Bank of America Merrill Lynch 2013 Insurance Conference

February 13, 2013

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Forward Looking Statement

Certain statements in this report, including information incorporated by reference, are “forward-looking statements” as that term is defined in the Private Securities Litigation Reform Act of 1995 (“PSLRA”). The PSLRA provides a safe harbor under the Securities Act of 1933 and the Securities Exchange Act of 1934 for forward-looking statements. These statements relate to our intentions, beliefs, projections, estimations or forecasts of future events or our future financial performance and involve known and unknown risks, uncertainties and other factors that may cause our or our industry's actual results, levels of activity, or performance to be materially different from those expressed or implied by the forward-looking statements. In some cases, you can identify forward-looking statements by use of words such as "may," "will," "could," "would," "should," "expect," "plan," "anticipate," "target," "project," "intend," "believe," "estimate," "predict," "potential," "pro forma," "seek," "likely" or "continue" or other comparable terminology. These statements are only predictions, and we can give no assurance that such expectations will prove to be correct. We undertake no obligation, other than as may be required under the federal securities laws, to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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. These risk factors may not be exhaustive. We operate in a continually changing business environment, and new risk factors emerge from time-to-time. We can neither predict such new risk factors nor can we assess the impact, if any, of such new risk factors on our businesses or the extent to which any factor or combination of factors may cause actual results to differ materially from those expressed or implied in any forward-looking statements in this report. In light of these risks, uncertainties and assumptions, the forward-looking events discussed in this report might not occur.

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Foundation for Success

Dale Thatcher

EVP, Chief Financial Officer

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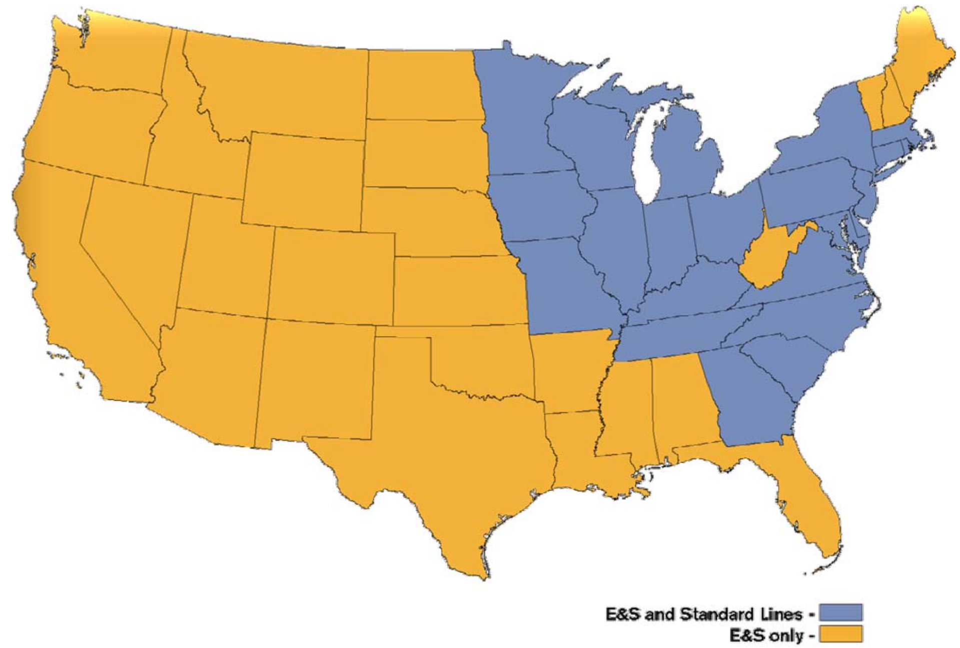
Who We Are

- $1.7B 2012 NPW
- Super-regional carrier
- Standard lines distributed through independent agents
- Excess & Surplus (E&S) lines distributed through wholesale agents
- 76% standard commercial lines
- History of financial strength



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Business Diversification

Standard Commercial Lines

- 22 state footprint
- 1,100 independent agency relationships
- Average account size of $9,000

Personal Lines

- 13 state footprint
- 620 independent agents
- Agents want joint C/L & P/L markets
- Flood 2012 net income of $19M

E&S Contract Binding Authority

- Right time to enter business
- Wholesale agents have controlled binding authority and no claims authority
- Within E&S, lower hazard and dollar limits
- Average policy size of $2,600

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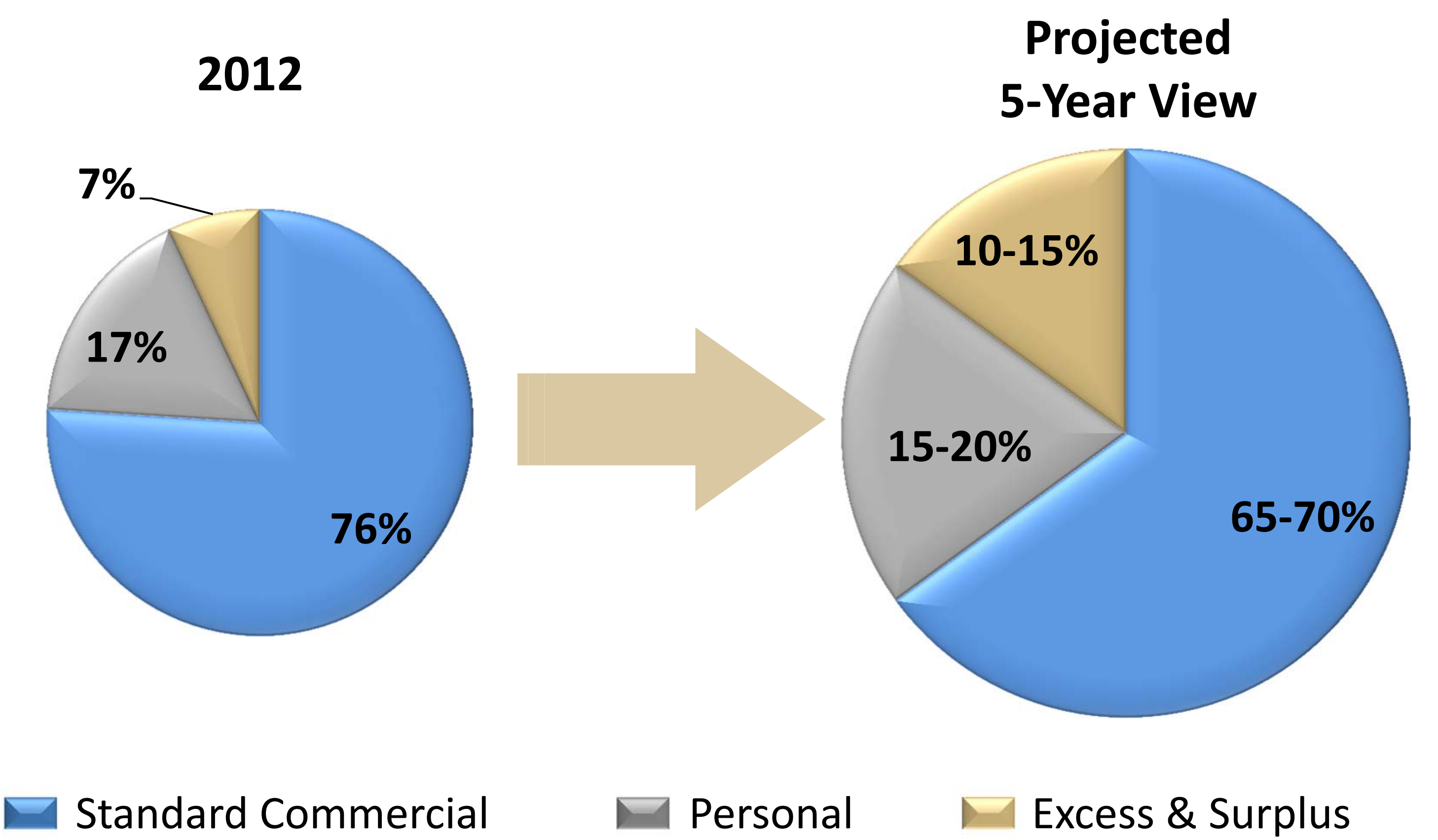
Diversification Leads to Profit Opportunities

Net Premiums Written %



Financial Strength is our Foundation for Success

- Access to capital markets
  - February 8, 2013 issued $175 million 5.875% senior notes due 2043
  - Use of proceeds:
    - Call $100 million 7.5% junior subordinated notes due 2066
    - Balance to fund growth

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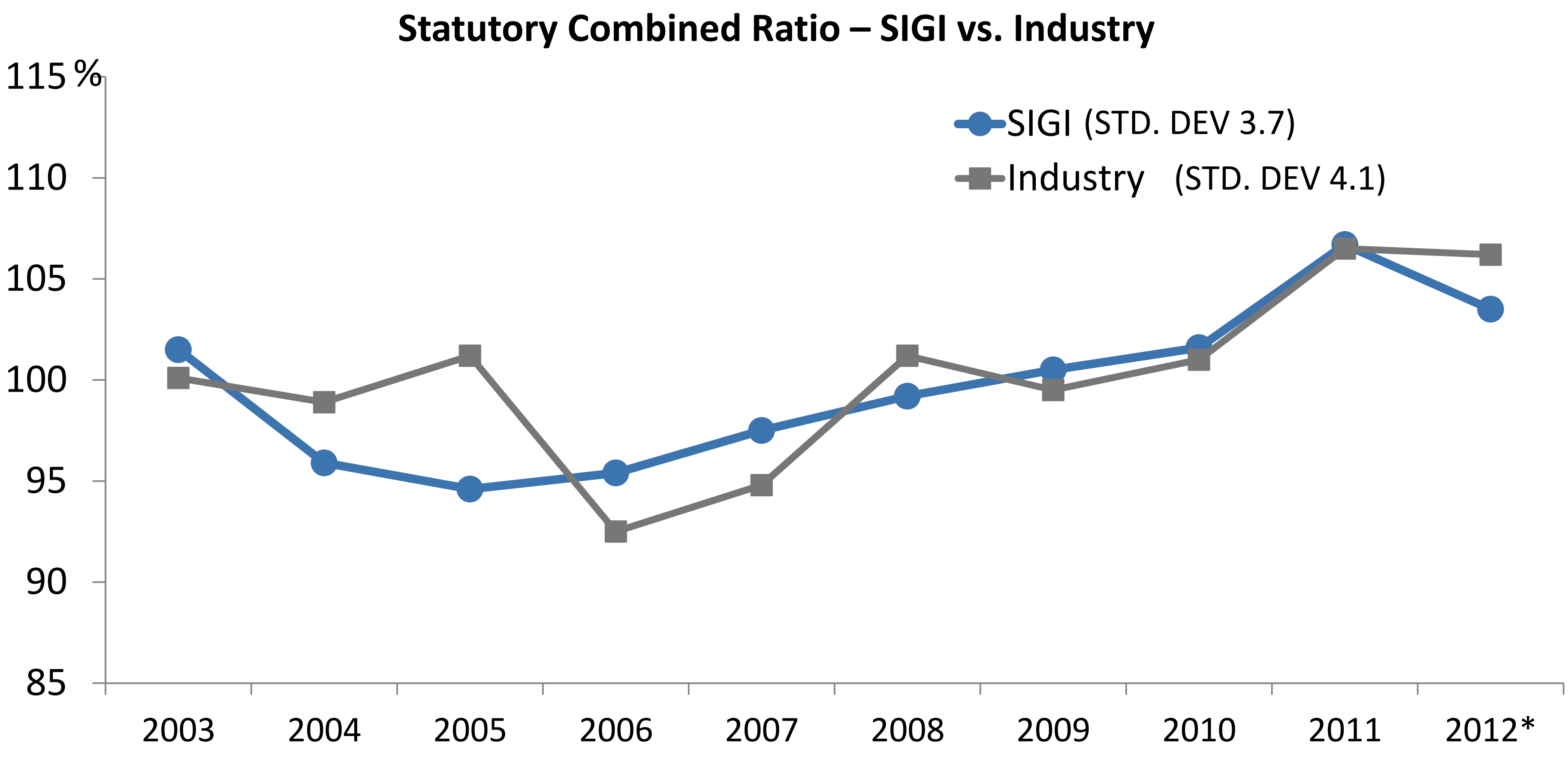
Underwriting Stability



**2012 AM Best Industry Estimate*
Source: A.M. Best and Insurance Information Institute
Note: Industry excluding Mortgage and Financial Guaranty Segments since 2007

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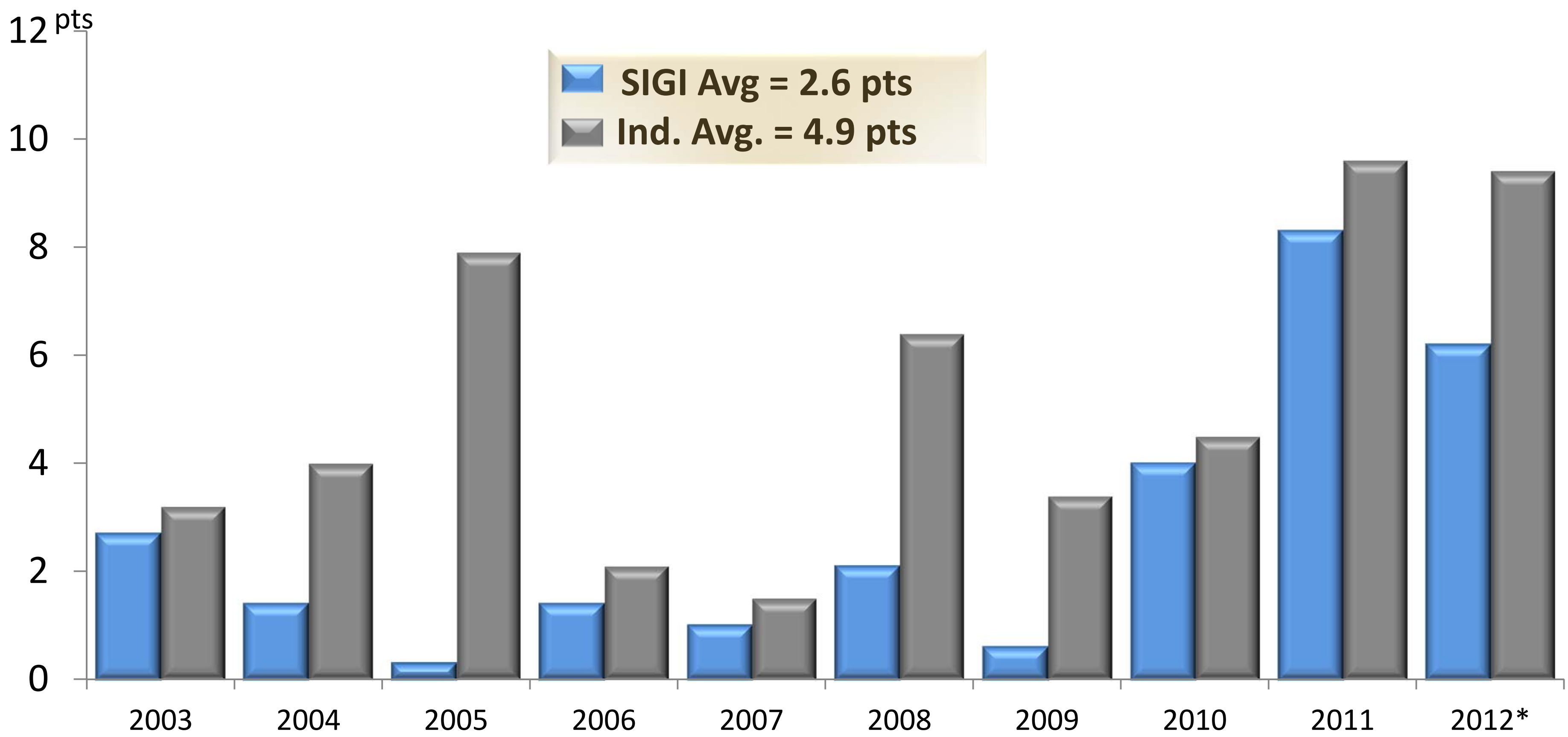
Impact of CATs on Combined Ratio



**2012 AM Best Industry Estimate*
Source: AM Best

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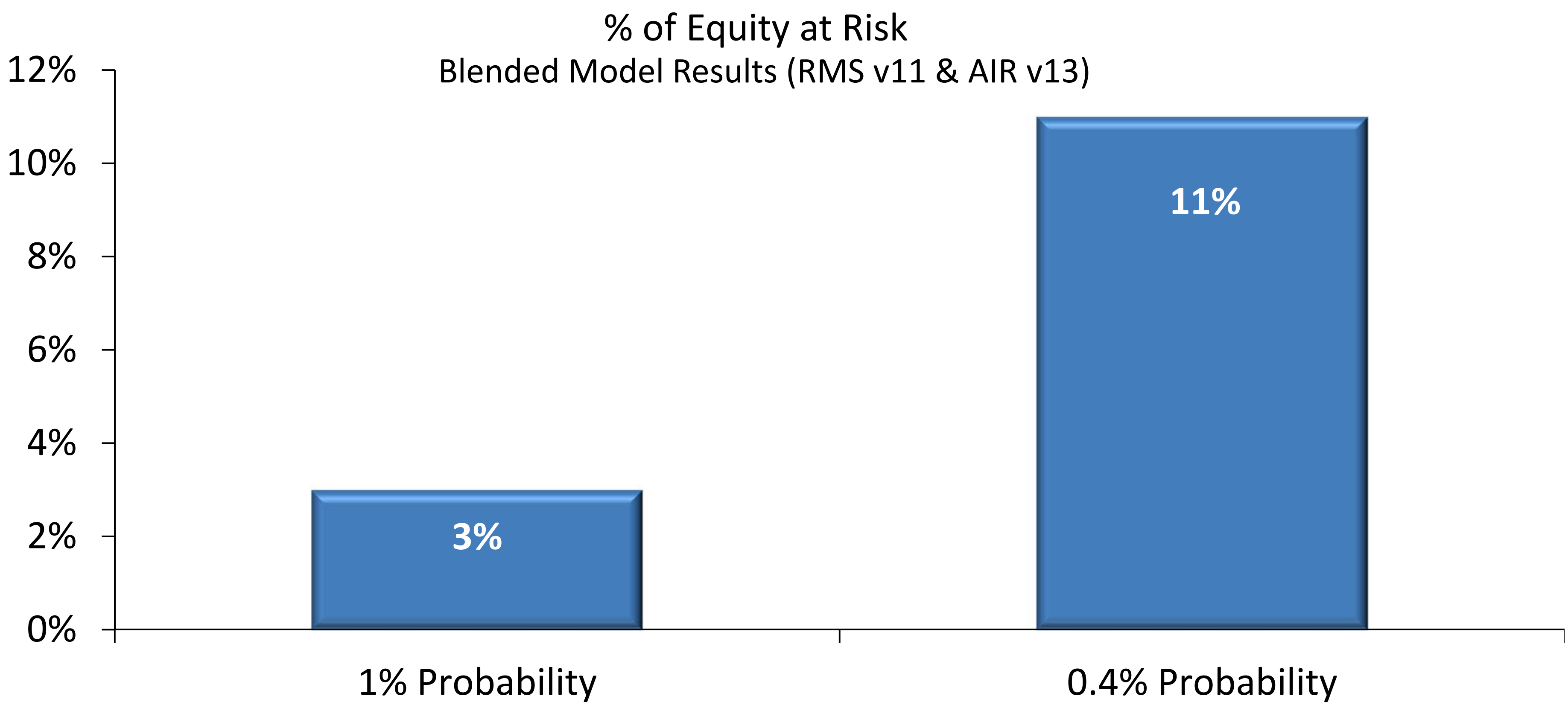
Managing Increased Catastrophes

- Hurricane Sandy
    - Pre-tax gross losses estimated to be $136 million
    - Pre-tax net catastrophe losses of $47 million
    - Reinsurance reinstatement premium of $9 million
    - Flood claims handling fees offset of $16 million
    - Pre-tax net loss of $40 million, or $0.46 per diluted share after tax
    - Added 9.8 points to the 4th quarter combined ratio and 2.5 points to the year

Conservative Reinsurance Program



CAT Cover: $585M in excess of $40M

Percentages are after tax and include applicable reinstatement premium.
Data as of 7/12; Equity data as of December 31, 2012.

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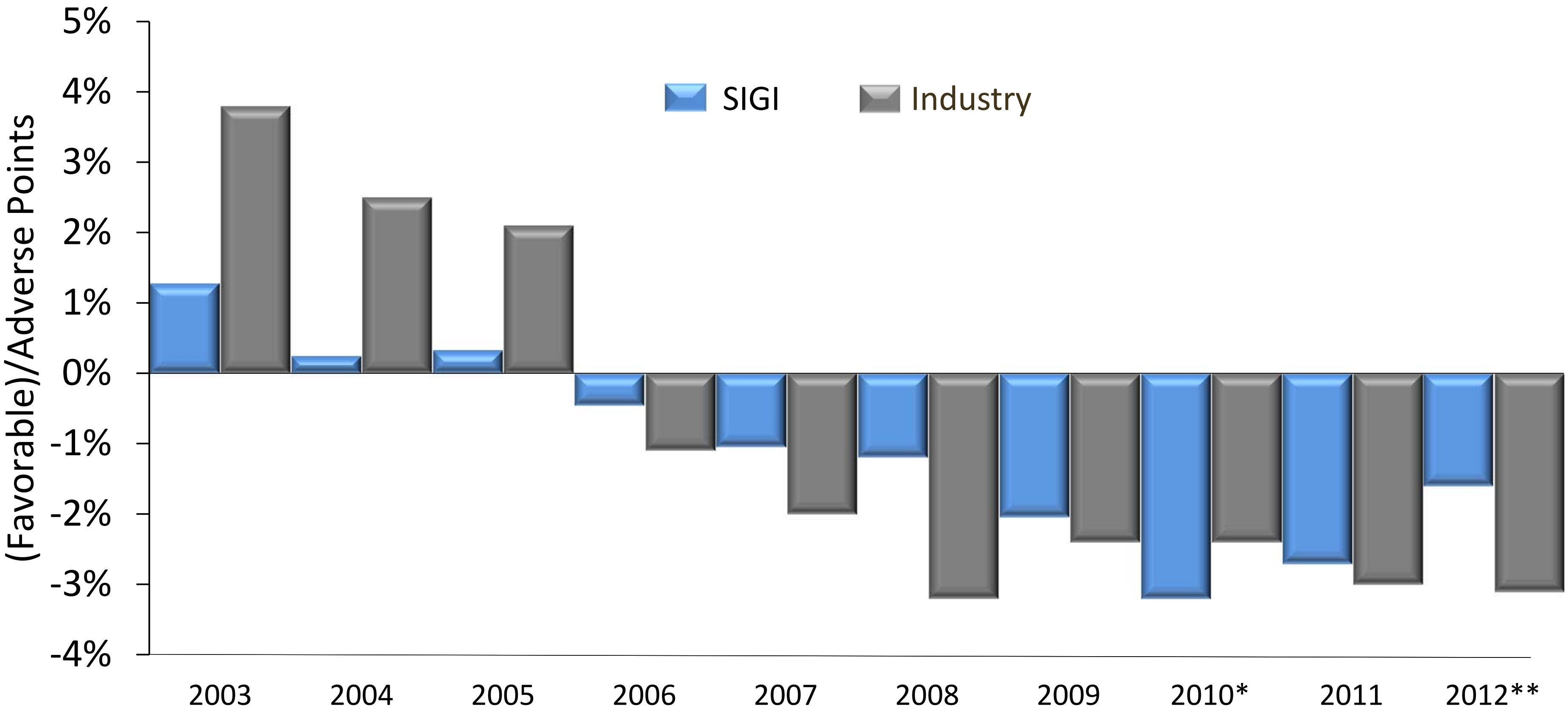
Calendar Year Development



**2010 Industry development includes $4B charge from AIG*
***2012 AM Best Industry Estimate*
Source: AM Best and Insurance Information Institute
Note: Industry excluding Mortgage and Financial Guaranty Segments

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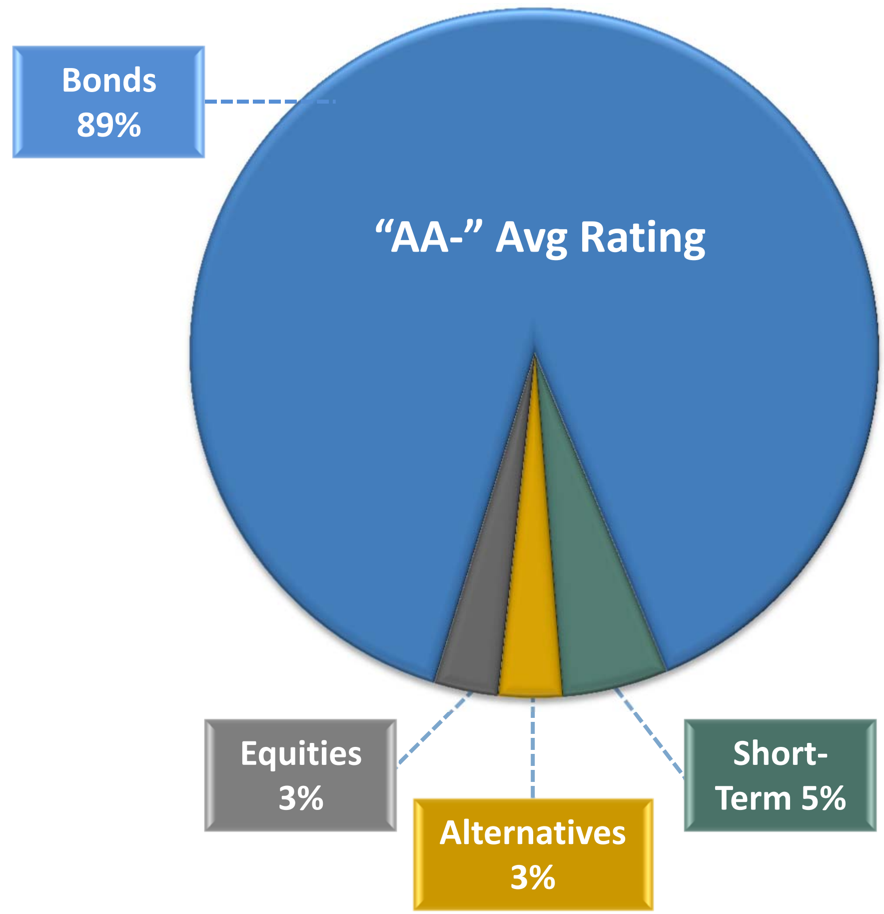
Conservative Investment Portfolio

- Well diversified, laddered portfolio
- Only 1.7% of bond portfolio rated “BB” & below
- 3.6 year average duration, excluding short-term
- Investment leverage of
  3.97 x 2.4% yield = ~ 9.5% ROE

$4.3B Invested Assets
December 31, 2012



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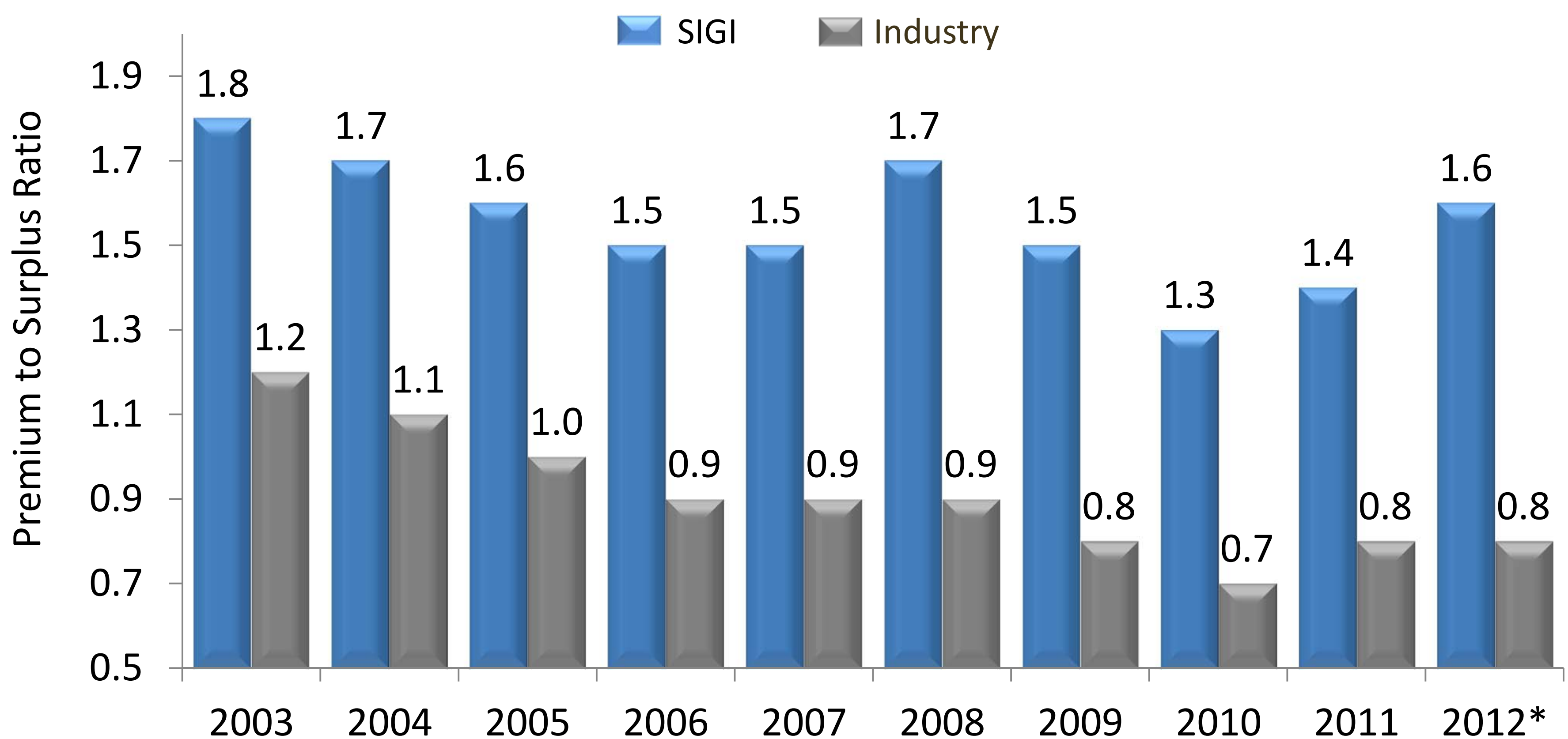
Selective's Use of Underwriting Leverage



**2012 AM Best Industry Estimate*
Sources: ISO, AM Best and Insurance Information Institute
Note: Industry excluding Mortgage and Financial Guaranty Segments since 2007

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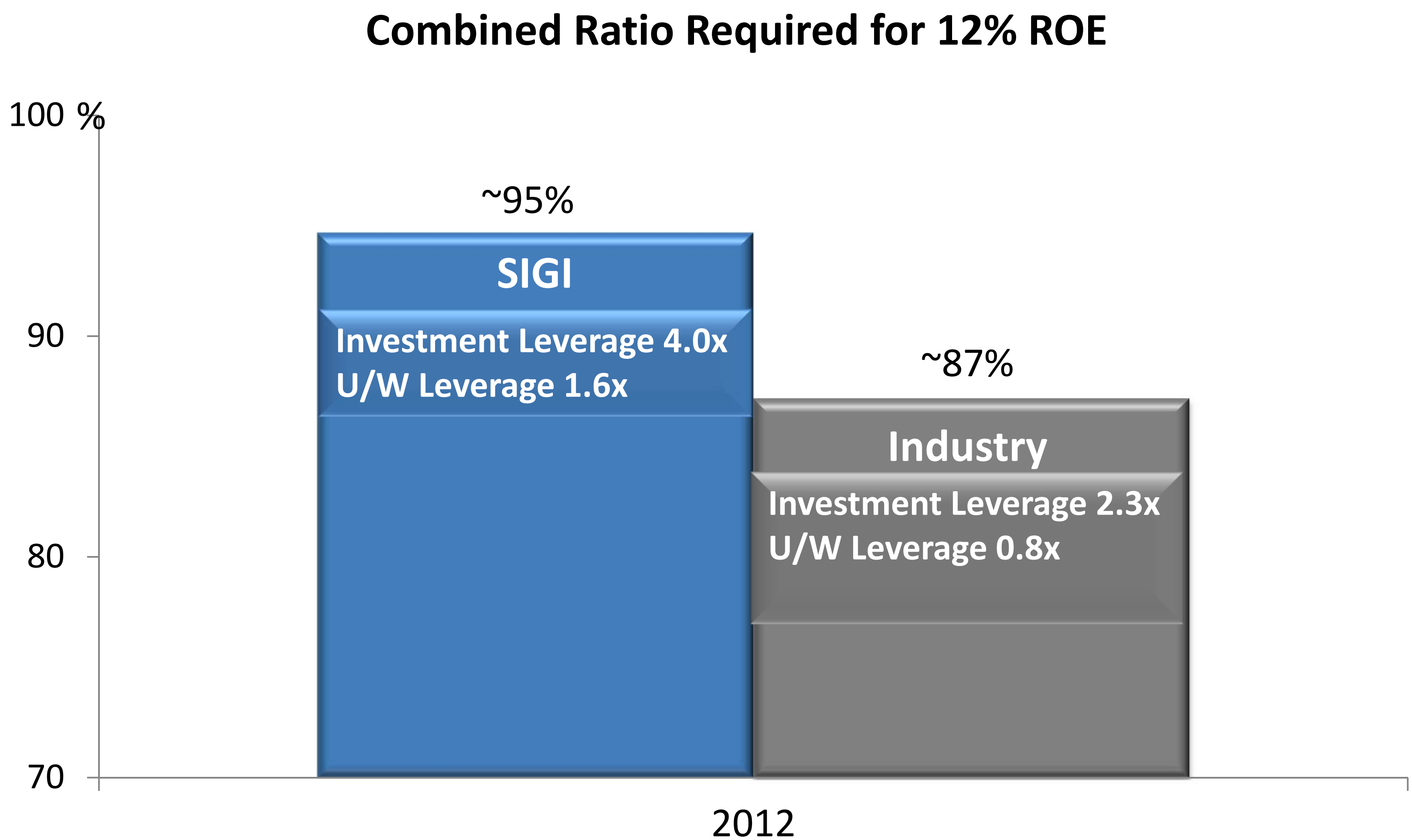
Impact of Leverage



Industry Source: AM Best

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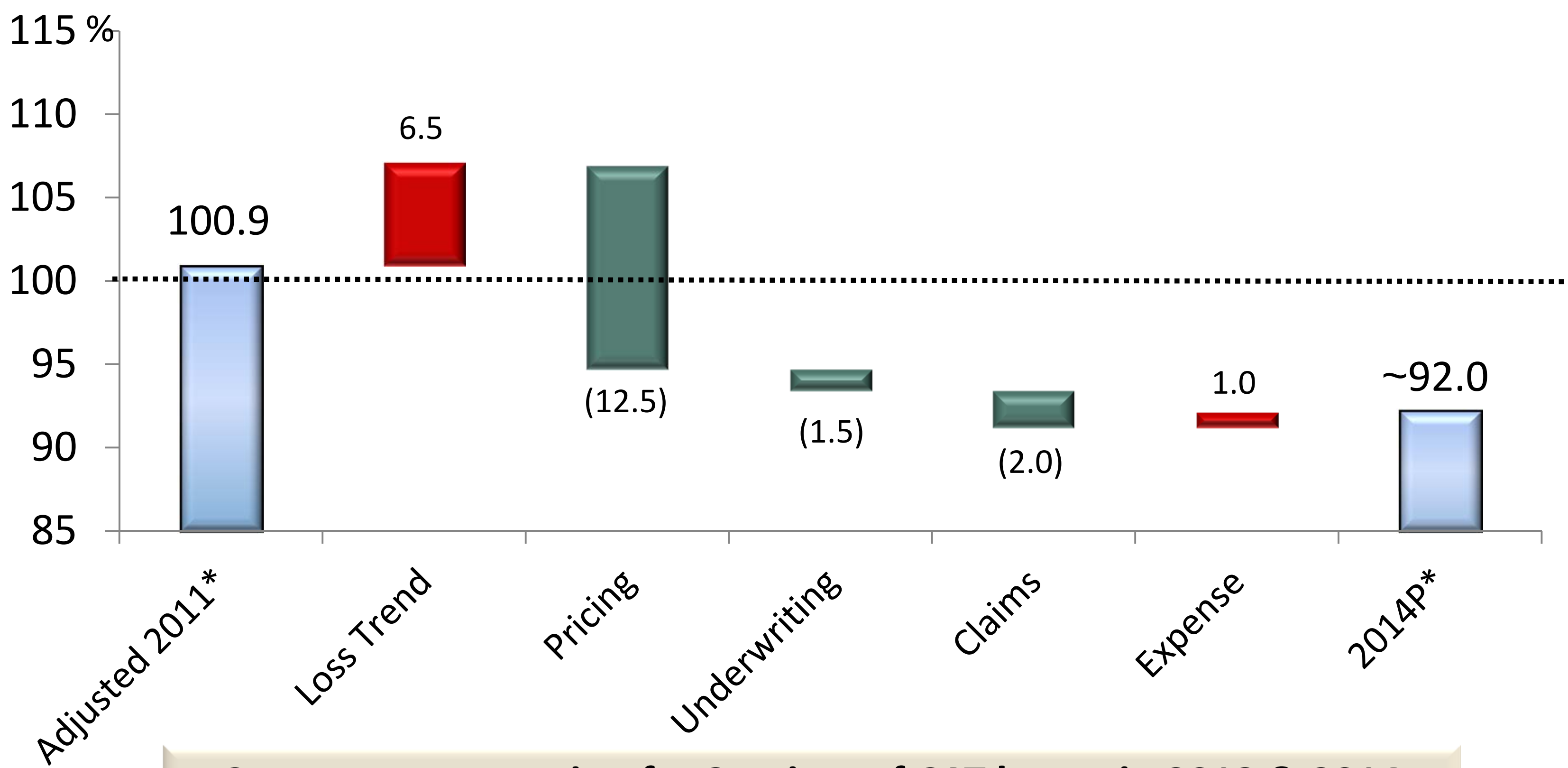
Combined Ratio Improvement Plan



Company expectation for 3 points of CAT losses in 2013 & 2014

*Excluding CATS and reserve development

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Strategic Overview

Greg Murphy

Chairman, President & CEO

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What Makes Us Unique

- Empowered decision makers
- Superior agency relationships
- Sophisticated tools
- Focus on customer experience
- Excellent risk management

Culture of Continuous Improvement

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Relationships with the Highest Caliber Agents

- Franchise value
- Greater share of wallet
- Strong feedback loop

2012
- $1.4M NPW per agency
- 8.3/10 on agency survey

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A Regional with National Capabilities

Capabilities of a National

- Sophisticated pricing
- Fraud and recovery models
- Advanced data and technology

Nimbleness of a Regional

- Relationships
- Local decision making

Selective:
A Unique
Super-Regional

Pricing Sophistication – Dynamic Portfolio Manager

- ~20 factors driven through DPM generate individual policy guidance and portfolio level impact
  - Line of business and segment strategy
  - CAT modeling
  - Predictive modeling
  - Agency profitability
  - Risk characteristics
  - "What-if" profitability analysis of an underwriter's book

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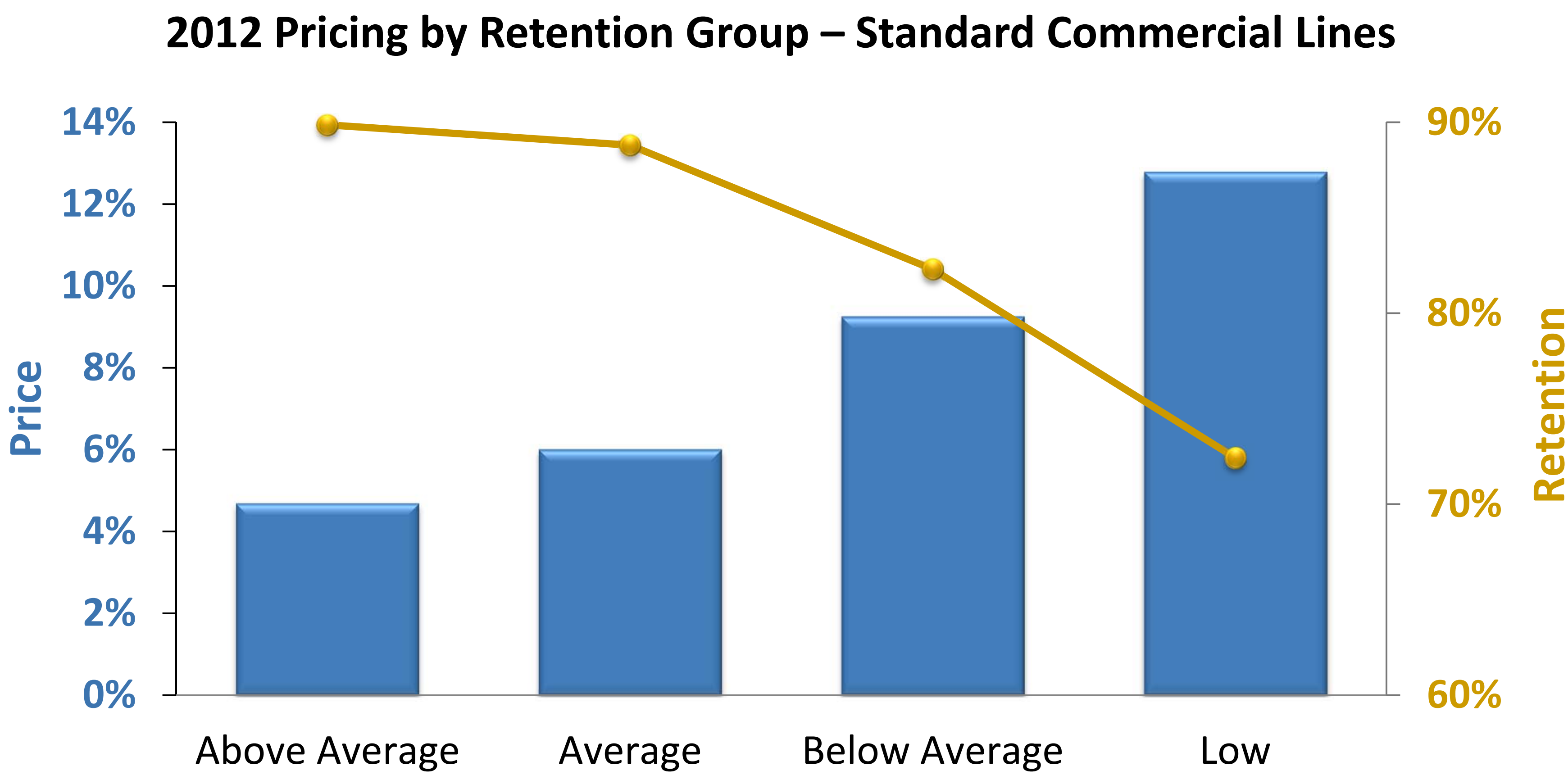
Pricing Sophistication – Dynamic Portfolio Manager



2012 Price = 6.2%

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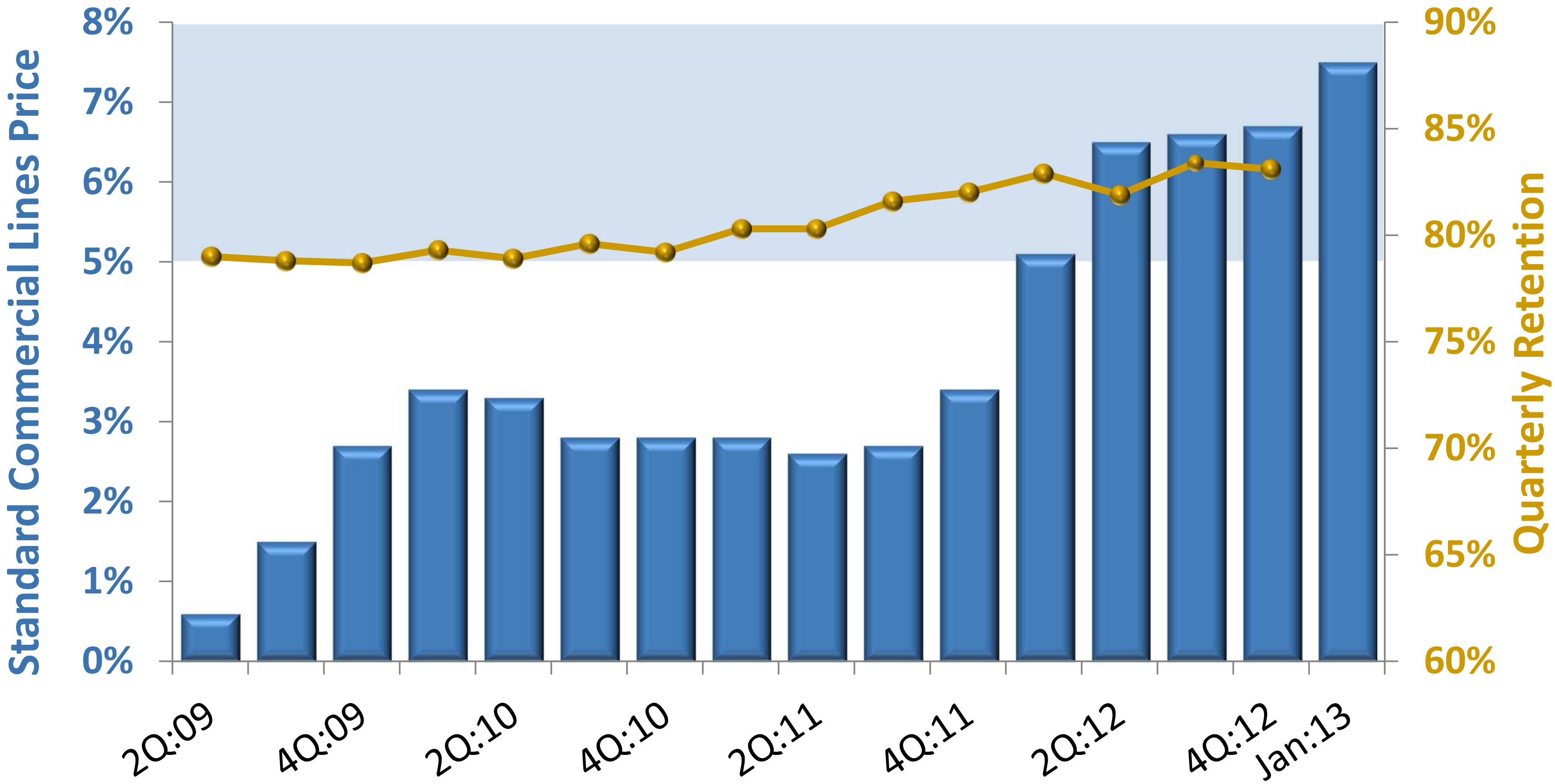
Relationships Drive Pricing Through the Cycle



Anticipate commercial lines pricing between 7.5% and 8% for 2013

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Personal Lines Sophistication

Homeowners
- **Increasing rate**
- **By-peril rating**
- **Encourage whole account customers**

Auto
- **Increasing rate**
- **Continued mix improvements**
- **Underwriting restrictions**
- **Claims initiatives**
- **Age of book**

Anticipate personal lines pricing of approximately 7% in 2013

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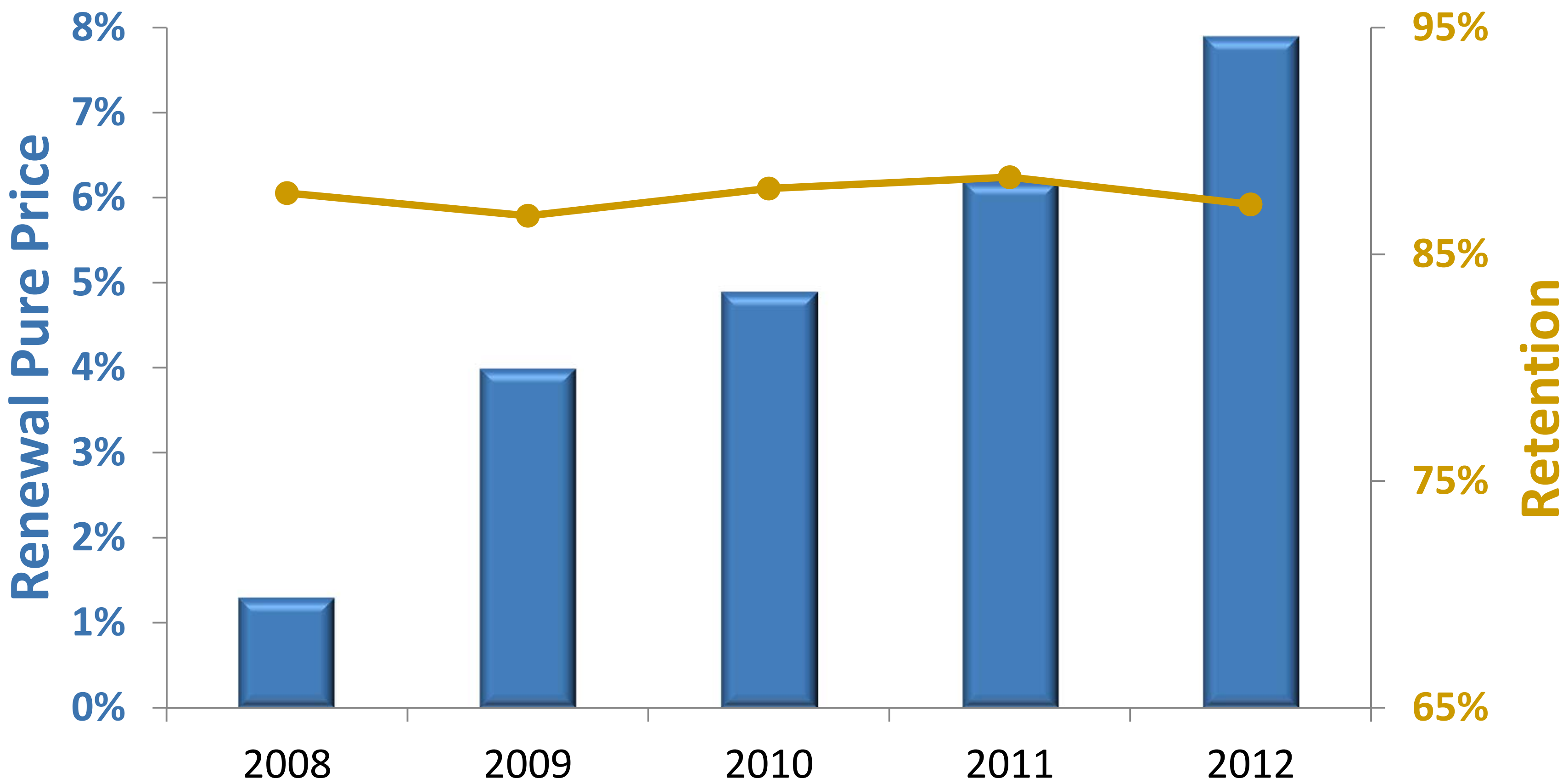
Homeowners Pricing



Targeting upper-80's combined ratio in normal CAT year
Anticipate pricing of approximately 8.5% in 2013

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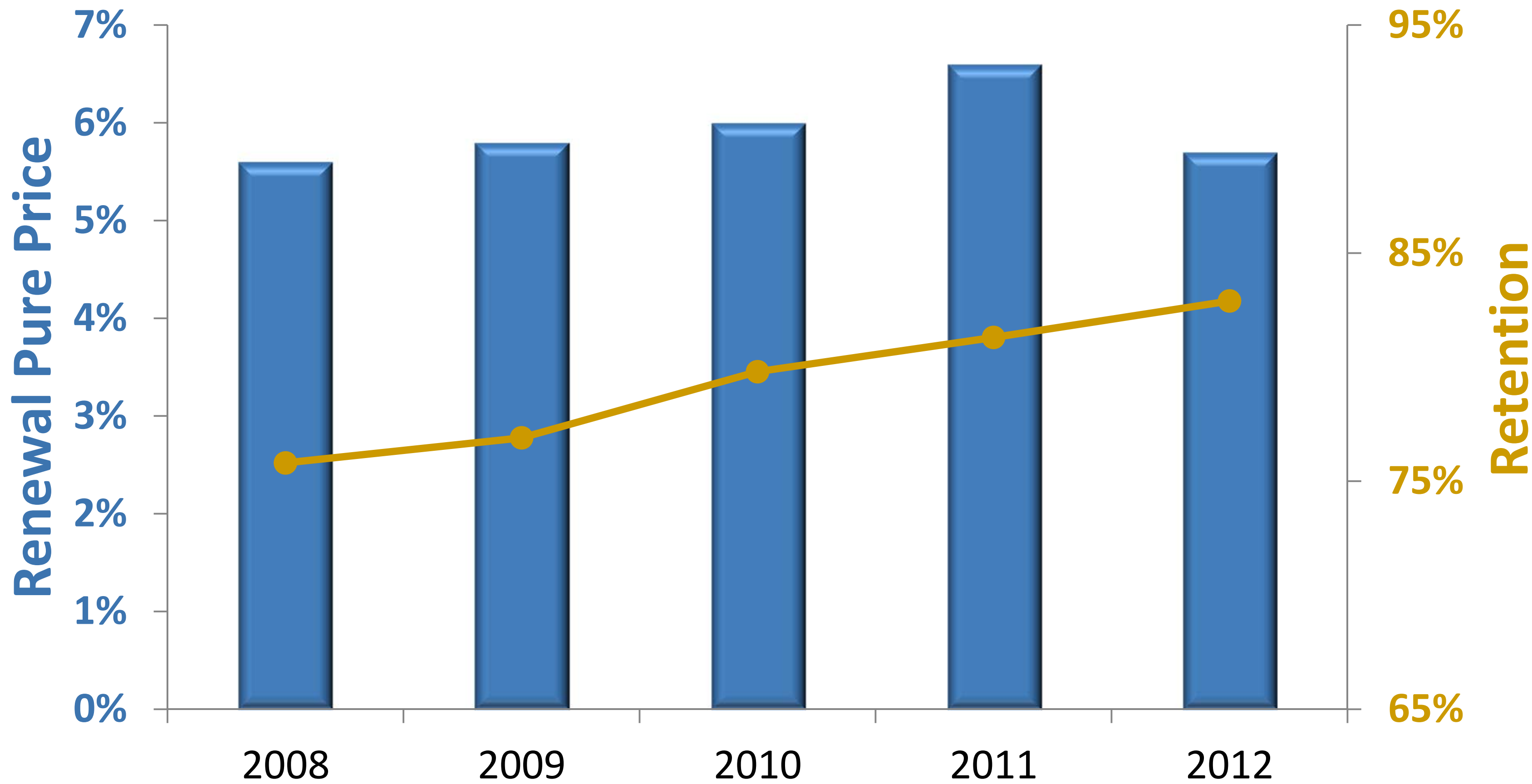
Personal Auto Pricing



Anticipate pricing of approximately 5.5% in 2013

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Achieving Better Outcomes in Claims

Projected 3 Point Loss & Expense Savings

- Medical cost containment
- Complex claims
- Fraud detection model
- Recovery model
- Litigation management
- Comprehensive data management tools

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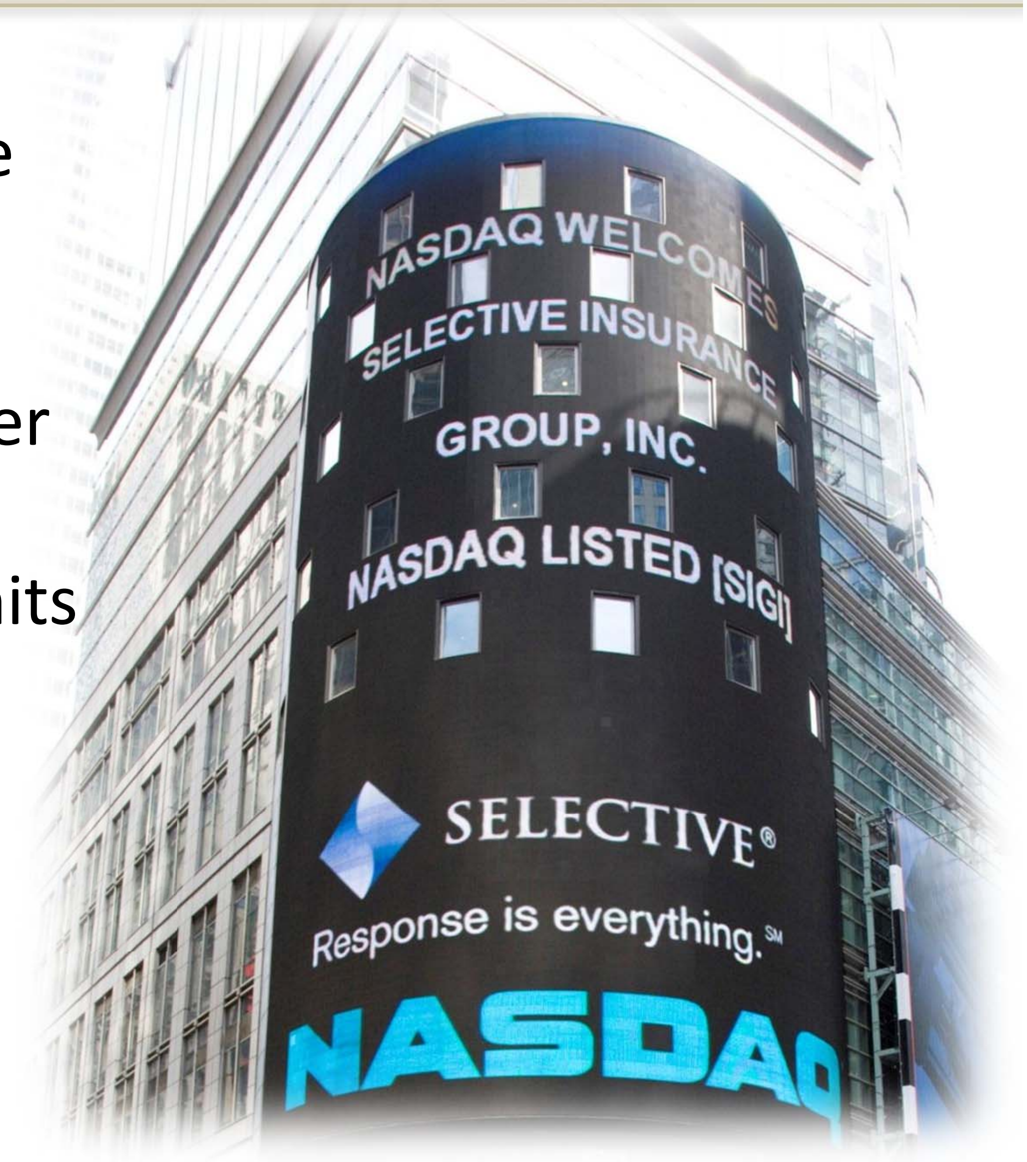
Why Invest in Selective?

- Proven ability to manage the market cycle
- Growth at the right time
  - Grew faster and longer in last hard market
- Strong balance sheet limits downside
- Attractive valuation with ~2.5% dividend yield



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2013 Guidance*

- Statutory combined ratio of 96%, excluding catastrophes and any prior year development either favorable or unfavorable
- A 3 point estimate for catastrophe losses
- After-tax investment income of approximately $90-95 million
- Weighted average shares of approximately 56 million at year end 2013

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**As of February 1, 2013*

Additional Information

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Financial Highlights 2008 – 2012

	2008	2009	2010	2011	2012
Statutory NPW Growth	(4.5)%	(4.7)%	(2.3)%	6.8%	12.2%
Operating EPS*	$1.43	$1.39	$1.38	$0.38	$0.58
Net Income per Share*	$0.82	$0.68	$1.23	$0.40	$0.68
Dividend per Share	$0.52	$0.52	$0.52	$0.52	$0.52
Book Value per Share*	$15.81	$17.80	$18.97	$19.45	$19.77
Return on Equity*	4.7%	4.1%	6.8%	2.1%	3.5%
Operating Return on Equity*	8.2%	8.3%	7.7%	2.0%	3.0%
Statutory Combined Ratio - Total	99.2%	100.5%	101.6%	106.7%	103.5%
- Standard Commercial Lines	98.5%	99.8%	100.8%	103.9%	103.0%
- Standard Personal Lines	103.7%	104.4%	106.4%	117.3%	100.7%
- Excess and Surplus Lines	NA	NA	NA	131.3%	118.8%
GAAP Combined Ratio – Total*	100.0%	99.9%	101.4%	107.2%	104.0%
- Standard Commercial Lines*	99.2%	98.8%	100.0%	104.3%	103.3%
- Standard Personal Lines*	105.1%	105.6%	108.3%	117.8%	101.3%
- Excess and Surplus Lines*	NA	NA	NA	270.2%	124.7%

**Historical values have been restated to reflect impact of deferred policy acquisition cost accounting change*

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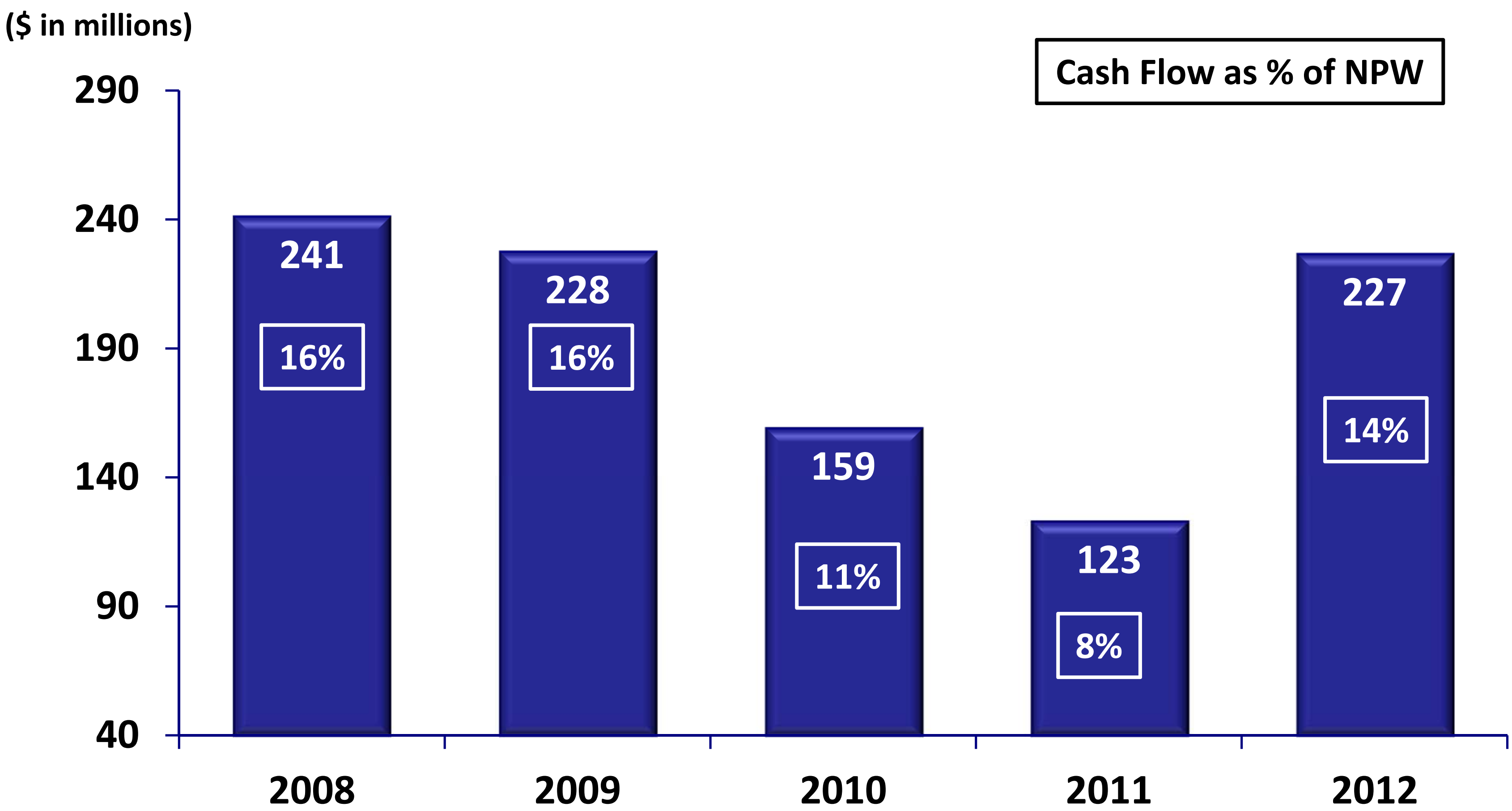
Net Operating Cash Flow



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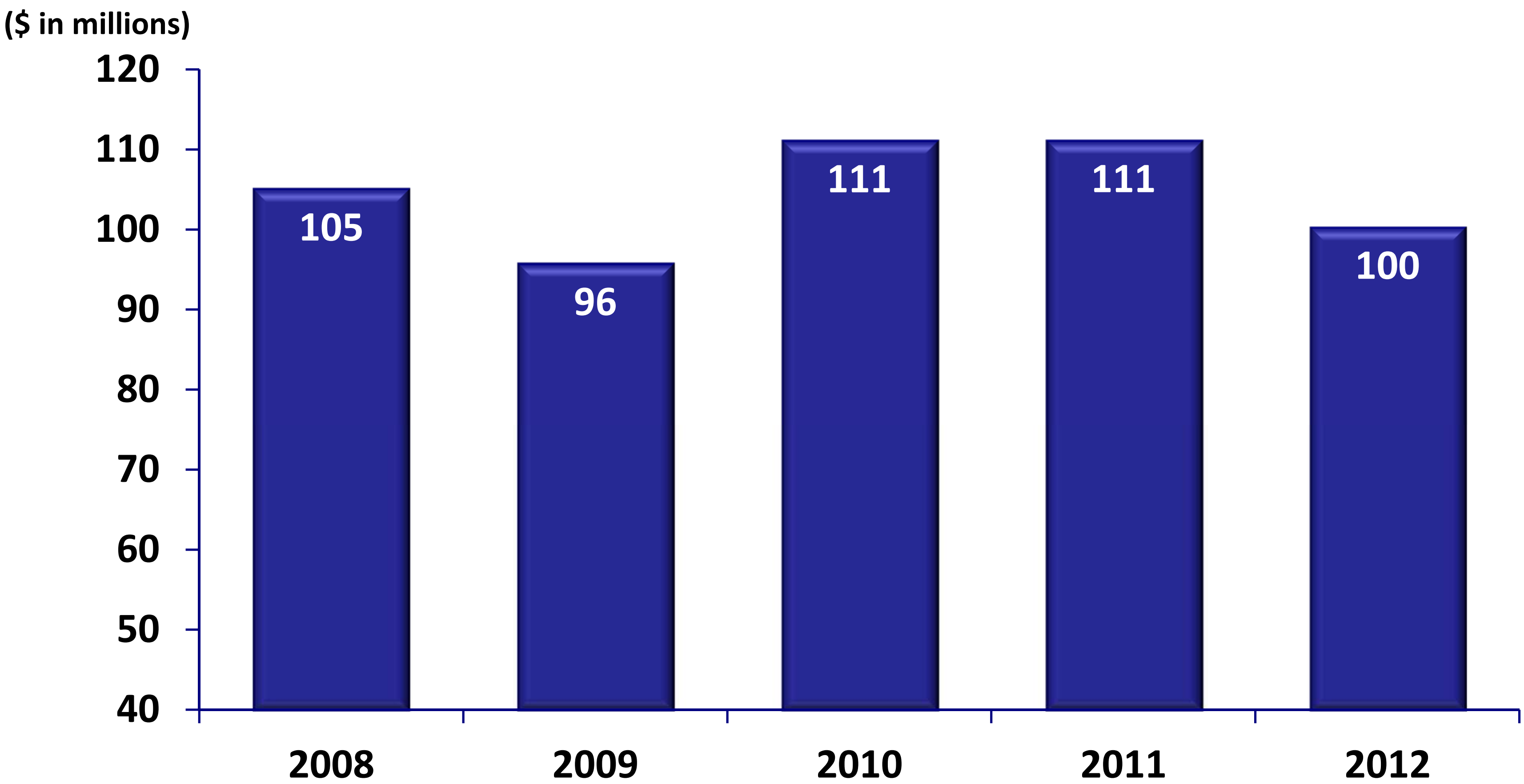
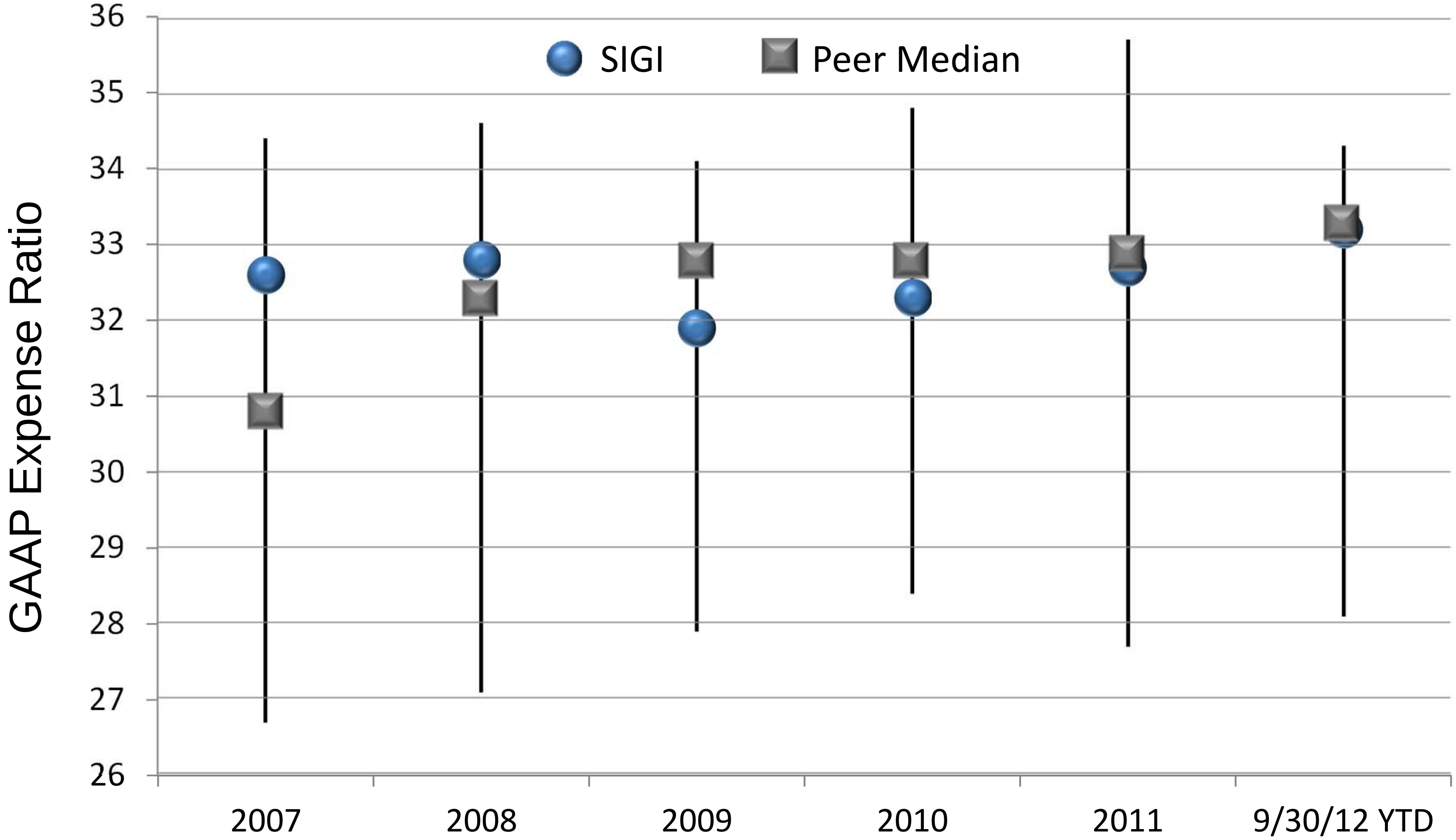
Investment Income – After-tax



Focused Expense Management



Source: SNL Financial; includes policyholder dividends
Peers include CINF, CNA, HIG, STFC , THG, TRV, UFCS, and WRB

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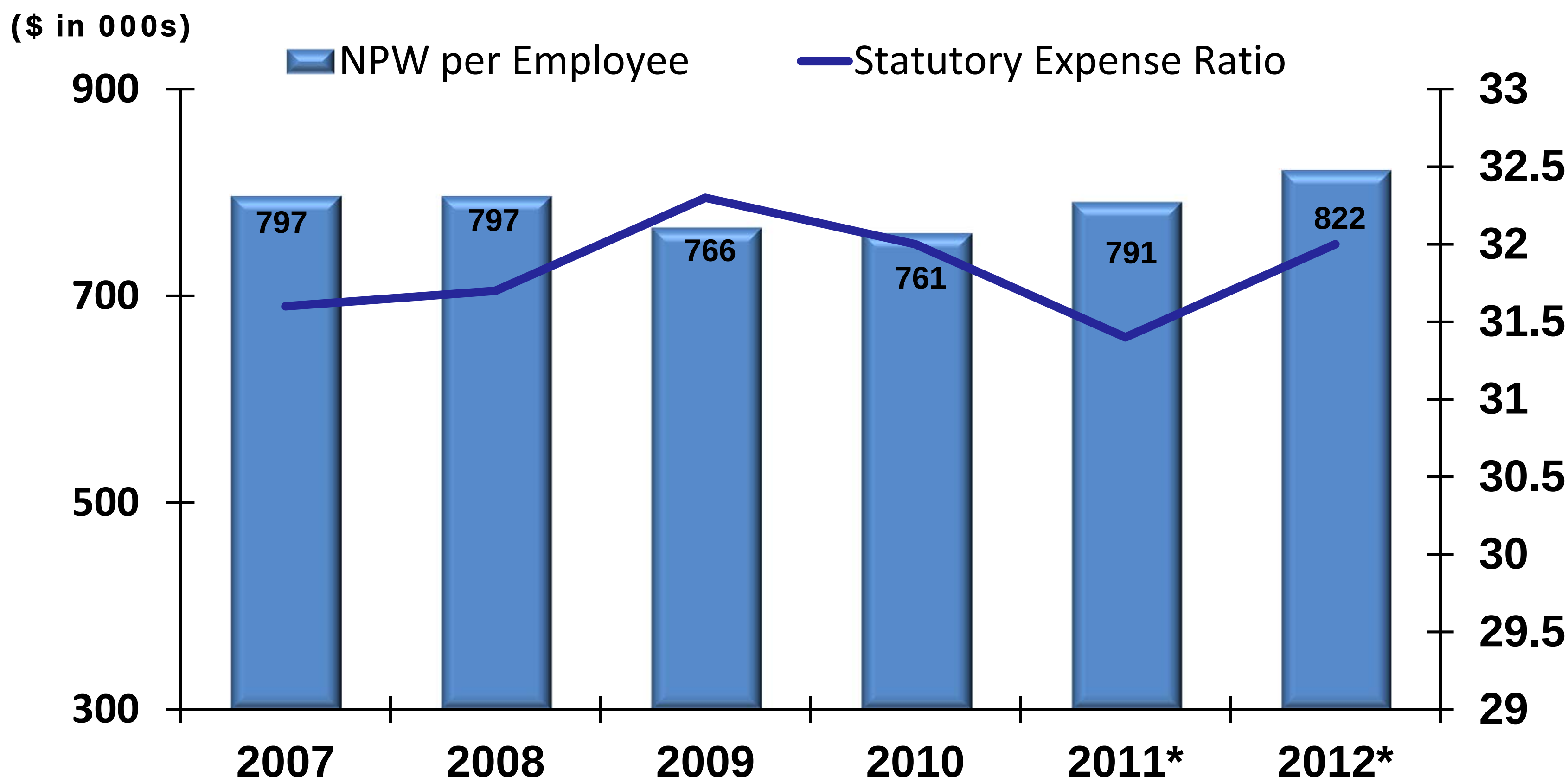
Insurance Operations Productivity



*Excludes Excess & Surplus Lines

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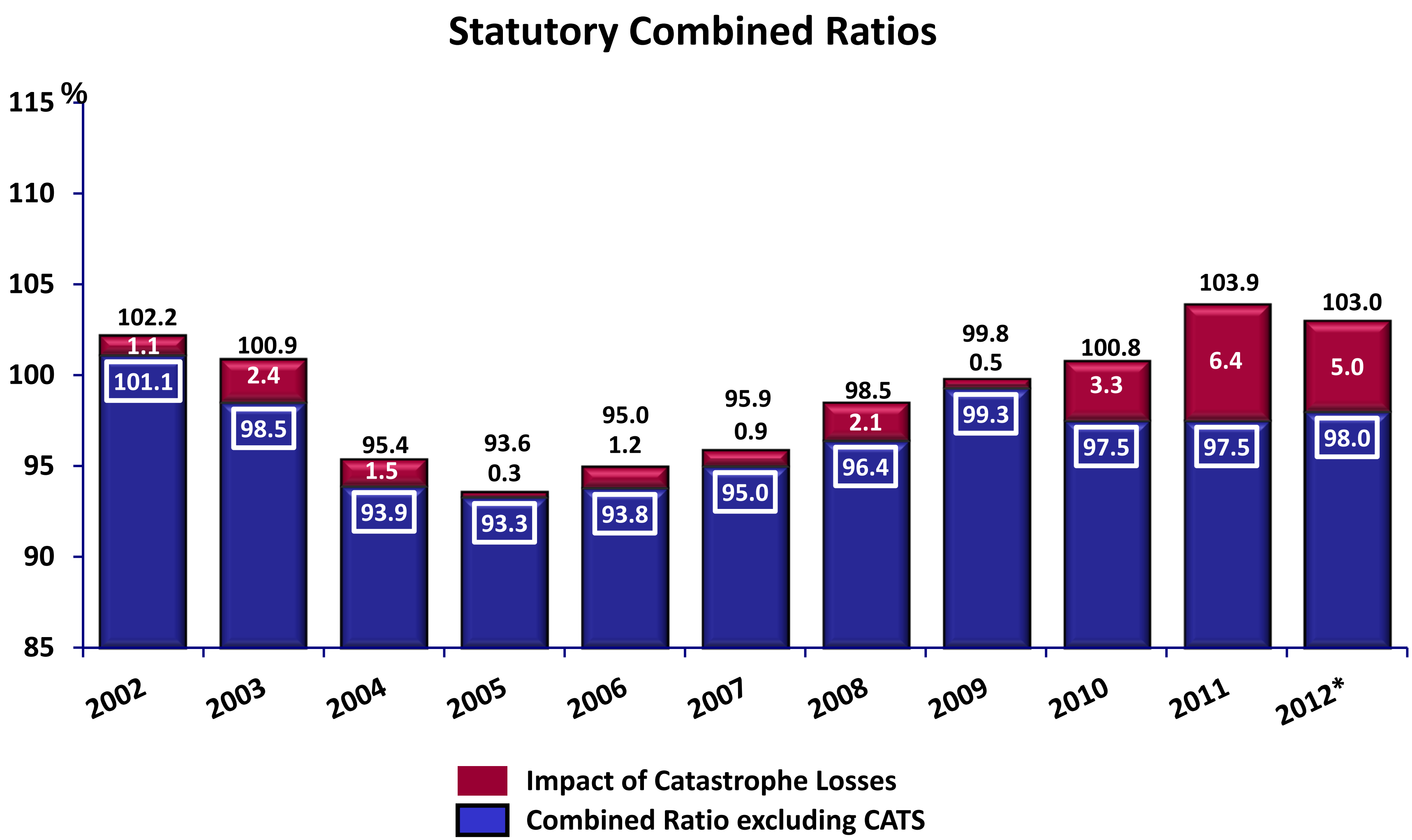
Standard Commercial Lines Profitability



**Includes impact of reinstatement premium on catastrophe reinsurance program as a result of Hurricane Sandy*

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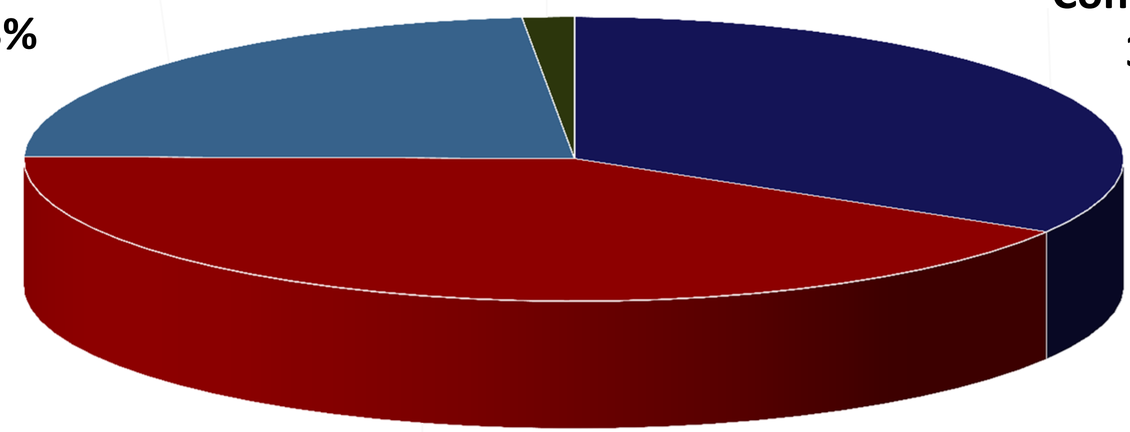
Premium by Strategic Business Unit
2012 Standard Commercial Lines
Direct Premium Written



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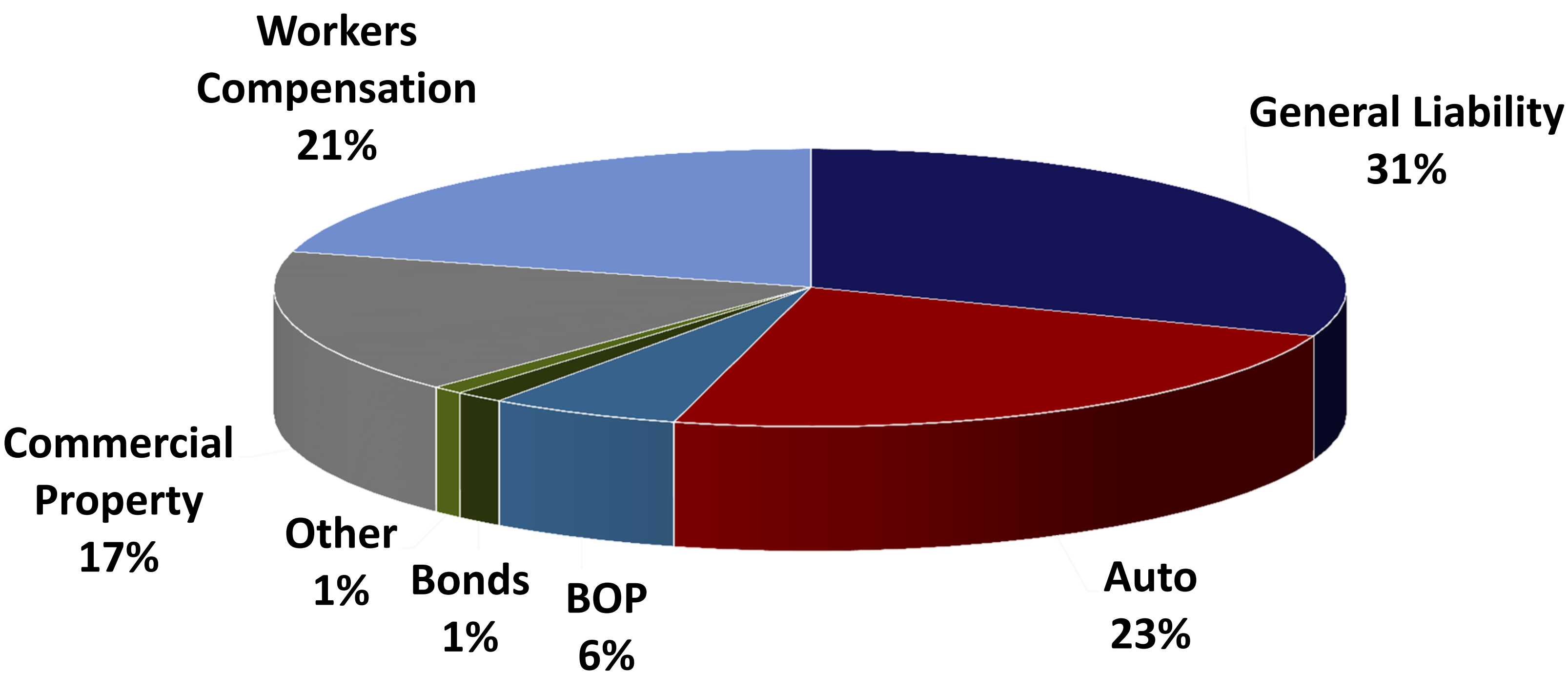
Premium by Line of Business
2012 Standard Commercial Lines Net Premium Written



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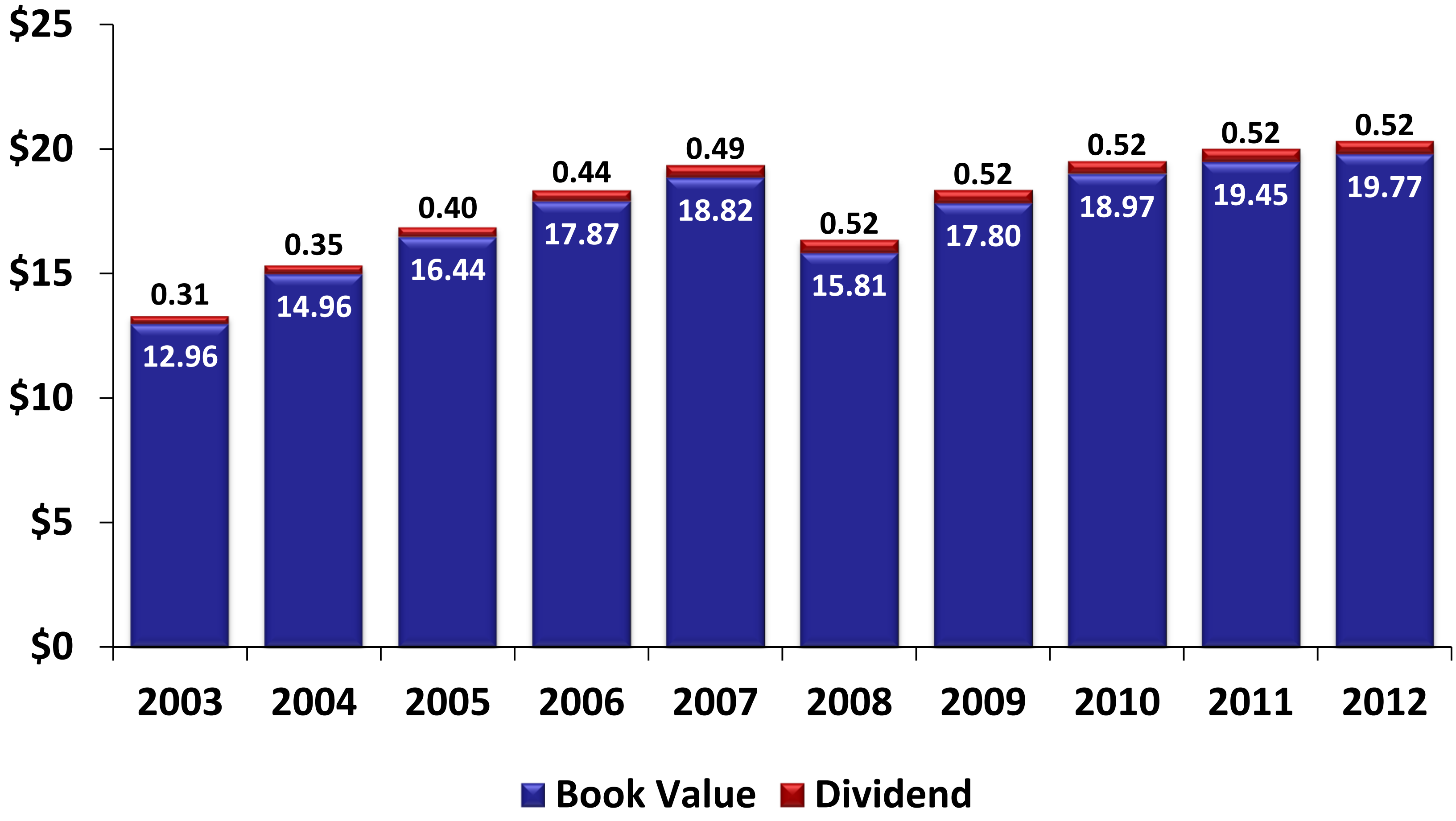
Long-Term Shareholder Value Creation



Note: Book value restated for change in deferred policy acquisition costs (2002-2006 Estimated)

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