

SELECTIVE INSURANCE GROUP, INC.

CODE OF CONDUCT



TABLE OF CONTENTS

Introduction2

Make Good Decisions.....3

What We Ask of You3

How to Report a Suspected Violation4

At-Will Employment5

Equal Employment Opportunity5

Harassment, Including Sexual Harassment5

Safe Workplace5

Your Rights as an Employee6

Drug/Alcohol Free Workplace.....6

Convictions6

Financial Integrity6

Insider Trading7

Conflicts of Interest7

Gifts, Payments, Entertainment, Gratuities, and Prizes7

Employees Make Great Customers8

Use of Selective Equipment or Facilities8

Electronic Communication Systems.....9

Intellectual Property, Confidential and Proprietary Information.9

Political and Civic Activities10

Fraud, Theft, or Similar Conduct.....10

Fair Competition and Antitrust11

Professional Designations and Licenses11

Personal Data11

Records Management.....12

External Communications.....12

Speak Up!12

How We Protect You13

A Message from John J. Marchioni



Dear Colleagues,

At Selective, our reputation is the cornerstone of our success. The trust we've developed with our various constituencies is the foundation for our future growth. We maintain this trust by acting with integrity and ethics in all we do.

This Code of Conduct (the "Code") complements our company's Values, establishes the structure for our daily business activities, and outlines our expectations for your behavior.

We all are responsible for protecting our good name. We must act with transparency, independence, and a sense of responsibility, strictly complying with the letter and spirit of this Code, our internal policies, and all applicable laws. To that end, we must speak up when faced with a potential ethics or compliance concern.

Thank you for your commitment to ensuring our continued growth and success.

A handwritten signature in black ink, appearing to read "John J. Marchioni". The signature is fluid and cursive, with a large initial "J" and "M".

John J. Marchioni
President and Chief Executive Officer

Introduction

We're delighted you're part of the Selective team. This Code of Conduct or "Code" applies to all directors, officers, and employees of Selective Insurance Group, Inc., Selective Insurance Company of America, and their subsidiary and affiliated companies.

Our team has five defining Values that are the foundation of everything we do:

- **Trust**. We believe in the positive intentions of our employees and have confidence in their expertise.
- **Integrity**. We expect honesty, transparency, and consistency in communication, relationships, and behaviors while holding ourselves to the highest ethical standards.
- **Inclusion**. We respect and value the unique opinions, beliefs, and abilities of individuals from all backgrounds and orientations; and we seek to include diverse perspectives and ideas in all we do.
- **Service Excellence**. We strive to exceed the expectations of distribution partners, customers, and colleagues in the workplace, and the communities we serve.
- **Be the Best**. We dedicate ourselves to ongoing learning, growth, and continuous improvement, demonstrated by delivering exceptional business and financial results.

These Values give us direction that we can all follow and serve as our rules of the road. Officially, we put them into practice as the Code. We observe these legal and ethical rules to maintain our high standards. While the reasons for many prohibited behaviors are obvious, some aren't. The Code addresses several gray areas that can help you and Selective navigate challenging situations.

Following the Code is the best way to protect you and the organization. Of course, we can't address every situation that might arise. If you are unsure how to handle a particular situation, just ask. There are no foolish questions when it comes to the Code. If something just doesn't seem right or isn't clear, please talk with someone in Legal or Compliance. They're here to help you. While we've written this Code specifically for our directors, officers, and employees, we expect contractors and third parties who conduct business on our behalf to understand and respect these standards and implement their own policies and procedures consistent with this Code.

Selective may revise this Code at any time. If you have any suggestions for changes or additions, let your manager, HR Business Partner, or the Chief Compliance Officer know. We welcome your input.

Make Good Decisions

The Code is designed to help you make appropriate decisions when facing situations where the answer may not be clear. When contemplating taking any action – from sending a text message to making a large financial decision – use the headline test:

1. Is it consistent with our Code and our Values?
2. Is it ethical?
3. Is it lawful?
4. Will it reflect well on Selective and you personally?
5. Would you be okay if a story about it turned into a headline?

The answer to all these questions should be “yes.” If the answer is “no” to one of these questions, don’t do it. Ask for guidance from your manager, HR Business Partner, the Legal Department, or the Chief Compliance Officer.

What We Ask of You

You need to read, understand, and follow the Code. Your actions should always be consistent with it, and are critical to protecting our good name. If you do not follow the Code – or knowingly fail to report a violation you know about, learn about, or suspect – you may be subject to disciplinary action, up to and including termination of employment. Where appropriate, matters may also be referred to appropriate legal authorities to pursue civil or criminal prosecution.

Officers, Managers, and Supervisors have an additional responsibility to lead by example. They must:

- Demonstrate the highest ethical standards and expect the same from every employee.
- Recognize and affirm the ethical conduct of employees.
- Understand and communicate policies and procedures relevant to their team’s work.
- Take steps to prevent problems before they happen.
- Promptly seek guidance when unsure about the right thing to do.
- Never bend the rules or pressure others to do so.
- Encourage employees to speak up without fear of retaliation.
- Immediately report problems or possible violations of this Code, company policies, or the law to your manager, HR Business Partner, the Legal Department, the Chief Compliance Officer, or Selective’s Ethics and Compliance Helpline (see below).

How to Report a Suspected Violation

If you see something that you think may violate this Code, we ask that you immediately report it to one of the following Selective officers:

- General Counsel & Chief Compliance Officer
- Chief Audit Executive
- Chief Human Resources Officer

You can contact any of these individuals in person, by email, or by phone.

If you're more comfortable reporting a violation anonymously, you can use our **Ethics and Compliance Helpline**. Our Ethics and Compliance Helpline ("Helpline") allows employees to report potential violations using a secure website or voicemail. The Helpline is available 24 hours a day, 7 days a week (24/7).

All reports to the Helpline will be handled as confidentially as possible. An independent third party maintains the Helpline. You may remain anonymous if you prefer – although, doing so may make it more difficult for us to investigate and resolve the reported matter.

Your report may be left at any time of the day or night in either of two ways:

1. Voicemail

Call **1-866-299-8412** (a toll-free number) to leave your message. All messages will be electronically altered/disguised to provide for the confidentiality of your identity, if you wish to make your report anonymously. When using voicemail, you will have the choice between two extensions as follows:

Financial/Accounting Extension. Use this first extension to report on financial, accounting, or auditing matters. Reports to this number are delivered to the General Counsel & Chief Compliance Officer, the Chief Audit Executive, and the Chairperson of the Audit Committee of Selective's Board of Directors.

Ethics/Compliance/Employee Relations Extension. This second extension is for any other ethics matters, including possible violations of our Code, conflict of interest issues, retaliation, and other employee relations issues. Messages on this extension are delivered to the General Counsel & Chief Compliance Officer and the Chief Audit Executive.

2. Secure Web Form.

Go to the secure website: <http://www.whistleblowerservices.com/sigi> This accesses an internet-based message interface that will deliver a message to the General Counsel & Chief Compliance Officer. If the message relates to a financial, accounting, or auditing matter, the message also goes to the Chairperson of the Audit Committee of Selective Insurance Group, Inc.'s Board of Directors.

When making a report to the Helpline, please provide as much detail as possible to help us investigate the issue.

When you send a message using either method, you will receive back a 15-digit code number that can be used to access the status of the response to your report. Please record this number, as this will be your only access back into this case. It may also be used to anonymously ask you for additional information regarding the matter you reported. To follow up on your message you will need to go to <http://www.whistleblowerservices.com/sigi>.

At-Will Employment

You can leave Selective at any time. Conversely, we can ask you to leave at any time. This can be done for any reason, with or without cause or notice. Nothing in this Code or any other Selective policy can change the at-will nature of employment with Selective.

Equal Employment Opportunity

It is Selective's policy to promote equal employment opportunities for all applicants and employees without regard to race, color, religion, sex, national origin, citizenship, age, military/veteran status, disability, gender identity or expression, sexual orientation, marital status, or any other status protected by law. Equal employment opportunities include recruitment, application, hiring, training, compensation, promotion, termination, benefits, work assignments, career progression, shift assignments, and other terms and conditions of employment. All Officers, Managers, and Supervisors must comply with all employment-related federal, state, and local laws and report any violations to the Chief Human Resources Officer. For more details, please review Selective's HR Policy & Procedure Handbook.

Harassment, Including Sexual Harassment

You have the right to be treated with respect and dignity and work in an environment free from unlawful discrimination, including freedom from sexual harassment. Under Selective's Policy Against Harassment, Including Sexual Harassment, no employee may harass, bully, or discriminate against another. This policy applies to both supervisory and non-supervisory personnel. Harassment is also illegal when it is based on age, color, disability, gender, national origin, race, religion, ancestry, sexual orientation, or any other characteristic protected by federal, state, or local law.

If you engage in harassment or, as a supervisor, tolerate harassment, you will be subject to disciplinary action, up to and including termination.

For more details, please review Selective's Harassment/Sexual Harassment and Bullying Prevention Policy.

Safe Workplace

We want you to feel safe at work. We strive to avoid safety hazards, including any physical, verbal, or other threats or actions that would cause anyone to feel unsafe. Subject to state law, we do not allow the possession of weapons on Selective premises or while conducting company business. If you become aware of possible hazards or threats, immediately notify your manager, HR Business Partner, or the Chief Compliance Officer, or call 911 in an emergency.

Your Rights as an Employee

Selective will always follow the law and respect your rights as an employee under labor and employment laws. Nothing in this Code shall be construed to interfere with, restrain, or prevent employees from communicating regarding their wages, hours, or other terms and conditions of employment, unions or unionization, or otherwise exercising their protected rights under the National Labor Relations Act or any other law. Employees have the right to engage in or refrain from engaging in such activities and express their own opinions on these topics.

Drug/Alcohol Free Workplace

Selective is committed to providing a safe, drug-free environment. The illegal sale, purchase, use, or possession of a controlled substance on Selective premises or while conducting company business, is prohibited. If you're under the influence of a controlled substance or alcohol while on Selective premises or while engaged in Selective business, you may be terminated.

If you have a drug or alcohol-related problem, seek confidential help through our employee assistance program.

Convictions

You must promptly inform the General Counsel & Chief Compliance Officer if convicted of a crime (excluding minor motor vehicle violations). Federal law restricts our ability to employ any individual convicted of any criminal felony involving dishonesty or a breach of trust.

Financial Integrity

Transparency is crucial at Selective when it comes to our financial records and information.

We ask you to make certain that our accounting and other business records are materially accurate. If you have any doubts about an entry, please research it fully before recording it. As you can imagine, misleading or false information will cause serious trouble for all of us at Selective. That's why we must exercise due care with everything, including reports or other information that's filed with or provided to the U.S. Securities and Exchange Commission, state insurance regulators, rating agencies, and other public agencies.

It's not just company policy – it's the law. We trust you to comply with it.

Accounting records must be materially accurate.

Accounting records must conform to:

- Statutory insurance accounting practices;
- U.S. generally accepted accounting principles;
- Rules and regulations of the U.S. Securities and Exchange Commission; and
- All other applicable laws and regulations.

Accuracy counts. No false entries shall be made. All records must include appropriate identification and description of the underlying transactions. All corporate funds must be retained in bank accounts in the name of Selective or its appropriate subsidiary. No undisclosed or unrecorded fund or asset shall be established for any purpose.

What if the numbers don't add up?

If you know something's wrong, you can't stay quiet. Period. You must tell us if you know about an accounting error now or in the past.

Insider Trading

We all must take insider trading very seriously as a publicly traded company.

In the course of your work at Selective, you may learn material non-public information about Selective, or a competitor, customer, supplier, or business partner. Do not use such material non-public information to buy or sell stock. Do not give material non-public information to others who might rely upon that information to buy or sell stock.

For more details, please review Selective's Insider Trading Policy.

Conflicts of Interest

Conflicts of interest are a big deal – and we take them seriously. That's why everyone must complete our Annual Conflict of Interest Questionnaire and provide updates.

In short, you must avoid any situation which may conflict, or might appear to conflict, with the interests of Selective. As an employee, you owe Selective a duty of loyalty and have a responsibility to act in Selective's best interest.

A conflict of interest exists or may arise when your personal, financial, or other interests compromise your ability to make sound and objective decisions that are in the best interests of Selective. If you discover that a personal relationship, investment, opportunity, or position could compromise—or even appear to compromise—your duty of loyalty to Selective, disclose it immediately to the Chief Compliance Officer or Corporate Secretary.

For more details, please review Selective's Conflict of Interest Policy.

▪ Gifts, Payments, Entertainment, Gratuities, and Prizes

It's nice to entertain and show appreciation to our customers, distribution partners, and business partners – and it's nice to be entertained and appreciated by them. But, to avoid any issues, we must be extremely careful and make sure that everything is, and appears to be, reasonable under all the circumstances.

Here is the basic rule regarding gifts to you: You can't accept any gift, payment, or gratuity that will unfairly affect any business decision you make at Selective. You must remain unbiased in every way possible, and no kinds of "rewards" are allowed to sway your decisions.

Here's the basic rule regarding gifts you can give: You can't give any gift, payment, or gratuity that will unfairly affect any business decision a Selective customer or distribution partner might make. Before giving a gift card or gift certificate to any customer, distribution partner, or business partner, you must obtain written approval of the General Counsel & Chief Compliance Officer or their designee.

Things that you cannot accept or give include the following: Secret or illegal payments, bribes, kickbacks, or other unauthorized payments, services, compensation, or favors. If you have any questions about a gift being given or received, contact Selective's General Counsel & Chief Compliance Officer. Ask for advice so you don't make a mistake.

A few basics to keep in mind:

- Any gift (given or taken) less than \$250 in value must be reported in your Annual Conflict of Interest Questionnaire. Any gift (given or taken) \$250 or greater in value must be approved in writing by the General Counsel & Chief Compliance Officer.
- All cash gifts or cash equivalents, such as pre-paid charge cards, are prohibited.
- If you are invited to attend an event, such as a sporting event, concert, or show, you may attend only if the person who invited you, or another representative of their organization is in attendance and there is a business reason, including relationship development, for you to be there. You may only occasionally accept such invitations from the same person or company. Remember, if the person who invited you, or a representative of their organization, does not attend with you, Selective considers the ticket a gift, subject to the limits and reporting requirements.
- You cannot accept or extend an offer to provide travel and/or lodging to attend an event. Selective will pay these expenses for you if there is a valid business reason for attending the event. If you are invited to spend the night at the personal residence of the person who invited you, a house gift of \$50 or less may be given. Any house gift above \$50 may only be approved in writing by the Chief Compliance Officer.

You need to pay attention to gift giving and gift receiving. Sometimes, circumstances don't make it easy. Don't take a chance if you aren't sure about accepting or offering a gift or entertainment. Don't guess. Don't assume. Our General Counsel & Chief Compliance Officer is a phone call away and ready to help you make the right decision. For more details, please review Selective's Conflicts of Interest Policy.

- **Employees Make Great Customers**

You and your family members are welcome to purchase our insurance products. If Selective insures you, however, don't ever do anything that affects the insurance policy that you, an immediate family member, or anyone who lives in your household has, like getting involved with the policy's underwriting or claims processing. Keep the separation of our business and your coverage crystal clear.

Use of Selective Equipment or Facilities

You may only use Selective equipment and materials in connection with Selective business, unless you have permission from your supervisor to do otherwise. Requests to use Selective facilities for civic and nonprofit purposes should be directed to the AVP, Facilities and Corporate Services.

Electronic Communication Systems

As you well know, we live in a digital world – and our personal and work lives are tied to email, social media, and the Internet. That’s why we must be extra careful with everything that’s done electronically. Our advice? Be smart, be aware, and think twice before you hit “send.”

- **IT Systems**

Unauthorized access to Selective’s IT systems could lead to the unwanted disclosure of confidential or personal information. Similarly, unauthorized access to our systems could also severely impact our ability to operate as a business. It is all our jobs to protect our IT systems. Never share your password with anyone. Never leave your company assets (e.g., computer, tablet, phone) unattended. Always watch for potential phishing or social engineering schemes. Do not open suspicious emails. Do not click on suspicious links. Do not authorize any financial transaction solely based on instructions that originated from a telephone call or email. Immediately contact IT/Security if you suspect any unauthorized access, security incident, or breach.

- **Internet and E-Mail**

Use of Selective’s communication systems, including Internet or e-mail systems for illegal activities or personal profit is not allowed. Any use of these systems that violates this Code of Conduct, is considered inappropriate, or reflects unfavorably on Selective, is prohibited.

- **Computer Software, Licensing, and Copyright Policy**

Copyright laws prohibit unauthorized use and/or copying of protected computer programs in use at the company. Selective is committed to complying with all copyright laws and vendor license agreements, which means you may not copy software programs, or give that software to outsiders without permission. Also, you cannot photocopy manuals, training materials, or other related items without permission. Selective will not condone the use of any unauthorized software.

- **Privacy Rights and Company Monitoring**

When you access the company’s electronic communications systems, we can view your communications at any time. Any information entered or stored in these systems is the property of Selective. No user of these systems should have any expectation of privacy.

Please review Selective’s Electronic Communications Systems, Acceptable Usage Policy for more details.

Intellectual Property, Confidential and Proprietary Information.

You are responsible for protecting Selective’s intellectual property and confidential and proprietary information against loss or unauthorized disclosure. You must also protect the intellectual property and confidential and proprietary information of others who disclose it to us confidentially in our business dealings.

Confidential and proprietary information encompasses any information developed or acquired by Selective and its employees in the ordinary course of business that is not generally available to the public. Such information relates to (i) business transactions and bidding activity; (ii) relations with others, such as distribution partners, policyholders, and vendors; (iii) financial information before it is made public via periodic reports to shareholders, press releases, and similar official publications; and (iv) other non-public financial data, human resources data, business plans and strategies, unannounced programs, rates, underwriting and claims procedures, and internal reports, listings, and directories.

Disclosure of confidential and/or proprietary information within Selective must be limited to those employees whose positions allow them access to it. Additionally, confidential and proprietary information may not be released under normal circumstances to any person outside Selective, including former employees, directors, and distribution partners.

You may not use confidential or proprietary information obtained through your business relationship with Selective to further any private interest or for personal gain. That obligation remains even after you leave Selective. For more details, please review Selective's Intellectual Property Protection Policy.

Political and Civic Activities

We encourage you to participate in civic and political activities outside normal business hours. State and local laws regarding political contributions, however, are complex and Selective must make sure the activity does not conflict with the various "Pay to Play" rules. Selective's name or reputation can't be used with any outside activity unless you have written permission from the General Counsel & Chief Compliance Officer. Selective officers must contact the General Counsel & Chief Compliance Officer for clearance before they or a member of their immediate family (which means any child, stepchild, parent, stepparent, spouse, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law) or household, make a political contribution to any candidate for office. Political giving laws change frequently, particularly related to "Pay to Play" and municipal business. This requirement is not intended to limit your right to support the candidates of your choice, but it protects you and Selective from unknowingly violating campaign finance laws.

Fraud, Theft, or Similar Conduct

Protect our physical assets, including our offices, supplies, IT equipment, and company funds and capital, including from theft and abuse. Spend Selective's money as if it were your own. Do not waste funds on unnecessary expenses. Seek bids to obtain the best deal possible for Selective. Confirm that products or services were delivered as agreed before approving and paying invoices.

Fair Competition and Antitrust

Selective is committed to doing business fairly and honestly, and each employee and director must comply with all applicable antitrust and fair competition laws. Generally speaking, these laws prohibit:

- Price fixing;
- Market division and customer allocation;
- Monopolization;
- Group boycotts and collective refusals to deal;
- Tying arrangements;
- Kickbacks;
- Discrimination in promotional allowances or services; and
- Unfair methods of competition and deceptive practices.

Always seek approval of the General Counsel & Chief Compliance Officer before participating in any activity that raises antitrust concerns.

U.S. antitrust law recognizes that not all discussions and agreements with competitors are illegal and permits certain activities under certain circumstances. Selective permits certain activities provided that prior clearance is obtained from the General Counsel & Chief Compliance Officer. If prior approval is granted, Selective permits the following relations with competitors and customers:

- Trade association activities;
- Joint bidding agreements;
- Mergers and ventures;
- Benchmarking information exchange activities; and
- Competitive Intelligence.

For more details, please review Selective's Antitrust Policy.

Professional Designations and Licenses

If you hold any professional designations, such as CPCU, CFA, or FCA, or professional licenses, such as state insurance agent, adjuster, loss control/safety management, legal, or accounting, you must disclose them in writing to the General Counsel & Chief Compliance Officer. **You must promptly inform the General Counsel & Chief Compliance Officer if job-related professional licenses are suspended or terminated.**

Personal Data

We protect the privacy of any personal data we collect, access, use, store, share, or destroy. Follow our policies related to personal data. Only use personal information for legitimate business purposes. Always be transparent about Selective's personal data practices. Provide individuals privacy preference choices.

For more details, please review Selective's Privacy and Data Security Policy.

Records Management

Retain and dispose of the company's business records in accordance with our Records Retention Policy. Follow any legal hold you receive from the Legal Department; do not alter or destroy any documents subject to a legal hold. If you have any questions about a legal hold, contact the Legal Department.

For more details, please review Selective's Records and Information Management Policy.

External Communications and the Media

From time to time, we do get requests from media outlets. You must let us do the talking to avoid any confusion or miscommunication. You may not speak to, answer any questions from, or send any materials about Selective business practices to the press or any media outlet on Selective's behalf.

Only individuals authorized by the Corporate Communications Department, the Investor Relations Department, or the General Counsel & Chief Compliance Officer are permitted to communicate with the media on Selective's behalf.

For additional information concerning investor communications, see Selective's Investment Community Disclosure Guidelines and Social Media Policy.

Speak Up!

Honesty is the best policy. It's also the rule here at Selective. If you know or suspect any kind of wrongdoing, you must report it. Contact the General Counsel & Chief Compliance Officer, or the Chief Audit Executive. If the suspicious activity relates to Selective's public information or financial reporting matters, you may also contact the Chairperson of the Audit Committee of Selective's Board of Directors. You can remain anonymous by calling the Ethics and Compliance Helpline at 866-299-8412 or using the secure website: <http://www.whistleblowerservices.com/siqi>.

Examples of things you should report include:

- Any dishonest or fraudulent act;
- Forgery or alteration of business records, documents, checks, or drafts;
- Any misuse or misappropriation of funds, securities, supplies, or any other asset; and
- Acceptance of any improper inducement from third parties, such as vendors or distribution partners.

Selective will investigate any allegation of suspected wrongdoing and take appropriate action after an investigation. You must cooperate in any company investigation, litigation, or audit. You will be disciplined, consistent with applicable labor law, up to and including termination of employment, for violations of this Code, Selective policy, or applicable law.

Nothing in this Code should prevent you from reporting any concerns to a regulatory body or cooperating with any law enforcement investigation.

How We Protect You

If you report a suspected Code violation in “*good faith*,” you will be protected from retaliation. A “*good faith*” report does not require a possible violation ultimately be proven true. It only requires that you had a reasonable basis to believe what you reported. Similarly, you will be protected against retaliation for your participation in an investigation of suspected Code violations.