

Amtrust Financial Services, Inc.
Form FWP
June 11, 2015

Filed Pursuant to Rule 433

Registration Statement No. 333-204870

Pricing Term Sheet

June 11, 2015

PRICING TERM SHEET

Dated June 11, 2015

AMTRUST FINANCIAL SERVICES, INC.

\$150,000,000 aggregate principal amount of

7.25% Subordinated Notes due 2055

(the Offering)

The information in this pricing term sheet relates only to the Offering and should be read together with the preliminary prospectus supplement dated June 11, 2015 to the prospectus dated June 11, 2015, relating to the Offering, including the documents incorporated by reference therein (the Preliminary Prospectus Supplement). The information in this pricing term sheet supplements the Preliminary Prospectus Supplement and supersedes the information in the Preliminary Prospectus Supplement to the extent inconsistent with the information contained therein. Terms used herein but not defined herein shall have the respective meanings as set forth in the Preliminary Prospectus Supplement.

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| Issuer: | AmTrust Financial Services, Inc. |
| Title of Securities: | 7.25% Subordinated Notes due 2055 (the Notes) |
| Aggregate Principal Amount of Notes Offered: | \$150,000,000 |
| Over-allotment Option: | \$22,500,000, exercisable for 30 days following June 11, 2015 |
| Maturity Date: | June 15, 2055 |
| Net Proceeds (before expenses) to Issuer: | \$145,275,000 (excluding any exercise of the Over-allotment Option) |
| Interest Rate: | 7.25% per annum, accruing from the Settlement Date |
| Interest Payment Dates: | Each March 15, June 15, September 15 and December 15, commencing on September 15, 2015 |
| Interest Payment Record Dates: | Each March 1, June 1, September 1 and December 1, commencing on September 1, 2015 |
| Issue Price: | 100% of the principal amount plus accrued interest, if any, from the Settlement Date |

Underwriting Discount: 3.15%

Optional Redemption: On and after June 18, 2020, or on any interest payment date thereafter, the Notes may be redeemed in \$25 increments at the Issuer's option, for cash, in whole or in part, at a redemption price equal to 100% of the principal amount of the Notes plus accrued and unpaid interest to, but not including, the date of redemption.

Subordination: The Notes will be subordinated unsecured obligations and will rank (i) senior in right of payment to any existing and future junior subordinated debt, (ii) equally in right of payment with any unsecured, subordinated debt that the Issuer incurs in the future that ranks equally with the Notes, and (iii) subordinate in right of payment to any of the Issuer's existing and future senior debt, including amounts outstanding under the Issuer's \$350 million syndicated credit facility and £235 million letter of credit facility. In addition, the Notes will be structurally subordinated to all existing and future indebtedness, liabilities and other obligations of the Issuer's subsidiaries, and certain other obligations.

Pricing Date: June 11, 2015

Trade Date: June 11, 2015

Settlement Date: June 18, 2015

Denominations: \$25 and integral multiples of \$25 in excess thereof

Rating (A.M. Best)*: bbb-

Joint Book-Running Managers: Morgan Stanley & Co. LLC
UBS Securities LLC
Keefe, Bruyette & Woods, Inc., *A Stifel Company*

Co-Managers: William Blair & Company, L.L.C.
JMP Securities LLC
Compass Point Research & Trading LLC

Listing: The Issuer intends to apply to list the Notes on the New York Stock Exchange under the symbol AFSS .

CUSIP/ISIN: 032359 861/US0323598617

* Note: A securities rating is not a recommendation to buy, sell or hold securities and may be subject to revision or withdrawal at any time.

This material is for your information only and is not intended to be used by anyone other than you. This information does not purport to be a complete description of these securities. The issuer has filed a registration statement, including a prospectus, with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the issuer and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the issuer, any underwriter or any dealer participating in the offering will arrange to send you the prospectus if you request it by calling Morgan Stanley & Co. LLC at (866) 718-1649, UBS Securities LLC at (888) 827-7275 or Keefe, Bruyette & Woods, Inc. at (800) 966-1559.