



goosehead[®]
INSURANCE

Corporate Responsibility Report

2025

Contents

Company Overview	3
Who We Are	6
Employee Recruitment and Development	7
Workplace Diversity and Engagement	10
Employee Benefits, Engagement, and Workplace Safety	12
Environmental and Community Involvement	15
Cyber, Data Security and Governance	17
Sustainability Accounting Standards Board ⁷	19

Company Overview

In 2003, real estate investor Robyn Jones and her husband Mark Jones, a senior partner at Bain & Co., began transforming the insurance industry by founding Goosehead and providing clients with unprecedented information, unleashing their power of choice.

This means giving everyone the right to transparent pricing by shopping many insurance companies so clients can choose the plan that offers the right protection at the best value. The value and innovation we provide significantly benefits the industry across our clients, agents, and carrier partners.

Today, Goosehead is a rapidly growing independent insurance agency with over 1.67 million policies in force and \$3.8 billion of premiums in place in 2024. The company partners with more than 200 insurance carriers and our operations include 14 corporate sales offices comprising over 400 corporate sales agents. In addition, we have a network of 1,143 operating franchises across 44 states.¹

Goosehead is reinventing the traditional approach to distributing personal lines insurance by offering clients a choice product platform, knowledgeable sales and service agents, and the benefits of leading proprietary technology. Our differentiated business model and innovative technology platform have enabled us to deliver insurance clients a superior experience with accurate and appropriate coverages through a quick and highly simplified process.



1. As of December 31, 2024

Value of Personal Lines Insurance and Addressing Insurance Protection Gaps

The overall insurance protection gap between economic and insured losses remains a significant risk for consumers and the overall insurance marketplace. In 2024, U.S. natural catastrophe losses in North America were approximately \$190 billion, while insured losses were roughly \$108 billion.²

Personal lines insurance plays a critical role in protecting individuals' financial wellbeing from catastrophe and weather risk. The unfortunate reality is that the marketplace for shopping and purchasing personal lines insurance is broken, resulting in many inappropriately covered or underinsured buyers.

Our company is focused on providing sufficient and appropriate home and automobile coverage for our clients. We also carefully explain the important value of additional coverages such as flood, additional loss protection, liability and life insurance, and ensure those coverages are presented.

Our proprietary technology platform allows Goosehead agents to quickly identify referral partners, run quotes, and access all the analytics they need to help our clients make smart, data-informed decisions. This unique technology drives our Digital Agent Platform — a direct-to-consumer insurance quoting platform launched in 2021 — that provides a best-in-class way for consumers to shop for and buy the right personal insurance product and coverage at the right price, all while maintaining the critical value created by knowledgeable agents.

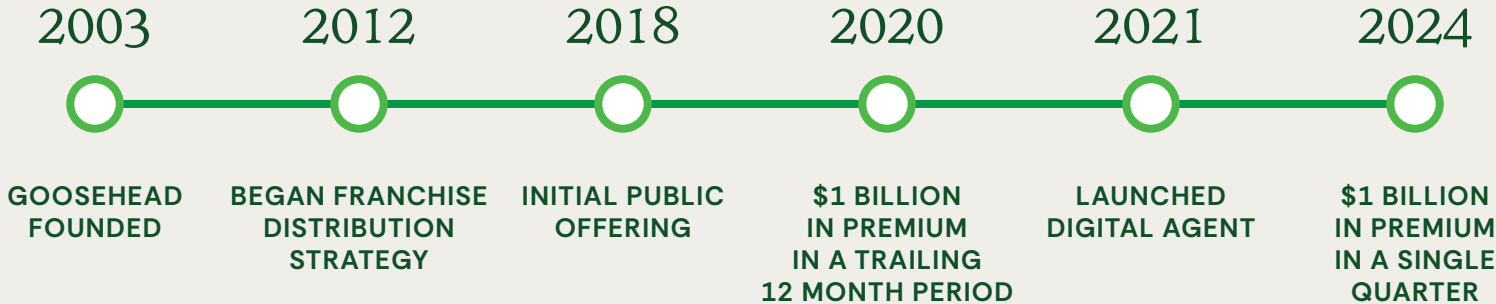
Providing a high level of service is central to our commitment to clients. Our ongoing client service is provided through separate dedicated service centers staffed with knowledgeable licensed agents. With policy fulfillment and servicing handled through our centralized service team, we have been able to deliver an unmatched service experience for clients, with an industry leading NPS score of 89 and client retention of 84%³.

As a company, we are committed to operating at the highest possible standards. We not only do insurance differently, but are also committed to "Uncompromising Integrity in All We Do." Sustainability is an important piece of our business and at the core of our culture. We recognize that to consistently deliver for clients, we need to invest in relationships with our employees, franchisees, and carrier partners. This involves ongoing work in recruiting, training, mentoring,

2. According to data published by Munich Re.

3. As of December 31, 2024

and engaging our people and franchisees, as well as continued focus on carrier relations and technology integrations and active involvement in our communities. In line with these objectives, management regularly reports to our Nominating and Governance Committee of our Board of Directors, which oversees and helps set our corporate responsibility initiatives and related strategy. This report is intended to showcase how our values come to life through all facets of our business and has been approved by the Nominating and Governance Committee pursuant to its charter.



Who We Are

Our Guiding Operating Principles

At Goosehead, our culture is defined by our Operating Principles, which inform everything we do.

Uncompromising integrity in all we do

Deliver the WOW!

Support the team

Respect Company confidentiality — clients, third parties, staff

Be at cause

Pull more than your own weight

Honest, open, and direct communication

Presume trust

Work hard — we are building a great Company; it will take great effort

Meritocracy and pay for performance

Our clients and our people are our assets — treat them as such

Look for opportunities to create value for our Company — your ideas are important

Exceptional service always

Respect and fairness

Highest quality and service in the industry

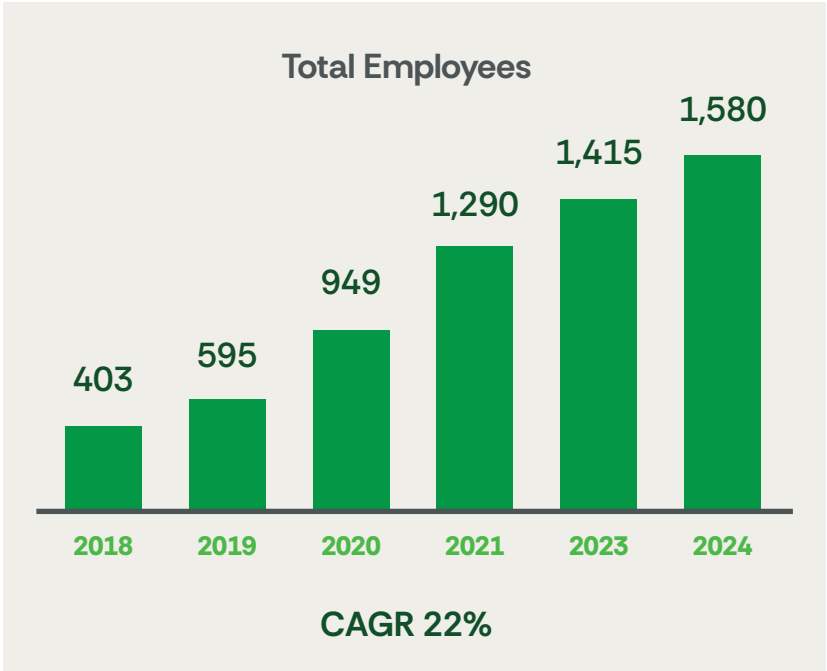
THINK BIG

Employee Recruitment and Development

Given our high growth rates, recruitment and employee development are critical to driving our business. We have a dedicated team focused on recruiting agents and franchises to the organization.

BUILDING OUR TEAM

Since 2018, we have grown our workforce at a compound annual growth rate CAGR of 22%, bringing our total employee count to 1,580⁴. With this level of growth, we invest heavily in initial and ongoing training and professional development, utilizing both virtual and in person resources.



4. As of December 31, 2024

LEARNING & DEVELOPMENT

Goosehead utilizes a proprietary training curriculum for all incoming recruits and supports ongoing professional development of our employees. Continuing education is a large focus and highlight of our learning environment. We have developed advanced training programs for our agents so that they can continue to improve in their careers as they reach tenure and production milestones. We have also created on-demand training resources available to anyone looking to improve across a wide variety of topics and skillsets, which allow our agents to constantly improve.

We have also implemented additional training for our franchise business owners to leverage Goosehead's corporate experience and develop skills around recruiting and sales management. This training helps our franchise owners build a larger sales force within their franchise operation. We also conduct weekly webinars for both our corporate and franchise agents that provides ongoing training and mentoring. Each week, we highlight a key skill that is vital to our products, sales process, or professional development. Our organization also conducts regular in-person town halls across various geographic locations in the U.S. to provide updates on the organization and regional specific training and support, and to collect vital feedback from our franchise network. This feedback often results in near real-time updates to our operating platform, which allows us to deliver better service and business processes to our agent network.



AWARD-WINNING WORKPLACE

Goosehead has an incredible employee culture, resulting in several workplace awards and recognitions over the years, including:



#21 in Top Franchises
Under \$50K
2025

#166 Financial Services
2024

#77 Financial Services
2023



Great Place to Work Award
April 2023



#1 in Insurance
Category
2023, 2024



Top Workplaces USA Award
Region or Category: United States

Industry Award
Region or Category: Financial Services

Culture Excellence Award
Region or Category: Professional Development

Culture Excellence Award
Region or Category: Innovation

Handshake

"Early Talent" Award
2023, 2024

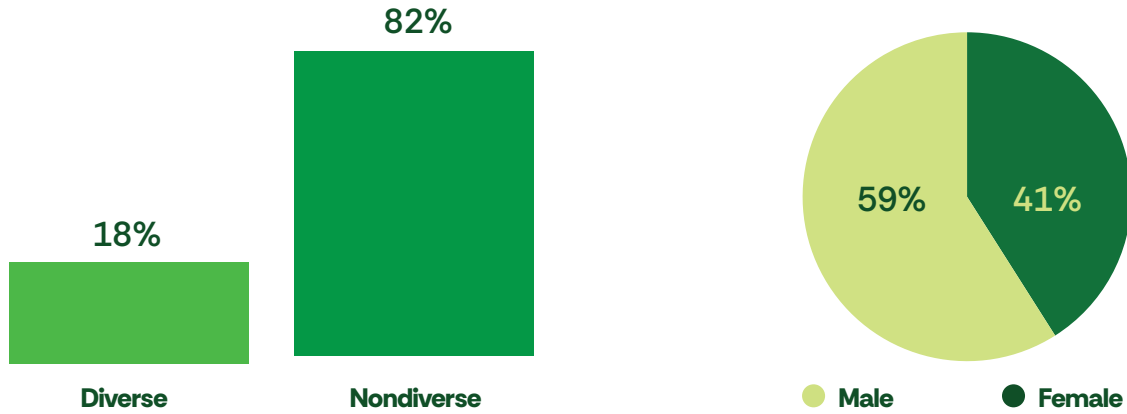
Workplace Diversity and Engagement

At Goosehead, we are proud of our diverse and inclusive culture that results from our principles of meritocracy and servant leadership. We value our diversity and promote inclusion and belonging across the organization.

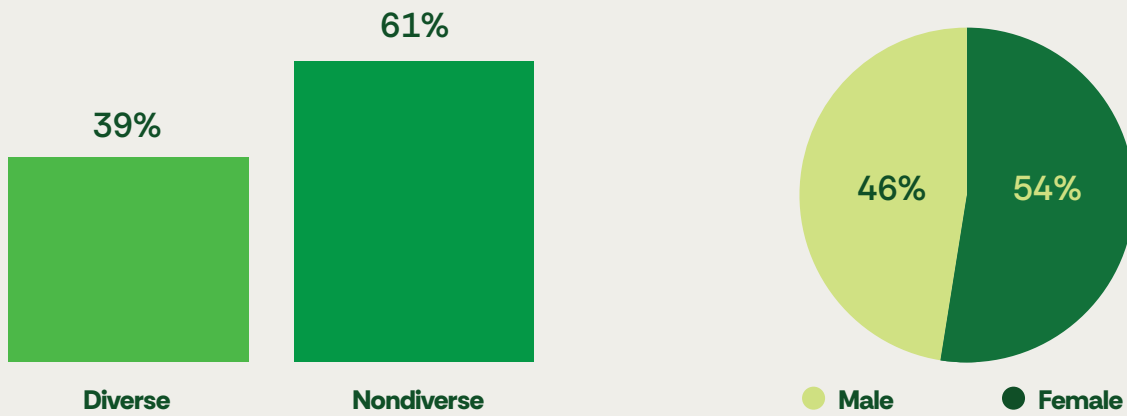


Approximately 52% of Goosehead’s employees are women and approximately 38% of our workforce identifies as racially diverse. We strive to have a meritocratic and inclusive culture of growth and advancement that is informed by our Operating Principles. Goosehead has strong Equal Opportunity and Anti-Harassment policies in place, and we are committed to the principles of openness, empathy, and respect in our workplace.

EXECUTIVE MANAGEMENT AND MANAGERS⁵



NON-MANAGEMENT EMPLOYEES



5. As of December 31, 2024 and based on the diversity guidelines of the Nasdaq Global Market

Employee Benefits, Engagement, and Workplace Safety

Employee Compensation and Ownership

At Goosehead, we believe in a holistic and competitive compensation package that includes opportunities for bonus and equity compensation, as well as access to our stock ownership program. Our employees are eligible to be awarded incentive stock options under our Omnibus Incentive Plan, designed to motivate and reward employees to perform at the highest level and contribute significantly to our success, thereby aligning our employee incentives with the best interests of our shareholders.

Goosehead encourages employees to participate in our Employee Stock Purchase Plan (ESPP), which allows non-management employees to allocate a percentage of their paycheck towards purchasing Goosehead stock. Through our ESPP, participating employees can purchase shares of our common stock through payroll deductions of between 1% and 5% of the employees' compensation. Our executive management team is not eligible to participate in our ESPP.

We also understand that in a commission-based business, there can be a natural tendency to focus on individual successes; however, we believe that our compensation structure is designed to provide flexibility to differentially reward teamwork, thereby aligning our employees' economic interests with the success of the team and organization overall.



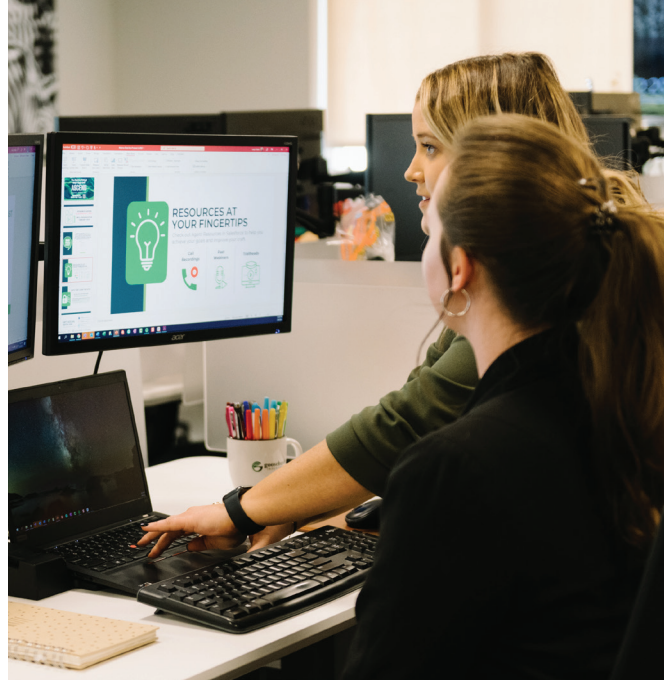
6. As of December 31, 2024

Employee Benefits

Goosehead also offers corporate employees a competitive health benefits package, including medical, dental, and vision insurance, flex and health savings accounts, company sponsored and voluntary life insurance plans, short term disability insurance, long-term disability insurance, accident insurance and critical illness insurance, identity theft protection, and the opportunity to participate in our 401(k)-retirement savings plan. Under our 401(k) plan, we match participants' contributions, which become vested over four years.

In addition to voluntary health benefits, Goosehead offers corporate sponsored programs, which focus on employees' physical, financial, mental, and emotional wellness. Goosehead also offers a financial solutions program, free one-on-one meetings with a financial advisor, workshops, and additional resources to help employees create financial confidence: our goal is to help employees reach a successful and financially sound life through education and guidance.

Our people are our biggest asset, and because we know life does not always go as planned, we offer free professional support and guidance through one of the nation's premier providers of Employee Assistance Program Services. At no additional cost, employees have access to convenient and confidential advice by connecting with a licensed professional to assist with work, life, and emotional well-being. Goosehead has also taken strides to prioritize and encourage physical wellness by implementing a Wellness Week to bring awareness to our employees' physical health. Employees are educated on the importance of nutrition and activity through wellness health expositions and free health screenings and follow up care.



Equal Opportunity and Anti-Harassment Policies

Goosehead's Equal Opportunity and Anti-Harassment policies are codified and strictly enforced. We contracted with a third-party solutions team to encourage and facilitate independent and timely reporting and investigation of policy violations. Goosehead does not tolerate any form of discipline, reprisal, threats, intimidation, or other retaliatory conduct against an employee for making a good faith complaint of a perceived incident of discrimination or harassment or for cooperating in an investigation by the company or any federal, state, or local agency of such a complaint. Our third-party solutions team ensures that a prompt, thorough investigation is conducted, and that any necessary and appropriate remedial action is taken.

Whistleblower Policy

Goosehead's Whistleblower Policy establishes procedures for the receipt and handling of reports or concerns, including those submitted by employees, as to accounting or auditing matters, and includes means for employees to raise concerns about violations of Goosehead's Code of Conduct and Business Ethics. Such reports or concerns may be reported on a confidential basis to the employee's direct supervisor or Goosehead's General Counsel, or through our anonymous whistleblower hotline, managed by an independent third party to ensure independent, secure, and timely reporting of any potential violations.

Fraud and Identity Theft Protection Program

Goosehead does not tolerate any form of fraud or identity theft. We are committed to protecting clients, employees, agents, and carrier partners from fraud and identity theft, and do so in part through our Fraud and Identity Theft Protection Program. We encourage reporting of any instances or suspicions of fraud or identity theft through our anonymous hotline. Goosehead's Compliance Team ensures that all reports are promptly and thoroughly investigated, and that any necessary and appropriate remedial action is taken.

Environmental and Community Involvement

Goosehead and our employees work together toward a common goal of helping the environment and the communities in which we live and work.

The following is a summary of some of our philanthropic and volunteer efforts.

PAPERLESS MINDSET AND WORKFLOWS

Goosehead is a completely cloud-enabled business. We adopted a paperless mindset in 2010 when we implemented DocuSign for all new business applications. We continually expanded our paperless processes to all other parts of our business (including recruiting, human resources, service, and others) through 2015, and we now maintain a fully paperless client experience and operational environment.

Furthermore, our Executive Chairman is committed to supporting the environment. Goosehead's Executive Chairman recently purchased 125,000 acres of forest in Montana and is committed to maintaining the forest's certification under the [Sustainable Forestry Initiative](#).



COMMUNITY INVOLVEMENT

Goosehead’s executives firmly believe in a strong philanthropic culture and they support various community organizations, including:

- Genesis Women’s Shelter
- North Texas Food Bank
- Family Place
- Juvenile Diabetes Research Foundation
- Naomi’s Village
- Family Legacy
- Mark and Robyn Jones College of Nursing at Montana State University
- Tarrant Area Food Bank
- SafeHaven of Tarrant County
- Child Bridge
- Cooks Children’s Hospital
- ACH Child and Family Services
- DREAM Adaptive Recreation
- Heroes and Horses
- Whitefish Community Foundation
- Traffick911
- Hope Supply Co.
- HUGS Cafe
- Community Partners of Dallas
- Don’t Forget to Feed Me
- Leukemia Texas
- The Stewpot
- Disabled American Veterans
- GRACE
- Boys & Girls Club
- Equal Justice Initiative
- Feed My Starving Children
- ProLiteracy’s Women’s Empowerment Fund
- Dallas Volunteer Attorney Program
- MHMR Foundation

In 2024, Goosehead:

- Hosted its 6th Annual Back to School Drive and Backpack Stuffing Event, in partnership with Operation Homefront, an organization that provides school supplies to military families at no cost, ensuring military families had school supplies for the upcoming year;
- Teamed up with Children’s Health, a pediatric healthcare provider in North Texas, to provide toy donations to the Children’s Health Hospital in Dallas and to provide personalized holiday cards to military troops;
- Partnered with Clack County Family Services in Las Vegas for an event promoting education for new parents on Sudden Infant Death Syndrome (SIDS) and safe sleeping practices for infants; and
- Volunteered at Animal Defense League of Texas (ADL) in San Antonio, an organization that finds loving and safe homes for rescue animals, to deep clean kennels, walk dogs, and assist with organizing restocks for cleaning supplies.

Additionally, in 2021, Goosehead founders Mark and Robyn Jones made a philanthropic gift of \$101 million to Montana State University to be used for training nurses and expanding access to healthcare in the state’s underserved rural areas.

Cyber, Data Security and Governance

Goosehead is committed to protecting the security of client and consumer information and maintains very high levels of professional confidentiality. We use a variety of data security procedures and techniques to protect our client's information and our cybersecurity program is modeled after recognized data protection principles, including the National Association of Insurance Commissioners (NAIC) Data Security Model Law and the National Institute of Standards and Technology's Cybersecurity Framework (NIST CSF).

Our management team understands the importance of information security and is committed to protecting the confidentiality, integrity, and availability of all sensitive data we maintain, including information about individuals who work at or do business with Goosehead.

We do not sell customer data without consent and protect personal information and our information systems by maintaining controls and technical safeguards. Our cybersecurity team and cybersecurity committees utilize various tools and services to identify, monitor, assess and manage actual cybersecurity risk, including risks from cybersecurity threats associated with the use of third-party vendors and service providers. The cybersecurity team manages and maintains a risk register, incorporates risk mitigation items within our cybersecurity plans, conducts periodic reviews (primarily through our cybersecurity committees) of our mitigation and progress, and utilizes a third-party security risk management program both to screen third-party vendors and service providers prior to onboarding and to periodically re-evaluate existing third-party vendors service providers based on risk classification.

Our cybersecurity program includes steps for assessing the severity of a cybersecurity threat or incident, identifying the source of a cybersecurity threat or incident (including whether such cybersecurity threat or incident is associated with a third-party vendor or service provider), implementing cybersecurity countermeasures and mitigation strategies, and informing management and our board of directors of material cybersecurity threats and incidents. The cybersecurity team also conducts regular vulnerability assessments, and our cybersecurity and risk management teams perform annual risk assessments. A third party conducts regular risk assessments of our new and existing third-party services and providers and a separate vendor performs penetration testing annually. All users of our information systems receive regular cybersecurity awareness training, and our cybersecurity team provides annual training to all employees.

GOVERNANCE

Uncompromising integrity is our first operating principle and a cornerstone of our corporate values and governance. Our Board of Directors meets all board independence and other applicable corporate governance standards. Goosehead has a fully independent Audit Committee and a dedicated Internal Audit team that reports directly to the Audit Committee. Our Code of Business Conduct and Ethics Policy applies to all of our employees, officers, and directors and is designed to deter wrongdoing and to promote honest and ethical conduct.

Goosehead's Board of Directors has a fully independent Compensation Committee, which makes recommendations to the Board of Directors in accordance with our Compensation Committee Charter. Our fully independent Nominating and Governance Committee provides oversight of director nominations and is responsible for overseeing the Company's policies and performance on matters relating to corporate responsibility risks and opportunities and assisting management in setting stakeholder related strategy and the oversight of human capital and other stakeholder initiatives and business risks. Our Board of Directors committee charters are available in the "Corporate Governance" section of Goosehead's investor relations website. Our governance structure and culture empower our people to prevent any compromise of integrity that may risk the reputation of our company, damage our business relationships, or jeopardize our people's wellbeing and livelihood.

EXECUTIVE COMPENSATION

The Board of Director's Compensation Committee is responsible for our overall compensation philosophy, including our stock and equity incentive plans, and reviews and approves our executive compensation. We utilize a "pay-for-performance" philosophy as the foundation for all decisions regarding compensation of Goosehead's executive officers. Our compensation program is designed to attract, motivate, reward, and retain the management talent required to achieve our corporate objectives and create long-term value for our stakeholders, while at the same time making efficient use of our resources.

The compensation of our executive officers is designed to reward financial and operating performance, to align their interests with those of our stakeholders, and to encourage steady, long-term leadership at Goosehead. Additional executive compensation information can be found in our annual proxy statement available on our investor relations website at ir.gooseheadinsurance.com.

In preparing this report, we sought to align our disclosure with the Professional Commercial Services industry standard established by the Sustainability Accounting Standards Board (SASB). The enclosed Appendix provides disclosures specific to Goosehead's SASB industry standard.

Sustainability Accounting Standards Board⁷

Goosehead’s responses to SASB’s reporting recommendations for Professional Commercial Services are set out in the tables below. SASB identified data security, workforce diversity and engagement, and professional integrity as the topics as most material to our industry.

DATA SECURITY	
SASB Code	SASB Metric and Goosehead Response
SV-PS-230a.1	<p>Description of approach to identifying and addressing data security risks.</p> <p>Our cybersecurity program includes steps for assessing the severity of a cybersecurity threat or incident, identifying the source of a cybersecurity threat or incident (including whether such cybersecurity threat or incident is associated with a third-party vendor or service provider), implementing cybersecurity counter-measures and mitigation strategies, and informing management and our board of directors of material cybersecurity threats and incidents. The cybersecurity team also conducts regular vulnerability assessments, and our cybersecurity and risk management teams perform annual risk assessments. A third party conducts regular risk assessments of our new and existing third-party services and providers and a separate vendor performs penetration testing annually. All users of our information systems receive regular cybersecurity awareness training, and our cybersecurity team provides annual training to all employees.</p>
SV-PS-230a.1	<p>Description of policies and practices relating to collection, usage, and retention of customer information. Goosehead does not sell customer data without consent and complies with applicable privacy and data security regulations. Our privacy policy is designed to ensure proper handling and use of personal information. We employ the principle of least privilege (restricting access permissions to those necessary to accomplish assigned tasks and business functions) and personal information is stored on secure servers behind firewalls and encrypted at rest using SSL technology.</p>
SV-PS-230a.3	<p>(1) Number of data breaches (2) percentage involving customers’ confidential business information (CBI) or personally identifiable information (PII), (3) number of customers affected. Except as a matter of public record, Goosehead does not disclose this information.</p>

7. As of December 31, 2024

WORKFORCE DIVERSITY & ENGAGEMENT

SASB Code	SASB Metric and Goosehead Response																				
SV-PS-330a.1	<p>Percentage of gender and racial/ethnic group representation for (1) executive management (2) all other employees.</p> <table border="1"> <thead> <tr> <th></th> <th>FEMALE</th> <th>MALE</th> <th>DIVERSE</th> <th>NONDIVERSE</th> </tr> </thead> <tbody> <tr> <td>Executive Management</td> <td>31%</td> <td>69%</td> <td>14%</td> <td>86%</td> </tr> <tr> <td>Nonexecutive Management</td> <td>45%</td> <td>55%</td> <td>19%</td> <td>81%</td> </tr> <tr> <td>Employees</td> <td>52%</td> <td>48%</td> <td>38%</td> <td>62%</td> </tr> </tbody> </table>		FEMALE	MALE	DIVERSE	NONDIVERSE	Executive Management	31%	69%	14%	86%	Nonexecutive Management	45%	55%	19%	81%	Employees	52%	48%	38%	62%
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Employees	52%	48%	38%	62%																	
SV-PS-330a.2	(1) Voluntary and (2) involuntary turnover rate for employees. During 2024, Goosehead’s voluntary turnover rate was approximately 35% and our involuntary turnover rate was approximately 14%.																				
SV-PS-330a.3	Employee engagement as a percentage. Except as it relates to workplace ratings, Goosehead does not disclose this information.																				

PROFESSIONAL INTEGRITY

SASB Code	SASB Metric and Goosehead Response
SV-PS-510a.1	Description of approach to ensuring professional integrity. Our code of business conduct and ethics and insider trading policy are regularly communicated to employees. Our disclosure committee conducts quarterly reviews of financial metrics, public disclosures, significant and non-recurring transactions, related party transactions, active and pending litigation, and subsequent events. Internal audit testing is performed regularly to evaluate key controls and to communicate deficiencies to management and the audit committee. Our whistleblower policy was adopted by the audit committee and managed by our legal department.
SV-PS-510a.2	Total amount of monetary losses as a result of legal proceedings associated with professional integrity. Except as a matter of public record, Goosehead does not disclose this information.