



goosehead[®]
INSURANCE

Corporate Responsibility Report

2024

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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 1.46 million policies in force and over \$3.0 billion of premiums in place in 2023. The company partners with more than 220 insurance carriers and our operations include 13 corporate sales offices comprising over 300 corporate sales agents. In addition, we have a network of 1,226 operating franchises across 47 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 an appropriate coverages through a quick and highly simplified process.



\$3.0 B+
billion premium
placed



1.46 M+
policies in force



92
Net Promoter Score

1. As of December 31, 2023

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 2023, U.S. natural disaster losses in North America were more than \$66 billion, while insured losses were roughly \$50 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 92 and client retention of 86%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, 2023

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.

2003

2012

2018

2021



GOOSHEAD
FOUNDED

BEGAN FRANCHISE
DISTRIBUTION
STRATEGY

INITIAL PUBLIC
OFFERING

LAUNCHED
DIGITAL AGENT

Who We Are

Our Guiding Operating Principles

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

UNCOMPROMISING INTEGRITY

“Uncompromising Integrity in All We Do” is a Goosehead mantra and guides our every move. We will not at any time, under any circumstances, compromise our integrity. Clear and complete honesty at all times is a requirement to work at Goosehead or operate a Goosehead franchise.

DELIVER THE WOW!

Delivering the WOW means more than just going above and beyond our clients’ expectations. To WOW, we must differentiate ourselves by being exceptional and innovative. Mediocrity is not our thing – we expect everyone at Goosehead to deliver the WOW with every single client interaction.

TEAMWORK

We know that what we do collectively is more important than what any of us does individually. A Goosehead person works hard to never allow another Goosehead person to fail.

CONFIDENTIALITY

We maintain very high levels of professional confidentiality and respect individual rights to privacy. Goosehead takes its clients’ privacy seriously and does not sell their information without their consent.

BE AT CAUSE

There are three kinds of people in the world: those who make things happen, those who watch things happen, and those who are not sure what is happening. Goosehead people make things happen. Being “at cause” means finding solutions as opposed to just identifying problems.

PULL MORE THAN YOUR WEIGHT

At Goosehead, we accept responsibilities that go beyond our normal workload. We are conscious of our contributions to the success of the business and strive to pull more than our own weight in the organization.

HONEST, OPEN, AND DIRECT COMMUNICATIONS

Goosehead people strive to communicate honestly, openly, and directly with each other and do so with an attitude of working together to solve problems, not with an intention to undermine or dominate.

PRESUME TRUST

We know that our people come to work with the intention of doing a good job. Unless someone has demonstrated otherwise, we trust each other’s motives.

HARD WORK

We understand that creating an organization unlike any in our industry will not happen by accident – it will be the result of our hard work as a team. Maintaining a balanced lifestyle is also important to Goosehead. At Goosehead, hours worked are much less important than the business results we generate; after all, we’re building a world class business!

MERITOCRACY

Pay-for-performance is a cornerstone of our business. We reward results, not activity. We do not cap individuals' compensation or financial upside. We strongly believe that people should be in jobs that facilitate the highest value and best use of their professional talents. One's value to Goosehead is not a function of their background or where they appear on the organizational chart; it is a function of their contributions to the success of the business. This principle is the foundation of our diversity strategy and has resulted in a highly diverse organization.

OUR ASSETS ARE OUR CLIENTS AND OUR PEOPLE

Two simple factors drive the success of our business: high quality, enduring, client relationships and having the best people in our industry on our team. Goosehead people strive for excellence. We treat our clients and our colleagues as the prized assets they are. We expect our customer service and professionalism to be among the best of any company in the world.

TEAM MEMBER IDEAS

Each team member is a gifted individual. We encourage and expect each team member to actively contribute ideas to Goosehead to help us attract and serve our clients more effectively and to make Goosehead stronger.

HIGHEST QUALITY AND SERVICE IN THE INDUSTRY

We are in a client service business and the way we deliver that service has a huge impact on our ability to grow and prosper. We strive each and every day to give our clients the highest quality products and service in the industry.

THINK BIG

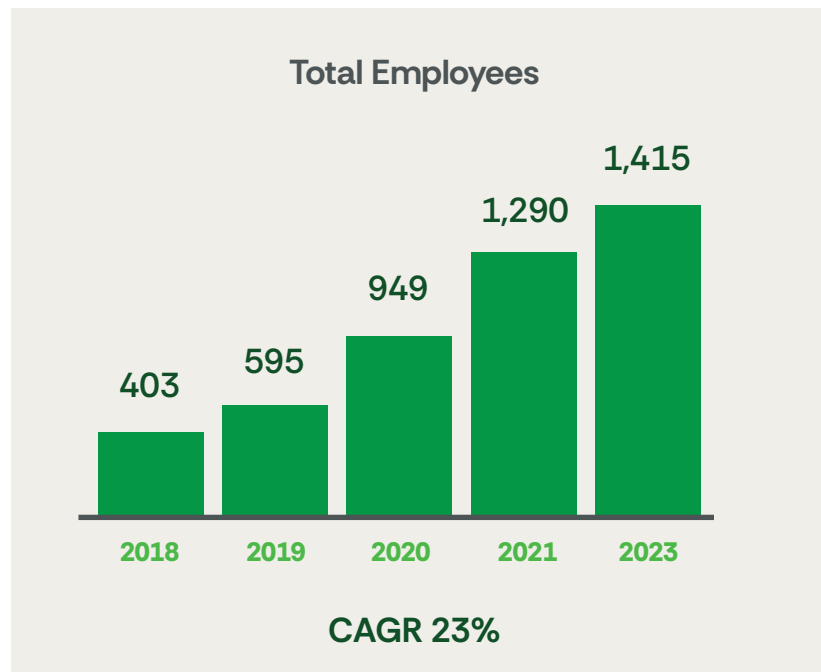
Our objective is to be among the most admired companies in the U.S. and to create unique career and investment opportunities for our people. Goosehead people keep their eye on this vision and swing hard for the fence. We aggressively pursue our goals and believe in our ability to achieve them.

Employee Recruitment and Development

Given our high growth rates, recruitment and employee development are critical to driving our business. We have a team of over 125 individuals focused on recruiting agents and franchisees to the organization.

BUILDING OUR TEAM

Since 2018, we have grown our workforce at a compound annual growth rate CAGR of 23%, bringing our total employee count to 1,415⁴. 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, 2023

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.

In addition to these training resources, we periodically hold a two-day meeting in Dallas called Ascend, where Goosehead sales agents convene to learn skills, share new ideas, and network with fellow colleagues across the nation.



AWARD-WINNING WORKPLACE

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



#1 in Insurance
Category
2023, 2024



Great Place to Work Award
April 2023



#166 Financial Services
2024

#77 Financial Services
2023



Top Workplaces USA Award
Region or Category: United States

Industry Award
Region or Category: Financial Services



“Early Talent” Award
2023, 2024

Culture Excellence Award
Region or Category: Professional Development

Culture Excellence Award
Region or Category: Innovation

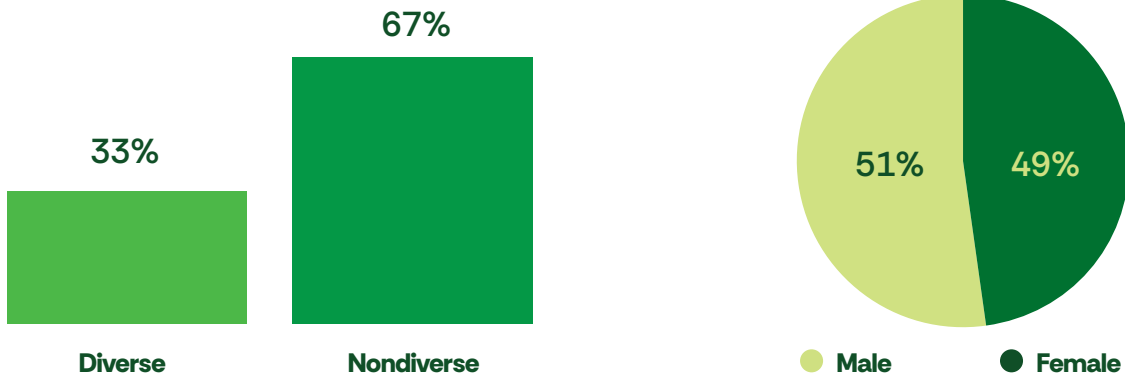
Workplace Diversity and Engagement

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.

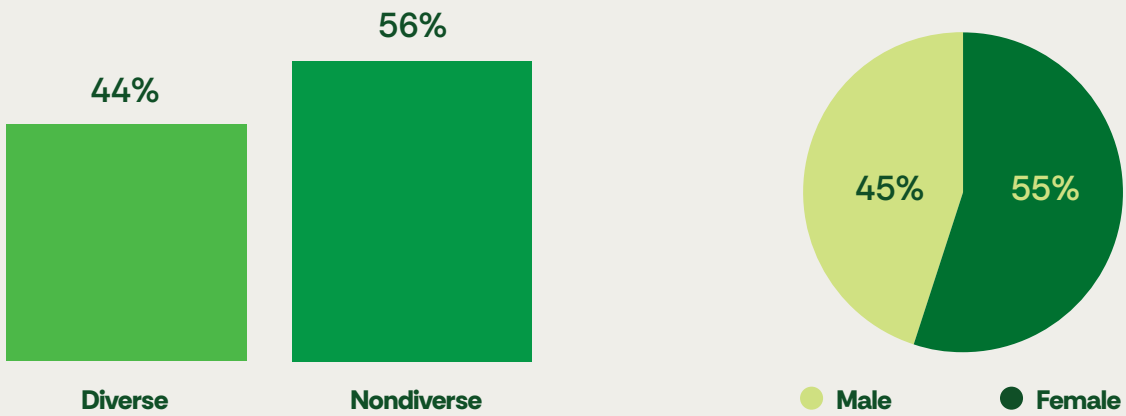


Approximately 54% of Goosehead’s employees are women and approximately 42% of our workforce identifies as racially diverse. We strive to have a meritocratic and inclusive culture of growth and advancement that is informed by our Operating Principles. Goosehead has strong Equal Opportunity and Anti-Harassment 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, 2023 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.

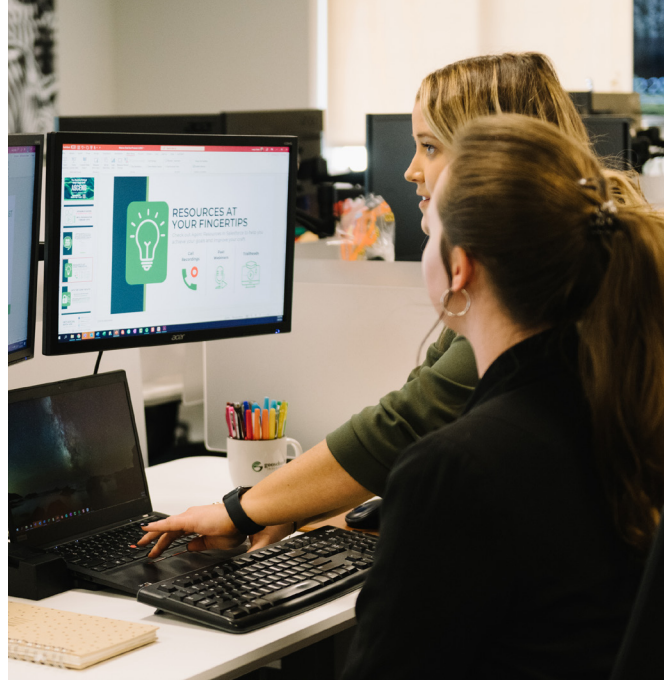


Employee Benefits

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.

The environmental impact associated with Goosehead's reduced paper use through DocuSign alone (and based on their calculations and methodology) is illustrated by the graphics to the right. Furthermore, our CEO is committed to supporting the environment. Goosehead's Chairman and CEO recently purchased 125,000 acres of forest in Montana and is committed to maintaining the forest's certification under the [Sustainable Forestry Initiative](#).

Goosehead's
Environmental Savings

7.5 million
gal of water

6 million
lb of carbon

2.5 million
lb of wood

415,525
lb of waste



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
- A21
- GRACE
- Boys & Girls Club
- Equal Justice Initiative
- Feed My Starving Children
- ProLiteracy’s Women’s Empowerment Fund
- and Dallas Volunteer Attorney Program

In 2023, Goosehead:

- Hosted its 5th Annual Back to School Drive and Backpack Stuffing Event in partnership with Hope Supply Company, providing more than 500 backpacks filled with school supplies for children in North Texas;
- Collaborated with the North Texas Food Bank, an organization committed to supporting our community by providing meals and groceries to families, children, and seniors experiencing food insecurity, to gather more than 200 canned food items and monetary contributions totaling \$1,175;
- 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;
- Partnered with San Antonio’s Food Bank to fill two SAFB barrels with non-perishable food; and
- Joined forces with Communities in Schools – San Antonio for a “Stuff the Bus Supply Drive” benefiting local children across more than 170 campuses throughout Bexar County by volunteering and donating school supplies and monetary contributions.

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 satisfies the diversity guidelines set by the Nasdaq Global Market and 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, 2023

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>43%</td> <td>57%</td> <td>14%</td> <td>86%</td> </tr> <tr> <td>Nonexecutive Management</td> <td>50%</td> <td>50%</td> <td>37%</td> <td>63%</td> </tr> <tr> <td>Employees</td> <td>55%</td> <td>45%</td> <td>44%</td> <td>56%</td> </tr> </tbody> </table>		FEMALE	MALE	DIVERSE	NONDIVERSE	Executive Management	43%	57%	14%	86%	Nonexecutive Management	50%	50%	37%	63%	Employees	55%	45%	44%	56%
	FEMALE	MALE	DIVERSE	NONDIVERSE																	
Executive Management	43%	57%	14%	86%																	
Nonexecutive Management	50%	50%	37%	63%																	
Employees	55%	45%	44%	56%																	
SV-PS-330a.2	(1) Voluntary and (2) involuntary turnover rate for employees. During 2023, Goosehead’s voluntary turnover rate was approximately 41% and our involuntary turnover rate was approximately 13%.																				
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.