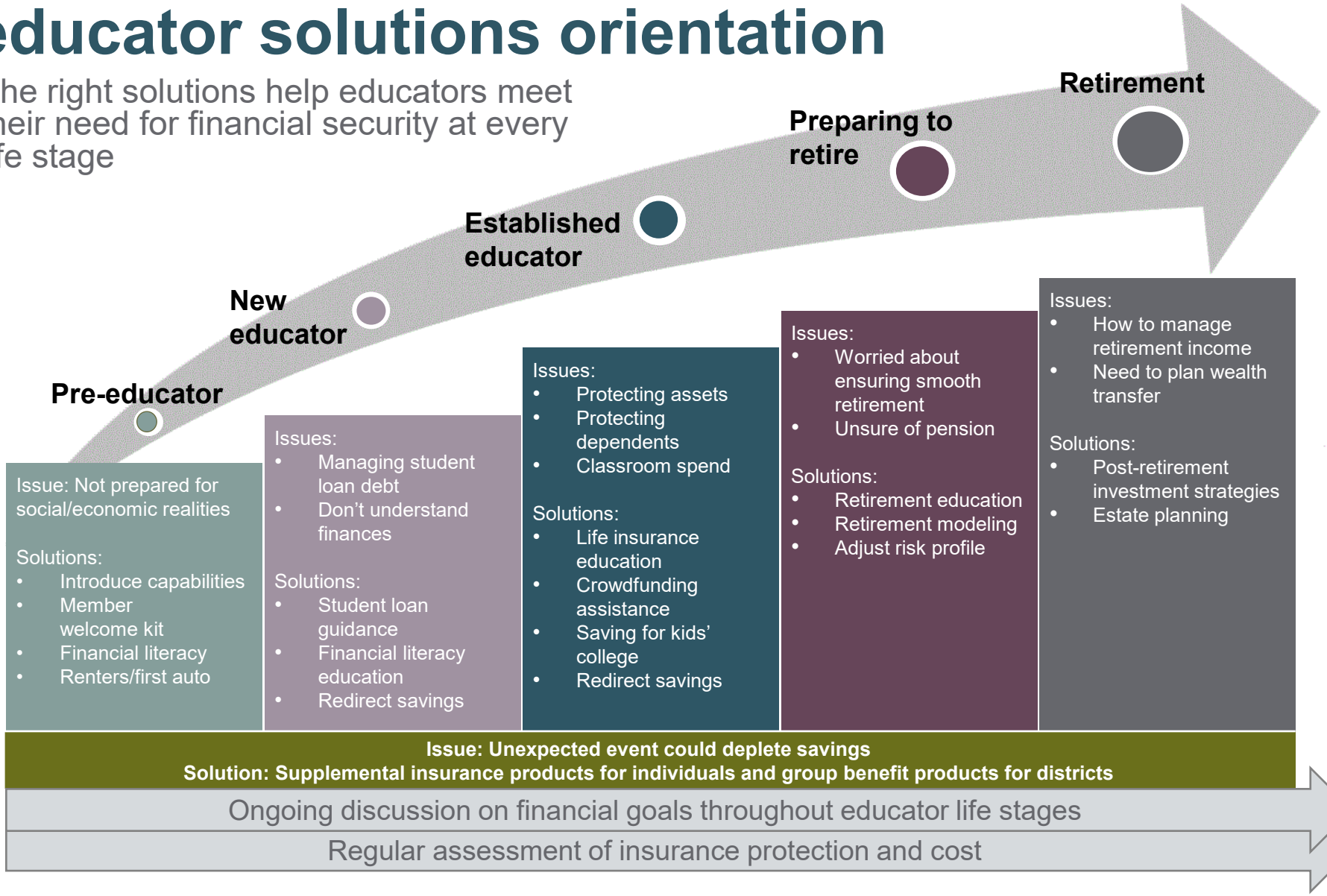
Proud to be the largest multiline financial services company focused on America's educators

Horace Mann

(1) As of March 31, 2021
(2) Based on stock price as of July 9, 2021
(3) Includes school buildings and administration locations

Employer-sponsored products strengthens educator solutions orientation

The right solutions help educators meet their need for financial security at every life stage



Accretive use of capital to buy Madison National strengthens PDI focus through employer channel

Accelerates shareholder value creation

Immediately accretive to ROE and EPS

Diversifies written premiums and earnings mix

Enhances PDI

Products

- Adds new suite of employer-sponsored benefit products, including short- and long-term group disability and group life

Distribution

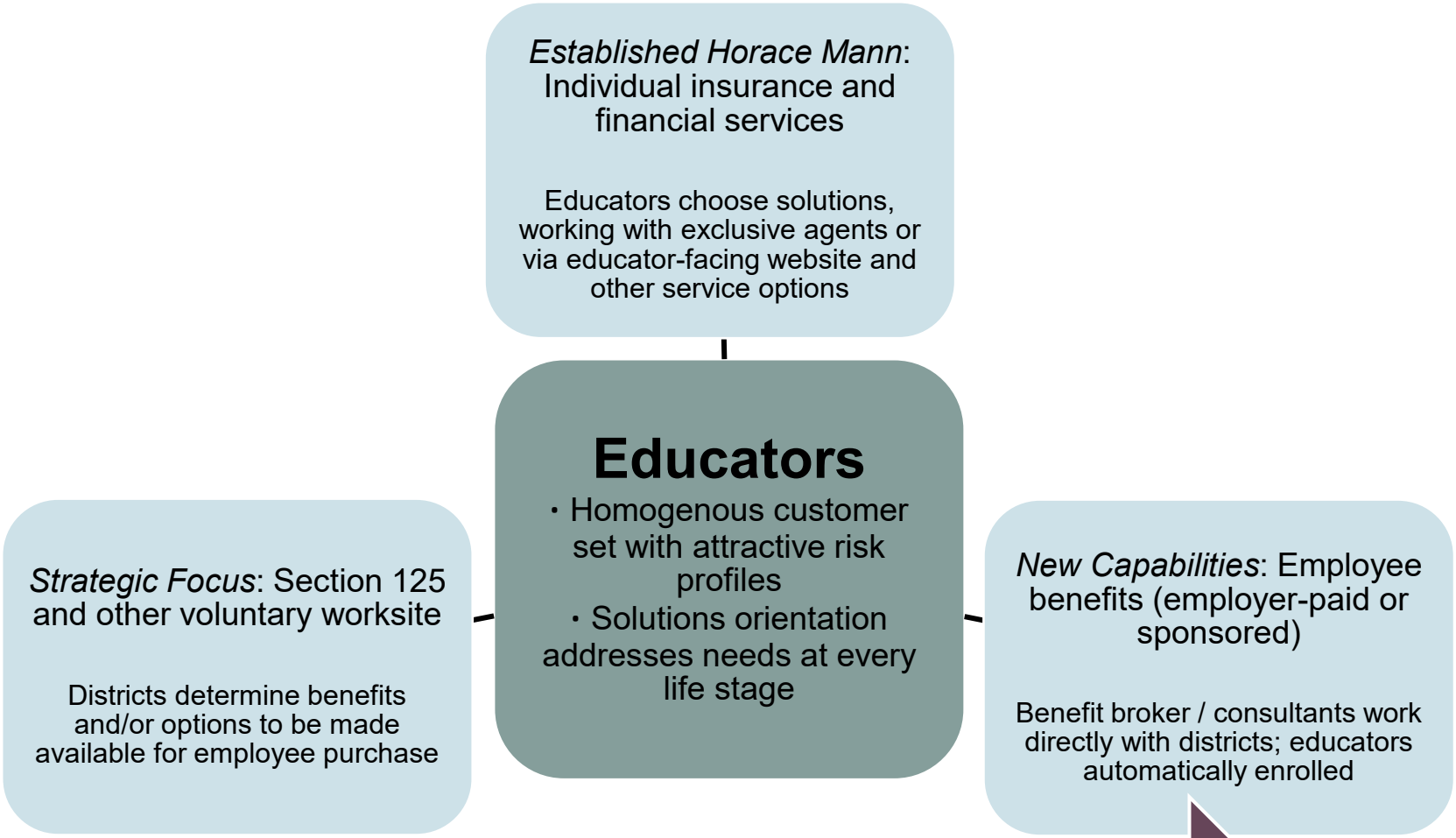
- Adds new distribution channel that is complementary to Horace Mann's strengths in individual products sold through local, trusted advisors
- Leverages long-standing relationships with K-12 districts in place for both Madison National and their independent benefits broker partners

Infrastructure

- Supports group product operations with proven, scalable platform that delivers strong customer experience focus

Finds best use of capital to achieve long-term objectives

Enhancing distribution to maximize value of solutions for educators



Growth journey continues with accretive transaction, bringing further transformation

2014-2018: Fix and Build	2019-2021: Transformation	2022-2025: Leverage Leadership
Our performance: Established solutions orientation; filled PDI gaps to set stage for profitable growth	***Our plan:*** Smart integration of key transactions while executing on fix and build enhancements ***2021 Guidance:*** • Core EPS of $3.50 to $3.70 • Core ROE of >10%	***Our path:*** Accelerated shareholder value creation; significantly larger market share – meeting educator needs wherever they are

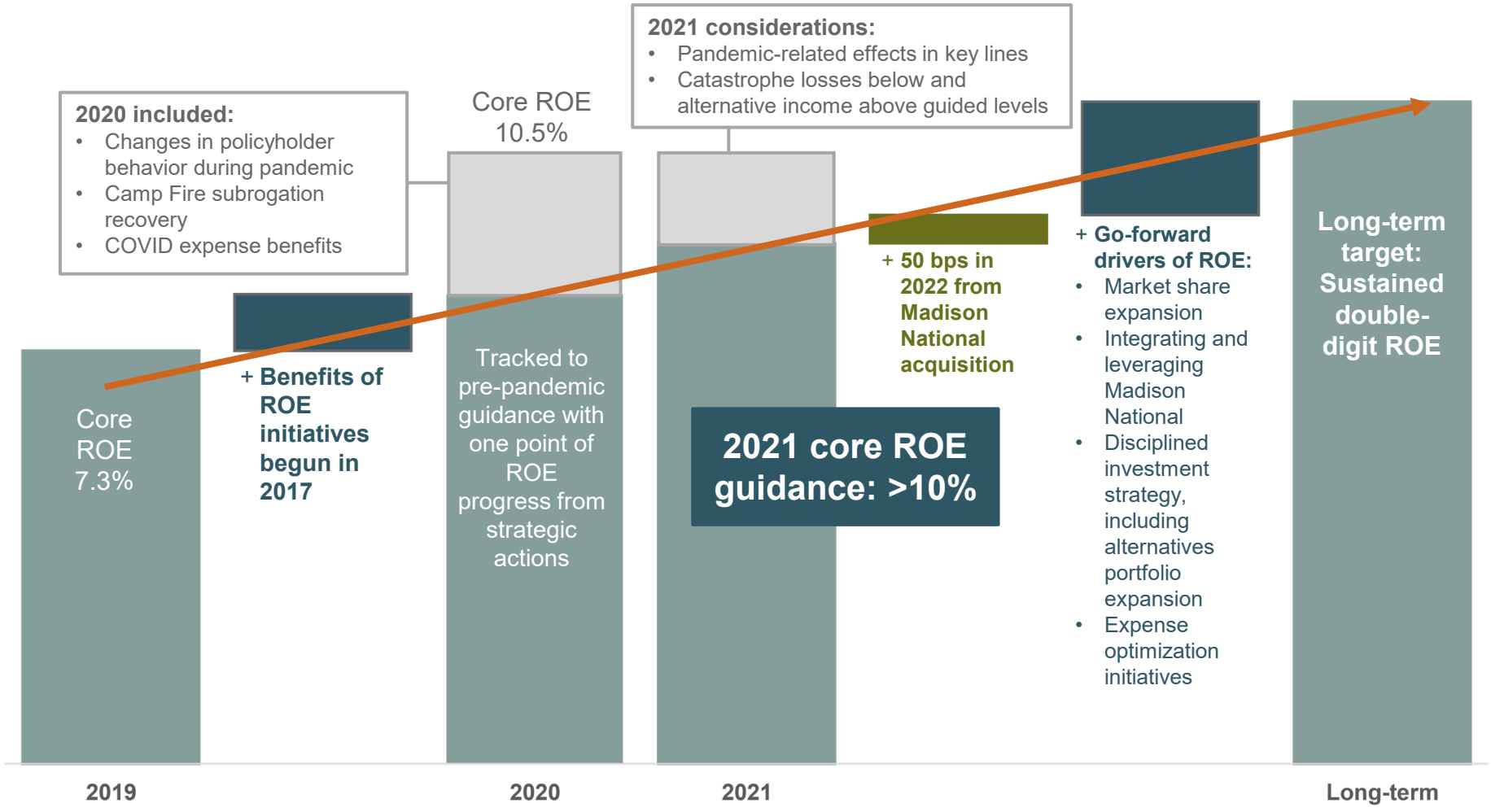
Acquisition of Madison National to drive market share expansion and add to EPS and ROE

Key levers of ROE improvement:

- Improved Retirement segment profitability and reduced interest-rate risk with annuity reinsurance transaction
- Added Supplemental segment with 150,000 households and additional agents with NTA acquisition
- Improved auto loss ratio
- Drove reduced expenses through optimization efforts

Accelerating shareholder value creation by increasing educator market share

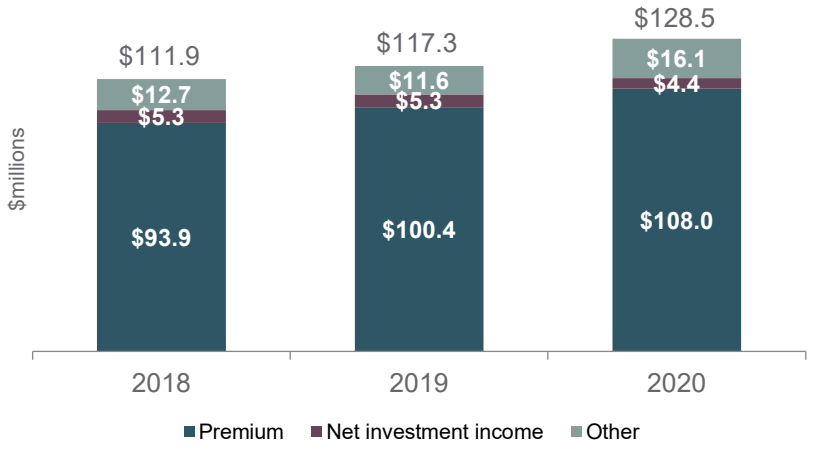
Strategic progress toward long-term double-digit ROE objective will continue in 2021, even though the effect of changes in policyholder behavior due to pandemic expected to gradually return to more “normal” levels



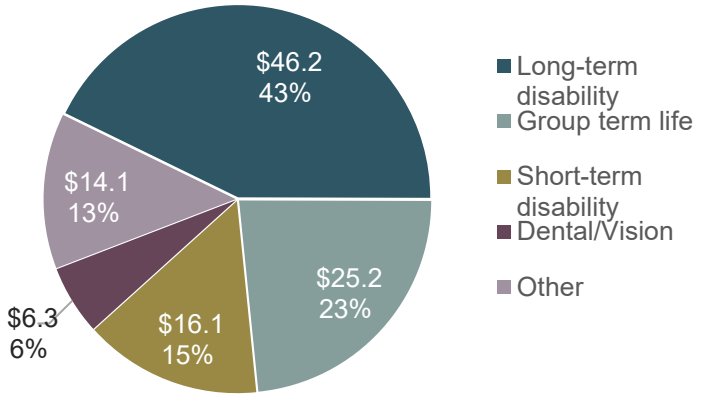
Horace Mann and Madison National Financial details

Madison National background

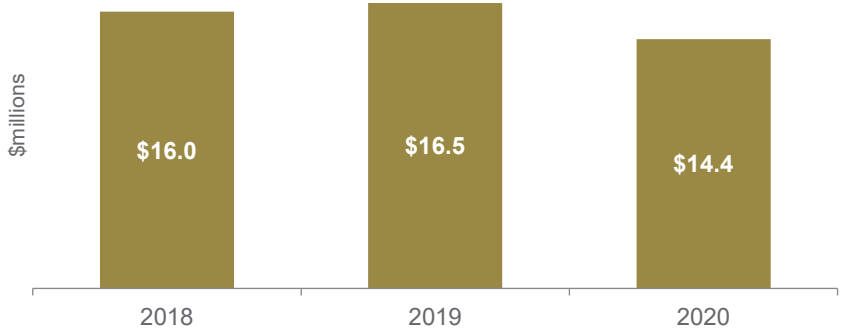
Statutory Revenue



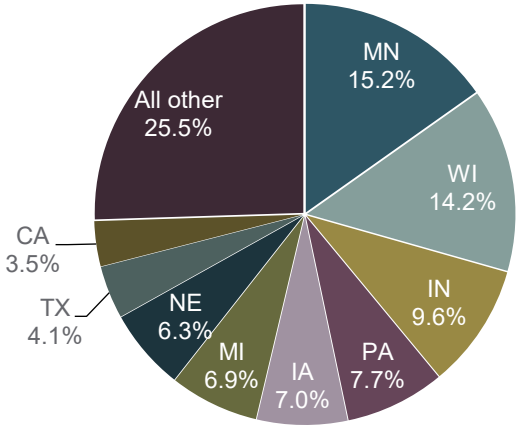
2020 Premium Mix by Product ($ in millions)



Statutory Earnings



2020 Premium Mix by State

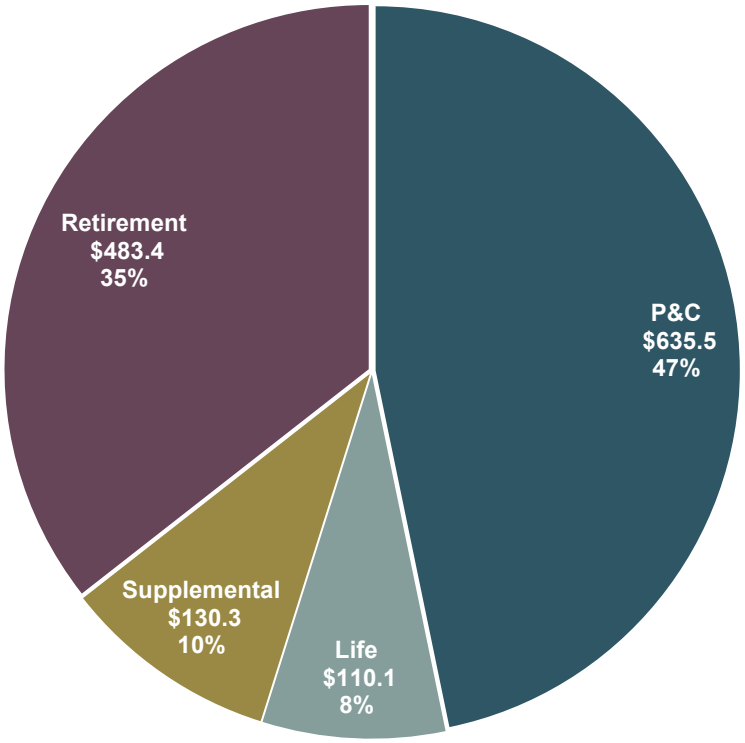


Horace Mann

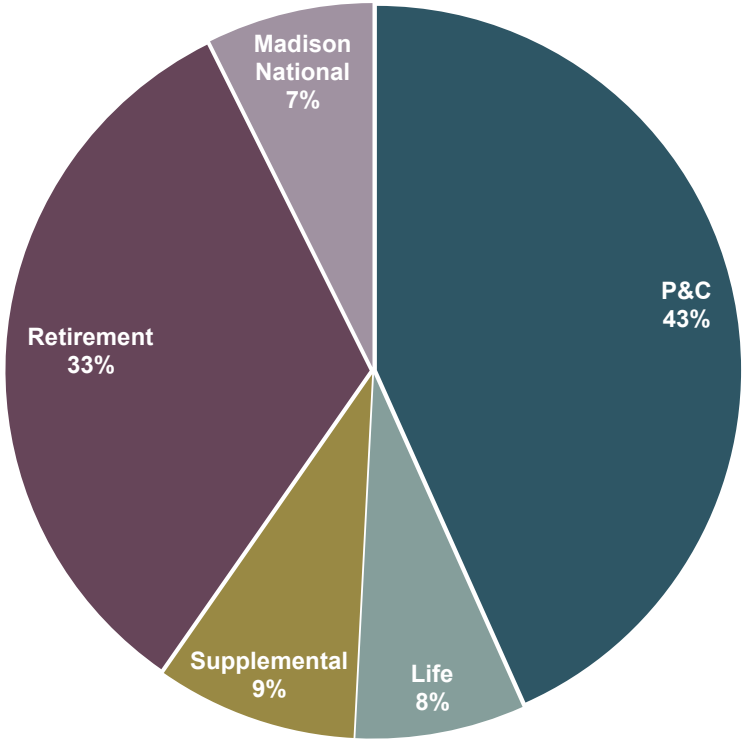
Adding Madison National further diversifies business mix

Product lines unaffected by weather or market volatility; attractive return profile

2020 Statutory Premiums Written and Contract Deposits
$1.4 billion



Pro Forma 2020 Statutory Premiums Written and Contract Deposits
$1.5 billion



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