

FOURTH QUARTER & FULL YEAR 2015
INVESTOR CONFERENCE CALL

February 23, 2016

CNFR
Nasdaq Listed



Conifer
Holdings
Inc.

SAFE HARBOR STATEMENT



This presentation contains “forward-looking” statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that are based on our management’s beliefs and assumptions and on information currently available to management. These forward-looking statements include, without limitation, statements regarding our industry, business strategy, plans, goals and expectations concerning our market position, product expansion, future operations, margins, profitability, future efficiencies, and other financial and operating information. When used in this discussion, the words “may,” “believes,” “intends,” “seeks,” “anticipates,” “plans,” “estimates,” “expects,” “should,” “assumes,” “continues,” “potential,” “could,” “will,” “future” and the negative of these or similar terms and phrases are intended to identify forward-looking statements.

Forward-looking statements involve known and unknown risks, uncertainties, inherent risks and other factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Forward-looking statements represent our management’s beliefs and assumptions only as of the date of this presentation. Our actual future results may be materially different from what we expect due to factors largely outside our control, including the occurrence of severe weather conditions and other catastrophes, the cyclical nature of the insurance industry, future actions by regulators, our ability to obtain reinsurance coverage at reasonable rates and the effects of competition. These and other risks and uncertainties associated with our business are described in the prospectus included in our registration statement on Form S-1 filed with the Securities and Exchange Commission (SEC) on August 12, 2015, including under the heading “Risk Factors,” which should be read in conjunction with this presentation. The company and subsidiaries operate in a dynamic business environment, and therefore the risks identified are not meant to be exhaustive. Risk factors change and new risks emerge frequently. Except as required by law, we assume no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in the forward-looking statements, even if new information becomes available in the future.



Broad & Flexible Underwriting Platform

Experienced Management Team & Underwriters with Deep Industry Knowledge

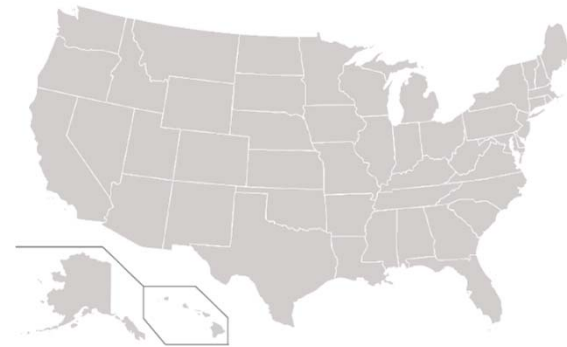
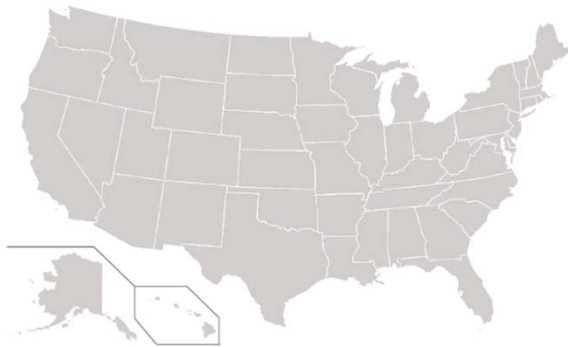
Specialty Products to Drive Profitability in Underserved Niche Markets

Financial Review

BROAD & FLEXIBLE UNDERWRITING PLATFORM



- Well-developed underwriting platform overall
- Ability to pivot between Excess & Surplus lines and Admitted opportunities
 - Surplus lines eligible in 44 states
 - Admitted in 28 states with 10 pending
- Writing policies in all 50 states – utilizing a fronting carrier where we are as yet unlicensed
- Goal is to be licensed on both E&S and Admitted basis in all 50 states



EXPERIENCED MANAGEMENT TEAM



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ORGANIZATION STRUCTURE: EXPERIENCED MANAGEMENT TEAM



- Executives have an average of over 20 years of insurance industry experience
- All Senior Executives are significant investors in Conifer – considerable percentage of individuals’ net worth
- As of 12/31/2015, insider ownership in CNFR was as follows:
 - Senior Executives: 33% (26.4% owned by Jim Petcoff)
 - Board of Directors Members: 15%
- Significant inside ownership purchases in 2016, as evidenced by recent Form 4 filings
- Talented underwriting group with over 25 years of insurance industry experience and strong track record of growing specialty insurance businesses:

| Title | Industry Experience | Underwriting Product Specialty |
|-------------------------------------|---------------------|--|
| SVP, Commercial Lines | 42 years | Hospitality, Artisan Contractors & Auto Facilities |
| President, Blue Spruce Underwriting | 26 years | Quick Service Restaurants |
| President, Home Value | 29 years | Low-value Dwellings |
| President, Venture Agency Holdings | 27 years | Security Services |
| SVP, Personal Lines | 10 years | Homeowners |

ANNUAL GROSS WRITTEN PREMIUM VOLUME



- Gross written premium:
 - Volume was up 11.8% for the twelve months ended December 31, 2015
 - Up 21.6% excluding Personal Auto / Florida Homeowners
- Total gross written premium was \$93.8 million for the twelve months ended December 31, 2015
- Net Written Premium – up 20.2% for 2015
 - Net earned premium up 16.1% for same period
- Factors driving premium growth include:
 - Strong commercial lines experience in hospitality & small business accounts
 - Particularly in commercial multi-peril and other liability lines
 - Personal lines focus on wind-exposed homeowners (away from personal auto)





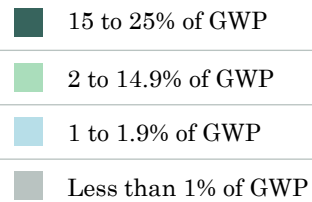
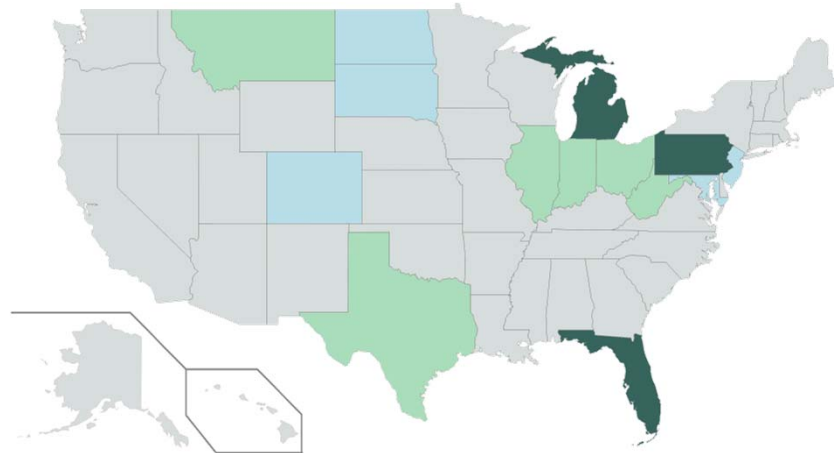
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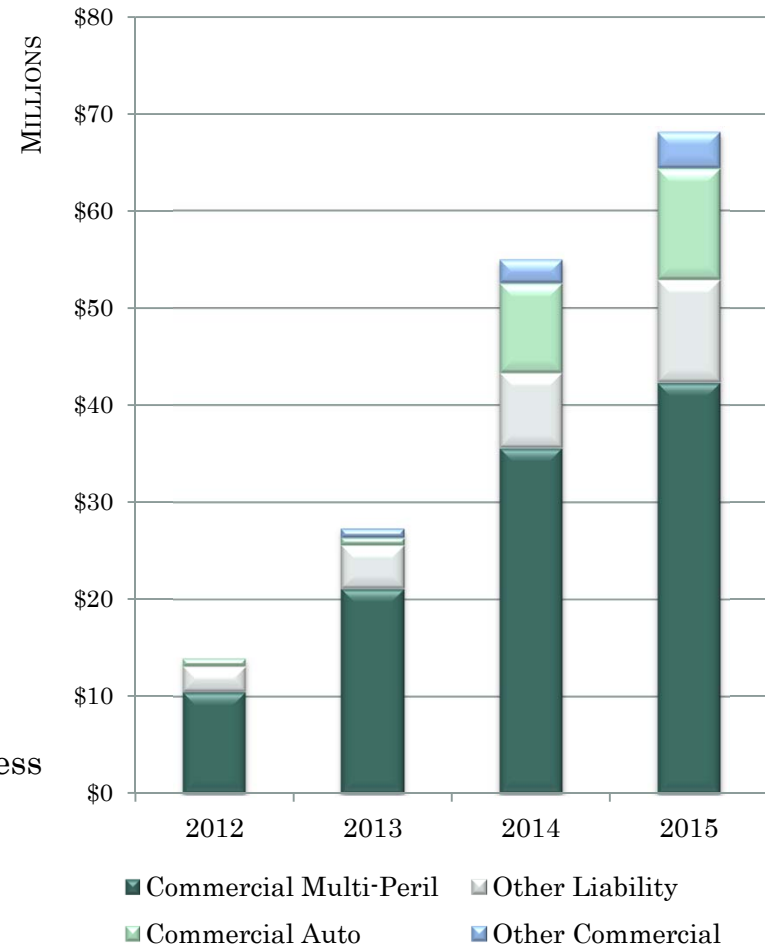
Specialty Products to Drive Profitability in Underserved Niche Markets

Financial Review

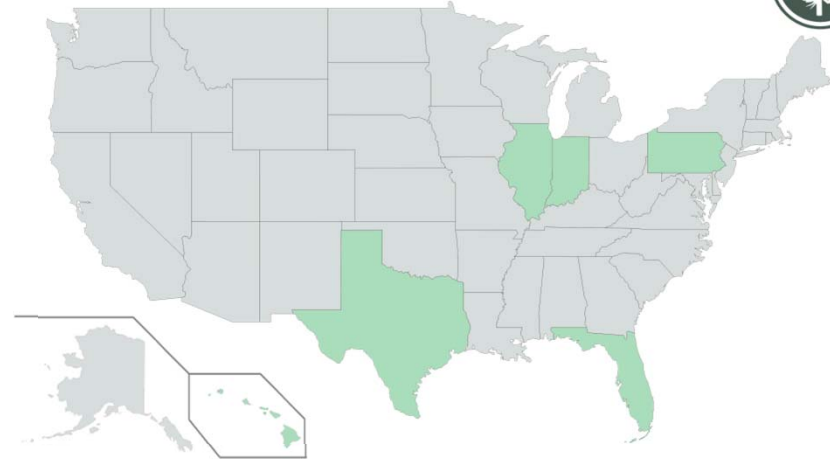
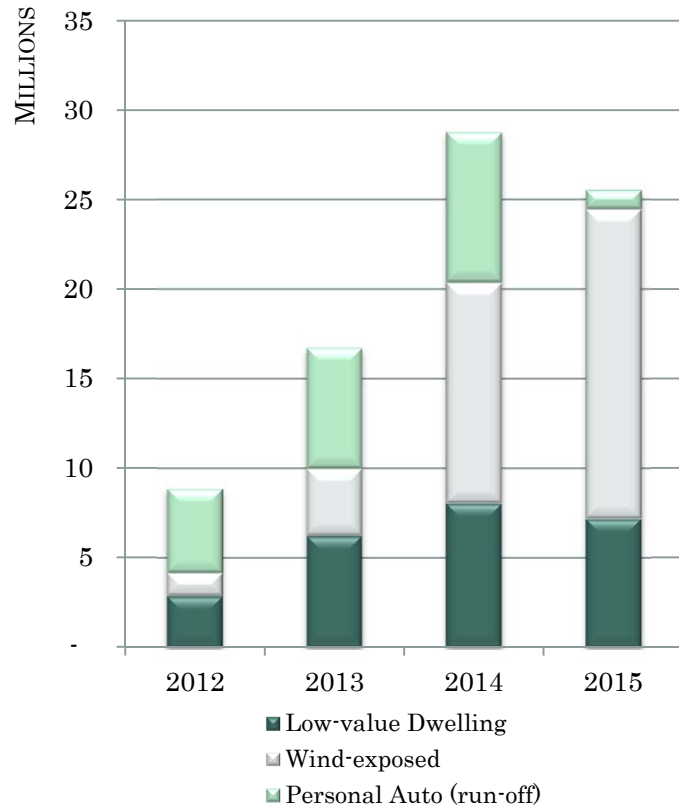
COMMERCIAL LINES: HOSPITALITY & SECURITY BUSINESS



- 23.9% growth in gross written premium to \$68.2 million for the twelve months ended December 31, 2015
- Expansion of hospitality and security services business
- Focus on niche underserved markets
- Writing in all 50 states
 - Florida, Michigan and Pennsylvania each generated more than 15% of twelve-month gross written premium



PERSONAL LINES: LOW-VALUE DWELLING & WIND-EXPOSED HOMEOWNERS



| (\$ in thousands) | YE December 31, 2015 | |
|-------------------|----------------------|----------------|
| Florida | \$8,694 | 34% |
| Texas | 8,374 | 33% |
| Indiana | 4,706 | 19% |
| Hawaii | 2,657 | 10% |
| Illinois | 874 | 3% |
| Pennsylvania | 264 | 1% |
| Total | \$ 25,589 | 100.0 % |

- \$25.6 million in gross written premium for the twelve months ended December 31, 2015, down 11.2% from 2014
- Premiums down as a segment mainly due to the personal auto run-off
- Increase in Wind-exposed Homeowners (up 40%) focusing on coastal exposures in Florida, Hawaii and Texas
- Low-value Dwelling ramp up primarily in southern states, such as Texas and northern Louisiana



Broad & Flexible Underwriting Platform

Experienced Management Team & Underwriters with Deep Industry Knowledge

Specialty Products to Drive Profitability in Underserved Niche Markets

Financial Review

YEAR-END 2015 INCOME STATEMENT



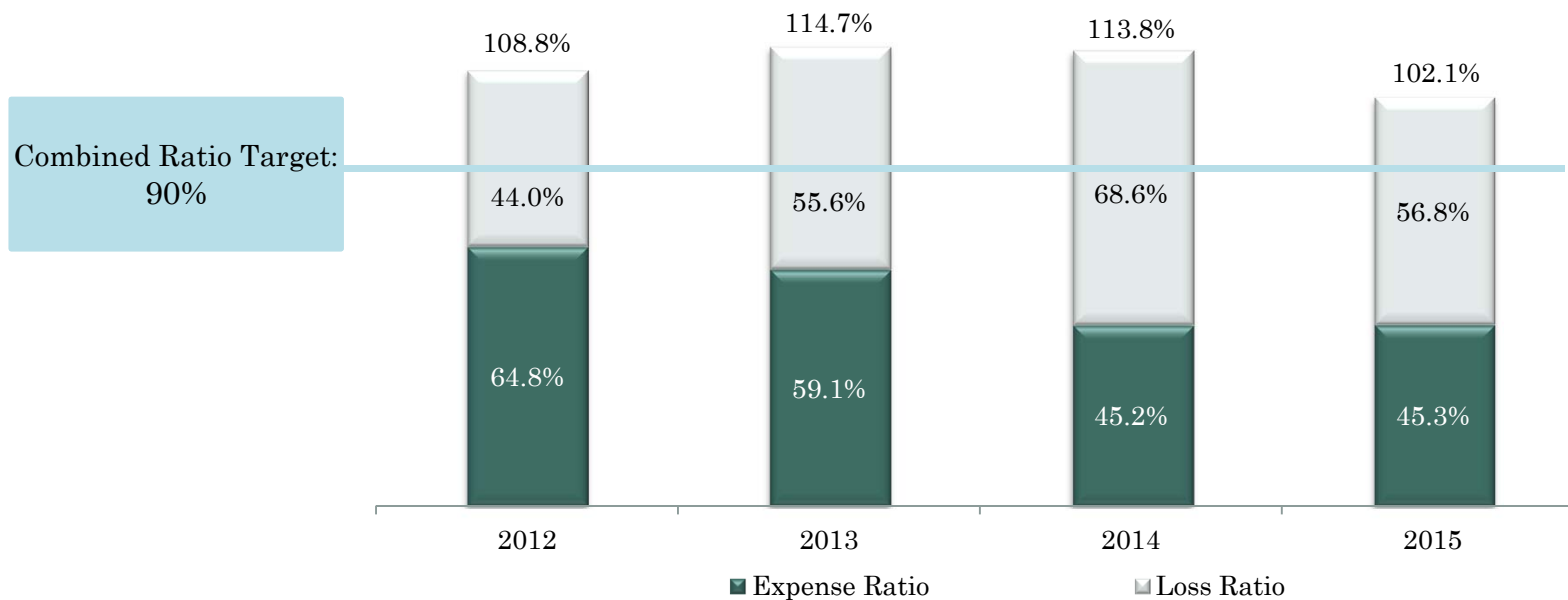
- Increased production in Hospitality, Small Commercial, Security Services and Homeowners lines of business
- Invested in several experienced underwriting teams to support growth
- Operating loss of \$0.16 per diluted share for the full year 2015
- \$10.11 per share, or \$77.3 million, of shareholders' equity

| (\$ in thousands, except per share data and ratios) | Year Ended December 31, 2015 | Year Ended December 31, 2014 |
|---|---------------------------------|---------------------------------|
| Gross Written Premium | \$93,750 | \$83,847 |
| Net Written Premium | 79,674 | 66,299 |
| Net Earned Premium | 66,765 | 57,528 |
| Net Income (Loss) | (17) | (6,939) |
| Net Income (Loss) Allocable to Common Shareholders | (476) | (7,200) |
| EPS, Basic and Diluted | \$(0.09) | \$(2.69) |
| Operating Income (Loss) | (865) | (7,617) |
| Operating Income (Loss) per share | \$(0.16) | \$(2.85) |

COMBINED RATIO REFLECTS BUSINESS MIX



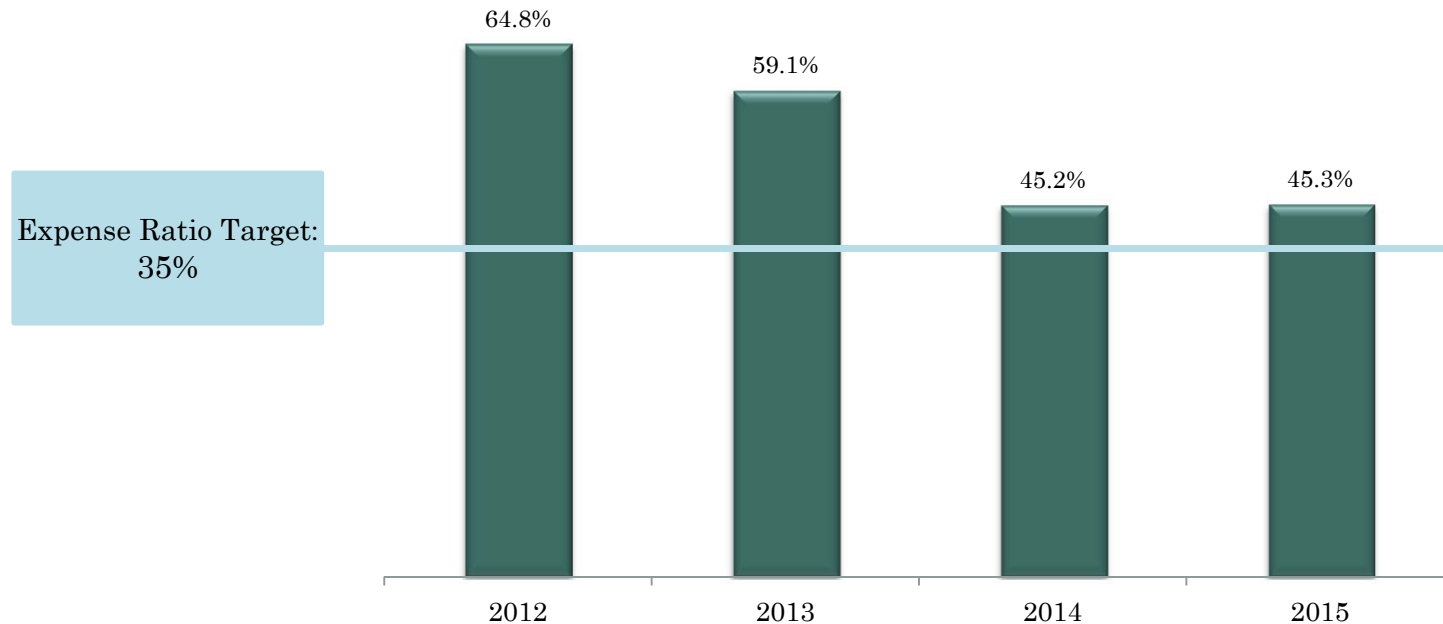
- Over time, expect to achieve combined ratio target through incremental underwriting profitability and improved fixed-cost utilization
- Enhanced mix of business and premium growth should help drive combined ratio improvement
- Scalable technology possesses high capacity / bandwidth for growth
- 11.7 percentage point improvement in combined ratio for the year ended December 31, 2015, compared to the same period in 2014



EXPENSE RATIO: CALCULATED TO GENERATE LONG-TERM GROWTH



- Infrastructure to support long-term growth
 - Scalable technology possesses high capacity / bandwidth for growth
- Recently hired several experienced underwriting teams
 - Select security guard business roll out - nationally
 - Low-value dwelling homeowners expansion in the southwest
 - Hospitality-related book of business – focused on quick service restaurants

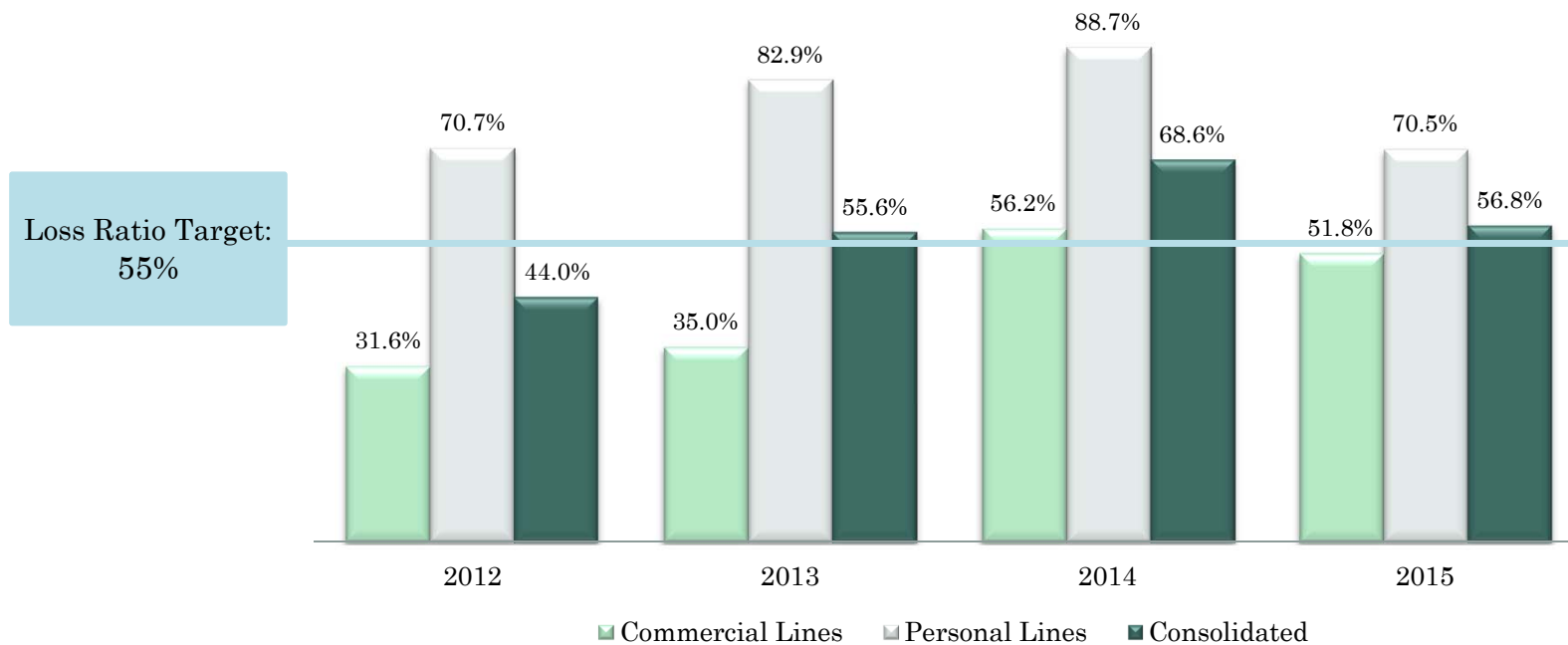


CHI CONSOLIDATED LOSS RATIO: AUTO IMPACT



SHIFTING BUSINESS MIX TO IMPROVE PROFITABILITY

- Private Passenger Auto impact (in run-off): added 3 percentage points to 2015 loss ratio
- Commercial Auto reserve strengthening impact: added 1.3 percentage points to 2015 loss ratio
- Expect continued shift in mix toward Commercial Liability, geographic expansion of Low Value Dwelling, and measured growth in Wind Exposed Homeowners
- Even with full impact of above, loss ratio was 56.8% for the twelve months ended December 31, 2015



LOSS RESERVES: RESERVING PHILOSOPHY



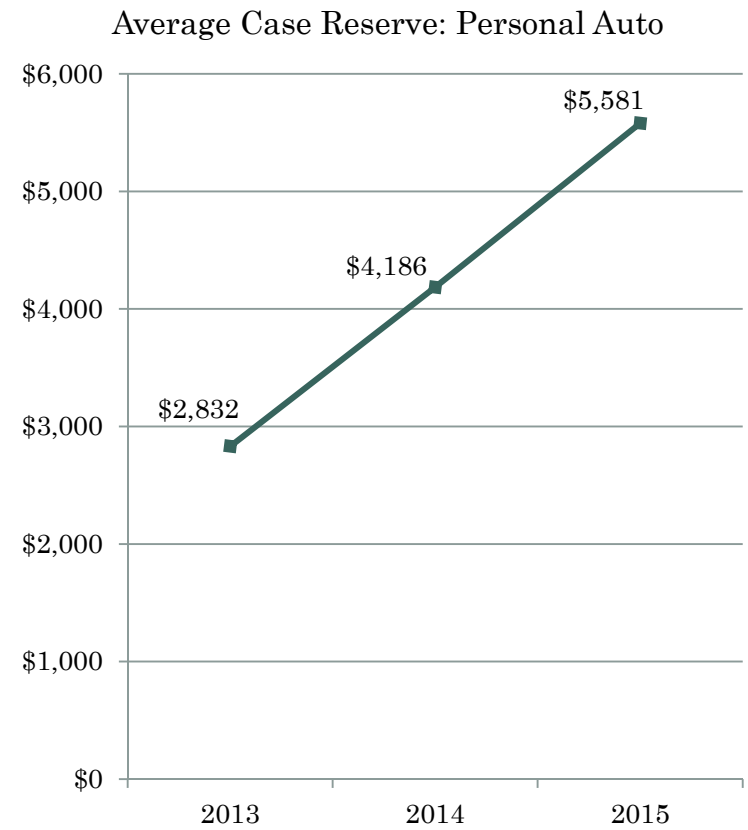
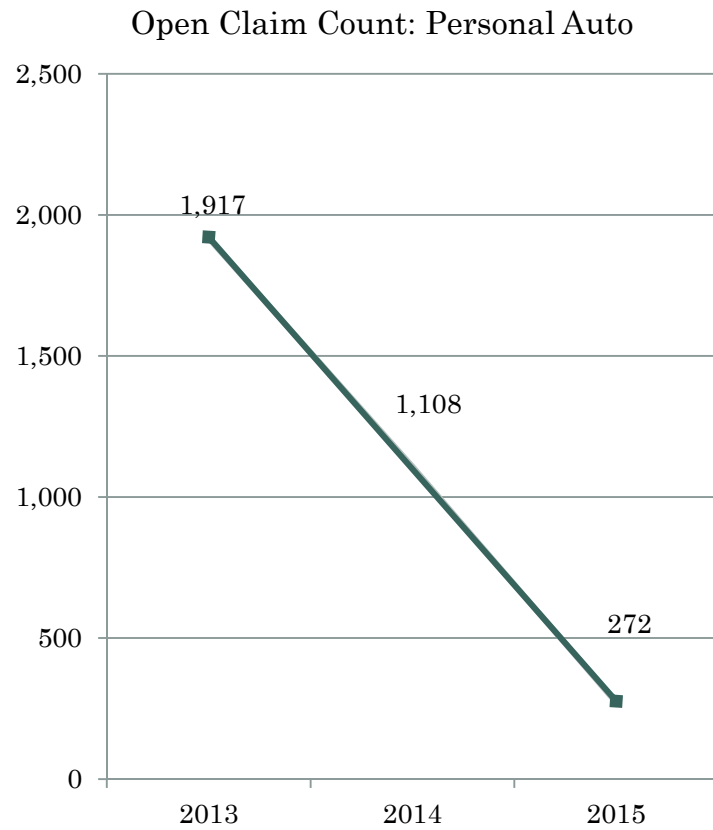
- Conservative reserving practices
 - Based on experience and industry-standard actuarial methods
 - Consistent favorable reserve development for each of the years 2010 to 2014
- The table below represents the prior year reserve development from 2011 through 2015 by entity. CIC's adverse development in 2015 is mostly due to personal automobile business, which is in runoff, and to greater than expected claim frequency and severity in commercial auto:

| TOTAL RESERVE REDUNDANCY (dollars in thousands) | | | | | | |
|--|--|---------|---------|---------|-------|----------|
| | (Favorable) / Unfavorable Development Reported in: | | | | | |
| | 2011 | 2012 | 2013 | 2014 | 2015 | Total |
| CIC | (151) | (1,615) | (1,521) | (61) | 1,633 | (1,715) |
| WPIC | (2,579) | (3,852) | (3,639) | (367) | (345) | (10,782) |
| ACIC | - | - | - | (723) | 417 | (306) |
| CHI | (2,223) | (4,356) | (5,021) | (1,193) | 1,458 | (11,335) |
| CONSOLIDATED | | | | | | |

RUN-OFF OF PERSONAL AUTO - EXHIBITS RESULTS



OPEN CLAIMS DECREASE AND AVERAGE CASE RESERVES INCREASE

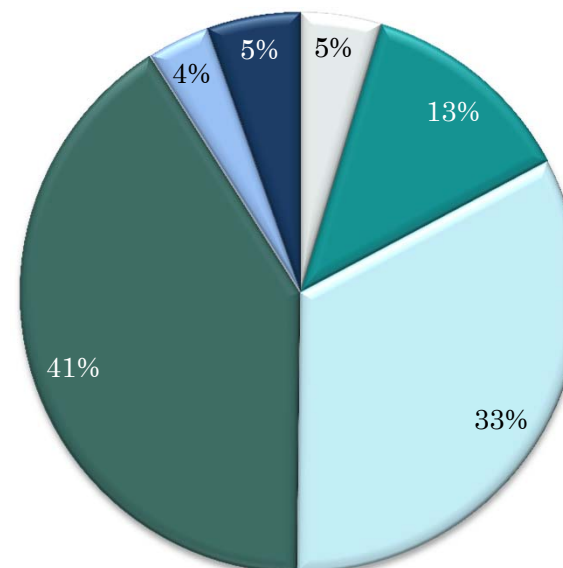


CONSERVATIVE INVESTMENT STRATEGY



- Investment philosophy is to maintain a highly liquid portfolio of investment-grade fixed income securities
- Total investment securities of \$117.7M at December 31, 2015:
 - Average duration: 3.09 years
 - Average tax-equivalent yield: ~2.1%
 - Average credit quality: AA
- At December 31, 2015 CMBS represents 6.5% of fixed income portfolio
 - Almost all super senior tranches – rated AAA
 - High performing: 30% credit enhancement

PORTFOLIO ALLOCATION



- U.S. Government Obligations
- State & Local Governments
- Corporate Debt
- Commercial Mortgage & Asset-Backed Securities
- Equity Securities
- Short-Term Investments

FIXED INCOME PORTFOLIO CREDIT RATING

| (\$ in thousands) | December 31, 2015 | |
|---------------------------------------|-------------------|---------------|
| | Fair Value | % of Total |
| AAA | \$ 33,180 | 29.2% |
| AA | 42,032 | 37.1% |
| A | 23,362 | 20.6% |
| BBB | 14,891 | 13.1% |
| TOTAL FIXED INCOME INVESTMENTS | \$ 113,465 | 100.0% |



**Conifer
Holdings
Inc.**

APPENDIX



**Conifer
Holdings
Inc.**

SUMMARY FINANCIAL STATEMENTS: INCOME STATEMENT



| Operating Results (\$ in thousands, except per share data) | Year Ended December 31, | | Year Ended December 31, | |
|---|-------------------------|-----------|-------------------------|------------|
| | 2015 | 2014 | 2015 | 2014 |
| Gross written premiums | \$ 25,245 | \$ 28,267 | \$ 93,750 | \$ 83,847 |
| Ceded written premiums | (3,778) | (11,585) | (14,076) | (17,548) |
| Net written premiums | \$ 21,467 | \$ 16,681 | \$ 79,674 | \$66,299 |
| Net earned premiums | 19,274 | 16,325 | 66,765 | 57,528 |
| Net investment income | 442 | 352 | 1,902 | 1,175 |
| Net realized investment & other gains | 47 | 151 | 389 | 417 |
| Other income | 175 | 385 | 1,667 | 1,809 |
| Total revenue | \$19,938 | \$ 17,213 | \$ 70,723 | \$ 60,929 |
| Losses and loss adjustment expenses, net | 11,523 | 10,253 | 38,882 | 40,730 |
| Policy acquisition costs | 6,344 | 4,208 | 16,183 | 14,696 |
| Operating expenses | 4,170 | 2,599 | 14,806 | 12,139 |
| Interest expense | 105 | 224 | 769 | 584 |
| Total expenses | \$ 22,142 | \$ 17,284 | \$ 70,640 | \$ 68,149 |
| Income (loss) before income taxes | (2,204) | (71) | 83 | (7,220) |
| Income tax expense (benefit) | 48 | (103) | 48 | (281) |
| Equity earnings | (52) | 0 | (52) | 0 |
| Net income (loss) | \$ (2,304) | \$ 32 | \$ (17) | \$ (6,939) |
| Less net income (loss) attributable to non-controlling interest | | (32) | (81) | (4) |
| Net income (loss) attributable to Conifer | (2,304) | 64 | 64 | (6,935) |
| Net income (loss) allocable to common shareholders | \$ (2,304) | \$ (158) | \$ (476) | \$ (7,200) |
| Income (loss) per share allocable to common shareholders, basic and diluted | (0.30) | (0.05) | (0.09) | (2.69) |
| Weighted average common shares outstanding, basic and diluted | 7,644,492 | 3,094,459 | 5,369,960 | 2,672,440 |

FINANCIAL RESULTS: CHI CONSOLIDATED BALANCE SHEET



| Summary Balance Sheet (\$ in thousands) | December 31, 2015 | December 31, 2014 |
|--|-------------------|-------------------|
| Cash and invested assets | \$ 130,427 | \$ 123,726 |
| Reinsurance recoverables | 7,044 | 5,139 |
| Goodwill and intangible assets | 1,427 | 2,275 |
| Total assets | \$ 177,927 | \$ 163,738 |
| Unpaid losses and loss adjustment expenses | 35,422 | 31,531 |
| Unearned premiums | 47,916 | 43,381 |
| Senior debt | 12,750 | 27,562 |
| Total liabilities | \$ 100,665 | \$ 113,460 |
| Preferred stock | -- | 6,119 |
| Total shareholders' equity | \$77,262 | \$ 44,159 |

LINE OF BUSINESS DETAILS: YEAR ENDED DECEMBER 31, 2015



| Year Ended December 31, 2015 | Commercial Lines | | | | | Personal Lines | | | | | |
|---|------------------|--------------------|-----------|----------|-----------|-----------------------|------------------|------------|----------------------|------------|------------|
| | CMP | Other Liability | Auto | Other | Total | Homeowners | | | Corporate & Other | Total | |
| | | | | | | Low-value Dwelling | Wind- exposed | Auto | | | |
| Gross written premiums | \$ 42,360 | \$ 10,584 | \$ 11,445 | \$ 3,808 | \$ 68,197 | \$ 7,208 | \$ 17,273 | \$ 1,072 | \$ 25,553 | \$ 0 | \$ 93,750 |
| Net written premiums | \$ 35,514 | \$ 9,050 | \$ 10,121 | \$ 3,472 | \$ 58,157 | \$ 5,900 | \$ 14,545 | \$ 1,072 | \$ 21,517 | \$ 0 | \$ 79,674 |
| Net earned premiums | \$ 30,271 | \$ 7,153 | \$ 8,241 | \$ 2,921 | \$ 48,586 | \$ 6,001 | \$ 9,533 | \$ 2,645 | \$ 18,719 | \$ 0 | \$ 66,765 |
| Other income | 333 | 741 | 25 | 0 | 1,099 | 260 | 117 | 112 | 489 | 79 | 1,667 |
| Segment revenue | 30,604 | 7,894 | 8,266 | 2,921 | 49,685 | 6,261 | 9,650 | 2,757 | 18,668 | 79 | 68,432 |
| Loss and loss adjustment expenses, net | 17,171 | 2,277 | 5,402 | 880 | 25,730 | 4,362 | 5,251 | 3,539 | 13,152 | 0 | 38,882 |
| Policy acquisition costs | 7,760 | 1,821 | 1,910 | 446 | 11,937 | 1,812 | 1,922 | 512 | 4,246 | 0 | 16,183 |
| Operating expenses | 3,215 | 964 | 487 | 317 | 4,983 | 963 | 971 | 1,371 | 3,305 | 6,518 | 14,806 |
| Segment expenses | 28,146 | 5,062 | 7,799 | 1,643 | 42,650 | 7,137 | 8,144 | 5,422 | 20,703 | 6,518 | 69,871 |
| Segment underwriting gain (loss) | \$ 2,458 | \$ 2,832 | \$ 467 | \$ 1,278 | \$ 7,035 | \$ (876) | \$ 1,506 | \$ (2,665) | \$ (2,035) | \$ (6,439) | \$ (1,439) |
| Underwriting ratios: | | | | | | | | | | | |
| Loss ratio (1) | 56.1% | 28.8% | 65.4% | 30.1% | 51.8% | 69.7% | 54.4% | 128.4% | 70.5% | | 56.8% |
| Expense ratio (2) | 35.9% | 35.3% | 29.0% | 26.1% | 34.1% | 44.3% | 30.0% | 68.3% | 40.4% | | 45.3% |
| Combined ratio (3) | 92.0% | 64.1% | 94.4% | 56.2% | 85.9% | 114.0% | 84.4% | 196.7% | 110.9% | | 102.1% |

(1) The loss ratio is the ratio, expressed as a percentage, of net losses and loss adjustment expenses to net earned premiums and other income.

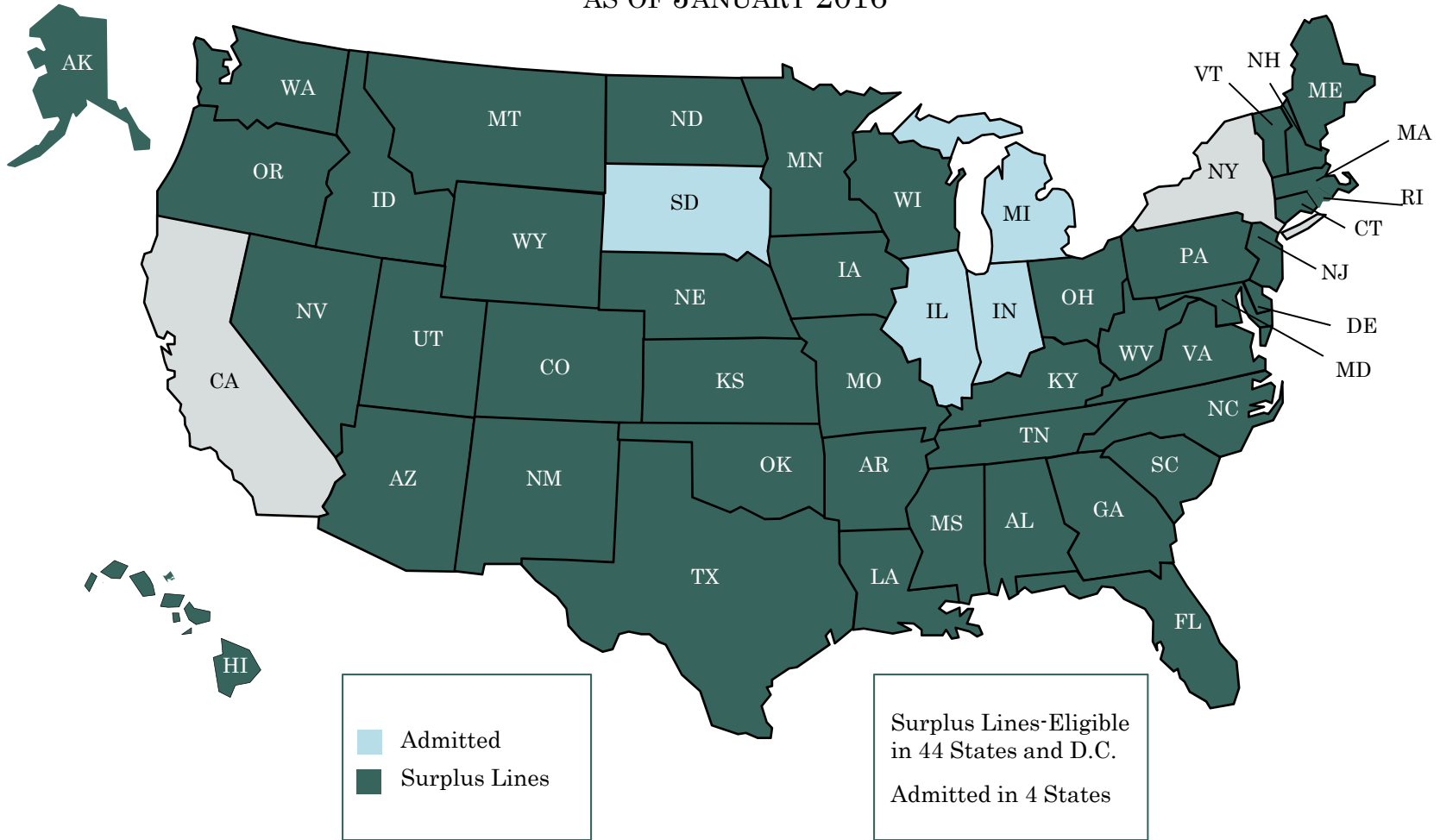
(2) The expense ratio is the ratio, expressed as a percentage, of policy acquisition costs and operating expenses to net earned premiums and other income.

(3) The combined ratio is the sum of the loss ratio and the expense ratio. A combined ratio under 100% indicates an underwriting profit. A combined ratio over 100% indicates an underwriting loss.

BROAD & FLEXIBLE UNDERWRITING PLATFORM

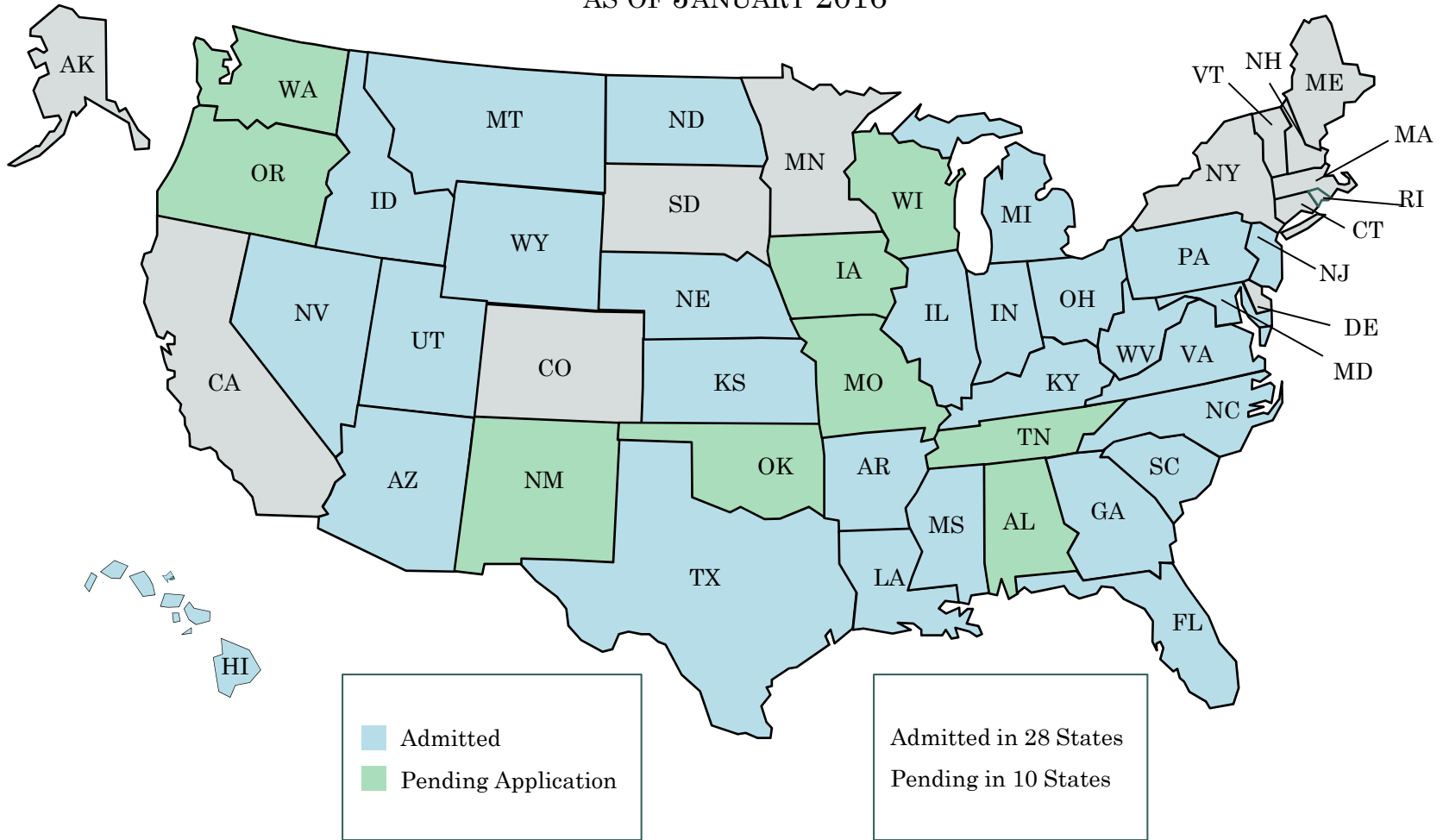


CONIFER INSURANCE COMPANY LICENSES AS OF JANUARY 2016





WHITE PINE INSURANCE COMPANY LICENSES
AS OF JANUARY 2016

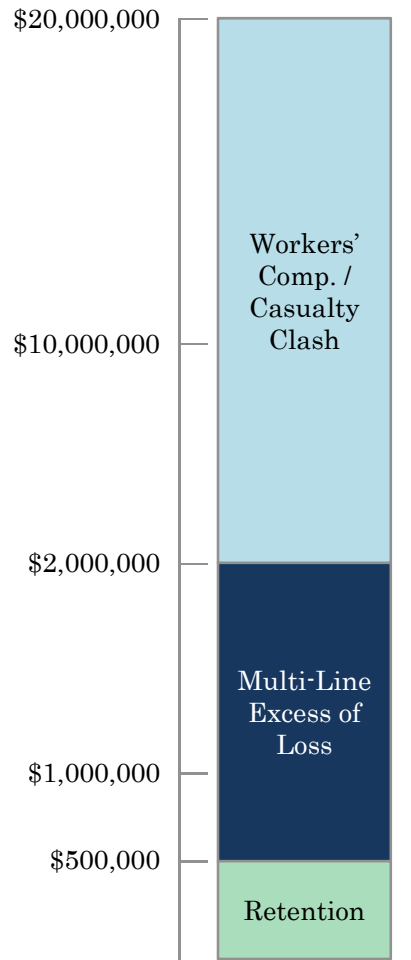


REINSURANCE: PRUDENT RISK MANAGEMENT TO PROTECT CAPITAL

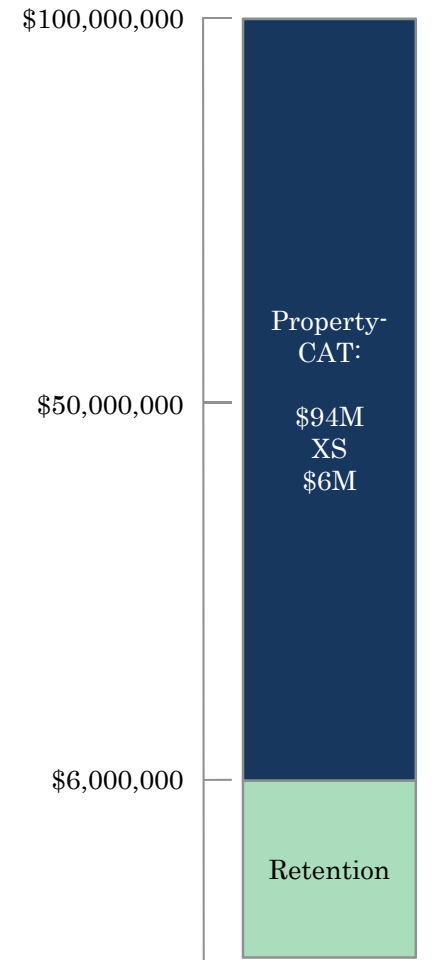


- Retain first \$500,000 of each specific loss/risk
- Reinsurance coverage in excess (XS) of \$500,000 up to policy limits
- Catastrophe (CAT) reinsurance program provides \$100M of protection
 - All providers are rated minimum A-
 - Corresponds to the estimated 1-in-200 year probable maximum loss (PML)
 - Net retention of \$6M for first event
 - Following reinstatement, net retention of \$1M for each of the next two subsequent events
- Equipment Breakdown Reinsurance Treaty
 - 100% Quota Share through Hartford Steam Boiler (A+)
 - \$25M in coverage

CIC / WPIC
Specific Loss Reinsurance Treaties
Effective 01/01/2016 to 01/01/2017



CIC / WPIC / ACIC
Property-CAT Reinsurance Treaties
All layers 06/01/2015 to 06/01/2016

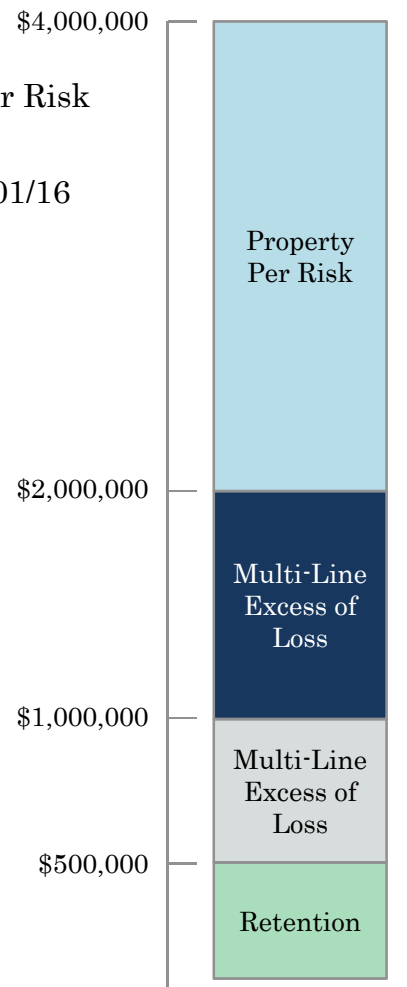


REINSURANCE: PRUDENT RISK MANAGEMENT TO PROTECT CAPITAL



Commercial Property Per Risk Reinsurance Treaty

Effective 07/01/15 to 07/01/16



Homeowners Property Per Risk Reinsurance Treaty

Effective 11/01/14 to 01/01/17



ORGANIZATION STRUCTURE: CORPORATE OVERVIEW

