



INVESTOR PRESENTATION

SEPTEMBER 2021

SAFE HARBOR STATEMENT

In this presentation, we make certain statements and reference other information that are “forward-looking statements” as defined in the Private Securities Litigation Reform Act of 1995 (“PSLRA”). The PSLRA provides a safe harbor under the Securities Act of 1933, as amended, and the Securities Exchange Act of 1934, as amended, for forward-looking statements that relate to our intentions, beliefs, projections, estimations, or forecasts of future events or our future financial performance. Forward-looking statements involve known and unknown risks, uncertainties, and other factors that may result in materially differing actual results. We can give no assurance that our expectations expressed in forward-looking statements will prove to be correct.

Factors that could cause our actual results to differ materially from those projected, forecasted, or estimated by us in forward-looking statements are discussed in further detail in Selective’s public filings with the United States Securities and Exchange Commission. We undertake no obligation to publicly update or revise any forward-looking statements – whether as a result of new information, future events or otherwise – other than as the federal securities laws may require.

This presentation also includes certain non-GAAP financial measures within the meaning of Regulation G, including “non-GAAP operating earnings per share,” “non-GAAP operating income,” and “non-GAAP operating return on equity.” Definitions of these non-GAAP measures and a reconciliation to the most comparable GAAP figures pursuant to Regulation G are available in our Annual Report on Form 10-K and our Supplemental Investor Package, which can be found on our website <www.selective.com> under “Investors/Reports, Earnings and Presentations.” We believe investors and other interested persons find these measurements beneficial and useful. We have consistently provided these financial measurements in previous investor communications so they have a consistent basis for comparing our results between quarters and with our industry competitors. These non-GAAP measures, however, may not be comparable to similarly titled measures used outside of the insurance industry. Investors are cautioned not to place undue reliance on these non-GAAP measures in assessing our overall financial performance.



OVERVIEW

A TRACK RECORD OF SUPERIOR EXECUTION

A Seven-Year Track Record of Double-Digit Non-GAAP Operating ROEs and Above Average Industry Growth*

2020 Non-GAAP Operating ROE of 10.5%*

27

State Footprint**

\$4.9B

**Market Cap
(as of 9/7/2021)**

90+

**Years of Financial
Strength and
Superior Execution**

\$2.8B

**2020 NPW
(up 3% Y/Y)*****

94.9%

**2020 GAAP
Combined
Ratio*****

*Refer to "Safe Harbor Statement" on page 2 of this presentation for further detail regarding certain non-GAAP financial measures.

**State Footprint refers to Commercial Lines only and includes D.C.

*** Specific COVID-19-related items lowered 2020 NPW growth by approximately four points, increased the combined ratio by 1.1 points, and lowered the non-GAAP operating ROE by 1.1 points.

OUR SUSTAINABLE COMPETITIVE ADVANTAGES

Competitive Position Enhanced by Working Towards the Benefit of all our Stakeholders

Franchise value distribution model with high-quality partners

- Enables effective management of pricing and retention
- Presents significant opportunity for profitable growth
- Agent overall satisfaction rating of 8.8/10

Unique field model enabled by sophisticated tools and technology

- Locally-based underwriting, claims, and safety management specialists
- Agile capability and excellent data analytics
- Sophisticated pricing and underwriting tools

Superior omni-channel customer experience delivered by best-in-class employees

- Total attention to customer experience
- Developing holistic solutions for 24-hour omni-channel shared experience
- Increased customer engagement
- Value-added services

SUMMARY OF OUR OPERATIONS

Commercial Lines (80% of NPW)

- Focused on disciplined growth
- Strong calendar year profitability; Commercial Auto improving, but remains an area of focus
- Drivers of results include strong new business growth and retention, and solid renewal pure price increases

Personal Lines (11% of NPW)

- Competitive dynamics hurting personal auto growth, but market appears poised for turn
- Shifting focus to “mass-affluent” market that places greater value on product and services
- Fourth largest “Write Your Own” National Flood Insurance Program writer; partial hedge for catastrophe losses

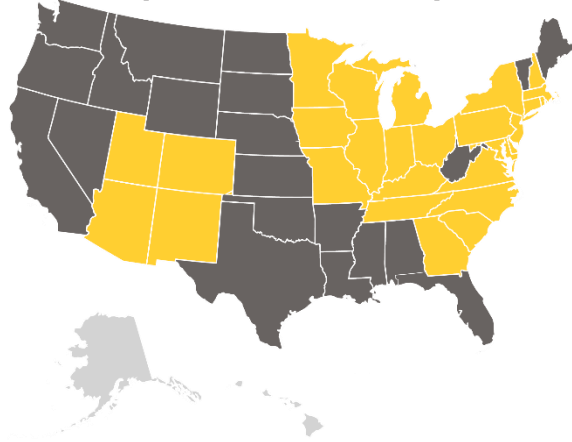
Excess & Surplus (9% of NPW)

- Focus on achieving target combined ratio; top-line will depend on market conditions
- “E&S light” product mix
- Margin improvement through targeted price increases, exiting challenged segments, and claim outcome improvements

Note: Premium breakdown as of year-end 2020

SUPER REGIONAL COMPANY WITH NATIONAL CAPABILITIES

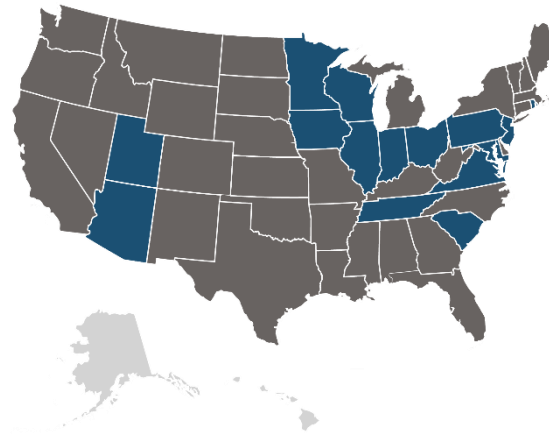
Standard Commercial (80% of NPW)



27
States & D.C.

~1,400
distribution partners

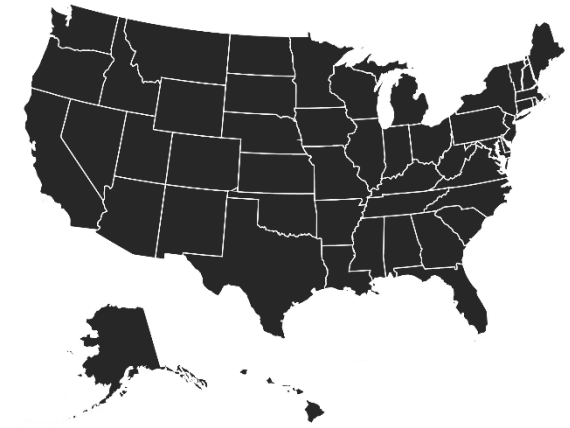
Standard Personal (11% of NPW)



15
States

~850
distribution partners
(~6,000 for WYO flood)

E&S (9% of NPW)



50
States & D.C.

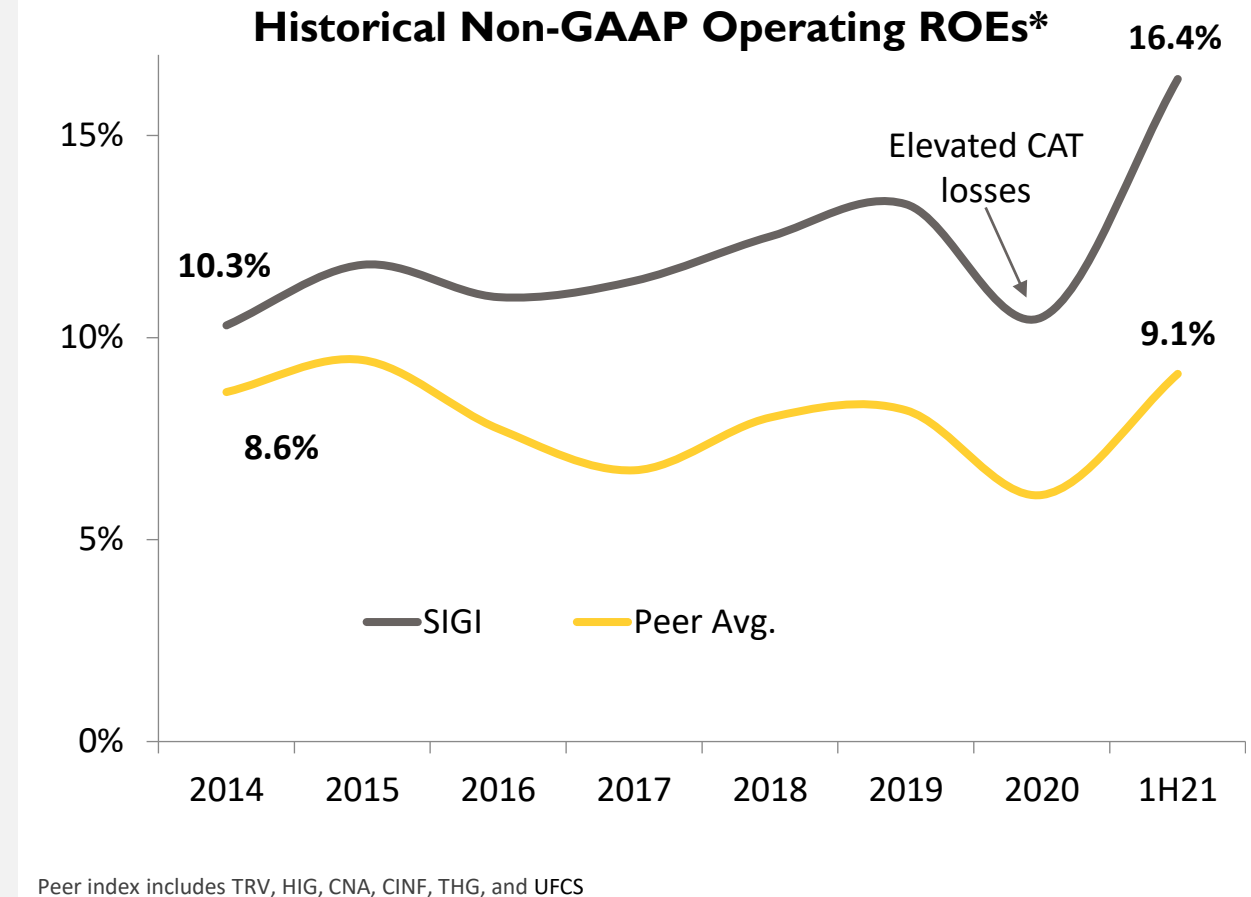
~90 wholesale
distribution partners

Note: Premium breakdown as of year-end 2020

STRONG ROE OUTPERFORMANCE RELATIVE TO PEERS

- Superior 16.4% non-GAAP operating ROE* in 1H21 driven by:
 - Solid underwriting profitability
 - Manageable CAT losses
 - Strong investment contribution
- 2020 results include elevated CAT losses
- Track record of generating ROEs well in excess of our cost of capital and peer group averages

Seven consecutive years of double-digit non-GAAP operating ROEs* averaging 11.5% between 2014 and 2020



EXCELLENT HISTORICAL OPERATING RESULTS

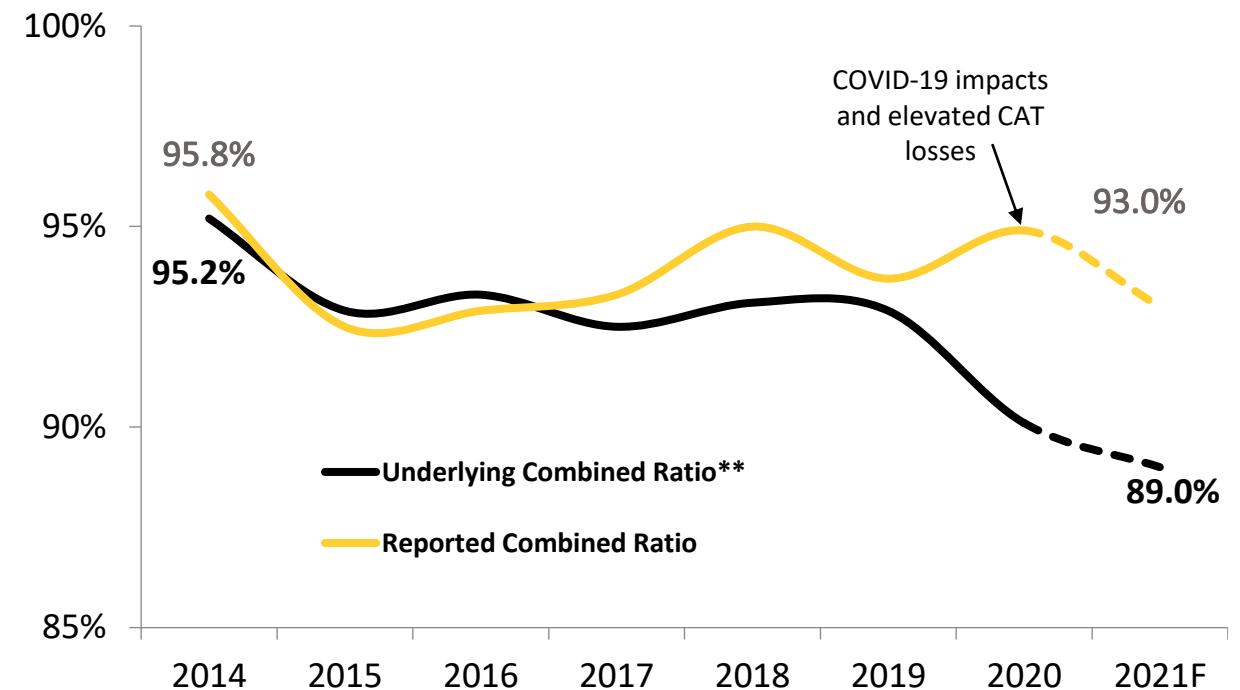
FIRST HALF 2021 HIGHLIGHTS

- Consolidated combined ratio of 89.5%
- NPW growth of 19% (reported) and 11% (underlying)
- After-tax net investment income up 136% over prior year
- Annualized non-GAAP operating ROE* of 16.4%

2021 REVISED GUIDANCE

- Underlying combined ratio of 89.0% (assuming no further prior year casualty reserve development)
- Catastrophe losses of 4.0 points
- \$220 million of after-tax net investment income
- 20.5% overall effective tax rate
- 60.5 million weighted average shares

Historical GAAP Combined Ratios



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

2021F underlying combined ratio guidance includes two points of favorable casualty reserve development in the first half of the year

OUR STRATEGIC INITIATIVES

OUR MAJOR STRATEGIC INITIATIVES



LEVERAGE SOPHISTICATED TOOLS TO ACHIEVE ADEQUATE PRICING

Deploy sophisticated underwriting and pricing tools to achieve price increases \geq loss trends



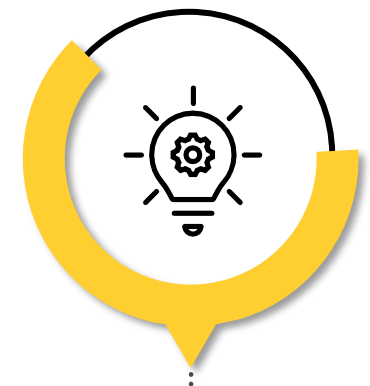
CONTINUED PROFITABLE GROWTH

Expanding “share of wallet” and new agent appointments; geo-expansion



EXCELLENT CUSTOMER SERVICE

Continue to deliver superior omni-channel customer experience



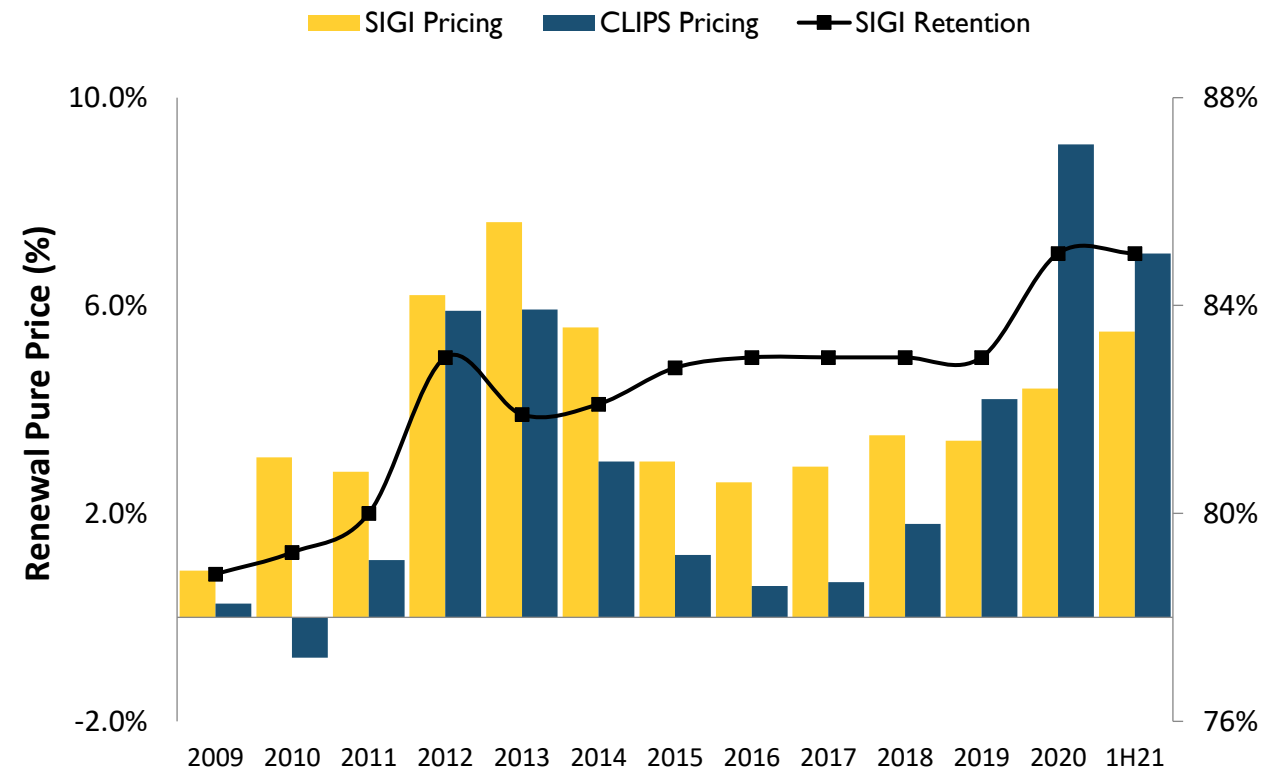
CULTURE FOCUSED ON INNOVATION AND SUSTAINABILITY

A culture of innovation and ideation, centered around diversity, equity, and inclusion

CONSISTENTLY ACHIEVING PRICE INCREASES IN ALIGNMENT WITH LOSS TREND

- Selective's renewal pure price increases exceeded industry average from 2009-2018
- An attractively priced book with strong embedded profitability; industry pricing trends provide tailwind for additional increases
- Ability to obtain appropriate price enabled by:
 - Strong distribution partner relationships
 - Sophisticated tools and actionable data
 - Culture of underwriting discipline

Commercial Lines Pricing and Retention



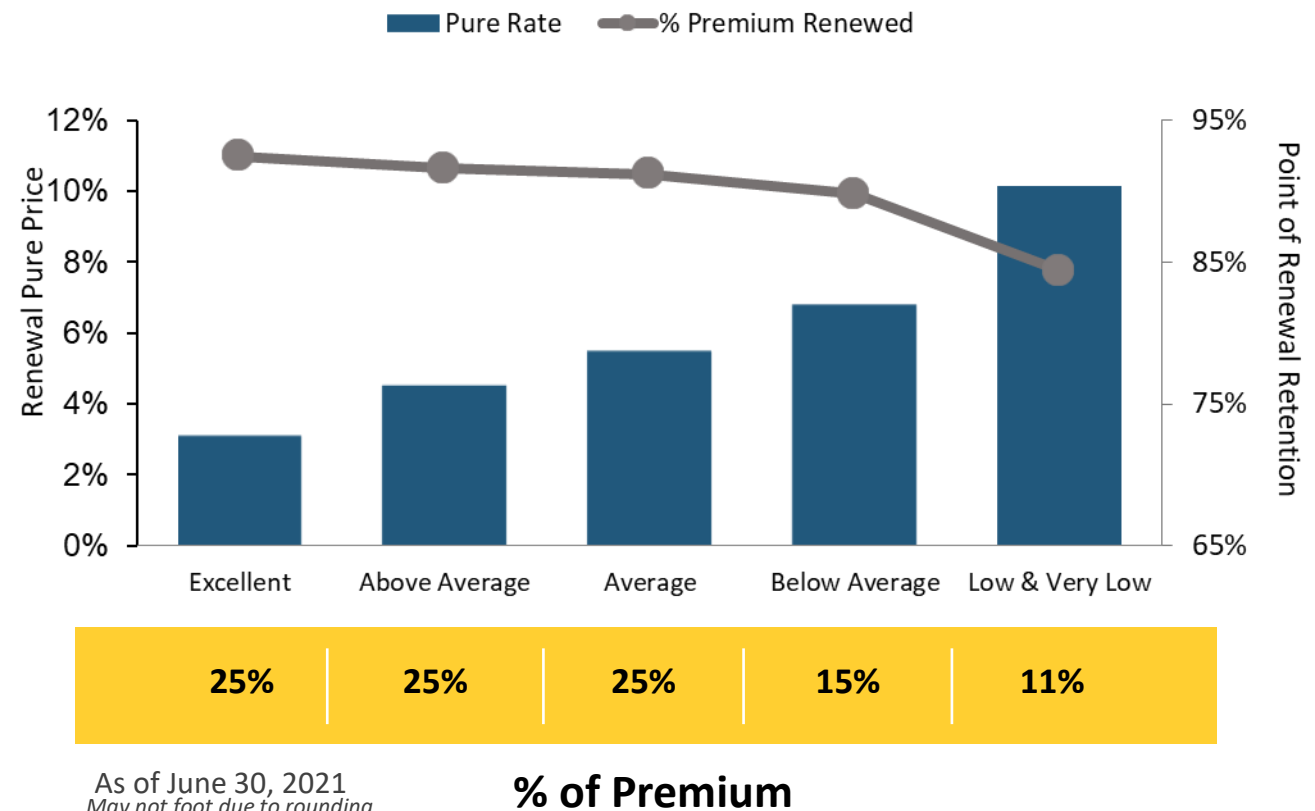
Selective's 2Q 2021 Commercial Lines renewal pure price increases averaged 5.5%

A GRANULAR APPROACH TO PRICING AND UNDERWRITING

- Portfolio management approach yields higher retention and rate
- Account-specific pricing, including:
 - Predictive modeling
 - Relative loss frequency and severity
 - Pricing deviation
 - Hazard and segment consideration

Strong focus on developing tools and technologies that enable more efficient decision making

Commercial Lines Pricing by Retention Group



TARGETING PROFITABLE GROWTH OVER TIME

Commercial Lines Growth Drivers

- Target of growing “share of wallet” to 12% with existing distribution partners
- Target of appointments to represent 25% share in existing markets
- Geo-expansion
- New products and M&A

LOWER
RISK

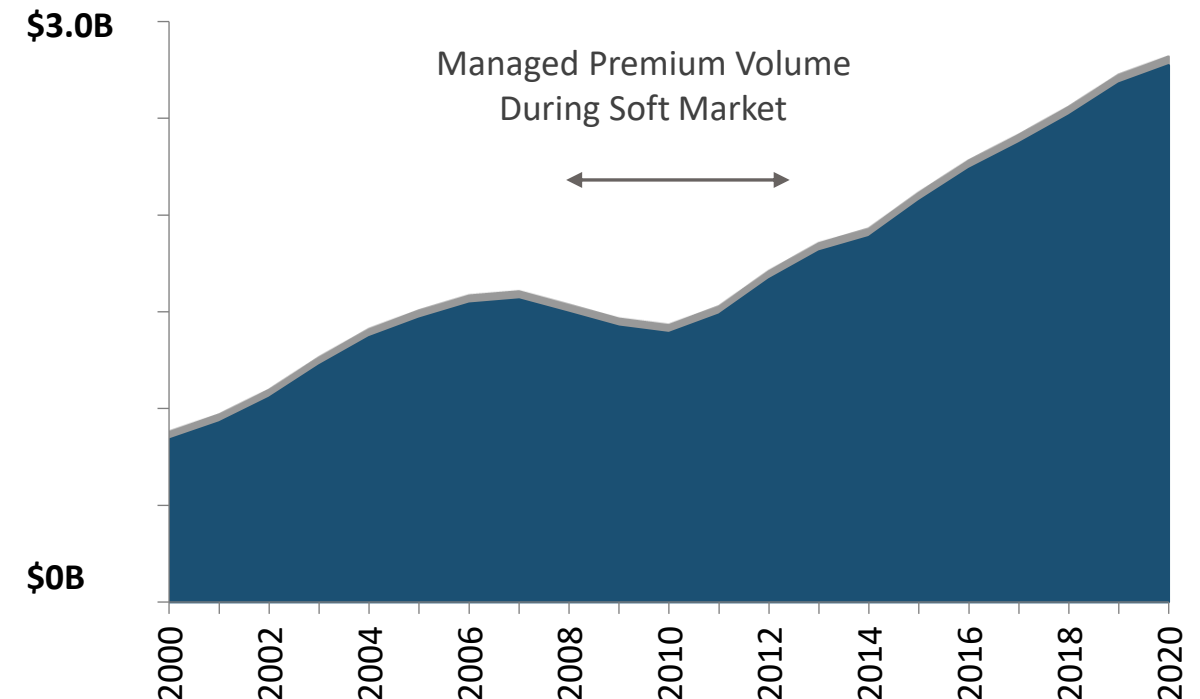


HIGHER
RISK

**Additional NPW opportunity of about \$3B
by achieving a 3% commercial lines
market share in existing footprint**

**6% NPW CAGR from 2013-2020 compared with
4% growth for P&C insurance industry***

Historical Net Premiums Written



* P&C insurance industry NPW growth based on figures from AM Best Aggregates & Averages.

INITIATIVES FOCUSED ON PROFITABLE GROWTH

MarketMax® provides our distribution partners with insights into their portfolio and positions them to expand their relationship with us



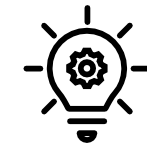
Shifting Personal Lines focus towards “mass affluent” market that is less price-sensitive, and derives greater value from coverage and services



New small business agency interface enhances opportunities by significantly streamlining quoting and issuance process

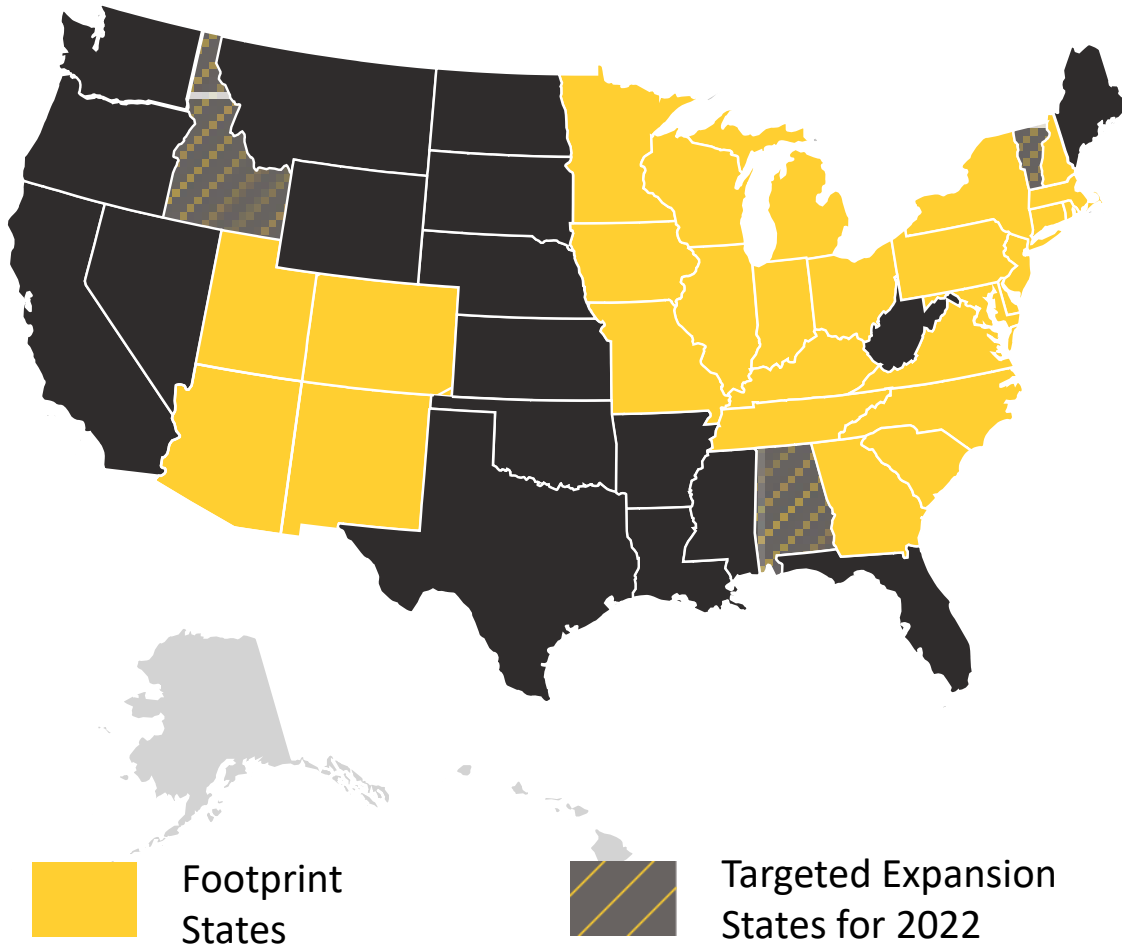


E&S automation platform enhances competitive position



GREENFIELD GEO-EXPANSION ENHANCES GROWTH OPPORTUNITIES

Diversification and spread of risk, with a target of having national capabilities



2017 – 2018

- Established new Southwest regional hub by entering AZ, CO, NM, and UT for commercial lines
- AZ and UT for personal lines
- Initial growth and profitability has been better than expectations

2022

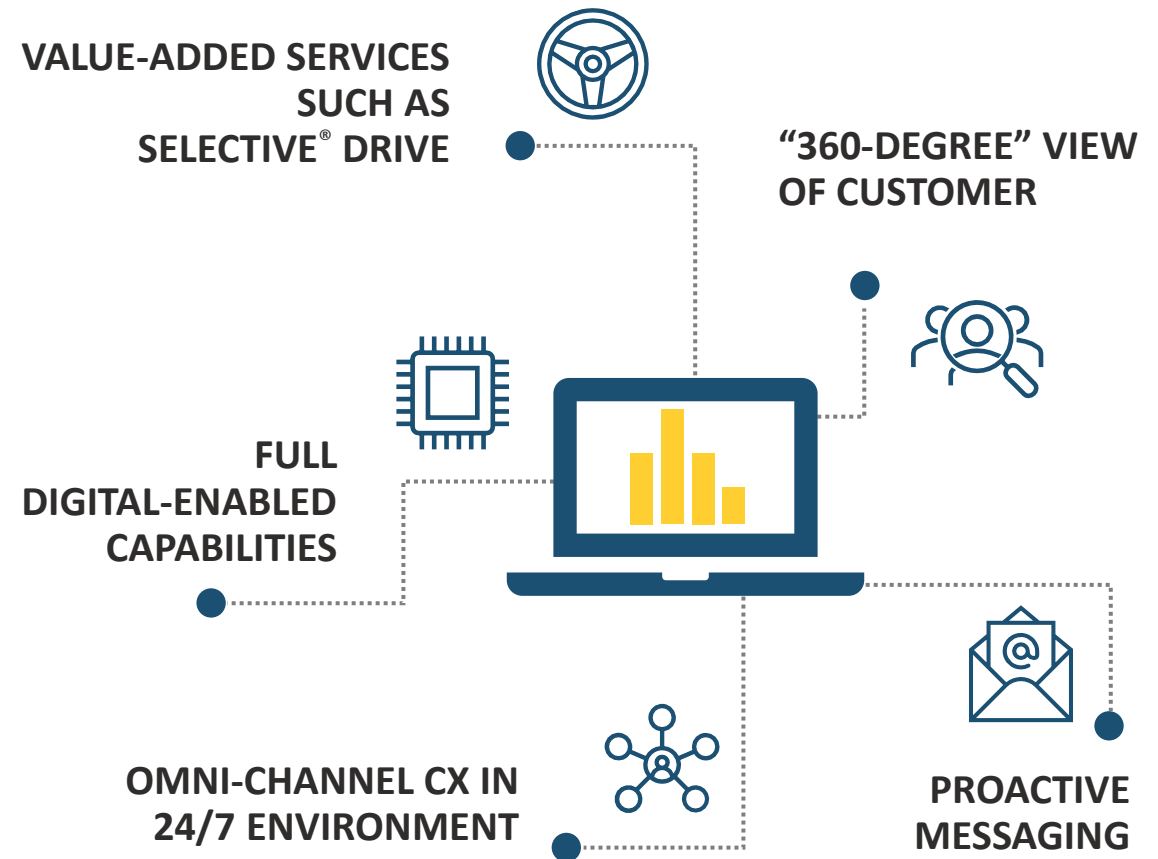
- Targeted expansion into AL, ID and VT (subject to regulatory approval)

A disciplined approach to geo-expansion

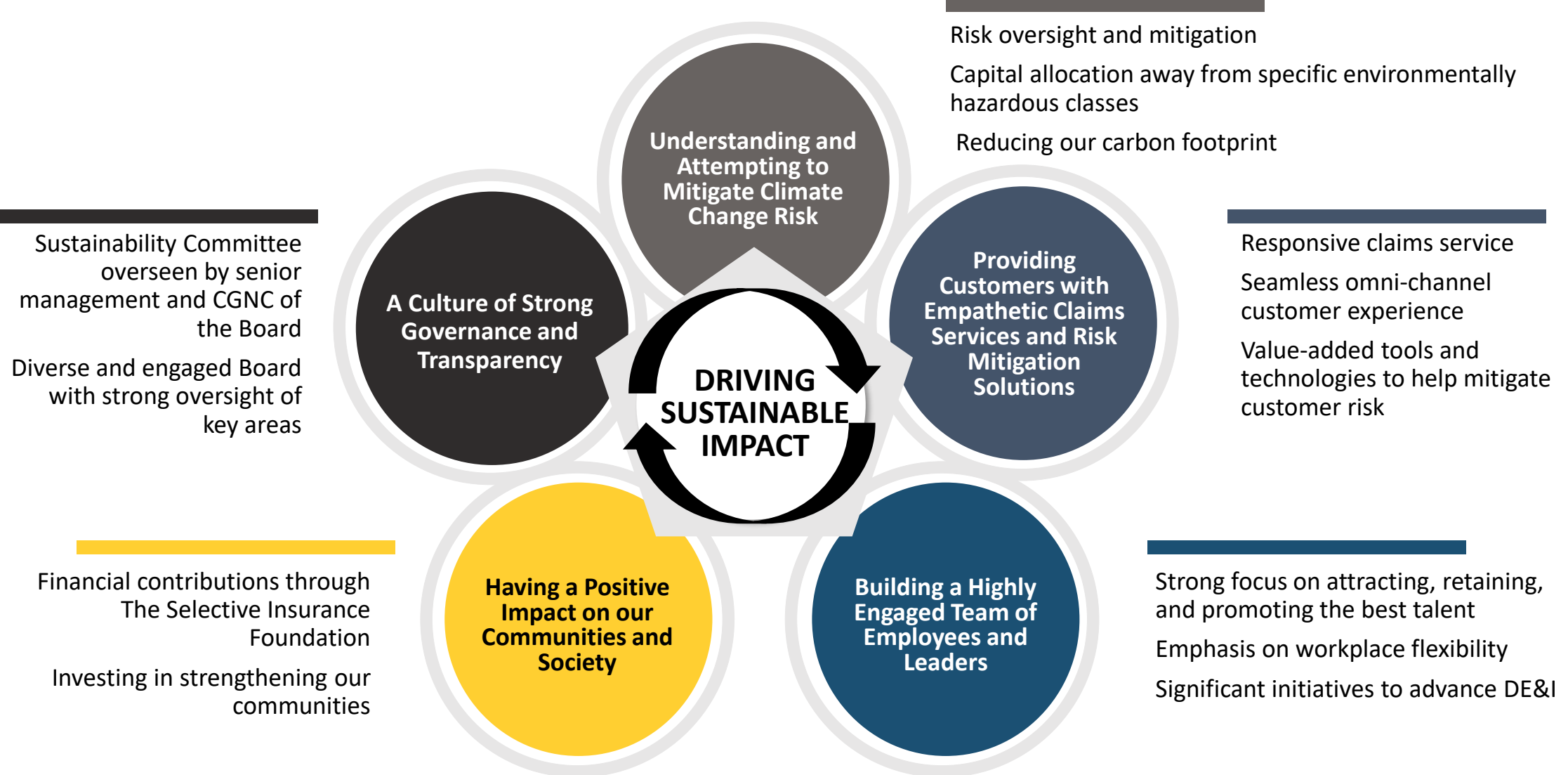
DELIVER A SUPERIOR OMNI-CHANNEL EXPERIENCE

- Changing expectations from customers, and potential disruptive threats from traditional and non-traditional competitors
- Partnering with agents to provide a seamless customer experience
- Identifying value-added services offerings such as Selective® Drive and Security Mentor® to increase new business hit ratios and retention rates
- Customized proactive messaging for product recalls, notices of loss, and policy changes
- Full digital capabilities

Customer-centricity is core to who we are as a company



DEVELOPING LEADERSHIP IN ENVIRONMENTAL, SOCIAL, AND GOVERNANCE DISCLOSURES

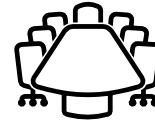


DE&I INITIATIVES TO DRIVE EMPLOYEE ENGAGEMENT

Promoting diversity, equity, and inclusion is a key facet of driving employee engagement and enhancing innovation and creativity



Senior leadership business objectives tied to supporting and participating in DE&I initiatives



Increased Board diversity with recent appointments



Building a leadership culture centered around inclusivity, including appointing a dedicated DE&I leader



Employee hiring, retention, evaluation, and promotion practices targeted towards increasing diversity across all levels within the organization



Initiated a series of company-wide conversations around racial equality facilitated by DE&I Council members and our Human Resources team



Mandatory Unconscious Bias training for all new and current employees

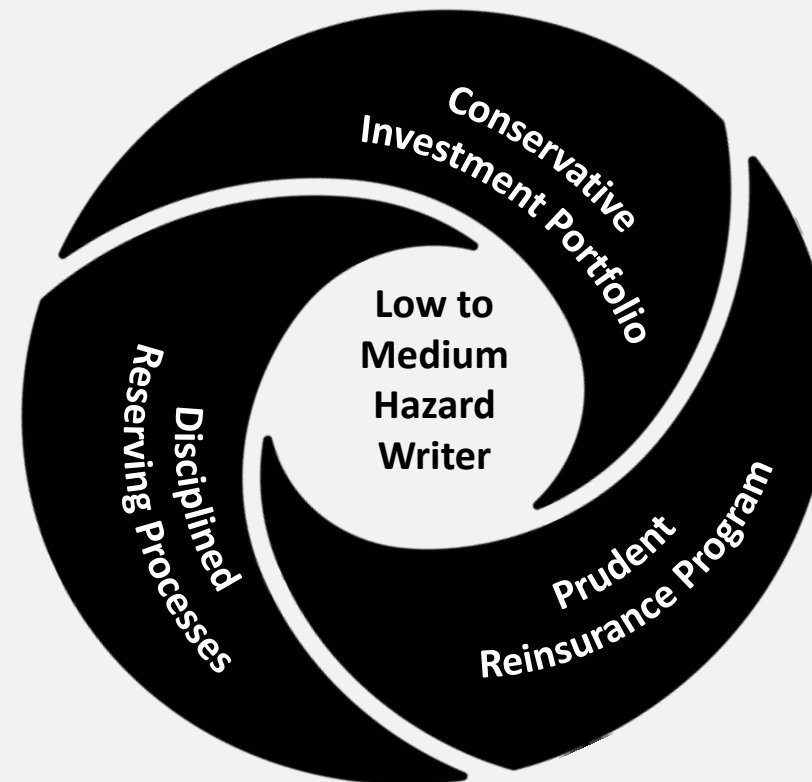
We continue to focus on building a culture that fosters innovation and idea generation, and is centered on the values of diversity, equity, and inclusion

FINANCIAL OVERVIEW

LOWER RISK PROFILE AND STRONG FINANCIAL STRENGTH

- Strong balance sheet underpinned by a conservative approach to:
 - Managing the investment portfolio
 - Purchasing reinsurance protection
 - Loss reserving
- Conservative business and balance sheet profile allows for higher operating leverage

A LOWER RISK PROFILE



AM Best
A*

S&P
A

Moody's
A2

Fitch
A+

* Our A rating from AM Best is currently on positive outlook

A WRITER OF PREDOMINANTLY LOW-TO MEDIUM- HAZARD RISKS

- Manage volatility of underwriting results, in part through maintaining a smaller limit profile
- Low account sizes (premium per policyholder) averaging:
 - \$13K for Standard Commercial
 - \$2.4K for Standard Personal
 - \$3K for E&S
- Low reinsurance attachment points for property (per risk) and casualty (per occurrence)

Percent of Policies with TIV* or Limits of \$1M or Less	Property	Casualty
Standard Commercial Lines	78%	87%**
Standard Personal Lines	84%	98%
E&S Lines	97%	98%

Notes:

Figures as of December 31, 2020

* TIV refers to total insured value

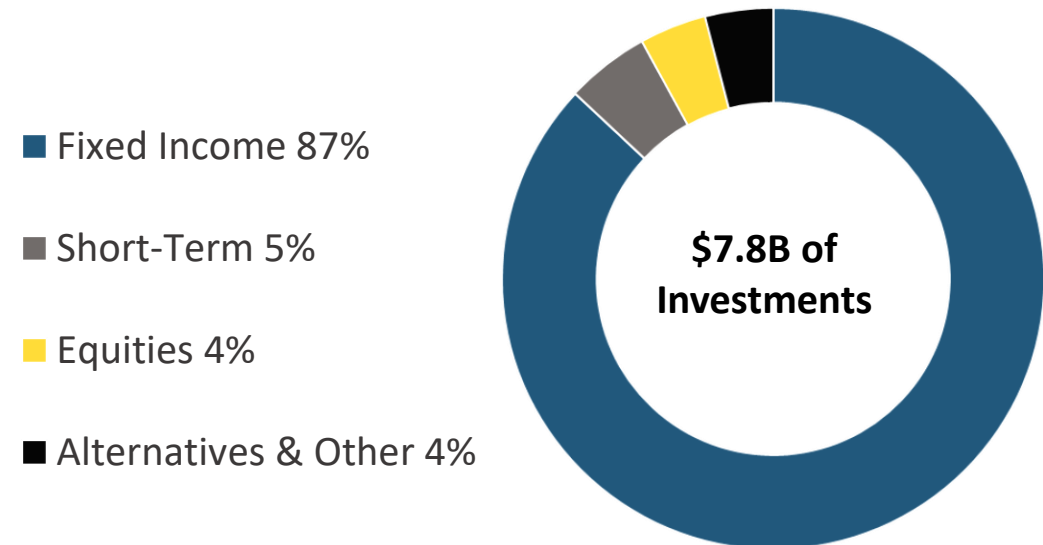
** Excludes workers compensation policies, which do not have statutory policy limits

A lower volatility portfolio of risks

CONSERVATIVE INVESTMENT PORTFOLIO

- Core fixed income and short-term investments comprise 92% of the investment portfolio:
 - “A+” average credit quality
 - Effective duration of 3.9 years
- Risk asset allocation (high yield, public equity, and alternatives) at 11.6% of invested assets
- Ongoing work to further diversify our alternative investments portfolio by strategy and vintage

Investment Portfolio at 6/30/21



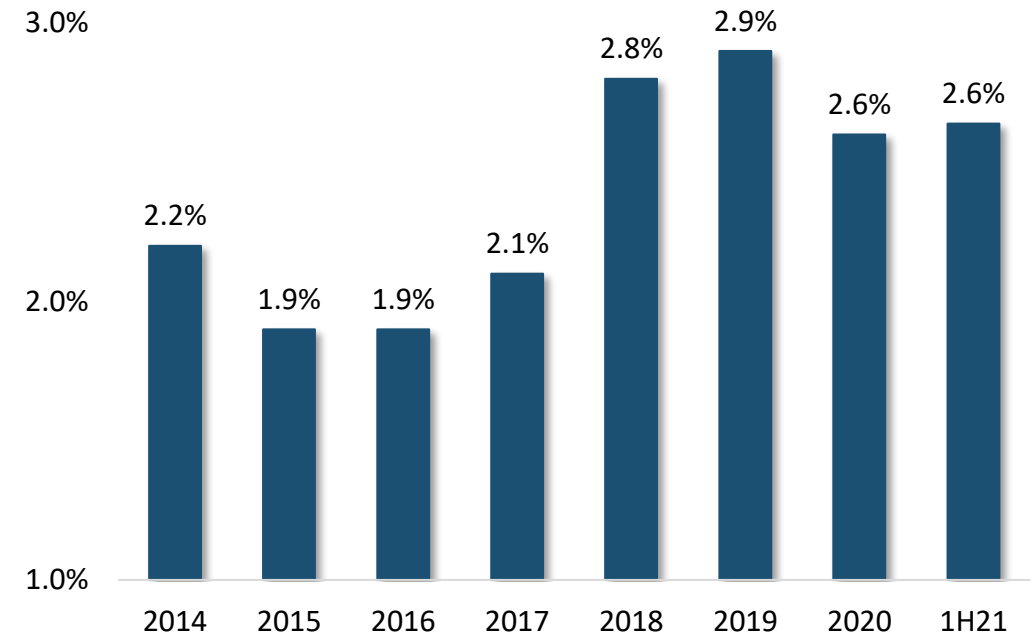
**A conservative investment management philosophy,
with a focus on highly rated fixed income securities**

ACTIVE PORTFOLIO MANAGEMENT DRIVES INVESTMENT RESULTS

- Revised guidance of after-tax net investment income of \$220M in 2021:
 - \$55M of after-tax net investment income from our alternative investments
 - Continued pressure on new money yields for fixed income investments
 - Reinvestment of strong operating cash flows

After-tax yield on our fixed income portfolio was 2.6% for 1H 2021

Historical After-Tax Fixed Income Portfolio Yields

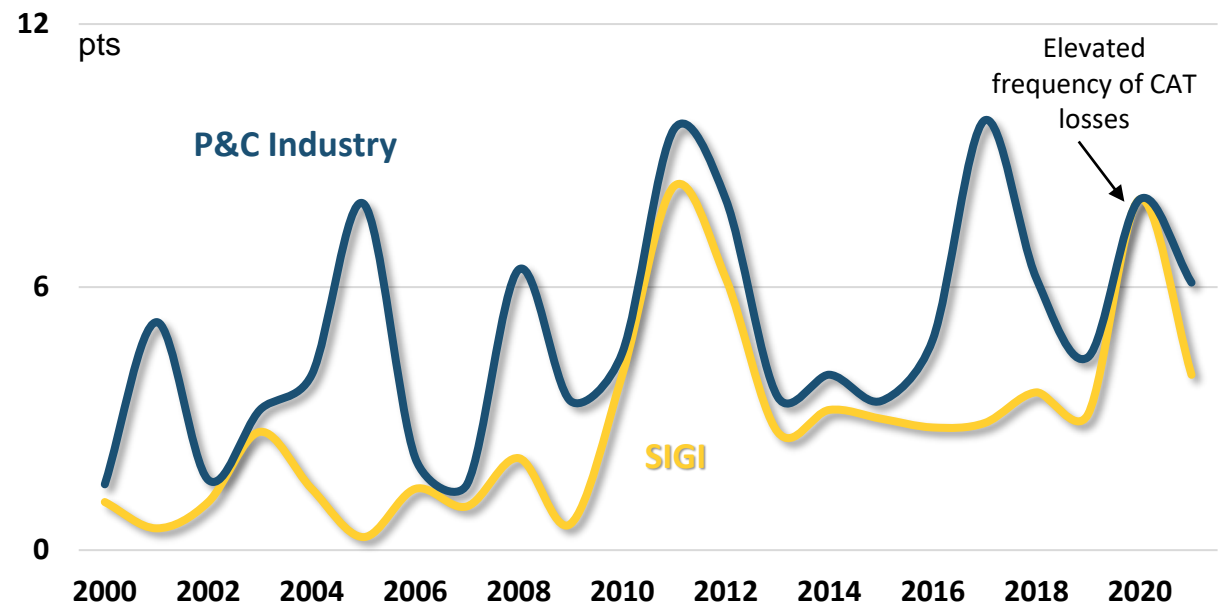


HISTORICAL CATASTROPHE LOSS IMPACT BELOW INDUSTRY AVERAGE

- Catastrophe loss impact over the past 20 years has averaged:
 - 5.3 percentage points for the P&C industry
 - 2.9 percentage points for Selective
- Catastrophe loss mitigation initiatives include:
 - Strict guidelines around coastal properties
 - Focus on geographic diversification and growth that minimizes peak catastrophe aggregations
 - Conservative reinsurance program

Relatively low historical combined ratio volatility from catastrophe losses

Impact of Catastrophe Losses on Combined Ratio

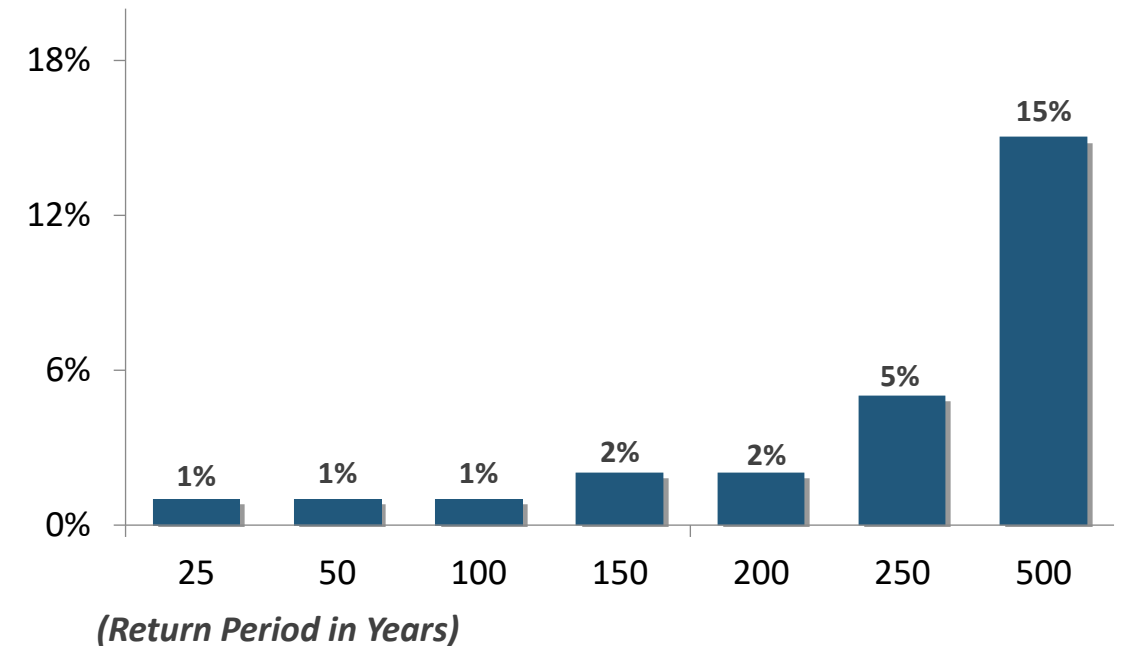


Note: Catastrophe impact for P&C industry based on AM Best estimates; 2021 forecast based on SIGI full-year guidance and AM Best estimate from Feb. 2021

CONSERVATIVE REINSURANCE PROGRAM

- 2021 property catastrophe treaty structure:
 - Coverage of \$785M in excess of \$40M retention
 - \$281M in collateralized limit, primarily in the top layer of the program
 - Additional earnings volatility protection from our non-footprint \$35M in excess of \$5M layer
- Property XOL treaty covers losses up to \$57M in excess of \$3M retention on a per risk basis.
- Casualty XOL treaty covers losses up to \$88M in excess of \$2M retention on a per occurrence basis.

Net Single-Event Hurricane Loss* as a % of Equity



* Single event hurricane losses are net of reinsurance, after tax, and reinstatement premiums as of 1/1/21. GAAP equity as of 6/30/21.

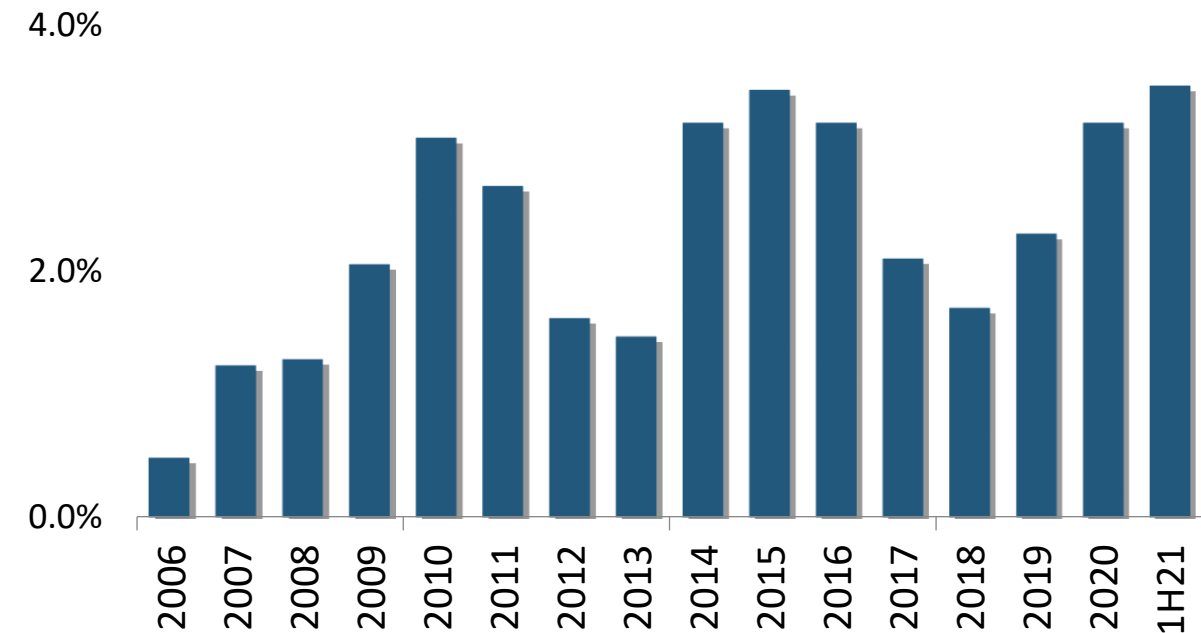
Balance sheet protection through conservative program and strong panel of reinsurance partners

STRONG RESERVING TRACK RECORD

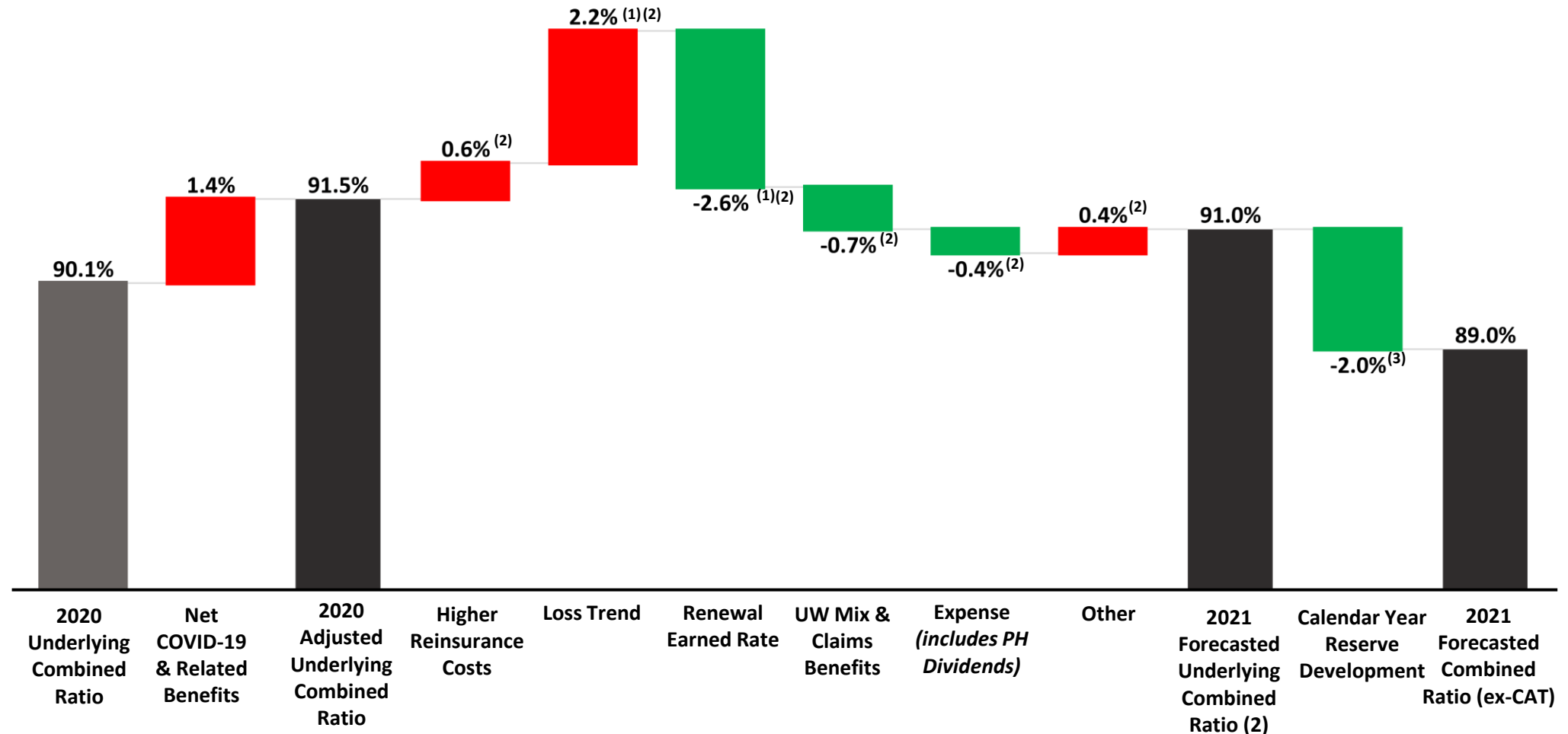
- Disciplined reserving practices:
 - Quarterly actuarial reserve reviews
 - Semi-annual independent review
 - Independent year-end opinion
- Favorable reserve development in Workers Compensation and General Liability was partially offset by modest strengthening in Commercial Auto during 2020

Fifteen consecutive years of net favorable casualty reserve development

Impact of Casualty Reserve Development on our Combined Ratio



ROLLFORWARD OF UNDERLYING COMBINED RATIO



2021 guidance assumes CAT budget of 4.0 points and no further reserve development

(1) Gross trend is 4.0% and gross earned rate is 4.7%.

(2) Per our guidance as of February 2021

(3) Represents our 1H21 prior accident year reserve development and assumes no future casualty reserve development

STRONG CAPITAL AND LIQUIDITY POSITION, GREATER FOCUS ON EXPENSES

CAPITAL AND LIQUIDITY PLAN

- Debt-to-capital ratio of 16.0%
- NPW to surplus ratio of ~1.3x is slightly below target range of 1.35x – 1.55x
- Parent company cash and investments totaling ~\$505M is well in excess of our target of 2x annual recurring outflow
- Instituted opportunistic \$100M share repurchase authorization
- Investing in the business currently provides the most attractive capital deployment opportunities

EXPENSE MANAGEMENT

- 2020 expense ratio of 33.8% includes 1.1 points of specific COVID-19-related items
- Expecting expense ratio improvement in 2021 and over the next few years

Areas for operational enhancements include:

- Workflow and process improvements
- Robotics and artificial intelligence
- Talent development
- Product innovation

A FOCUS ON ROE AND GROWTH IN BOOK VALUE PER SHARE

Generating non-GAAP operating ROE* in line with our long-term target

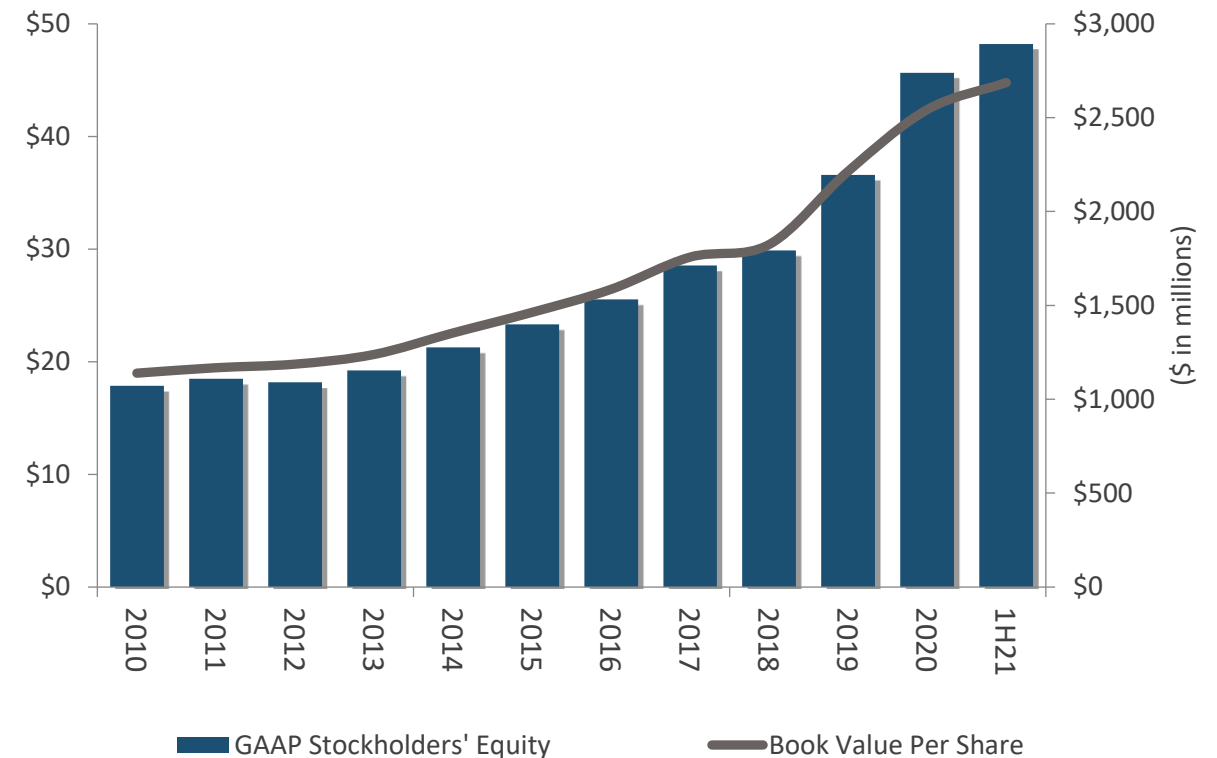


Superior growth in book value per share



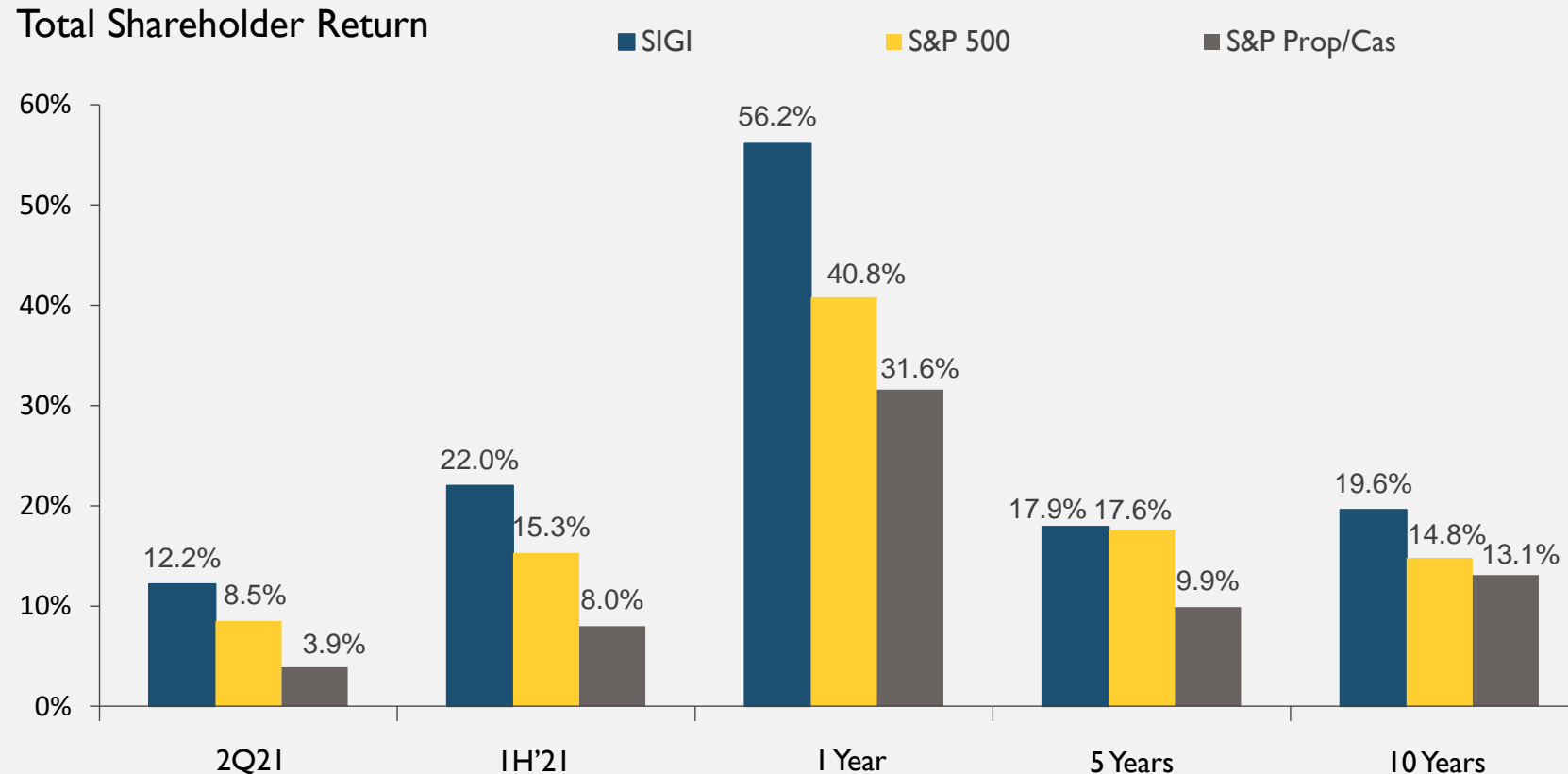
Expected Higher total shareholder returns over time

Strong Track Record of Book Value per Share Growth and Shareholder Value Creation Over Time



* Refer to "Safe Harbor Statement" on page 2 of this presentation for further detail regarding certain non-GAAP financial measures.

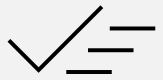
TOTAL SHAREHOLDER RETURNS HAVE OUTPERFORMED BENCHMARKS OVER LONGER TERM



- Solid long-term outperformance in TSR relative to S&P P&C insurance and S&P 500 indices
- Share price performance has reflected our ability to generate strong and consistent financial results

Our stock has outperformed peers and equity markets over the past 10-year period

OUR VALUE PROPOSITION



Leveraging our competitive strengths to generate sustained financial outperformance

Franchise value distribution model with best-in-class partners

Unique field model enabled by sophisticated technology

Strong customer experience



Excellent growth opportunities within footprint and geo-expansion



Solid underwriting margins, and non-GAAP operating ROEs* in line with our financial targets



Conservative approach to risk selection and balance sheet management

* Refer to "Safe Harbor Statement" on page 2 of this presentation for further detail regarding certain non-GAAP financial measures



INVESTOR PRESENTATION

SEPTEMBER 2021