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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 §240.14a-12

**KINGSWAY FINANCIAL SERVICES INC.**

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(Name of Registrant as Specified in Its Charter)

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(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee paid previously with preliminary materials.
- Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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**Online**

Go to [www.investorvote.com/KFS](http://www.investorvote.com/KFS) or scan the QR code – login details are located in the shaded bar below.

**Shareholder Meeting Notice**

**Important Notice Regarding the Availability of Proxy Materials for the Kingsway Financial Services Inc. Shareholder Meeting to be Held on May 16, 2023**

Under Securities and Exchange Commission rules, you are receiving this notice that the proxy materials for the annual shareholders' meeting are available on the Internet. Follow the instructions below to view the materials and vote online or request a copy. The items to be voted on and location of the annual meeting are on the reverse side. Your vote is important!

**This communication presents only an overview of the more complete proxy materials that are available to you on the Internet. We encourage you to access and review all of the important information contained in the proxy materials before voting. The 2023 Proxy Statement and Annual 10-K to shareholders are available at:**

[www.investorvote.com/KFS](http://www.investorvote.com/KFS)



**Easy Online Access – View your proxy materials and vote.**

- Step 1:** Go to [www.investorvote.com/KFS](http://www.investorvote.com/KFS).
- Step 2:** Click on the icon on the right to view meeting materials.
- Step 3:** Return to the investorvote.com window and follow the instructions on the screen to log in.
- Step 4:** Make your selections as instructed on each screen for your delivery preferences.
- Step 5:** Vote your shares.

**When you go online, you can also help the environment by consenting to receive electronic delivery of future materials.**



**Obtaining a Copy of the Proxy Materials - If you want to receive a copy of the proxy materials, you must request one. There is no charge to you for requesting a copy. Please make your request as instructed on the reverse side on or before May 6, 2023 to facilitate timely delivery.**



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**Shareholder Meeting Notice**

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**Kingsway Financial Services Inc.'s Annual Meeting of Shareholders will be held on May 16, 2023 at 8:00 am CT (9:00 am ET), virtually via the Internet at [meetnow.global/MZVHWJG](https://meetnow.global/MZVHWJG) and in person at New York Stock Exchange, Hamilton Room, 11 Wall St, New York, NY 10005. To access the virtual meeting, you must have the information that is printed in the shaded bar located on the reverse side of this form.**

**Proposals to be voted on at the meeting are listed below along with the Board of Directors' recommendations.**

**The Board of Directors recommend a vote FOR all the nominees listed and FOR Proposals 2 and 3:**

1. Election of Directors:
  - 01 - John T. Fitzgerald
  - 02 - Charles Frischer
  - 03 - Gregory P. Hannon
  - 04 - Terence M. Kavanagh
  - 05 - Douglas Levine
  - 06 - Corissa B. Porcelli
  - 07 - Joseph D. Stilwell
2. To ratify the appointment of Plante & Moran, PLLC as the auditors of the Corporation for the fiscal year ending December 31, 2023; and
3. To approve, on a non-binding and advisory basis, the compensation of the named executive officers of the Corporation (say-on-pay).

**PLEASE NOTE - YOU CANNOT VOTE BY RETURNING THIS NOTICE. To vote your shares you must go online or request a paper copy of the proxy materials to receive a proxy card.**

**Here's how to order a copy of the proxy materials and select delivery preferences:**

Current and future delivery requests can be submitted using the options below.

If you request an email copy, you will receive an email with a link to the current meeting materials.

**PLEASE NOTE:** You must use the number in the shaded bar on the reverse side when requesting a copy of the proxy materials.

- **Internet** - Go to [www.investorvote.com/KFS](https://www.investorvote.com/KFS).
- **Phone** - Call us free of charge at 1-866-641-4276.
- **Email** - Send an email to [investorvote@computershare.com](mailto:investorvote@computershare.com) with "Proxy Materials Kingsway Financial Services Inc." in the subject line. Include your full name and address, plus the number located in the shaded bar on the reverse side, and state that you want a paper copy of the meeting materials.

To facilitate timely delivery, requests for a paper copy of proxy materials must be received by May 6, 2023.

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