

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**SCHEDULE 14A  
Proxy Statement Pursuant to Section 14(a)  
of the Securities Exchange Act of 1934 (Amendment No. )**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to Section 240.14a-12

**AMERICAN FINANCIAL GROUP, INC.**

(Name of Registrant as Specified In Its Charter) (Name of Person(s) Filing Proxy Statement if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:

(2) Aggregate number of securities to which transaction applies:

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11

(Set forth the amount on which the filing fee is calculated and state how it was determined):

(4) Proposed maximum aggregate value of transaction:

(5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

(2) Form, Schedule or Registration Statement No.:

(3) Filing Party:

(4) Date Filed:



AMERICAN FINANCIAL GROUP, INC.  
GREAT AMERICAN INSURANCE GROUP TOWER  
301 EAST FOURTH STREET  
CINCINNATI, OH 45202  
ATTN: KARL J. GRAFE

# Your **Vote** Counts!

**AMERICAN FINANCIAL GROUP, INC.**

2021 Annual Meeting

Vote by May 18, 2021 11:59 PM ET. For shares held in a Plan, vote by May 14, 2021 11:59 PM ET.



D35051-P51404

**You invested in AMERICAN FINANCIAL GROUP, INC. and it's time to vote!**  
You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy materials for the shareholder meeting to be held on May 19, 2021.**

## Get informed before you vote

View the Notice and Proxy Statement, Annual Report and Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 5, 2021. If you would like to request a copy of the material(s) for this and/or future shareholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

### Smartphone users

Point your camera here and vote without entering a control number



### Vote Virtually at the Meeting\*

May 19, 2021  
11:00 AM EDT

Virtually at:  
[www.virtualshareholdermeeting.com/AFG2021](http://www.virtualshareholdermeeting.com/AFG2021)

\*In addition to voting during the virtual meeting, you may vote prior to the meeting by visiting [www.proxyvote.com](http://www.proxyvote.com). Please have your control number available to vote before or during the meeting.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming shareholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. Election of Directors <b>Nominees:</b> 01) Carl H. Lindner III                      07) Gregory G. Joseph 02) S. Craig Lindner                         08) Mary Beth Martin 03) John B. Berding                         09) Evans N. Nwankwo 04) Virginia "Gina" C. Drosos            10) William W. Verity 05) James E. Evans                         11) John I. Von Lehman 06) Terry S. Jacobs	✔ For
2. Proposal to ratify the Audit Committee's appointment of Ernst & Young LLP as the Company's Independent Registered Public Accounting Firm for 2021.	✔ For
3. Advisory vote on compensation of named executive officers.	✔ For
<b>NOTE:</b> Such other business as may properly come before the meeting or any postponement or adjournment thereof.	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up for E-delivery".