



FORWARD WITH PURPOSE

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TABLE OF CONTENTS

- A Message from our CEO4**
- About Us 6**
- Our Footprint / Our Business 7**
- Awards and Recognition 8**
- Our Approach to Sustainability 9**
- Managing Climate Risks 11**
 - Oversight of Climate Change-related Risks..... 11
 - Helping Our Customers Mitigate Climate-related Risks 13
 - Preparing for a Transition to a Clean Energy Future 14
 - Evaluating Opportunities as Part of Climate Transition 15
- Operations16**
 - Reducing Our Carbon Footprint and Environmental Impact 16
 - Managing Operational Risk 19
 - Integrating Sustainability into Investment Oversight 20
- Partnering with our Key Stakeholders21**
- Customers and Distribution Partners21**
 - Strong Focus on Tracking and Enhancing Customer Satisfaction and Reducing Complaints 21

- Risk Management Center 23
- Proactive Messaging and Increased Customer Preparedness 24
- Investments in Providing a Seamless Customer Experience 26
- Human Capital 27**
 - Distribution Partners and Vendors 29
- Communities 30**
 - The Selective Insurance Group Foundation 30
 - Investments in Branchville Location (Headquarters) 30
- A Focus on Oversight, Ethics, and Integrity31**
 - Ethics and Anti-Corruption Policies 32
 - Sustainability Committee and Governance 34
- Appendix 35**
 - EEO-1 Information 35

ABOUT THIS REPORT

Our fourth report, “Forward with Purpose”, highlights Selective’s ongoing commitment to integrating sustainability principles into our business strategy. It describes how sustainability contributes to long-term value creation, operational excellence, and risk resilience across underwriting, investments, and corporate operations. These efforts enhance customer and employee satisfaction, and position us for future success. We aim to provide transparency to our stakeholders—customers, distribution partners, employees, investors, communities, and regulators. Creating long-term value for our stockholders while making a meaningful difference for our customers during moments that matter remains our focus.

This Report’s Appendix includes Equal Employee Opportunity (EEO-1) data. Our Sustainability Accounting Standards Board (SASB) report, referencing insurance industry-specific standards, is on our website at www.selective.com. Our annual Task Force on Climate-Related Financial Disclosures (TCFD) report, highlighting our strategy to address climate-related risks and opportunities, available on our website at <https://www.selective.com/about-selective/corporate-social-responsibility>.

This report covers Selective’s performance in 2024 unless otherwise explicitly stated.



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A MESSAGE FROM OUR CHIEF EXECUTIVE OFFICER

Our primary objectives as an insurance organization are to (i) help our customers put their lives and businesses back together after experiencing a covered loss, (ii) help make our customers and communities safer, and (iii) support economic growth by providing capital that protects against covered losses and allows businesses to invest confidently in their operations. Responsible corporate actions have long been part of Selective's history.

We are (i) integrating sustainability principles into our business and operations and (ii) partnering with key stakeholders to develop solutions that enhance resilience, well-being, and customer service.

Integrating sustainability into our business and operations:

As a property and casualty ("P&C") insurance company, Selective covers thousands of individuals and businesses against the financial impact of insured losses, including catastrophic events. For example, climate change increases the unpredictability of weather-related loss frequency and severity, posing a long-term risk to our customers. We aim to mitigate the impacts of climate change with (i) prudent oversight and management of catastrophe risk exposure, (ii) providing responsive claims handling, safety management services, and proactive weather alerts, (iii) preparing for the continuing transition to clean energy, and (iv) reducing our carbon intensity.



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Partnering with Key Stakeholders

Attracting and retaining talent:

We deliver excellent service to our customers and distribution partners through our skilled and empathetic employees. We are committed to promoting a welcoming culture that celebrates talent, individualism, unique backgrounds, and experiences – and empowers employees to contribute new ideas that support our continued and growing success.

A focus on oversight, ethics, and integrity:

Strong oversight, ethics, and integrity are the foundation of our financial and operating success. Our Board of Directors is highly engaged and has the broad skill sets to monitor our business. Our Board composition reflects our commitment to a culture of innovation and creativity. Our Code of Conduct imparts the strong sense of integrity and purpose we expect from all employees. We are transparent about our employee and management compensation, linking annual and long-term incentive compensation programs to pre-determined financial and operating metrics and strategic initiatives.

Conclusion:

By embedding sustainable initiatives into key aspects of our business, Selective has delivered significant value over time for our shareholders while serving our internal and external stakeholders. We understand that in offering competitive products and services to our customers and being a stable market for our distribution partners depend on being well-capitalized, managing our risk responsibly, maintaining our strong financial strength ratings, and running an efficient and profitable organization.

We invite you to read our fourth Sustainability Report – *Forward with Purpose*. It details our efforts to create a corporate environment where people feel empowered to bring about positive, sustainable change. It also highlights the accomplishments of our employees, who seek to serve our customers, distribution partners, and communities while acting in the long-term interest of our shareholders.



John J. Marchioni

Chairman, President and Chief Executive Officer

ABOUT US

Selective Insurance Group, Inc. is a New Jersey insurance holding company incorporated in 1977 that owns ten property and casualty insurance subsidiaries (“Insurance Subsidiaries”). The Insurance Subsidiaries sell products and services only in the United States (“U.S.”), exclusively through independent insurance agents and wholesale brokers. Various state departments of insurance (i) license nine of our subsidiaries as admitted carriers to write specific lines of property and casualty insurance in the standard marketplace and (ii) authorize the tenth subsidiary as a non-admitted carrier to write property and casualty insurance in the excess and surplus (“E&S”) lines market. We refer throughout this document to Selective Insurance Group, Inc., and the Insurance Subsidiaries collectively as “we,” “us,” or “our”.

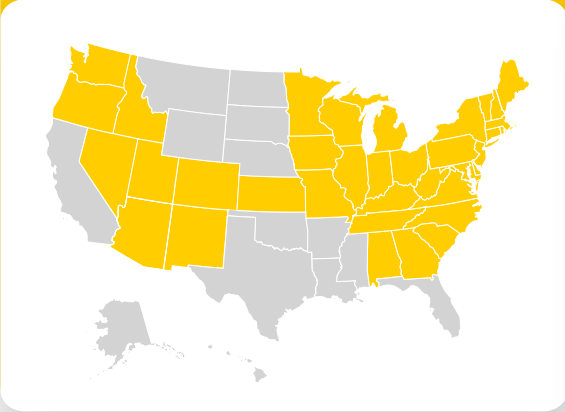
Our main office is in Branchville, New Jersey. We list our common stock (symbol “SIGI”) and preferred stock (symbol “SIGIP”) on the Nasdaq Global Select Market. In 2024, AM Best Company (“AM Best”) ranked us as the 34th largest property and casualty group in its annual “Top 200 U.S. Property/Casualty Writers” list based on 2023 net premiums written (“NPW”). Our current AM Best financial strength rating is “A+” (Superior). We have had a long and successful history in the property and casualty insurance industry since our 1926 founding.



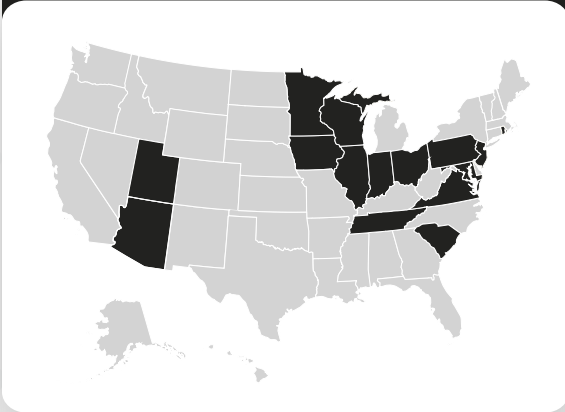
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OUR FOOTPRINT

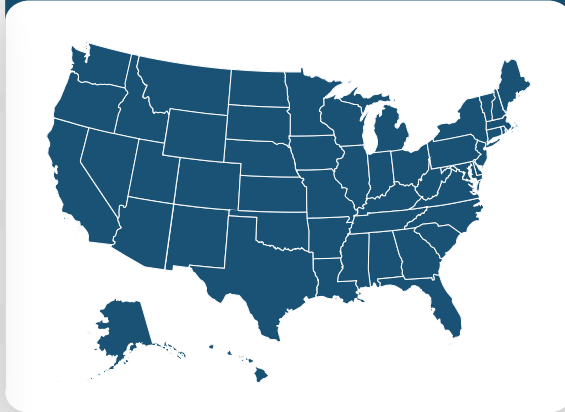
STANDARD COMMERCIAL



STANDARD PERSONAL

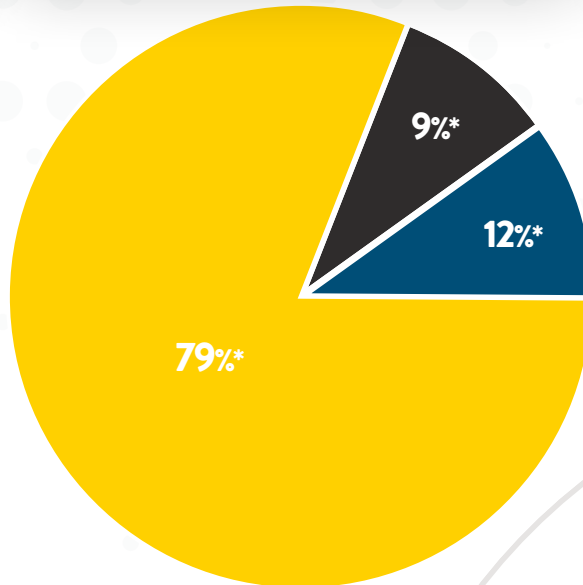


EXCESS & SURPLUS



OUR BUSINESS

*Percent of business based on 2024 net premiums written.



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AWARDS AND RECOGNITION



- We continue to be a Great Place to Work Certified™ organization for the fifth year in a row; and
- We were listed by Forbes as one of “America’s Best Mid-Size Employers.”

OUR APPROACH TO SUSTAINABILITY

Over the past four years, our organization has continued to strengthen its commitment to climate-related financial disclosures by aligning with the TCFD framework. This approach ensures transparency in how we assess and manage climate-related risks and opportunities across our operations.

Our focus is to prioritize climate-related risk governance, scenario analysis, and financial impact—areas where we can drive the most meaningful change and align with evolving regulatory expectations.



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SUSTAINABILITY HIGHLIGHTS & AREAS OF FOCUS

The table to the right outlines strategically important sustainability categories and our related actions and areas of focus.

Environment	Insurance Operations	<ul style="list-style-type: none"> • Enterprise Risk Management framework • Transition to a clean energy future • Reduction of energy and water consumption and recycling programs • Do not underwrite specific environmentally-hazardous risks
	Investment Operations	<ul style="list-style-type: none"> • Consider Sustainability risk factors in management and oversight • Incorporate sustainability considerations into investment process • Do not invest in any new direct equity or debt investments in thermal coal enterprises
Human Capital	Community	<ul style="list-style-type: none"> • Paid Volunteerism • Annual donations through the Foundation, including matching charitable donations • Participating in philanthropic programs and activities to help communities where we — and our customers and distribution partners — live and work
	Customers & Distribution Partners	<ul style="list-style-type: none"> • Resolving covered claims promptly • Providing customers with risk mitigation solutions • Offering coverage for many key weather and non-weather perils • Reducing environmental impact
Governance	Ethics & Compliance	<ul style="list-style-type: none"> • Independent Board oversight • Code of Conduct • Ethics and compliance helpline • Supplier Statement
	Customer Privacy & Data Security	<ul style="list-style-type: none"> • Data privacy and governance • Cybersecurity programs • Technology to safeguard information and systems

MANAGING CLIMATE RISKS

Changing climate conditions increase the unpredictability of weather-related loss frequency and severity, posing a long term risk to our customers – and our business. We aim to mitigate the impacts of climate change by (i) prudently overseeing and managing of catastrophe risk exposure, (ii) providing responsive claims handling, risk management services, and proactive weather alerts, (iii) preparing for the continuing transition to a clean energy future, and (iv) reducing our carbon footprint.

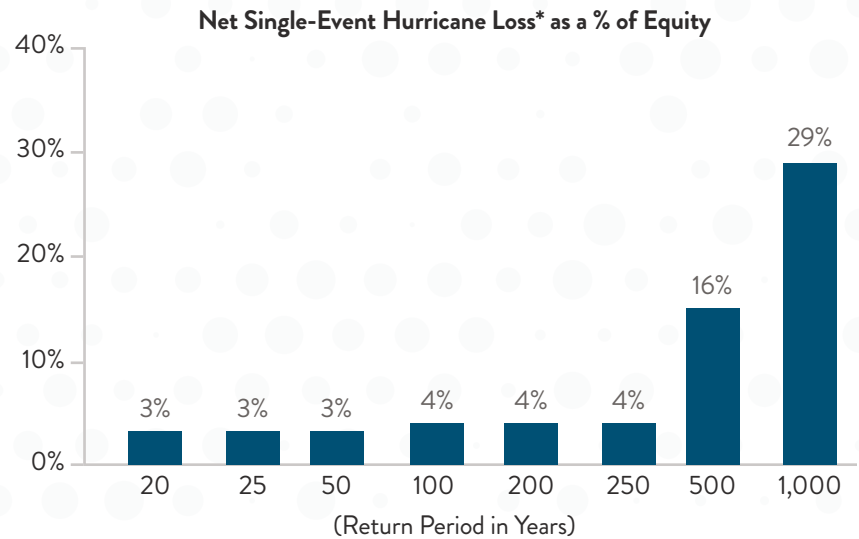
Understanding and helping mitigate these perils for our business and customers is core to our operations and strategy.

OVERSIGHT OF CLIMATE CHANGE-RELATED RISKS

Our senior leadership team implements our strategy, including assessing and pursuing climate change-related business opportunities. The Executive Risk Committee (“ERC”), chaired by our Chief Risk Officer (“CRO”), is responsible for operational oversight of climate-related risks. The ERM unit is responsible for assessing and managing climate change-related financial risks. We describe the roles of the ERC and ERM unit below.

Executive Risk Committee: Our ERC, which includes our Chief Executive Officer (“CEO”), his direct reports, the CRO, and other key functional leaders is responsible for the holistic evaluation and supervision of our risk profile and determines future risk management actions supporting our overall risk appetite. The ERC provides management oversight of our Enterprise Risk Management (“ERM”) function. Several other management committees are responsible for the detailed analysis and management of various individual risks, some of which are climate related. At least quarterly, the ERC reviews all major risks.

For example, the ERM unit reports our modeled results for hurricane losses (our peak catastrophe risk peril in more severe loss scenarios), gross and net of reinsurance in our quarterly Reinsurance Risk Scorecard provided to the ERC and Board’s Risk Committee.



*Single event hurricane losses are net of reinsurance, after tax, and reinstatement premiums as of 1/1/25. Total stockholders’ equity as of 12/31/24

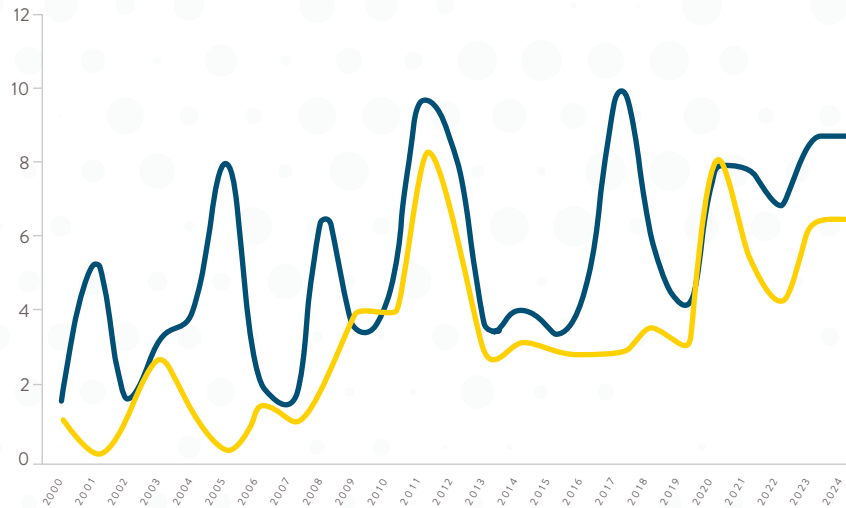
ERM Unit: The ERM unit, led by the CRO, is responsible for identifying, measuring, monitoring, and reporting key individual and aggregated enterprise-wide risks. The CRO chairs the Emerging Risk Committee and Market Security Committee (“MSC”), and is a member of the Large Claims Committee and the Underwriting Committee. The CRO is also a consistent attendee at Reserve Committee and Management Investment Committee (“MIC”) meetings, and participates in various senior management leadership meetings. These management committees and functions are responsible for monitoring various risks, including climate-related risks, described further in this report’s Risk Management section.

The ERM unit is actively involved in climate-related issues, such as catastrophe exposure coverages and pricing. The ERM unit also manages our economic capital model and integrates catastrophe exposure into our holistic view of enterprise risk and capital management.

Our current catastrophe reinsurance program exhausts at approximately a 1-in-230-year return period. As of December 31, 2024, we had estimated net exposure to a 1-in-250-year (0.4% probability of exceedance) hurricane event to equal 4% of our GAAP equity, within our established risk tolerance and unlikely to have a material adverse effect on our financial condition.

Our mix of business and underwriting approach has historically resulted in less of an impact from catastrophe losses relative to the P&C insurance industry average (shown in the graph below). We will continue to evaluate climate scenario analysis as a tool to complement our catastrophe risk scenario analysis as industry guidance and models evolve.

Annual Impact of Net Catastrophe Losses on Reported Combined Ratio



Note: Catastrophe loss impact for P&C Insurance Industry based on estimates from AM Best Aggregates & Averages.

● Selective ● P&C Insurance Industry



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HELPING OUR CUSTOMERS MITIGATE CLIMATE-RELATED RISKS

We strive to make a meaningful difference to our customers during moments that matter with a unique blend of exceptional insurance solutions matching policyholders' unique needs, value-added services that facilitate risk management and mitigation, and professional and responsive claims handling. For example, we proactively message our customers and distribution partners alerting them to severe weather conditions, such as increased wildfire risk or incoming storms with practical, timely tips for risk mitigation. Our claim payments increase the resiliency of our policyholders and the communities where they live. We seek to respond promptly, and with care, to covered claims, recognizing our role in putting our customers on the road to recovery following a loss. We have implemented several digital solutions that streamline the claims process. Technologies such as SWIFTClaim® Fast Tracking and Quick Estimate enable faster claims assessments and payments, reducing turnaround time. Additionally, Claims Pay supports secure digital payments, minimizing paper use and enhancing convenience. Our Claims 365 platform automates the assignment of auto physical damage claims, allowing for quicker resolution and more efficient resource allocation.



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PREPARING FOR A TRANSITION TO A CLEAN ENERGY FUTURE

The following table lists climate-related risks and opportunities we have identified over the short, medium, and long term.

Time Horizon	Climate Risks	Climate Opportunities
Short-term: 1-5 years	<ul style="list-style-type: none"> • Increased model uncertainty around severe weather events resulting from potentially higher catastrophe loss activity • Operational disruption from extreme events • Regulatory risk 	<ul style="list-style-type: none"> • Producing renewable energy • Enhancing customer resiliency • Providing products and services to lower customers' carbon footprint • Investment opportunities
Medium-term: 5-10 years	<ul style="list-style-type: none"> • Potential investment losses from climate risk-related impacts • Insurance market transition risk • Insurance coverage gaps 	<ul style="list-style-type: none"> • Developing new insurance products tailored to emerging industries
Long-term: 10-30 years	<ul style="list-style-type: none"> • Climate change impact on frequency and severity of weather events • Reinsurance availability and affordability risk • Demographic shifts due to climate migration 	<ul style="list-style-type: none"> • Additional investment opportunities

Underwriting: For some time, we have not underwritten specific environmentally-hazardous risks related to production from coal mines, thermal coal plants, or oil sands extraction because they are outside our underwriting appetite.

Investments: Our investment strategy considers climate change risk by prohibiting any new direct equity or debt investments in thermal coal enterprises, including those generating 30% or more of their (i) revenue from the ownership, exploration, mining, or refining of thermal coal, or (ii) electricity generation from thermal coal. We believe that as the world transitions to a low-carbon economy, the value of these assets could be at greater risk.

EVALUATING OPPORTUNITIES AS PART OF CLIMATE TRANSITION

As part of an economic transition to a low-carbon future, we expect new technologies, infrastructure, and processes to be introduced – all of which may require insurance coverage. We believe that these developments could present sizable business opportunities.

1. Producing renewable energy (short-term): We built ground-mount and garage-canopy solar photovoltaic facilities in our Branchville office. The facilities generated approximately 4.5 million kWh of electricity in 2024, and we sell the related solar renewable energy credits to others. As we sell these solar renewable energy credits to others, our GHG emissions are not offset – but we are invested in cleaner energy production.

2. Enhancing customer resiliency (short-term): Helping our customers prepare for severe weather events mitigates loss activity. Examples include proactive messaging and outreach before catastrophic weather events and risk management services, including risk evaluations, internet-based risk management educational resources, and thermographic infrared surveys that help strengthen our customer relationships. We are also evaluating value-added services and technologies within our Standard Commercial Lines and Personal Lines segments to enhance customer resiliency, such as our Risk Management Center found on our website and our partnerships with LeakBot and Phyn for intelligent water solutions and Ting for detailed electrical information.

Selective is leveraging digital innovation to help customers proactively manage climate risks. Tools such as real-time weather alert systems, risk assessment platforms, and mobile apps empower policyholders to take preventive measures against climate-related hazards. These technologies not only enhance customer engagement but also contribute to loss prevention and improved risk outcomes.

3. Providing products and services to lower customers' carbon footprint (short-term): We recognize that customer demand for climate-friendly products and services may increase, and we see opportunities to provide these products and services to our customers.

4. Investment Opportunities (short-term): Selective currently invests in green bonds and energy-transition-related infrastructure instruments.

5. Developing new insurance products tailored to emerging industries (medium-term): As part of an economic transition to a low-carbon future, we expect new technologies, infrastructure, and processes to be introduced – all of which will require insurance coverage. We believe that, over time, this will present a sizeable business opportunity. In the following sections, we describe how new product development is a component of our business strategy.

6. Additional investment opportunities (long-term): We believe that the transition to a low-carbon economy will provide new investment opportunities, such as green bonds or investments in energy transition-related infrastructure instruments. These investment opportunities could increase our diversification of financial assets. As the clean energy sector grows and matures, we expect to continue to invest in assets that support the transition to a low-carbon economy.

OPERATIONS

REDUCING OUR CARBON FOOTPRINT AND ENVIRONMENTAL IMPACT

GREENHOUSE GAS EMISSIONS

We track our Scope 1 and Scope 2 greenhouse gas (“GHG”) emissions. However, as an insurance holding company, we are a low greenhouse gas emitter relative to entities in many other industries. Our Scope 1 emissions include consumption of natural gas, diesel, refrigerant, and the fuel employees use for work travel in company cars. Our Scope 2 emissions consist of our electricity usage.

The table below summarizes our Scope 1 and 2 CO₂ emissions across our operations and does not include emissions from investment portfolio holdings, including limited partnerships. For 2024, our overall Scope 1 and 2 emissions were down approximately 18% compared to our 2019 baseline year. We chose 2019 as our baseline because the COVID-19 pandemic significantly reduced office occupancy in 2020 and 2021, limiting our Scope 1 and 2 CO₂ emissions.

Type (mtons cO ₂ e)	2019 Baseline Year	2022	2023	2024
Scope 1	2,690	2,158	2,632	2,226
Scope 2*	3,527	3,141**	3,122**	2,890
Total Scope 1+2	6,217	5,299	5,754	5,116
Total Revenues (\$ in millions)	\$2,847	\$3,558	\$4,232	\$4,862
Intensity (tO₂e per \$1M revenue)	2.18	1.49	1.36	1.05

*Location-based method

**Our 2022 and 2023 Scope 2 data has been revised to capture corrected information

Since 2019, we have expanded our Commercial Lines footprint by eight states, increased employee count by approximately 17%, and grown net premiums written at a 11.6% compound annual rate. Emissions remain below our 2019 reported baseline year despite our growth.

To calculate our GHG emissions, we engaged a third-party multinational engineering firm specializing in energy management. Our 2019-2024 GHG inventory is consistent with the principles and guidance of the World Resources Institute (WRI) and the World Business Council for Sustainable Development's (WBCSD) Greenhouse Gas Protocol Initiative (GHG Protocol).

Our approximately 300,000 square foot office in Branchville, New Jersey, is our only owned office location and where we directly measure our GHG emissions. We lease 20 other office locations (approximately 273,000 square feet), and we estimate our GHG emissions for these locations based on square foot occupancy. While we generate approximately five million kWh of solar energy annually at our Branchville location, we sell the renewable energy credits to others, so our GHG emissions are not reduced.

Ongoing Initiatives for emission reduction: We anticipate that we will continue to reduce our carbon intensity over the long term, and we have initiatives that we expect will reduce GHG emissions. These include:

- Upgrading our Branchville, New Jersey office building management system, which should reduce heating and cooling natural gas consumption;
- Re-designing work spaces to create more efficiencies and collaboration;
- Reducing the use of paper;
- Making efforts to transition our fleet from gasoline to hybrid vehicles; and
- Migrating our information technology systems to the cloud.

We have also implemented additional initiatives at our Branchville office to lower our environmental impact, including:

- Enhanced waste management and recycling;
- Reducing the use of paper within our business;
- Converting light bulbs to LED;
- Hybrid work schedule;
- Re-purposing commingled recyclables;
- Installing electric vehicle charging stations for employee use;
- Eliminating Styrofoam products in our cafeteria;
- Recycling and more efficient energy use of electronic equipment; and
- Reducing our water usage through automatic plumbing features.





HELPING OUR CUSTOMERS REDUCE CARBON FOOTPRINT AND INCREASE RESILIENCY

In the short term, we have several initiatives aimed at helping customers lower their carbon footprint and increase their resiliency to catastrophic losses.

- We distribute messages to our customers, helping them prepare for severe weather events. For example, we send weather preparation notices for large storms or hurricanes, including guides on structural improvements, roof and drainage maintenance, and measures to prevent clogged or frozen plumbing and sprinkler systems.
- Our field-based Risk Management Specialists visit the business locations of certain current and potential commercial lines customers to conduct safety evaluations. Risk Management staff provide risk mitigation recommendations to improve worker safety and limit potential property losses, such as from flood, wind, or fire.
- We are a member company that supports the Insurance Institute for Business & Home Safety and regularly leverage its research to help our customers, distribution partners, and internal staff further their knowledge to mitigate severe weather losses. We have in person events as well as a library of training courses available.
- Our GreenPAC® endorsement allows commercial lines policyholders (within the coverage limits) to repair or replace covered loss property damage using building materials, components, products, equipment, construction and design methods, and technologies that reduce

environmental impact by conserving energy, water, and other natural resources.

- We have enhanced our commercial Automobile ElitePac® coverage form to include a green automobile replacement coverage. Similar to our GreenPAC® commercial property endorsement, this coverage permits policyholders to replace their insured auto after a total loss with a hybrid or electric vehicle within the coverage limits.
- We are integrating value-added services across our Commercial Lines, Personal Lines, and Flood Operations to help customers manage increasing environmental and climate risks. In 2024, we launched the Risk Management Center in the MySelective app and online, offering assessments, expert support, and training for Commercial Lines customers. We provide two water monitoring device options to help homeowners detect leaks early, and partner with Ting to deliver grid insights on outages, fire risks, and power quality.

In the medium-term, we continue to actively evaluate modifications to our existing coverages and increase our product suite to match our expected new areas of insurance coverage demand. As a significant writer of contractors and small manufacturing risks, we believe Selective is well-positioned to support growing market share opportunities from new low-carbon construction processes. Providing insurance capacity to renewable energy production facilities and related construction projects could be a longer-term growth opportunity.

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MANAGING OPERATIONAL RISK

STRONG BUSINESS RESILIENCY

In addition to mitigating underwriting and investment risk, we have robust plans to ensure operational continuity during unforeseen or catastrophic events. We have business continuity plans for our key data processing facility (Disaster Recovery Plan), the leadership team (Executive Crisis Management Plan), and key operational areas. We review, update, and test these plans as necessary and at least annually. Testing includes “tabletop” exercises and planned hands-on tests.

MITIGATING CYBER RISK

Our business heavily relies on various information technology (“IT”) and application systems that contain proprietary and confidential information about our operations, employees, agents, claimants, customers, and their employees and property, including personally identifiable information. These systems are connected to and/or accessed through the Internet, making them susceptible to cyber-attacks. A cyber-attack on our systems, distribution partners and their key operating systems, or any other third-party partners or vendors and their key operating systems may materially affect us. Potential impacts include prolonged interruption of our business operations, reputational harm, or substantial monetary damages.

We have a dedicated unit, led by the Senior Vice President (“SVP”) of IT Enterprise Strategy and Execution, to implement cybersecurity controls, assess and report on cybersecurity risks, and consult with our ERM unit, which is responsible for identifying, measuring, monitoring, and reporting on key enterprise-wide risks, including cybersecurity risks.

We work with industry-leading security consulting and technology partners and employ a “defense-in-depth” approach that uses multiple security measures to protect the integrity of our proprietary and confidential information. This approach aligns with the National Institute of Standards and Technology Cyber Security Framework and provides preventative, detective, and responsive measures to identify and manage risks. We periodically review our strategy and modify its implementation based on threat trends, program maturity, assessment results, and the advice of third-party security consultants. We have documented information security policies, procedures, and guidelines, known as our “Written Information Security Program.” Our program (i) balances responsiveness to rapidly changing threats with ensuring our IT security environment’s sustainability and overall effectiveness and (ii) is reasonably likely to defend against risks of cybersecurity threats that would have a material impact on our business strategy, results of operations, or financial condition. This program focuses on the following six key areas to monitor various IT performance and security metrics:

- Proactive cybersecurity processes, including vulnerability scanning, penetration testing, and periodic program assessments by outside security consultants and assessors;
- Reactive cybersecurity processes that we regularly evaluate using incident response and disaster recovery exercises based on realistic scenarios;
- Endpoint technology that includes encryption, threat management, monitoring, investigation support, and backups;
- Identity and access management controls that often include multi-factor authentication and additional safeguards for staff granted elevated privileges;



INTEGRATING SUSTAINABILITY INTO INVESTMENT OVERSIGHT

We incorporate sustainability considerations into our robust investment due diligence processes. To establish appropriate sustainability investment governance, we maintain (i) a well-diversified portfolio across issuers, sectors, and asset classes and (ii) a high credit quality fixed income securities portfolio with a duration and maturity profile at an acceptable risk level that provides ample liquidity. In addition, we work with our third-party investment managers to ensure they incorporate sustainability guidelines and protocols into their investment process for our mandates.

Our investment strategy considers climate change risk by prohibiting any new direct equity or debt investments in thermal coal enterprises, including those generating 30% or more of their (i) revenue from the ownership, exploration, mining, or refining of thermal coal, or (ii) electricity generation from thermal coal. We believe that as the world transitions to a low-carbon economy, the value of these assets could be at greater risk.

- Employee cyber risk awareness, training, and testing that covers cybersecurity threats and actions to prevent or report attacks; and
- Third-party risk management and security standards, including due diligence, continuous monitoring, cyber risk scoring, and contractual obligations. We review third-party control environments when possible and practical, aligning the risk exposure with our business requirements and risk tolerances.

The Executive Vice President (“EVP”) & Chief Information Officer (“CIO”) and the SVP of IT Enterprise Strategy and Execution provide quarterly written and in-person updates on the strength of our cyber risk control environment, emerging cyber threat issues, and the results of external assessments by outside security consultants and assessors to the Board’s Risk Committee. The Board’s Risk Committee oversees our ERM framework and practices and assists the Board in overseeing our operational activities, including the Company’s IT security program, and identifying and reviewing related risks.

PARTNERING WITH OUR KEY STAKEHOLDERS

We strive to maintain high ethics and integrity in our business practices. We are committed to understanding and mitigating climate change risk, serving customers and distribution partners responsibly, enabling our employees professional development and work/life balance, and helping the communities where we live, work, and serve while being environmentally responsible.

CUSTOMERS AND DISTRIBUTION PARTNERS

As an insurance organization, we see our primary objectives as: (i) helping customers put their lives and businesses back together after experiencing a covered loss; (ii) helping make our customers and communities safer; and (iii) supporting economic expansion by providing capital that protects against loss and allows businesses to invest confidently in growth.

We provide customers and distribution partners with services and educational resources to help mitigate potential risks. Our risk management initiatives include proactively providing policyholders with notifications and alerts, identifying risks, mitigating potential loss occurrences, and providing tools and technologies that improve safety and reduce losses. Our Risk Management Specialists visit designated customers' places of business to advise on reducing the risk of loss for property or casualty claims. Selective's new Risk Management Center offers Standard Commercial Lines customers seamless, on-demand access to a curated selection of self-service risk management resources. These resources address facets of customers' businesses aligned with

the specific insurance coverages we provide them. Our Claims team reacts promptly to help customers recover after experiencing loss. Our distribution partners recognize our exceptional customer service, delivered primarily through our field-based model, and consider us a highly service-oriented carrier.

STRONG FOCUS ON TRACKING AND ENHANCING CUSTOMER SATISFACTION AND REDUCING COMPLAINTS

We provide customers and distribution partners with services and educational resources to help mitigate potential risks. Our risk management initiatives include proactively providing policyholders with notifications and alerts, identifying risks, mitigating potential loss occurrences, and providing tools and technologies that improve safety and reduce losses.

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RESPONSIBLE PRODUCT OFFERING AND SALES POLICY

Insurance is regulated, and our products and services have many legal requirements. The Chief Underwriting Officer in each of our three insurance segments – Standard Commercial Lines, Standard Personal Lines, and Excess & Surplus – is responsible for product development. In developing products, we evaluate regulatory requirements, customer needs, and the sustainability impact of our proposed products and services. Management’s Emerging Risks Committee also evaluates developing issues that could impact our products and services and reports its findings to the Executive Risk Committee.

We sell our products and services exclusively through appointed third-party independent distribution partners. All distribution partners must be licensed as insurance agents or brokers in the states where they sell our products. Insurance agents and brokers have minimum annual or biennial continuing education requirements to ensure they responsibly sell insurance products and services. We assist our distribution partners by providing detailed information about our products and services and product and sales training. On average, we electronically communicate with our agency partners more than 150 times per year, providing them access to over 350 pieces of marketing and sales collateral (print and digital) to help them effectively sell Selective’s products to our mutual customers. Additionally, we offer many educational opportunities – with examples such as product-specific webinars, agency leadership training and networking, and large-scale agency engagement meetings where internal and external experts share insights with our distribution partners.



RISK MANAGEMENT CENTER

To help prevent customer losses and build on our existing suite of value-added services, we launched our online Risk Management Center in 2024. This information center provides our Standard Commercial Lines customers seamless, on-demand access to a curated selection of self-service risk management resources. We will continue exploring other avenues to help our customers decrease their exposure while they increase their resiliency to evolving risks. Some of our risk management services include:

- On-site risk evaluation surveys that identify potential exposures and provide control measures for mitigation;
- Educating customers through internet-based safety management resources, including an extensive library of coverage-specific safety materials, videos, and online courses, such as defensive driving safety courses;
- On-site thermographic infrared surveys aimed at identifying electrical hazards;
- Abuse and molestation exposure and control assessments performed by specially trained and certified staff;
- On-site water escape and intrusion assessments with prevention countermeasures; and
- Fleet safety program guidance, including personalized driving data and safety coaching.



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PROACTIVE MESSAGING AND INCREASED CUSTOMER PREPAREDNESS

We provide our customers with proactive messages, including weather alerts and product recalls, to help prevent losses.

- Vehicle recall notifications to our policyholders and distribution partners;
- Weather preparation notices for large storms or hurricanes, including guides on structural improvements, roof and drainage maintenance, and measures to prevent clogged or frozen plumbing;
- Food and product recall notifications to policyholders in food manufacturing, distribution, and preparation; and
- Customer self-assessments of workplace hazards, with best practice recommendations tailored to the customer's specific risks.



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A SUITE OF VALUE-ADDED SERVICES

We collaborate with third parties to provide our customers with value-added tools, technologies, and services to reduce specific risks, like water damage, abuse, and cyber.



Protecting vulnerable populations: We insure many social service organizations, schools, churches, and agencies that provide general counseling and services for the developmentally disabled, senior citizens, and other populations with special needs. To address the unique needs of organizations dealing with vulnerable people, we have teamed up with Praesidium, a sexual abuse-prevention risk management consultancy. We offer our policyholders access to Praesidium's expertise and targeted solutions to strengthen their abuse prevention efforts. We lead the insurance industry in the number of employees who have earned the esteemed Praesidium Guardian Certification, and we expect many more employees to be certified in the future, along with our distribution partners. Our association with Praesidium helps our social service policyholders implement best practices to close safety gaps, decrease risks, and create safer environments for vulnerable children and adults.



Mitigating Cyber Risk: We offer our cyber liability and data breach response coverage for our Commercial Lines customers. The coverage includes complimentary access to Selective's cyber risk management portal, which gives customers direct access to tools that can help their businesses reduce the risk of a cybersecurity event and its potential impact.



Complimentary nursing services: We offer a complimentary service to our workers compensation insureds in partnership with **NT24 (Nurse Triage 24)** that allows business owners and their injured employees to speak with registered nurses, 24/7, who can advise on appropriate treatment options like self-care, urgent care, or the emergency room.



Workplace Safety Solutions: TuMeke Ergonomics is an AI safety platform that helps insured's identify worker risks, reduce injuries, and avoid workers compensation claims. The platform provides a unique opportunity to identify potentially hazardous workplace behaviors so they can be addressed and reduced, especially in labor-intensive industries.



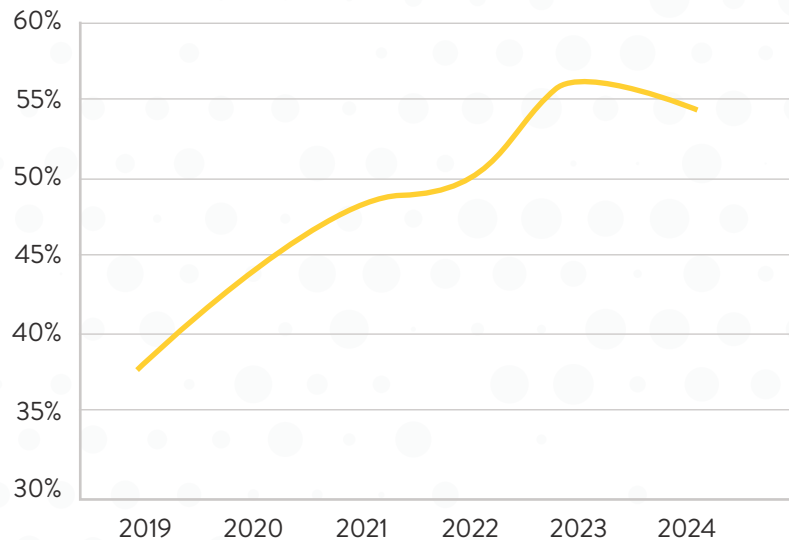
Fleet Management Insight: Compass by Selective is an easy-to-use vehicle management and telematics system that helps keep commercial auto customers safe on the road and reduces the risk of accidents at no cost to the customer. Compass provides real-time insights into driver behaviors and vehicle performance. The dashboard is available 24/7 to monitor unsafe driving behaviors, check vehicle locations, optimize routes, and track idling time for fuel savings.

Selective continues to evaluate additional value-added services that put our customers first. For more information about all the services we provide, please visit [Value Added Services for Policyholders](#).

INVESTMENTS IN PROVIDING A SEAMLESS CUSTOMER EXPERIENCE

We have invested heavily in technologies and capabilities to meet and exceed evolving customer service expectations. We have delivered an omni-channel platform, so all our customers can interact with us in the manner and times most convenient for them. At year-end 2024, 54% of our customers were registered for digital self-service offerings on our website, up from 38% in 2019.

Percentage of Customers Registered in Digital Self-Service



**MYSELECTIVE
MOBILE APP**

Our award-winning MySelective mobile app allows customers to view their policies, report claims, pay bills, and access auto insurance cards on their mobile devices. We also offer paperless options for customer billing and policy information for customers and distribution partners.

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HUMAN CAPITAL

We recognize that developing and protecting our human capital, and providing a mutually beneficial employee experience, complements and contributes to superior longer-term financial performance. We are committed to maintaining a safe and inclusive workplace and provide attractive benefits to our approximately 2,800 employees.

In 2024, we were (i) recognized by Forbes as one of “America’s Best Mid-Size Employers”, and (ii) continued to be a Great Place to Work Certified™ organization.

We strive to foster a vibrant and engaged culture based on attracting, retaining, and developing the best talent, and creating a pipeline of employees and leaders to help position us for future success. We invest significantly in employee physical, financial, and social well-being, which helps with retention. We offer a collaborative work environment, an accessible leadership team, professional development opportunities, attractive financial rewards, and competitive benefits.

FOCUS ON ATTRACTING, RETAINING, AND DEVELOPING THE BEST TALENT

We continue to invest in learning and development, offering employees access to live instructor-led sessions, over 26,000 on-demand training resources, and curated leadership programs that span various career stages. Our initiatives are designed to foster career growth, increase managerial capability and readiness. Through these programs we ensure our people feel valued and empowered. Examples include:

- **Next Generation of Leadership Program:** A cross-functional initiative that identifies and prepare senior level potential through coaching, strategic challenges, and immersive experiences.

- **Accelerate:** A five-month cohort program designed for new people leaders to manage teams in an ever-changing environment.
- **RISE (Retain, Include, Support, Engage):** A fast-track development program tailored for emerging leaders who are individual contributors aspiring to first-level management roles.
- **Ignite Internship & Momentum Trainee Programs:** These early-career pipelines offer interns and new hires hands-on collaboration, cross-functional exposure, and leadership visibility, helping us maintain speed and engagement across the enterprise.

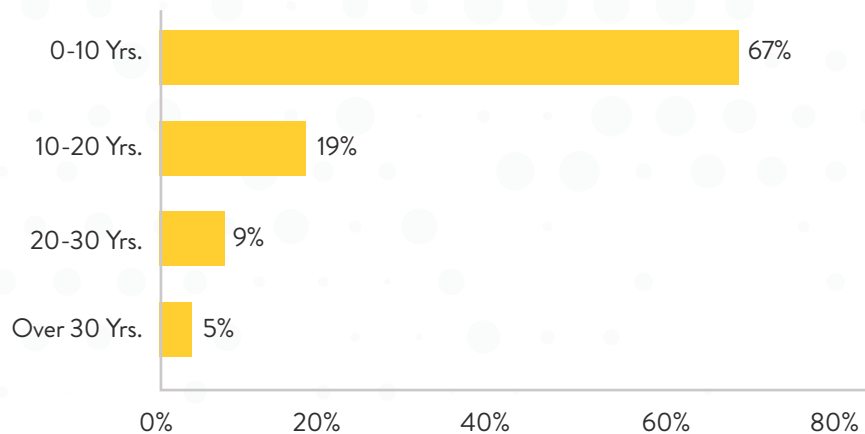


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EMPLOYEE RETENTION IS A PRIORITY

We had 2,800 employees at year-end 2024. Of these, 1,300 are primarily home-based; 810 are in our regional offices; and the remainder were in our corporate office. Our Flexible Work Location Policy requires most office-based non-management employees to be in their assigned office 40% of the time. Our 2024 employee turnover rate was approximately 10%, compared to approximately 11% in 2023. Employees with over 20 years of service represented approximately 14% of our workforce.

Breakdown of Employee Base by Tenure at Selective



DISTRIBUTION PARTNERS AND VENDORS

In addition to enhancing engagement and inclusion initiatives within the company, we are also committed to highlighting the importance of engagement and inclusion to various stakeholders – including customers, distribution partners, vendors, and our communities. Recent programs have included:

PROCUREMENT PROGRAM

Selective recognizes the importance of a resilient supply chain to maintaining the continuity of our operations. Our procurement program is designed to engage the best suppliers who share our values of trust, integrity, inclusion, and service excellence. Selective provides an opportunity for all suppliers to compete for the goods and services we procure.

Selective seeks to maximize goods and services procurement opportunities by soliciting competitive bids and proposals from a wide pool of suppliers. Selective's Procurement Department will determine the most appropriate method to obtain the best value for procured goods and services, including requests for proposals, previously negotiated rates, reverse auctions, quote requests, or discovery postings.

SELECTIVE EMERGING AGENTS PROGRAM

This agency focused program provides emerging independent insurance agencies access to educational opportunities, access to capital, networking, and growth scaling opportunities for agency principals.



COMMUNITIES

THE SELECTIVE INSURANCE GROUP FOUNDATION

We strive to make a positive philanthropic difference in the moments that matter. The Selective Insurance Group Foundation coordinates donations of time, money, and resources to important causes. Our 2024 contributions included \$978,900 donated to non-profit organizations throughout our geographic footprint, 76% of our philanthropic giving direct to community-based charities that support local residents, \$135,750 matched gifts increasing the impact of donations made by employees and President's Club-level agents, and 5,300 hours our employees volunteered. We provide employees one paid day off a year to do social good in their communities.

INVESTMENTS IN BRANCHVILLE LOCATION (HEADQUARTERS)

We have helped the Branchville borough create a website providing citizens and prospective employees with important information about Branchville. Through the Selective Insurance Group Foundation, we provided funds to the Branchville Hose Company No. 1, enabling their purchase of a new fire truck to support the borough and our 300,000-square-foot facility. We also provided funding to the borough for a new playground on their borough hall property.



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A FOCUS ON OVERSIGHT, ETHICS, AND INTEGRITY

We are committed to holding ourselves to the highest ethical standards and serving as an excellent business partner to our policyholders and distribution partners. Our independent Board of Directors oversees our many senior management-led initiatives. We are transparent about our employee and management compensation, linking our annual and long-term incentive programs to financial and operating metrics and strategic initiatives.



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ETHICS AND ANTI-CORRUPTION POLICIES

We have robust ethics and anti-corruption policies. We provide mandatory online interactive training on our Code of Conduct, Practical Ethics in the Workplace, and Understanding and Preventing Sexual Harassment. Additionally, we have robust policies and protocols for critical areas such as data privacy and cyber risk mitigation.

Our Code of Conduct: Selective has a Code of Conduct that establishes ethical principles that apply to all Selective personnel, including executive officers. We use our Code to enforce some of our core values by:

- Identifying the steps to be taken when faced with a possible or actual conflict of interest;
- Providing various resources to report actual or suspected acts of unethical or illegal conduct;
- Mandating ethical business conduct among all staff and board members. Failure to acknowledge policies and complete related training results in immediate termination of access to our company's information systems.

Our policy acknowledgment and training programs include:

- Conflict of Interest Policy and Disclosure Form
- Code of Conduct
- Insider Trading Policy
- Workplace Safety and Security Policy
- Preventing Sexual Harassment
- Expense Policy Handbook
- Written Information Security Program
- Records and Information Management Policy

Reporting suspected Code of Conduct violation: All Selective employees and Board members are directed to raise any suspected Code of Conduct violation or any concern they may have. Concerns can be channeled through the following confidential or discrete methods:

- Reporting through our Ethics and Compliance Helpline by voicemail or web form, monitored by the General Counsel and Chief Compliance Officer, the Chief Audit Executive, and the Chairperson of the Audit Committee of the Board of Directors; and
- Directly contacting our General Counsel and Chief Compliance Officer, Chief Audit Executive, Audit Committee Chairperson, or Chief Human Resources Officer.

We log all reported, suspected Code of Conduct violations in a database, and they are tracked until resolution. The Legal and/or Internal Audit Departments investigate these reported matters with the assistance of uninvolved management in the reported area.

All employees acknowledge the Code of Conduct annually and participate in training on its content.

Establishing a Code for our Suppliers: We have established a supplier code that highlights our beliefs, values, and expectations, holding our vendors to high standards.

Securing our Business: Data Privacy and Governance: Selective's Corporate Ethics and Compliance Program's Privacy and Data Security Policy provides baseline standards for protecting personal information and sensitive corporate information. Selective implements these standards without limitation through:

- Comprehensive information security policies, standards, and procedures subject to ongoing testing, self-assessment, and revision, including periodic review by our internal audit department and input from third-party experts;
- Designated individuals in senior roles who lead our data security team;
- Technology intended to help safeguard information and systems and monitor events;
- Mandatory employee training, testing, and awareness programs;
- Active monitoring of data security risks by our enterprise-wide risk management group and senior leadership team; and
- Robust initial assessment of third-party vendors' information security practices and ongoing periodic security assessment and risk mitigation initiatives for third-party hosted applications.

Data Privacy Policy: Selective uses personal information to conduct our business including to underwrite insurance policies and adjust claims. We understand and appreciate the trust our customers and others place in us to protect that information. Our Chief Compliance Officer is responsible for overseeing our data privacy policies and protocols.

Cyber Security Remains a Critical Area of Focus: We recognize the significant impact cyber-attacks could have on our stakeholders, including our customers, distribution partners, vendors, investors, and our business. Consequently, we make multi-year investments in cybersecurity. We believe our cybersecurity program positions us well to safeguard our systems and entrusted information. We work with carefully selected industry-leading security consulting and technology partners and follow security-minded design principles, including "defense-in-depth." Our Executive Risk Committee oversees the cybersecurity team and works with our ERM function on business alignment and

cybersecurity insurance procurement. The Risk Committee of our Board of Directors regularly engages with our Executive Risk Committee to provide cybersecurity oversight. Our cybersecurity program balances responsiveness to rapidly changing threats with ensuring long-term results. It focuses on the following strategic priorities:

- Continued maturity of Governance, Risk & Compliance and Identity & Access Management functions;
- Invest in threat intelligence, detection, and automation to counter evolving cyber risks;
- Expand application security and asset management processes; and
- Increase business alignment through operating committees and security champions programs.

SUSTAINABILITY COMMITTEE AND GOVERNANCE

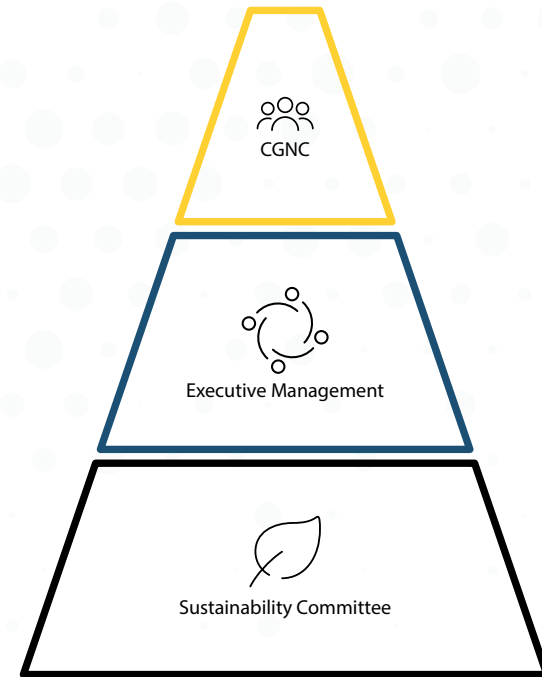
Our Sustainability Committee, consisting of employees and leaders from across the organization, is responsible for sustainability-related strategic initiatives, with oversight from senior management, Selective’s Board of Directors, and its Corporate Governance and Nominating Committee (“CGNC”).

SELECTIVE’S SUSTAINABILITY OVERSIGHT AND MANAGEMENT

The Board delegated oversight of sustainability to the Board’s **CGNC** committee. Governance and Nominating Committee. Risks related to sustainability are allocated among the Board’s committees consistent with their charters. Management’s Sustainability Committee (discussed below) updates the Executive Leadership Team and CGNC committee on sustainability-related strategic initiatives. Corporate Governance and Nominating Committee members offer valuable insights based on their sustainability-related knowledge and experience. The Corporate Governance and Nominating Committee regularly reports to the full Board on sustainability matters.

The **executive management** team oversees the organization’s sustainability efforts. The Sustainability Committee provides quarterly reports on relevant initiatives to the executive management team, which provides feedback and oversight on those initiatives.

The **Sustainability Committee** is a management committee, comprised of leaders and employees from the Underwriting, Claims, Legal, Finance, Risk, Internal Audit, and Human Resources Departments. A sustainability manager coordinates its activities. The Sustainability Committee is responsible for developing plans and objectives for sustainability-related initiatives and providing reports to executive leadership and the Corporate Governance and Nominating Committee. The Sustainability Committee’s primary purpose is to assist management in developing strategies and goals to integrate sustainability into the organization’s business objectives.



APPENDIX

SELECTIVE EEO-1 DATA AS OF DECEMBER 31, 2024

(Actual Employee Count)	Male					Female					Total				
Job Categories	White	Black	Hispanic/ Latino	Asian	Other	White	Black	Hispanic/ Latino	Asian	Other	White	Black	Hispanic/ Latino	Asian	Other
Executives/ senior level managers	86	4	0	11	1	49	2	5	6	0	135	6	5	17	1
First/ mid-level managers	150	9	5	12	3	145	16	9	9	3	295	25	14	21	6
Professionals	562	46	29	85	23	620	109	36	38	20	1,182	155	65	123	43
Sales workers	119	2	6	2	4	125	2	8	6	2	244	4	14	8	6
Administration support	62	11	17	5	4	256	71	21	3	5	318	82	38	8	9
Other	3	0	2	0	0	0	0	0	0	0	3	0	2	0	0
Total	982	72	59	115	35	1,195	200	79	62	30	2,177	272	138	177	65

(Percentage of Employees)	Male					Female					Total				
Job Categories	White	Black	Hispanic/ Latino	Asian	Other	White	Black	Hispanic/ Latino	Asian	Other	White	Black	Hispanic/ Latino	Asian	Other
Executives/ senior level managers	52%	2%	0%	7%	1%	30%	1%	3%	4%	0%	82%	4%	3%	10%	1%
First/ mid-level managers	42%	2%	1%	3%	1%	40%	4%	2%	2%	1%	82%	7%	4%	6%	2%
Professionals	36%	3%	2%	5%	1%	40%	7%	2%	2%	1%	75%	10%	4%	8%	3%
Sales workers	43%	1%	2%	1%	1%	45%	1%	3%	2%	1%	88%	1%	5%	3%	2%
Administration support	14%	2%	4%	1%	1%	56%	16%	5%	1%	1%	70%	18%	8%	2%	2%
Other	60%	0%	40%	0%	0%	0%	0%	0%	0%	0%	60%	0%	40%	0%	0%
Total	35%	3%	2%	4%	1%	42%	7%	3%	2%	1%	77%	10%	5%	6%	2%