

FINAL TERM SHEET

Filed Pursuant to Rule 433
Registration Statement No. 333-203757
Relating to
Preliminary Prospectus Supplement dated March 26, 2018 to
Prospectus dated April 30, 2015



THE ALLSTATE CORPORATION
20,000,000 DEPOSITARY SHARES EACH REPRESENTING A 1/1,000TH INTEREST IN A SHARE OF
FIXED RATE NONCUMULATIVE PERPETUAL PREFERRED STOCK, SERIES G
FINAL TERM SHEET
Dated March 26, 2018

Issuer:	The Allstate Corporation
Security Type:	Depository shares (the "Depository Shares") each representing a 1/1,000th interest in a share of Fixed Rate Noncumulative Perpetual Preferred Stock, Series G, of the Issuer (the "Preferred Stock")
Expected Ratings:*	Baa3 (Moody's) / BBB- (S&P)
Format:	SEC Registered
Size:	\$500,000,000 (20,000,000 Depository Shares)
Over-allotment Option:	\$75,000,000 (3,000,000 Depository Shares)
Liquidation Preference:	\$25,000 per share of Preferred Stock (equivalent of \$25 per Depository Share)
Term:	Perpetual
Dividend Rate (Noncumulative):	5.625% per annum, only when, as and if declared
Dividend Payment Dates:	Quarterly in arrears on January 15, April 15, July 15 and October 15 of each year, commencing on July 15, 2018
Trade Date:	March 26, 2018
Settlement Date:	March 29, 2018 (T+3)
Optional Redemption:	The Issuer may, at its option, redeem the shares of Preferred Stock (i) in whole but not in part at any time prior to April 15, 2023, within 90 days after the occurrence of a "rating agency event" at a redemption price equal to \$25,000 per share, or if greater, the present values of (A) \$25,000 per share of Preferred Stock and (B) all undeclared dividends for the dividend periods from the date of redemption to and including April 15, 2023, in each case, discounted to the date of redemption on a quarterly basis at a discount rate equal to the treasury rate plus 40 basis points, plus, in each case, any declared and unpaid dividends, without regard to any undeclared dividends, to but excluding the redemption date, or (ii) in whole or in part, from time to time, on any dividend payment date on or after April 15, 2023 at a redemption price equal to \$25,000 per share, plus any declared and unpaid dividends, without regard to any undeclared dividends, to but excluding the redemption date.
Listing:	Application will be made to list the Depository Shares on the New York Stock Exchange (the "NYSE") under the symbol "ALL PR G". If approved for listing, trading of the Depository Shares on the NYSE

CUSIP/ISIN of Depository Shares:	is expected to commence within a 30-day period after the original issuance date of the Depository Shares. 020002 127/ US0200021279
Public Offering Price:	\$25.00 per Depository Share
Underwriting Discounts and Commissions:	\$14,642,965 (without over-allotment option)
Joint Book-Runners:	Morgan Stanley & Co. LLC Merrill Lynch, Pierce, Fenner & Smith Incorporated UBS Securities LLC Wells Fargo Securities, LLC
Co-Managers:	J.P. Morgan Securities LLC Raymond James & Associates, Inc.

*Note: An explanation of the significance of ratings may be obtained from the rating agencies. Generally, rating agencies base their ratings on such material and information, and such of their own investigations, studies and assumptions, as they deem appropriate. The ratings of the Depository Shares should be evaluated independently from similar ratings of other securities. A credit rating of a security is not a recommendation to buy, sell or hold securities and may be subject to review, revision, suspension, reduction or withdrawal at any time by the assigning rating agency.

The Allstate Corporation has filed a registration statement (including a prospectus and related prospectus supplement) with the U.S. Securities and Exchange Commission (the "SEC") for the offering to which this communication relates. Before you invest, you should read the prospectus supplement and prospectus for this offering in that registration statement, and other documents that The Allstate Corporation has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by searching the SEC online database (EDGAR®) at www.sec.gov. Alternatively, you may obtain a copy of the prospectus by calling Morgan Stanley & Co. LLC toll-free at 1-866-718-1649; Merrill Lynch, Pierce, Fenner & Smith Incorporated toll-free at 1-800-294-1322 or emailing dg.prospectus_requests@baml.com; UBS Securities LLC toll-free at 1-877-827-7275 or Wells Fargo Securities, LLC toll-free at 1-800-645-3751.
