



2020 ANNUAL REPORT

2020 YEAR IN REVIEW

The year 2020 was full of incredible challenges and inspiring perseverance. Throughout, we demonstrated our primary purpose and value – making our policyholders and communities safer and restoring lives and businesses after an insured loss. We prioritize our customers, distribution partners, and employees, and are committed to providing them the support, assistance, and services they need. In 2020, this included providing customers with risk management solutions for their pandemic-induced evolving business models, virtual safety management and claims services, premium credits, flexible payment plans, and technology enhancements that make it easier to connect anytime and anywhere. We put people first and are stronger for it.



About Selective

Selective Insurance Group, Inc. is a New Jersey holding company for ten property and casualty insurance companies. Selective is the 38th[†] largest property and casualty company in the U.S. and rated “A” (Excellent) by AM Best Company. We are dedicated to serving our customers’ unique insurance needs through customized risk management solutions and value-added services. In collaboration with our distribution partners, we offer standard and specialty insurance to businesses, public entities, and individuals through the following segments:

- **Standard Commercial – 80% of business**

Selective provides commercial insurance to more than 80 industry segments through our Strategic Business Units that include Contractors; Mercantile and Service; Community and Public Services; Manufacturing and Wholesale; and Bonds. Unique risk management solutions, safety management expertise, customer-centric claims service, and a commitment to superior customer service position Selective as the carrier of choice for business insurance.

- **Standard Personal – 11% of business**

Selective offers a number of customizable insurance solutions for drivers, renters, and homeowners. In addition, Selective is the 3rd[^] largest Write Your Own (WYO) carrier in the National Flood Insurance Program, providing flood building and contents coverage to homeowners and businesses across all 50 states.

- **Excess & Surplus – 9% of business**

Selective offers Excess and Surplus Lines property, general liability, and inland marine products coverage through wholesale agents and brokers to customers in targeted industry segments, including artisan and general contractors; restaurants, bars and taverns; and vacant properties and habitation.

SELECTIVE
BE UNIQUELY INSURED®

* Non-GAAP (U.S. Generally Accepted Accounting Principles) operating income, non-GAAP operating income per diluted common share, and non-GAAP operating return on common equity are non-GAAP measures. Refer to the section entitled, “Financial Highlights of Results for Years Ended December 31, 2020, 2019, and 2018” in Item 7. “Management’s Discussion and Analysis of Financial Condition and Results of Operations.” in the Company’s Annual Report on Form 10-K for the fiscal year ended December 31, 2020 for a reconciliation of the non-GAAP measures to the equivalent GAAP measures.

† According to AM Best Company Top 200 U.S. Property/Casualty Writers, ranked by 2019 net premiums written.

^ According to SNL Financial based on 2019 data.

2020 FINANCIAL HIGHLIGHTS

(\$ in millions, except per share data)

2020

2019

% or Point Change
Better (Worse)

Insurance Operations

Net premiums written	\$2,773.1	\$2,679.4	3%
Combined ratio	94.9%	93.7%	(1.2) pts
Underwriting gain after-tax	\$107.7	\$129.6	(17)%
Return on common equity from insurance operations after-tax	4.6%	6.5%	(1.9)%

Investments

Net investment income after-tax	\$184.6	\$181.2	2%
Net realized and unrealized investment (losses) gains after-tax	(\$3.3)	\$10.5	(132)%
Total invested assets	\$7,505.6	\$6,688.7	12%
Invested assets per dollar of common stockholders' equity	\$2.96	\$3.05	(3)%
Annual after-tax yield on investment portfolio	2.6%	2.9%	(0.3) pts
Return on common equity from net investment income after-tax	7.8%	9.1%	(1.3) pts

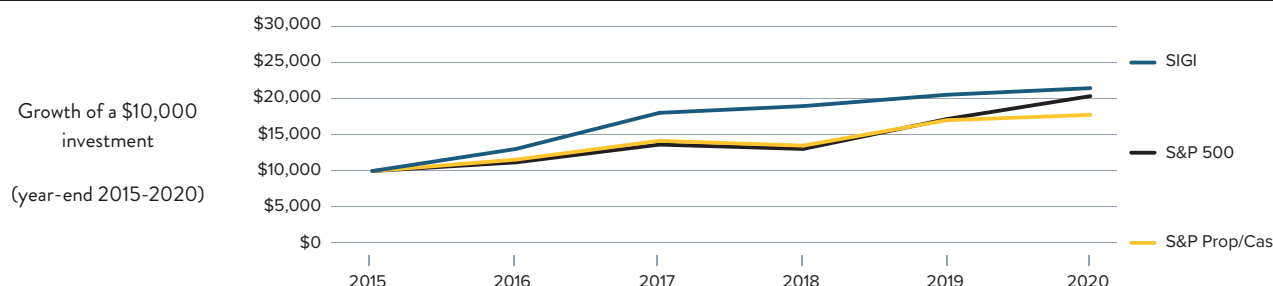
Summary Data

Total revenues	\$2,922.3	\$2,846.5	3%
Net income available to common stockholders	\$246.4	\$271.6	(9)%
Return on common equity	10.4%	13.6%	(3.2) pts
Non-GAAP operating income*	\$249.7	\$264.4	(6)%
Non-GAAP operating return on common equity*	10.5%	13.3%	(2.8) pts
Operating cash flow as % of net premiums written	20.0%	17.8%	2.2 pts
Total assets	\$9,687.9	\$8,797.2	10%
Stockholders' equity	\$2,738.9	\$2,194.9	25%
Common stockholders' equity	\$2,538.9	\$2,194.9	16%

Per Common Share Data

Diluted net income available to common stockholders	\$4.09	\$4.53	(10)%
Diluted non-GAAP operating income*	\$4.15	\$4.40	(6)%
Dividends to common stockholders	\$0.94	\$0.83	13%
Common stockholders' equity	\$42.38	\$36.91	15%

AVERAGE ANNUAL RETURN



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2020 ANNUAL REPORT SHAREHOLDER LETTER

The year 2020 presented what will likely go down in history as one of the most significant tests for Selective and our industry, and we are extremely proud of how we performed against this backdrop. From a financial standpoint, we generated our seventh consecutive year of double-digit non-GAAP operating returns on average common equity ("ROE"), continuing a track record of consistent superior performance that puts us among an elite group of property and casualty insurance peers. But of equal importance, we came together as a company and helped our customers, distribution partners, and communities navigate through unprecedented challenges including the COVID-19 pandemic and a record frequency of catastrophe (CAT) losses, that caused widespread loss and suffering.

As an insurance company, we see Selective's primary purposes as:

1. helping customers put their lives and businesses back together after suffering an insured loss;
2. making our customers and communities safer; and
3. supporting economic expansion by providing protection against unexpected loss that allows businesses to invest in growth.

The year's events helped reinforce — more than ever — our value proposition to our customers, distribution partners, and communities.

Our success would not have been possible without the exceptional dedication of our employees, who seamlessly pivoted to a virtual workplace and remained committed despite the challenging environment. Building a highly engaged team of employees and leaders has long been one of our core strategic imperatives. We firmly believe that creating a culture centered on the values of diversity, equity, and inclusion (DE&I) is essential to enable employees to contribute at their highest levels, while enhancing innovation and creativity. We took a number of steps during 2020 to raise awareness around DE&I within the company, as well as increase the level of diversity at all levels within the organization. By working towards the benefit of all of our stakeholders, we believe we will reward our shareholders with sustained superior financial and operating performance over time.

SETTING A HIGH BAR AND DELIVERING SOLID PERFORMANCE:

Selective continued to excel on all fronts in what was clearly a very challenging year. Overall, net premiums written (NPW) were up 3% in 2020, which was negatively impacted by approximately four percentage points due to COVID-19-related events. Our combined ratio was an excellent 94.9% for the

year despite COVID-19-related impacts and 8.0 points of CAT losses that were 4.5 points above our expectations. A tailwind of rising commercial lines industry pricing allowed us to generate overall renewal pure pricing in line with expected loss trend. In addition, we increased retention rates and new business volumes, which is truly a testament to our franchise distribution partner relationships, superior underwriting capabilities, and excellent

customer service. Thanks to the hard work of our best-in-class distribution partners and talented employees, we generated an overall ROE of 10.4% and non-GAAP operating ROE of 10.5%.

Each year, we set a high bar by establishing a non-GAAP operating ROE target that is well above our estimated weighted average cost of capital — one that challenges us to perform at our best and aligns our incentive compensation structure with shareholder returns. For 2021, we have established a non-GAAP operating ROE target of 11%, close to 400 basis points over our current estimated weighted average cost of capital.

Some of our key achievements in 2020 included:

- Generating a solid 10.5% non-GAAP operating ROE, our seventh consecutive year of double-digit non-GAAP operating ROEs — an outstanding achievement in our industry;

- Continuing our decade-long track record of achieving commercial lines renewal pure price increases that have matched or exceeded expected loss trend;
- Delivering strong premium growth — driven by higher retention rates, greater new business volumes, and price increases;
- Developing and implementing new technologies such as MarketMax®, a distribution partner-facing platform that is already contributing to new business;



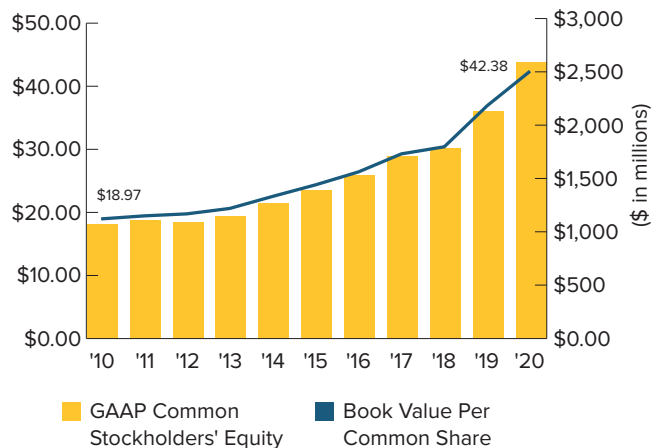
John J. Marchioni, President and Chief Executive Officer, and Gregory E. Murphy, Non-Executive Chairperson of the Board

- Optimizing our capital structure through the issuance of \$200 million of perpetual preferred stock with a dividend rate of 4.60%, and initiating an opportunistic \$100 million share repurchase authorization;
- Maintaining our superior financial strength ratings from the various agencies, including a positive outlook from AM Best Company;
- Continuing to make communities safer through advancements in our omni-channel customer experience (CX) initiatives that provide customers with proactive safety messages via their preferred method of communication. Our award-winning MySelective mobile app makes it easy for customers to view their coverages or submit a claim.
- Adding four new independent directors to our Board to enhance expertise and diversity;
- We experienced the highest volume of natural CAT events in a decade, and our team delivered the excellent claims service, investigation, and coverage analysis for which we are known. We resolved our CAT losses efficiently and quickly, helping to restore our customers' lives and businesses. By early 2021, 98% of our covered 2020 CAT losses had been fully paid and closed.
- Publishing our inaugural environmental, social, and governance (ESG) report that highlights our various sustainability efforts; and
- Driving a range of DE&I initiatives, including updating hiring, retention, and promotion practices, and adding DE&I as a performance measure and incentive compensation criteria for our leadership team.

STRONG SHARE PRICE PERFORMANCE

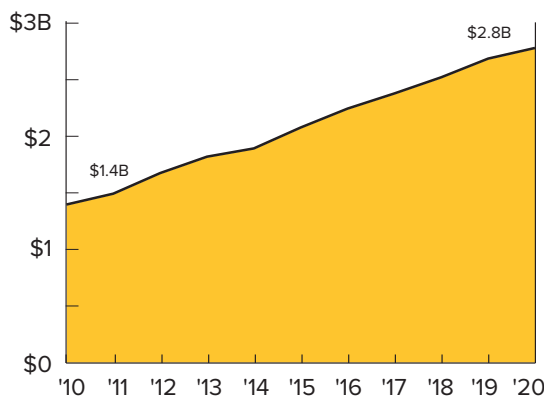
Over recent years, our strong and consistent financial results have been rewarded by the equity market, leading to solid long-term share price outperformance.

BOOK VALUE PER COMMON SHARE AND COMMON STOCKHOLDERS' EQUITY GROWTH



Selective's total 2020 shareholder return of 4.5% trailed the S&P 500 Index, which was up 18.4%, but was in line with the performance for the S&P Property and Casualty insurance index. Over the past five- and ten-year periods, Selective's shareholders experienced total returns exceeding the S&P 500 Index (five-year: 16.4% compared to 15.2%; and ten-year: 16.2% compared to 13.9%).

NET PREMIUMS WRITTEN



MANAGEMENT TRANSITION AND ADDITION OF NEW MEMBERS TO OUR BOARD OF DIRECTORS

On February 1, 2020, I assumed responsibility as Chief Executive Officer, having served as President and Chief Operating Officer since 2013. After 20 years as Chief Executive Officer, Gregory Murphy transitioned into the role of Executive Chairperson, providing invaluable guidance and advice over the past year. Greg has now been appointed Non-Executive Chairperson of the Board. In September, we announced the appointment of four new members to our Board of Directors, reflecting our commitment to enhancing diversity, building a culture of innovation and creativity, and delivering a superior customer experience. Each new independent director brings tremendous breadth of experience in a wide range of fields, including sales, digital marketing, branding, finance, and Fintech. We are delighted to welcome Ainar D. Aijala, Jr., Lisa Rojas Bacus, Wole C. Coaxum, and Stephen C. Mills to our Board.

– John Marchioni

EXECUTION ON STRATEGIC PRIORITIES

Our steadfast focus on execution of our strategic objectives has been instrumental in generating our strong operating and financial performance. Some of our key initiatives include:

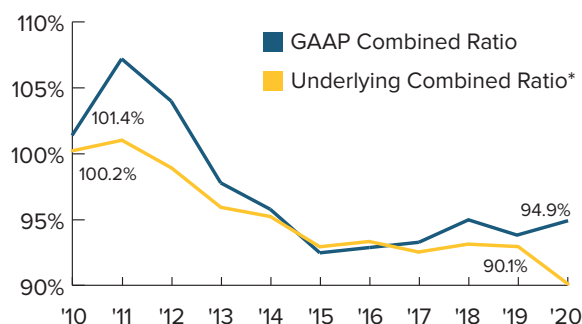
- **Growing premium and profit:** In recent years, we have generated above-average premium growth in conjunction with industry-leading profitability. This track record has been enabled by strong relationships with our distribution partners, superior underwriting tools and technologies, and a culture of underwriting discipline. We are proud of our track record of achieving price increases that have consistently matched or exceeded loss trend over the past decade. We manage renewal pure pricing on a granular basis, targeting accounts that we feel are not priced commensurate with future profitability expectations, allowing us to successfully balance our profitability and growth objectives.
- **Positioning our business for long-term growth:** Our long-term growth objectives include appointing distribution partner relationships that control approximately 25% of the premium in the states where we write business, and obtaining a 12% share of commercial lines premiums across those relationships. Within our current footprint, this translates to a 3% commercial lines market share, providing approximately \$3 billion in additional premium opportunity without having to stretch our underwriting appetite or shift our risk profile. We currently have approximately 1,400 retail distribution partners with over 2,400 storefronts. In 2020, we appointed 90 new distribution partners. Our growth through greenfield expansion has proven very successful, including the most recent extension of our footprint into New Hampshire and the Southwest states of Arizona, Colorado, Utah, and New Mexico. Over the next two years, we are likely to further expand our geographic footprint, with rollouts of our product expected in Vermont, Alabama, and Idaho, pending regulatory approval.
- **Enhancing underwriting capabilities and operating efficiencies with sophisticated tools and technologies:** We are focused on providing our underwriters with best-in-class tools and technologies that enable them to make better decisions faster. We have deployed a workflow management tool, which includes automated

data retrieval and pre-fill, and meaningfully improves underwriting efficiency and exposure analysis. Our agency-facing MarketMax[®] tool has been rolled out to 250 of our distribution partners so far. It continues to show meaningful potential to generate leads and new business opportunities for us. We are also early in the rollout of a new agency interface for small business, designed to dramatically streamline the quoting and issuance process for this key component of our business. For our excess and surplus lines (E&S) segment, our enhanced automation platform was rolled out for new business in late 2020, enhancing our competitive position in this market.

- **Establishing Selective as a leader in customer experience:** One of our major strategic initiatives has been to deliver a superior omni-channel customer

experience, creating a differentiated value proposition for our customers and distribution partners. Our self-service and digital-service offerings allow customers to engage us 24 / 7 – in their chosen manner. Our redesigned MySelective mobile app has received a number of awards and accolades. Our Safety Management and Claims organizations have also implemented technologies and services that have enabled us to deliver exceptional customer service in a virtual environment. Customer surveys conducted in 2020 suggest we have been able to deliver the same high level of service in a virtual environment.

COMBINED RATIOS



The achievement of our targeted strategic initiatives has contributed to strong GAAP and underlying combined ratios.

*Underlying combined ratio excludes catastrophe losses and prior year casualty reserve development.

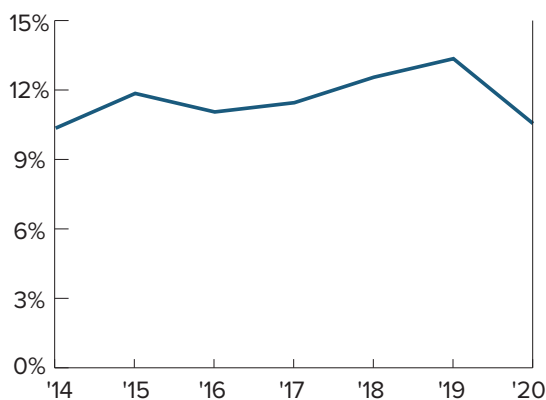
- **Investing in developing talent and culture that will carry us into the future:** Building a highly engaged team of employees and leaders has long been a key strategic priority in achieving our goal of generating superior operating and financial performance over time. We have invested considerably in enhancing our employees' talent and capabilities to empower them to assume leadership roles in the future. We have implemented several initiatives to increase diversity at all levels within the organization, including changes to hiring, retention, and promotion practices. We have also made our senior leaders accountable for promoting DE&I initiatives within the Company, including through performance evaluation and compensation metrics. We are committed to promoting a welcoming culture that celebrates diverse talent, individual identity, and different points of view — and empowers employees to contribute new ideas that support our continued and growing success.

2020 FINANCIAL RESULTS

We generated net income of \$246 million (\$4.09 per diluted share) and non-GAAP operating income of \$250 million (\$4.15 per diluted share). Net premiums written were up 3% compared with the prior year to \$2.8 billion, including approximately four percentage points of negative impact from COVID-19. Our 94.9% combined ratio included 8.0 points of CAT losses, which were well above our 2020 expectation of 3.5 points. Investment performance was a solid contributor to the strong financial results this year despite significant market volatility. Going into 2021, our balance sheet remains extremely strong with a record \$2.7 billion of stockholders' equity and a conservative 16.7% debt-to-capitalization ratio. We increased our quarterly shareholder dividend by 9% in 2020, and our Board authorized a \$100 million share repurchase program. We issued \$200 million of perpetual preferred stock at a dividend rate of 4.60%, as we sought to optimize our capital structure and cost of capital. A summary of our results by segment are included below:

- **Standard Commercial Lines:** Standard commercial lines business, which accounts for 80% of total NPW, had another excellent year, with NPW up 4% compared with the prior year, and a 92.9% combined ratio. The underlying combined ratio (excluding CAT losses and prior-year casualty reserve development) was 91.4%. Results benefited from continued strong profitability in larger lines such as general liability and workers compensation, and improvement in the commercial auto line.
- **Standard Personal Lines:** Personal lines business accounts for 11% of total NPW, and had a challenging year due to elevated CAT losses, generating a 105.2% combined ratio. The underlying combined ratio was a 79.3%. NPW was down 3% compared with the prior year to \$295 million, driven by increased competition. In 2020, we narrowed our focus to the mass affluent customer

NON-GAAP OPERATING RETURN ON COMMON EQUITY*



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who is less price sensitive and derives greater value from unique insurance solutions. This strategy optimizes our focus on the alignment of product, customer service, and technology capabilities. The flood business within our personal lines segment is written on behalf of the government-backed National Flood Insurance Program, and generated attractive fee income that helped the results of this segment.

- **Excess & Surplus Lines:** The E&S segment, which accounts for 9% of total NPW, generated 4% premium growth and a 99.9% combined ratio for the year. CAT losses impacted the combined ratio by 8.4 points in 2020, which was 6.0 points higher than the prior year. The underlying combined ratio was a strong 91.5%. We have made substantial progress in recent years to improve the profitability of this business through targeted pricing and underwriting actions. We will continue to operate this business opportunistically, focusing on achieving adequate margins, while allowing the top line to vary depending on market conditions. Our new E&S automation platform – rolled out for new business in late 2020 – should help drive premium growth.

CONCLUSION

Our strong financial and operating performance would not be possible without the contributions of our outstanding employees, who performed their roles with utmost dedication during challenging times, and our best-in-class distribution partners. By setting a high bar for ourselves in serving the needs of our customers, distribution partners, and the communities we serve, we strive to build a sustainable platform that will be an industry leader for years to come. Our competitive advantages of (i) a unique field model enabled by sophisticated tools and technology, (ii) true franchise value with our distribution partners, and (iii) superior customer experience delivered by our talented employees, are true differentiators in the marketplace, and help drive our financial outperformance. Selective is in its strongest financial and strategic position ever, and we expect to continue to execute on achieving our objectives in the coming years.

John J. Marchioni
President and
Chief Executive Officer

Gregory E. Murphy
Non-Executive Chairperson
of the Board

WHO WE ARE, WHERE WE ARE

OUR COMPETITIVE ADVANTAGES

By setting a high bar for ourselves in serving the needs of our customers, distribution partners, and local communities, we strive to build a sustainable platform that will be an industry leader for years to come. Our competitive advantages are true differentiators in the marketplace, and help drive our financial performance.



Unique field model enabled by sophisticated tools and technology

Selective's empowered and dynamic field model — comprised of underwriting and safety management personnel who are located in the geographic territories they serve and a claims operation organized regionally by claims specialty with local resources who manage our customer relationships — is key to our agency value proposition and underwriting quality. Our field experts apply a data-driven approach using sophisticated tools for our underwriting and pricing practices to effectively deliver unique products and services to our customers and distribution partners.



Superior customer experience delivered by dedicated employees

Selective's more than 2,400 employees are our most important asset and key to our continued success. Through them — and in collaboration with our distribution partners — we deliver our brand promise to provide unique insurance solutions. By creating customized solutions, value-added services, and an exceptional 24 / 7 omni-channel service experience, we are able meet customers' unique needs and rising expectations.



True franchise value with best-in-class distribution partners

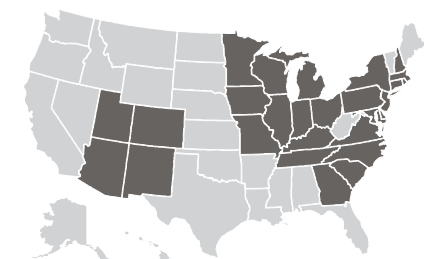
Selective works closely with approximately 1,400 retail and 90 wholesale distribution partners to build strong relationships and deliver exceptional service to our shared customers. We are committed to our distribution partners' success and provide them with the tools, products, services, and resources to prosper and build their market share. We will continue to appoint high-caliber and diverse distribution partners to drive profitable growth and expand our geographic footprint.

SUSTAINABLE PROFITABLE GROWTH

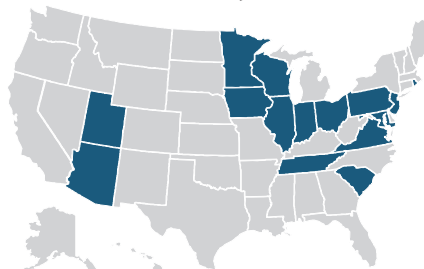
Sustainable growth creates long-term value for our customers, distribution partners, employees, and shareholders. In 2021, we will resume our geographic expansion program and plan to make our unique insurance solutions available to businesses in Vermont, Alabama, and Idaho next year, pending regulatory approval. This initiative advances our long-term growth plans and supports our long-term objective to achieve a 3% market share in our Standard Commercial Lines footprint states. To accomplish this, we are working with our distribution partners to increase their market share to at least 25% of their state's available premium and grow our share of their business to 12%.

OUR FOOTPRINT

Selective delivers customized risk management solutions to address the unique needs of current and future customers in the following states:

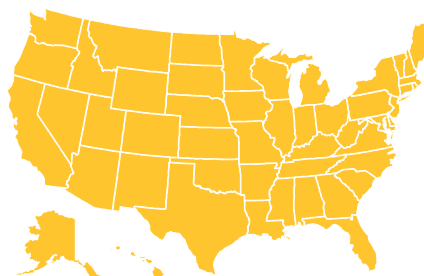


Standard Commercial (27 states and the District of Columbia)



Standard Personal† (15 states)

† Flood Insurance available in all 50 states



Excess & Surplus (50 states)

OUR CUSTOMER-FOCUSED SERVICES

We maintain a relentless focus on our customers to ensure we serve their unique needs with customized solutions and value-added services.

✓ Self-Service Capabilities

43% of customers are registered on Selective.com and the MySelective mobile app to access tools and information. This improved service experience lets customers view their policy, report a claim, pay their bills, and access auto insurance cards.

✓ Refreshed MySelective

4.6-star app store rating (up from 2.6) on a 5-pt scale. The MySelective mobile app was updated in 2020 with an improved design, enhanced functionality, and streamlined information to make it easier for customers to manage their accounts on-the-go.

✓ Proactive Communications

65% of customers have opted in to receive email messages that provide valuable information. In 2020, we sent timely messages to keep customers informed and connected, including inclement weather and safety alerts, billing notices, and claims handling updates.

✓ Safety Services

To help ensure the safety of our customers, we offer risk evaluation assessments, online educational resources, thermographic infrared surveys, and much more. In addition, several employees have earned the esteemed Praesidium Guardian Certification, with 42 more from across the company expected to graduate by mid-2021, to provide expert advice and help organizations prevent or mitigate abuse or molestation of vulnerable children and adults.

✓ Live Chat

Live chat sessions on Selective.com and the MySelective mobile app helped customers and distribution partners quickly and conveniently get answers to address their billing, payment, and self-service questions.



MySelective was recognized with the Platinum Award for “Best Mobile Design” from the Best Mobile App Awards 2020 Summer Awards.



Through a health pandemic, economic hardships, and some of the worst catastrophes in the past decade, Selective has remained dedicated to serving customers, distribution partners, and employees. The year 2020 underscored the importance of our work and the value of the investments we've made in customer experience that allow us to truly shine for our customers.

- ✓ Cybersecurity tools and resources, including free access to online training modules, helped protect customers and distribution partners against the rise in cyber crime during the pandemic.
- ✓ Analysis of Voice of the Customer surveys provided insights into customer sentiments to ensure we actively addressed their areas of concern related to the pandemic.
- ✓ 52% of all safety management evaluations were conducted virtually to identify risks without risking anyone's health. Customized safety solutions help businesses, public entities, and individuals prevent and/or minimize losses.
- ✓ 24 / 7 omni-channel service experience ensured that customers and distribution partners had access to the information they needed when they needed it.

A UNIQUE

SUPPORTING OUR EMPLOYEES

Selective's commitment to our employees during the pandemic has been demonstrated by a quick transition to an almost entirely remote work environment, frequent communication, including regular town halls with our President and Chief Executive Officer, and surveys to inform strategies to best support our employees' various personal and professional needs.

- ✓ In March 2020, we seamlessly transitioned all 2,400+ employees to work from home.
- ✓ Equipped all employees with technology and enhanced collaboration tools to make it easier to work from home and stay connected.
- ✓ Enabled flexible work schedules to help employees balance their personal and professional commitments.
- ✓ Launched a working caregiver employee resource group to bring together employees seeking support, guidance, and friendship to balance their work and home life.
- ✓ Increased communications and hosted monthly town hall events to address employees' questions and keep them informed.



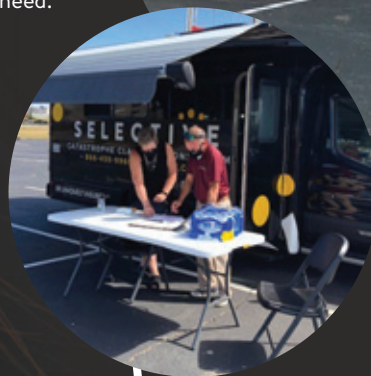
A record-level of natural catastrophic events devastated communities throughout 2020, making it the worst year in the past decade for weather disasters. Our core company value – service excellence – underscores our commitment to responding to our customers promptly and with empathy, especially after experiencing a covered loss.

- ✓ SWIFTClaim® (or “Service With Improved Fast Tracking”) saved valuable time and effort to help customers get their payments quickly.
- ✓ Strict safety protocols were established for claims inspections that needed to be conducted in-person.
- ✓ Multiple technologies were deployed to enable claims inspections to be conducted virtually.
- ✓ Increased communication with customers to keep them up to date on the processing of their claims through their satisfactory conclusion.

RESPONSE

SERVICE EXCELLENCE IN ACTION

Despite the magnitude of catastrophic weather events in 2020, 98% of the reported losses were fully paid and closed by early 2021. Selective deployed its Catastrophe Response Van (aka the CAT Van) to eight regional areas hit hard by natural disasters to help impacted customers in need. This physical representation of our dedication to serving customers, distribution partners, and communities is staffed with employees who can assist with field inspections, claims questions, and issuing manual checks.



The CAT Van made stops from South Carolina up through New England immediately after Hurricane Isaias and throughout the Midwest to help customers impacted by the derecho event.

LEADING WITH PURPOSE

Selective is committed to serving our customers responsibly, helping the communities in which we operate, enabling the professional success of our employees, maintaining the highest levels of ethics and integrity, and protecting the environment.

SUPPORTING THE ENVIRONMENT

We strive to create a sustainable workplace for our employees, our community, and our planet, with an objective towards preserving our environment for future generations. As a property and casualty insurance company, we understand risks associated with climate change and the threat of increased frequency and severity of large catastrophic losses.



We will not make any new direct debt or equity investments in companies that generate more than 30% of their revenues from thermal coal mining or energy production from coal.



Our solar farm at our corporate headquarters generates four million kWh of power annually that we sell to others.



We reduced our use of natural resources through energy-efficient LED lights in our corporate headquarters and regional offices and automatic plumbing fixtures that minimize water usage.



We decreased paper usage in our offices and transitioned 27% of customers to paperless insurance policies, a take-up rate well ahead of insurance industry benchmarks.

BUILDING THE LEADERS OF TOMORROW

Our future success depends on our ability to attract and retain the best talent and build a diverse and inclusive workforce that fosters innovation, inspiration, and community.

We offer more than 25,000 skills training courses and resources and a variety of instructor-led training courses.

We initiated several new leadership and talent development programs and initiatives at all levels of the organization.

Our Ignite College Internship and Momentum Trainee programs create a strong pipeline of talented and diverse future employees.

We have implemented many initiatives to increase diversity at all levels within the organization, including changes to hiring, retention, and promotion practices.

Our senior leaders are held accountable for promoting diversity, equity, and inclusion initiatives, including through performance evaluations and compensation metrics.

We believe that a welcoming culture that celebrates diverse talent, individual identity, and different points of view empowers employees to contribute new ideas that support our continued and growing success.

INVESTING IN OUR COMMUNITIES

Supporting successful and thriving communities where we live, work, and serve is essential for our business. It also, simply put, is the right thing to do. Through our Selective Insurance Group Foundation and our generous employees and distribution partners, we are working to make a difference in our communities.

- ✓ We donated more than \$650,000 to nonprofit organizations in 2020 that provide health and human services, promote civic responsibility, and support home, auto, and business safety.
- ✓ We matched \$37,500 in donations made by employees and \$34,700 in contributions made by agency partners.
- ✓ We increased the number of Volunteer Days to enable employees with medical training to treat COVID-19 patients throughout the pandemic.
- ✓ We donated 400 laptops to under-resourced students in and around Cleveland, OH, to help bridge the digital divide.



HERE ARE A FEW OF THE MANY WAYS SELECTIVE EMPLOYEES MADE A DIFFERENCE DURING 2020



Frank DelVecchio, Commercial Lines Underwriter in Selective's Mid-Atlantic Region, created more than 300 face shields using his 3D printer that he delivered to nurses, retirement homes, and fire departments.



Tiffany Johnson, Large Account Underwriter in Selective's Northeast Region, sewed face masks that she delivered to her local police department.



Daniel Newman, IT Services Team Lead in Selective's Glastonbury, CT office, used his medical training to volunteer at a homeless shelter during the pandemic to treat homeless men and women afflicted with COVID-19.



Claim Supervisors **Barbara Araujo** and **Mary Beth Hutchison** in Selective's Richmond, VA office and **David Zweier**, Vice President, Project Management Office at Selective's corporate headquarters, all donated food to local hospital workers.



Employees like **Jason Bailey**, Visual Design Project Leader at Selective's corporate headquarters, and their family members built 33 bikes for children in need during the holiday season. More than 270 bikes were built and donated over the past 14 years.

MANAGEMENT TEAM



John J. Marchioni
President and
Chief Executive Officer



Shadi K. Albert
Executive Vice President
Insurance Strategy and
Business Development



Lucinda (Cyndi) Bennett
Executive Vice President
Chief Human Resources Officer



John P. Bresney
Executive Vice President
Chief Information Officer



Gordon J. Gaudet
Executive Vice President
Chief Innovation Officer



Brenda M. Hall
Executive Vice President
Commercial Lines
Chief Operating Officer



Jeffrey F. Kamrowski
Executive Vice President
MUSIC



Paul Kush
Executive Vice President
Chief Claims Officer



Michael H. Lanza
Executive Vice President
General Counsel and
Chief Compliance Officer



Vincent M. Senia
Executive Vice President
Chief Actuary



Mark A. Wilcox
Executive Vice President
Chief Financial Officer

DIRECTORS

Gregory E. Murphy 1997
Non-Executive Chairperson of the Board
Selective Insurance Group, Inc.

Ainar D. Aijala, Jr. 2020
Retired, former Senior Advisor,
Deloitte

Lisa Rojas Bacus 2020
Retired, former Executive Vice President and
Chief Marketing Officer,
Cigna

John C. Burville, Ph.D, FIA, MAAA 2006
Retired, former Insurance Consultant
to the Bermuda Government

Terrence W. Cavanaugh 2018
Independent Consultant, and retired,
former President and Chief Executive Officer,
Erie Indemnity Company

Wole C. Coaxum 2020
Chief Executive Officer,
Mobility Capital Finance

Robert Kelly Doherty 2015
Managing Partner,
Caymen Advisors and Caymen Partners

John J. Marchioni 2019
President and Chief Executive Officer,
Selective Insurance Group, Inc.

Thomas A. McCarthy 2018
Retired, former Executive Vice President and
Chief Financial Officer,
Cigna

Stephen C. Mills 2020
Retired, former President and General Manager,
New York Knicks

H. Elizabeth Mitchell 2018
Retired, former President and Chief Executive Officer,
Renaissance Reinsurance U.S., Inc.

Michael J. Morrissey, CFA 2008
Special Advisor and former President and Chief Executive Officer,
International Insurance Society, Inc.

Cynthia (Cie) S. Nicholson 2009
Advisor, former Chief Marketing Officer,
Tangelo (formerly known as Tangerine/Feed Each Other/Forkcast)

William M. Rue 1977
Chairman, Chas. E. Rue & Son, Inc.,
t/a Rue Insurance

John S. Scheid, CPA 2014
Owner, Scheid Investment Group, LLC
Former Senior Partner, PricewaterhouseCoopers LLP

J. Brian Thebault 1996
Lead Independent Director, Selective Insurance Group, Inc.
Partner, Thebault Associates

Philip H. Urban 2014
Retired, former President and Chief Executive Officer,
Grange Insurance

OFFICERS

President and Chief Executive Officer

John J. Marchioni^{1,2}

Executive Vice Presidents

Shadi K. Albert²
Insurance Strategy and
Business Development

Lucinda (Cyndi) Bennett²
Chief Human Resources Officer

John P. Bresney²
Chief Information Officer

Gordon J. Gaudet²
Chief Innovation Officer

Brenda M. Hall²
Commercial Lines
Chief Operating Officer

Jeffrey F. Kamrowski²
MUSIC

Paul Kush²
Chief Claims Officer

Michael H. Lanza^{1,2}
General Counsel and
Chief Compliance Officer

Vincent M. Senia²
Chief Actuary

Mark A. Wilcox^{1,2}
Chief Financial Officer

Senior Vice Presidents

Charles C. Adams²
Regional Manager
Mid-Atlantic Region

Allen H. Anderson²
Chief Underwriting Officer
Personal Lines

Jeffrey F. Beck²
Government and Regulatory Affairs

Teresa M. Caro²
Regional Manager
New Jersey Region

Sarita G. Chakravarthi^{1,2}
Tax and Assistant Treasurer

Thomas M. Clark²
Claims General Counsel

Christopher G. Cunniff^{1,2}
Chief Risk Officer

Fadi Elsaid²
IT Infrastructure and Operations

Joseph O. Eppers^{1,2}
Chief Investment Officer

Giunero Floro²
Chief Marketing Officer

Kevin P. Forrey²
Enterprise Delivery Services

Anthony D. Harnett^{1,2}
Chief Accounting Officer

Todd Hoivik²
Commercial Lines Pricing
and Research

Martin Hollander^{1,2}
Chief Audit Executive

Robert J. McKenna, Jr.²
Enterprise Strategy and Execution

Ryan T. Miller²
Regional Manager
Southern Region

Maria Orecchio²
Deputy General Counsel

Rohan Pai^{1,2}
Investor Relations and Treasurer

Thomas S. Purnell²
Regional Manager
Northeast Region

Erik A. Reidenbach²
Regional Manager
Heartland Region

Nathan C. Rugge²
Actuarial Reserving

Brian C. Sarisky²
Chief Underwriting Officer
Commercial Lines

Valerie Sparks²
Regional Manager
Southwest Region

¹Selective Insurance Group, Inc.

²Selective Insurance Company of America

INVESTOR INFORMATION

Annual Meeting

Wednesday, April 28, 2021 - 9:00 a.m. (ET)
Virtual format via live audiocast at
www.virtualshareholdermeeting.com/SIGI2021

Investor Relations

Rohan Pai
Senior Vice President
Investor Relations and Treasurer
(973) 948.1364
Investor.Relations@Selective.com

Dividend Reinvestment Plan

Selective Insurance Group, Inc. makes available to holders of its common stock an automatic dividend reinvestment and stock purchase plan.

For information contact:

EQ Shareowner Services
P.O. Box 64854
St. Paul, Minnesota 55164
(866) 877.6351

Registrar and Transfer Agent

EQ Shareowner Services
P.O. Box 64854
St. Paul, Minnesota 55164
(866) 877.6351

Auditors

KPMG LLP
345 Park Avenue
New York, New York 10154

Internal Audit Department

Martin Hollander
Senior Vice President
Chief Audit Executive
Internal.Audit@Selective.com

Executive Office

40 Wantage Avenue
Branchville, New Jersey 07890
(973) 948.3000

Shareholder Relations

Selective will provide by mail, free of charge, a copy of its Annual Report on Form 10-K for the year ended December 31, 2020 (not including exhibits and documents incorporated by reference), the Proxy Statement for the 2021 Annual Meeting, and the annual report and proxy materials for future Annual Meetings (once available) at your request. Please direct all requests to:

Robyn P. Turner
Vice President
Assistant General Counsel and
Corporate Secretary
(973) 948.1766
Shareholder.Relations@Selective.com

Common Stock Information

Selective Insurance Group, Inc.'s common stock trades on the Nasdaq Global Select Market under the symbol: SIGI.

Form 10-K

Selective's Form 10-K, as filed with the U.S. Securities and Exchange Commission, is provided as part of this 2020 Annual Report.

Website

Visit us at www.Selective.com for information about Selective, including our latest financial news.



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