



Investor Presentation

May 2026

Meet Goosehead



Disclaimer

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Further information on potential factors that could affect the financial results of Goosehead Insurance is included in our annual report on Form 10-K for the most recent fiscal year and in our quarterly report on Form 10-Q for the most recent fiscal quarter. These documents and others containing important disclosures are available on the SEC Filings section of the Investor Information section of our Web site.

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Company overview



Redefining Personal Lines Distribution

Innovation, transparency, client-first service



Diverse Product Offerings

Home, auto, flood, umbrella, commercial, and life insurance



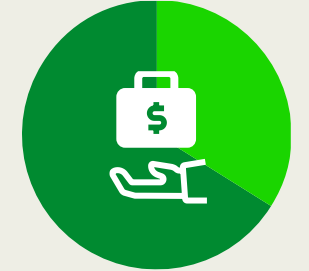
Founded 2003, Public Since 2018

Headquartered in Westlake, Texas



Led by Mark Miller, CEO

Assumed role July 2024



Founder/Insider Ownership ~34%

Aligned with long-term shareholders

2025 Total Written Premium

By Line of Business

Home: 63%

Other: 3%

Auto 34%

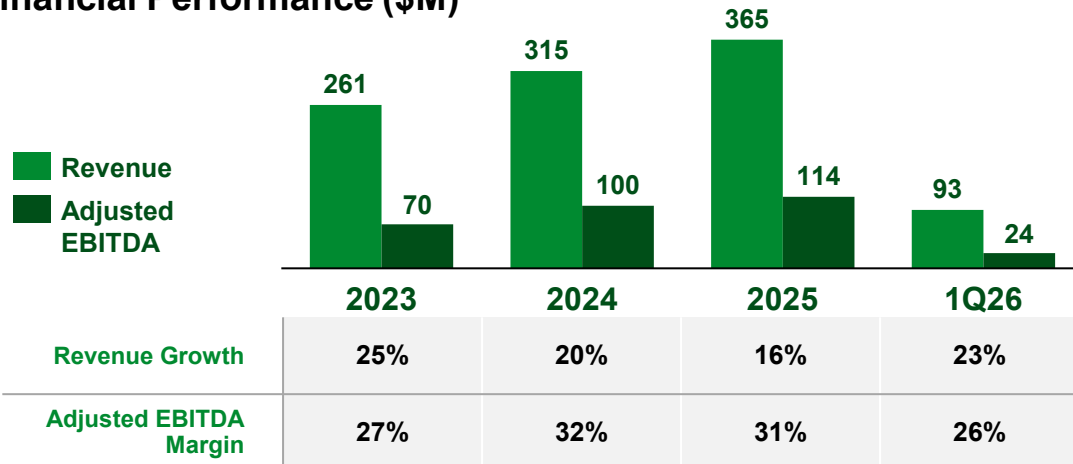
By Network

Franchise: 82%

Corporate: 18%



Financial Performance (\$M)

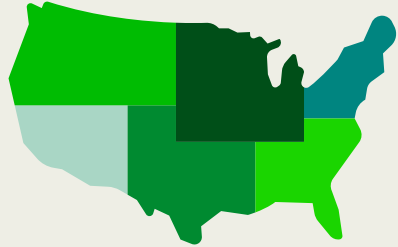


Key Metrics (Q1 2026)



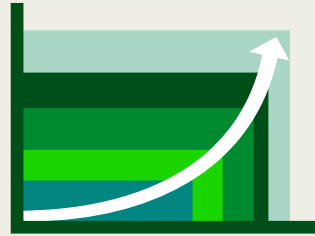
Why Goosehead now

Tech-enabled growth. Durable margins. Untapped opportunity.



Massive, Underserved Market

- \$531B personal lines market
- Highly fragmented — no carrier with >20% share
- Goosehead market share <1%, significant expansion runway



Proven Growth Model

- 39% 10-year written premium CAGR
- Scalable, tech-enabled franchise and corporate distribution
- Franchise productivity outpacing industry by over 2.0x
- 85% client retention

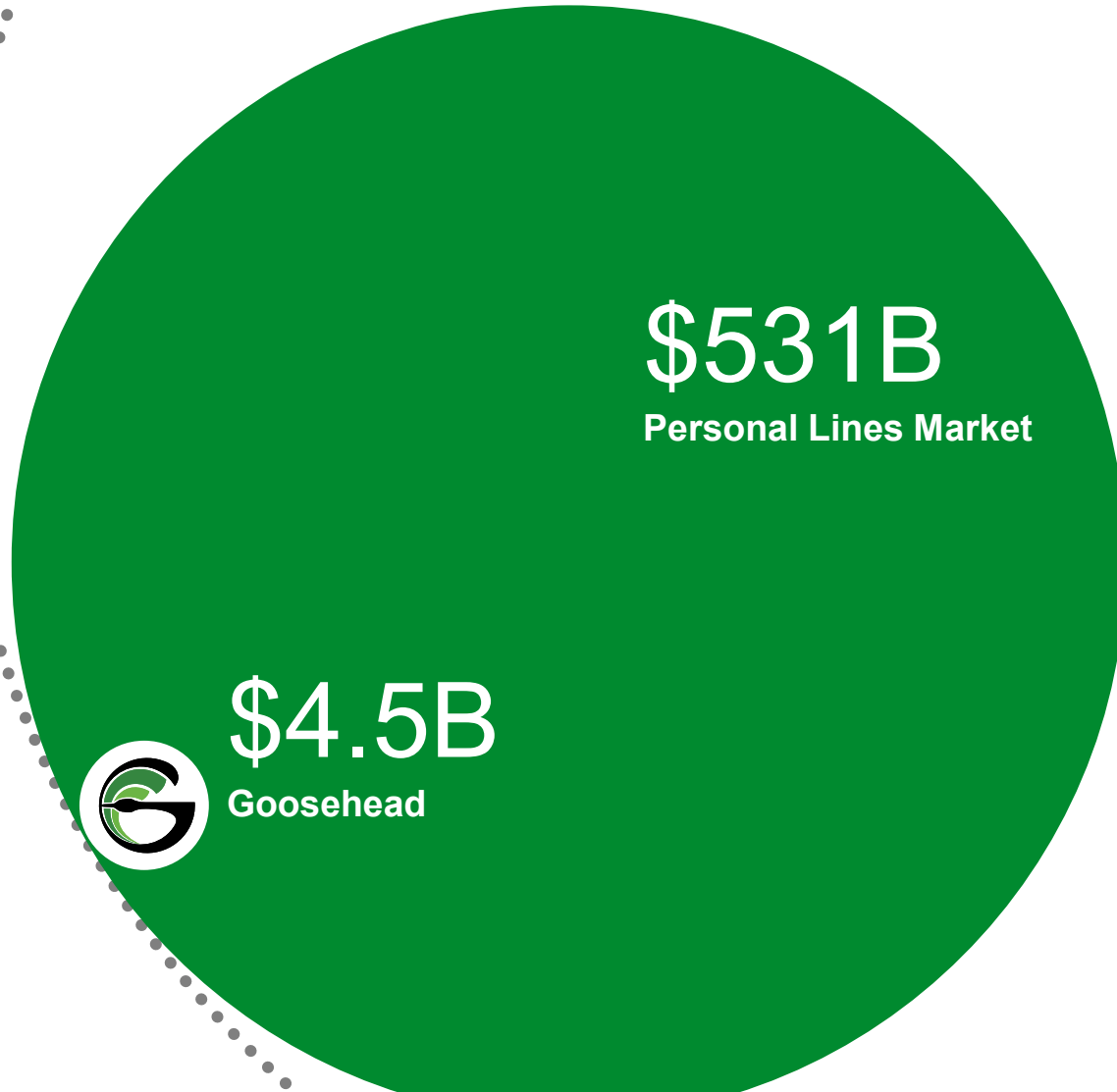


Financial Momentum & Strategic Alignment

- Double-digit organic revenue growth with long-term margin expansion
- Recurring revenue model with operating leverage
- Founder/insider ownership ~34% ensures alignment



TAM: The opportunity is massive



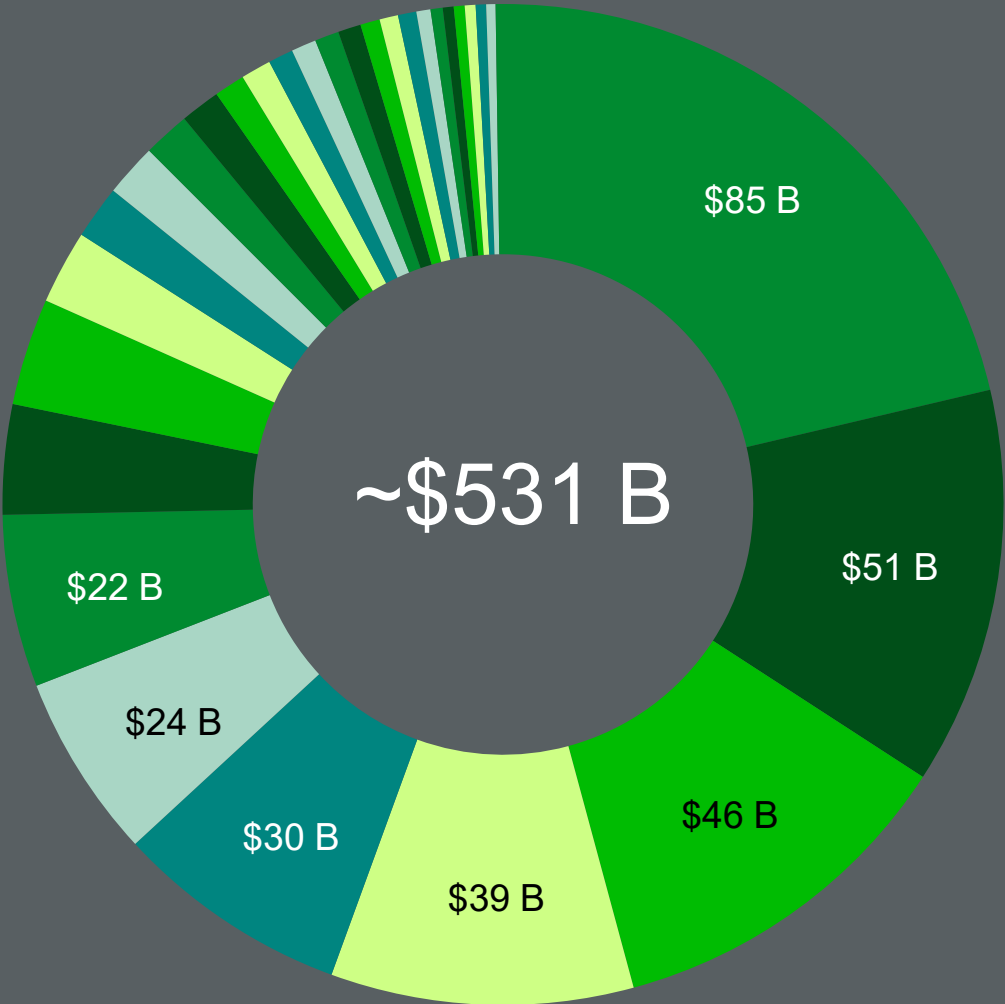
\$1.04T
Total P&C Market



The U.S. market is highly fragmented

450+ carriers

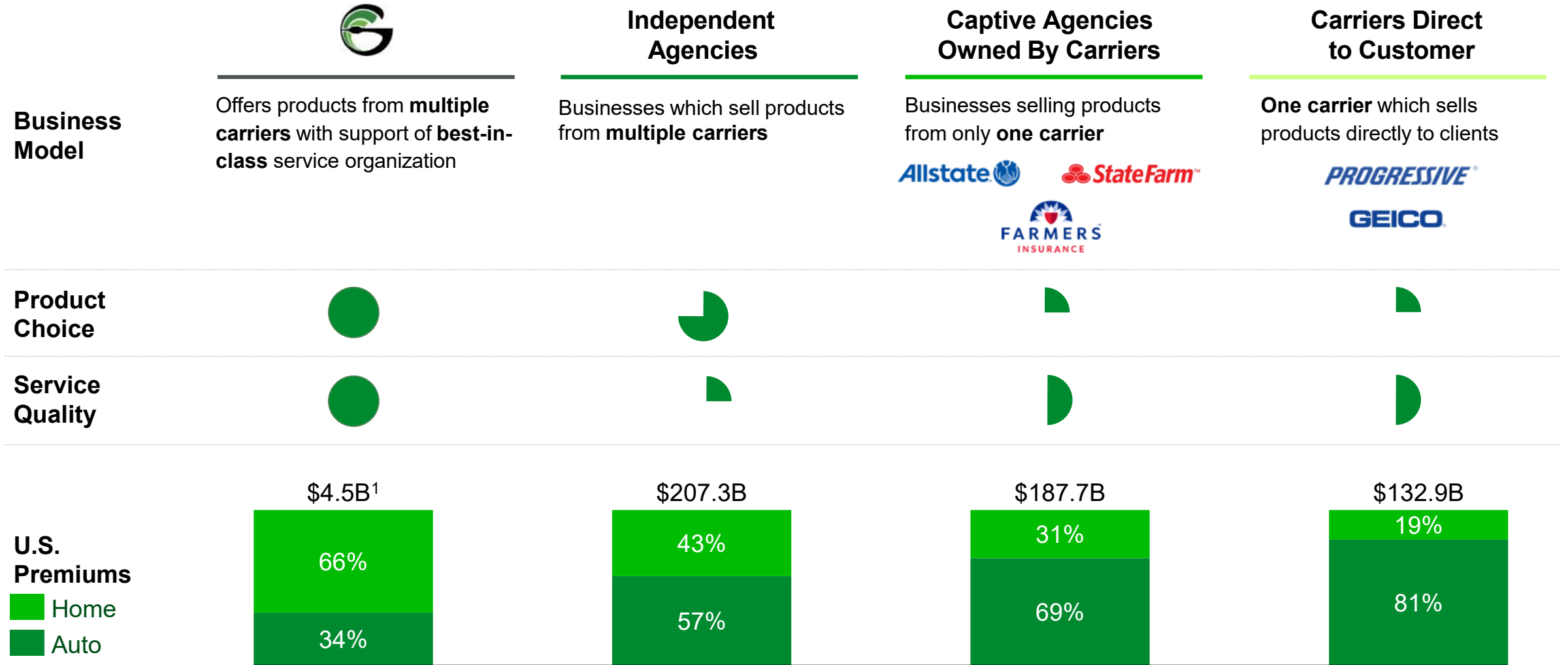
160 carriers
.....
>\$100M
in premiums



No US carrier has more than 20% market share



Overview of personal insurance market distribution channels

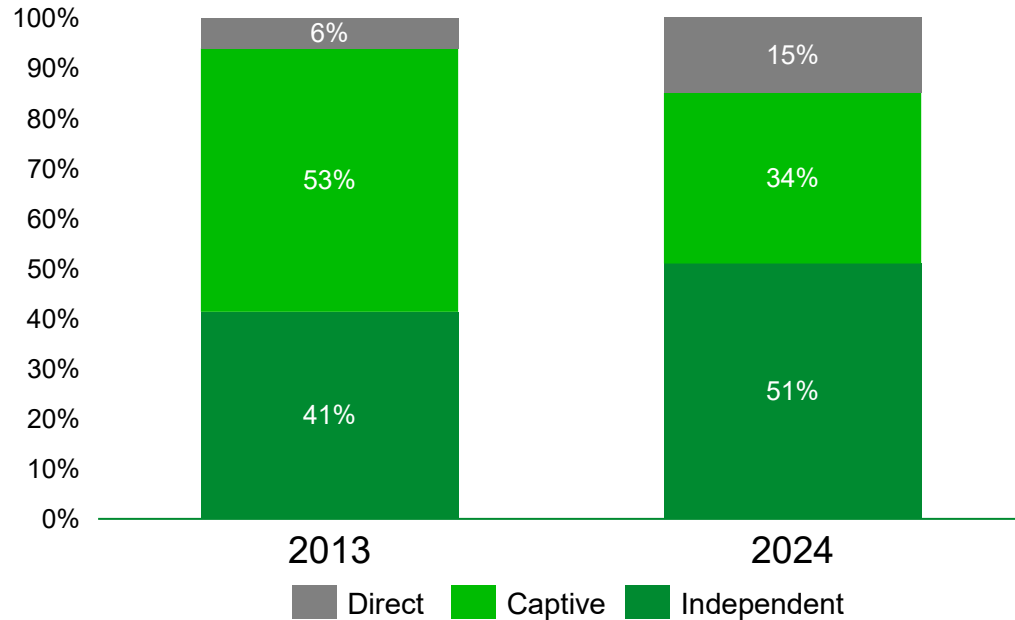


Source: Independent Insurance Agents & Brokers of America

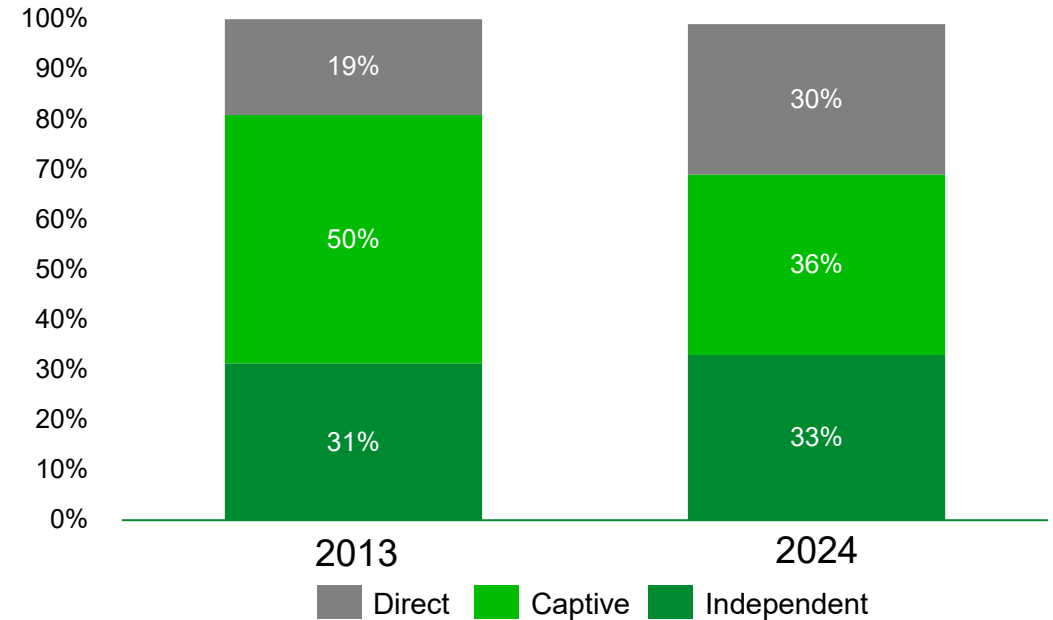
¹ Represents GSHD Q1 2026 TTM TWP excluding commercial and excess liability premiums and 2024 premiums for the industry, the most recently available data.

Independent agent distribution continues to expand

Homeowners Premium Mix by Distribution



Auto Premium Mix by Distribution

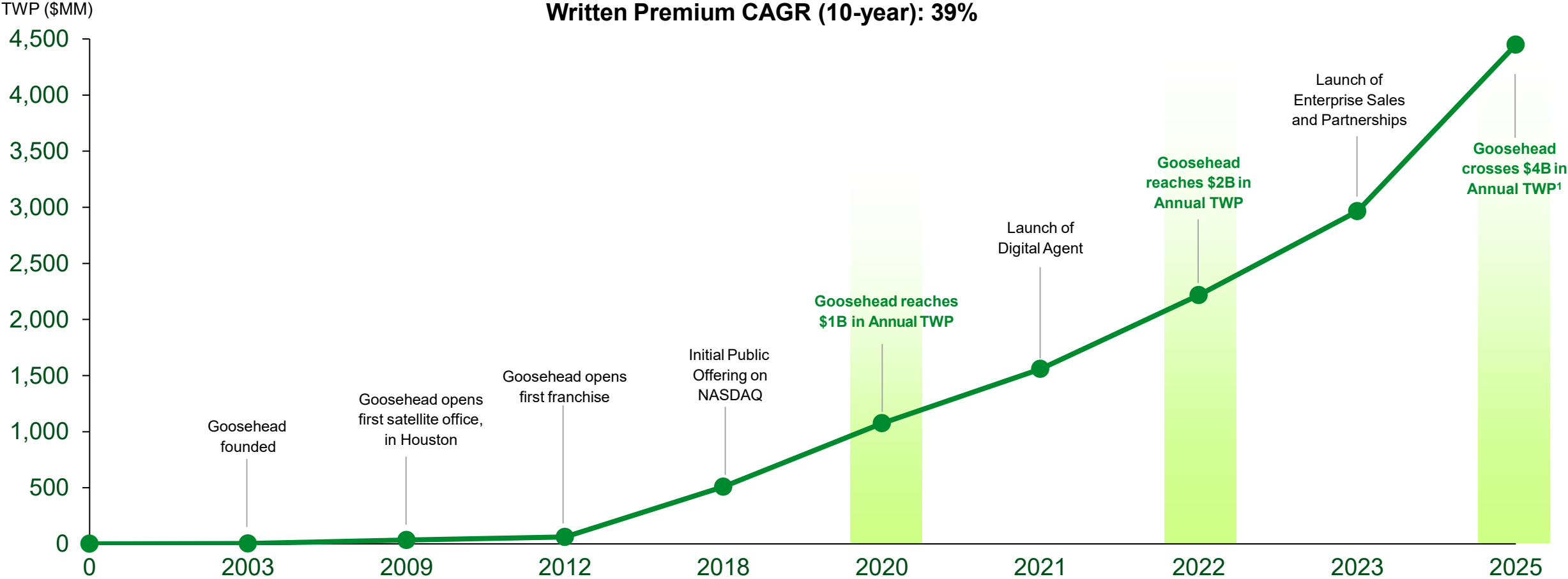


- **2008**
Liberty Mutual
 acquires Safeco, expanding independent agent distribution
- **2015**
Progressive
 acquires ASI expanding into homeowners through independent agent distribution
- **2018**
Nationwide
 announces transition to independent agent distribution (completed in 2020)
- **2020**
Allstate
 Announces acquisition of National General, expanding presence through independent Agent distribution
- **2021**
Farmers
 announces acquisition of MetLife (now Foremost) home and auto
- **2022**
Liberty Mutual
 acquires State Auto; all Liberty Mutual exclusive agents transitioned to independent agents
- **2024**
GEICO
 enters independent agent distribution



A Growth Story

Driving disciplined, tech-enabled growth to become the number one personal lines distributor in the U.S.



Note: TWP represents Total Written Premiums; 1 represents TTM total written premium

Why clients choose Goosehead

Providing a superior insurance experience through:

Unrivaled Choice

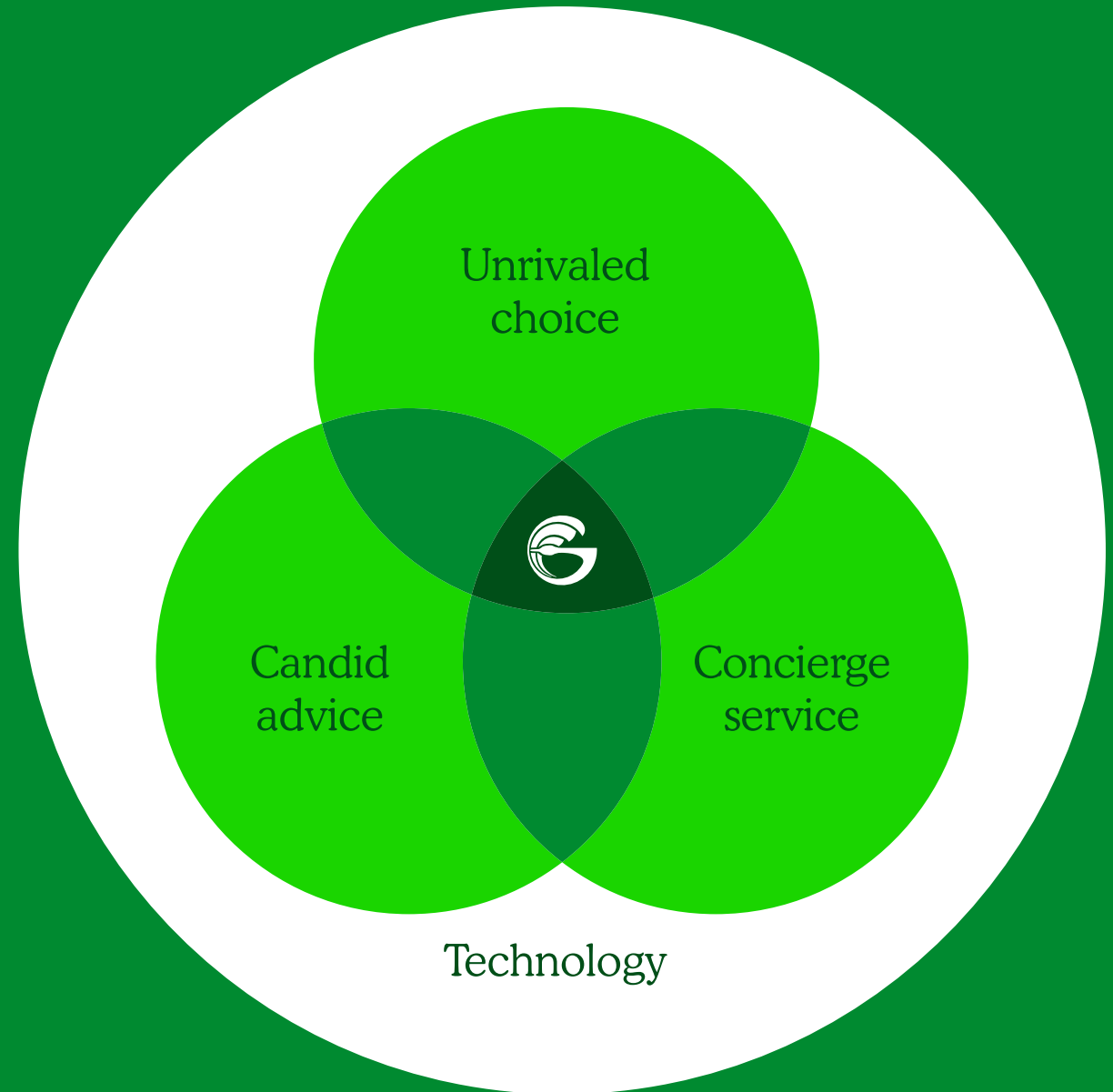
The choice model provides clients with the best experience, the right coverage and a competitive price, all in one place.

Candid Advice

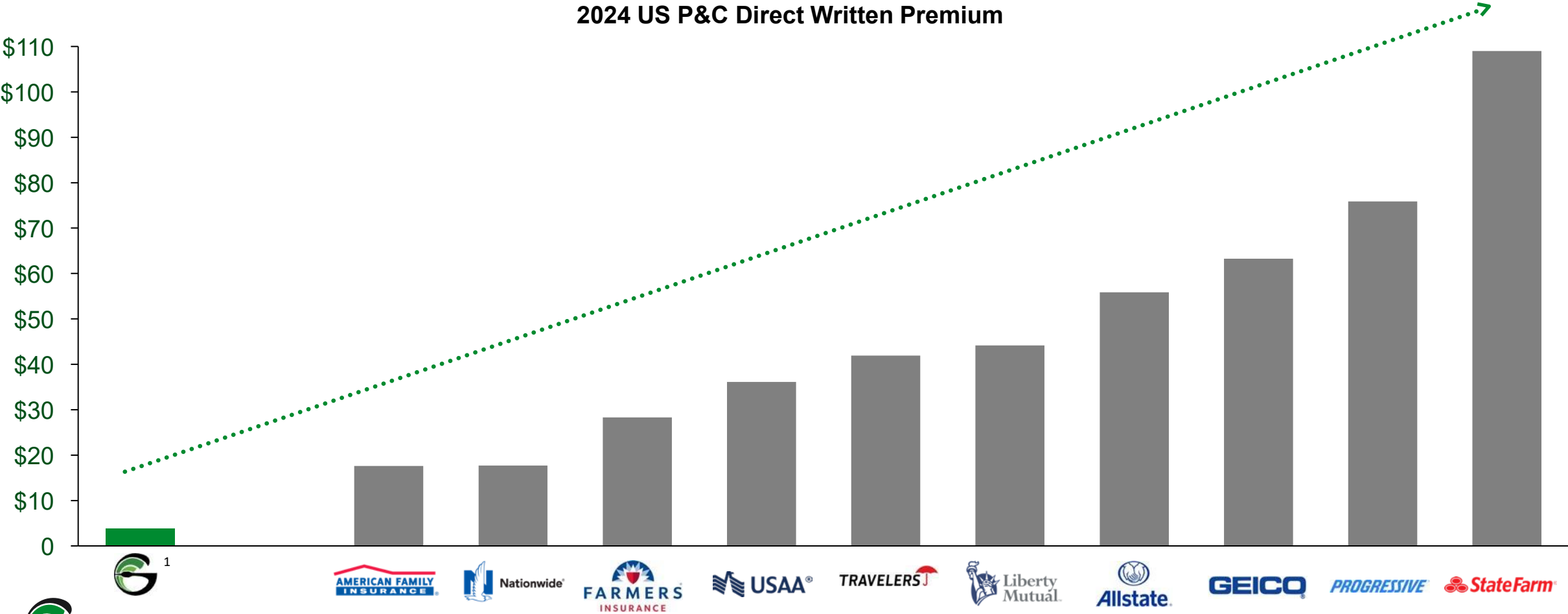
We provide our clients with transparent industry expertise whether they choose to shop with us digitally, partially digital, or fully human.

Concierge Service

Our in house dedicated service team provides clients with a superior service and experience by leveraging technology to streamline support, however a client wishes to engage with us.



The Goosehead Mission: Be the largest personal lines distributor in U.S. in our founder's lifetime



Source: S&P Capital IQ Pro; Note: 1 Represents 2024 total written premium

Our go-to-market strategy delivers an attractive client base



Delivering the clients carriers want

By leading with homeowners and adding other lines of business we deliver our carrier partners a client profile that matches their risk appetite.



By meeting clients at the point of need

We capture homeowners by being there at every stage of their home-owning journey – from when they close on their home, refinance, or annual escrow review.



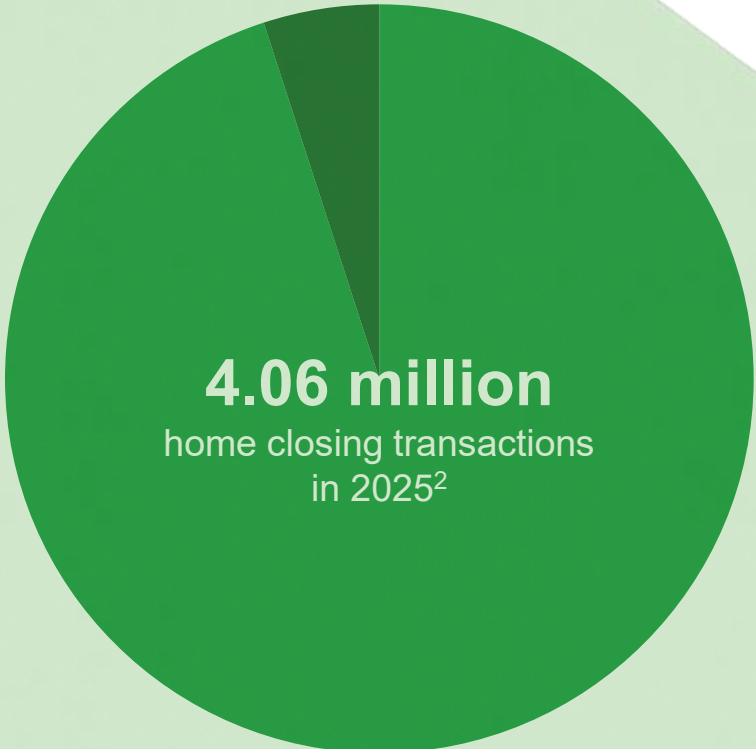
Powered by industry leading technology

Our proprietary tech stack allows our agents and enterprise partners to be targeted in their marketing efforts, maximizing lead flow and conversion rates.



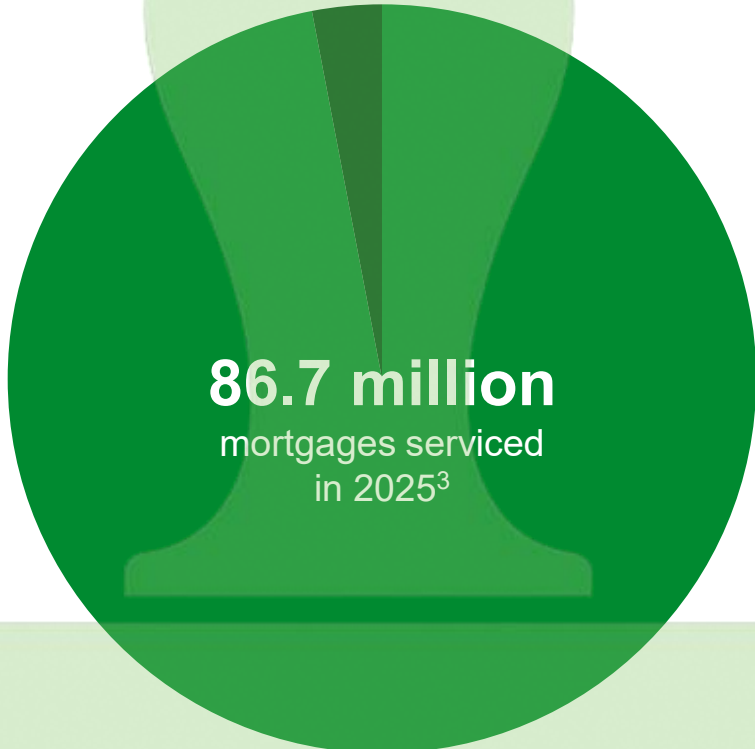
Significant runway to grow homeowners market share

Goosehead has **5.0%** national market share



■ Goosehead Participation in Transactions
■ National Home Closing Transactions

Goosehead partners represent **3.0%** national market share¹



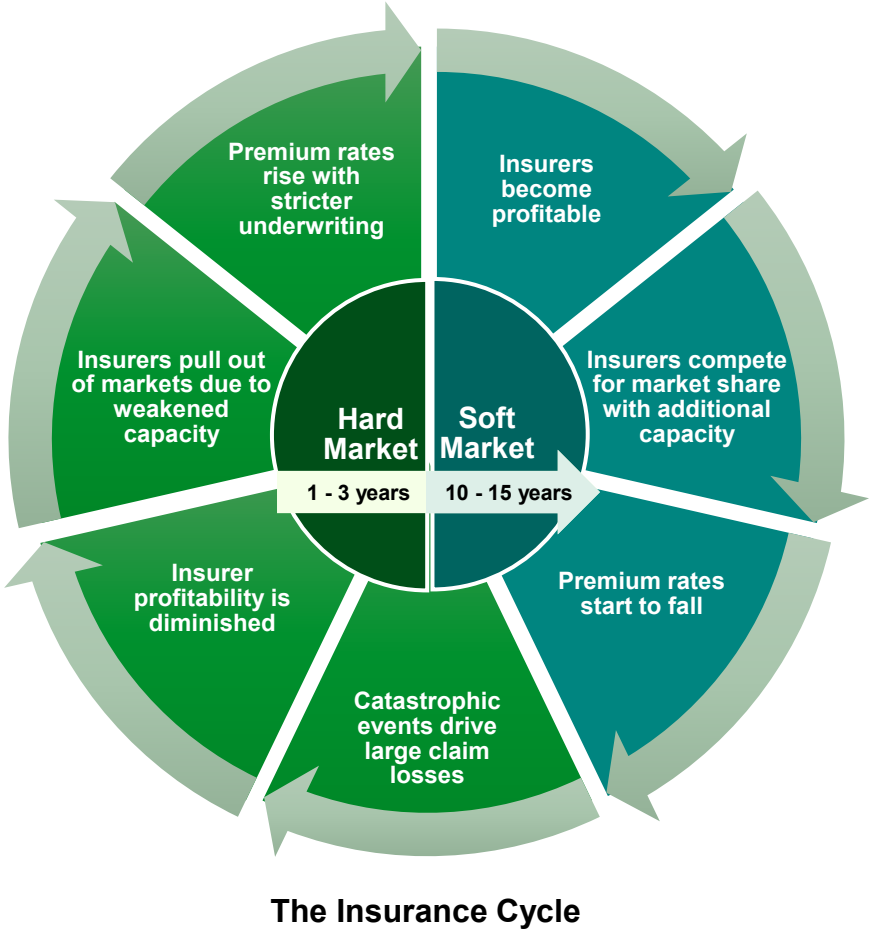
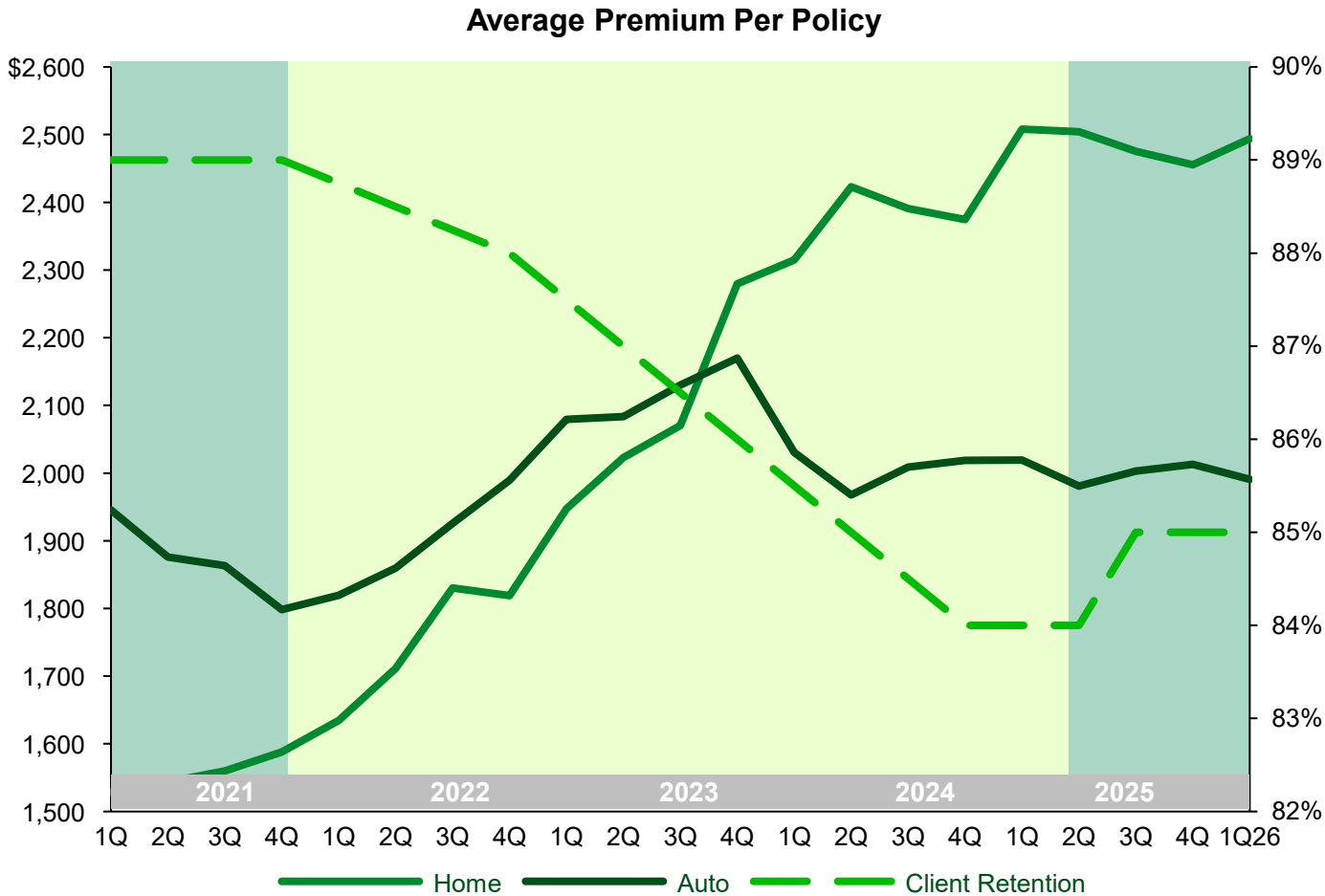
■ Goosehead Partners Mortgages Serviced
■ National Mortgages Serviced



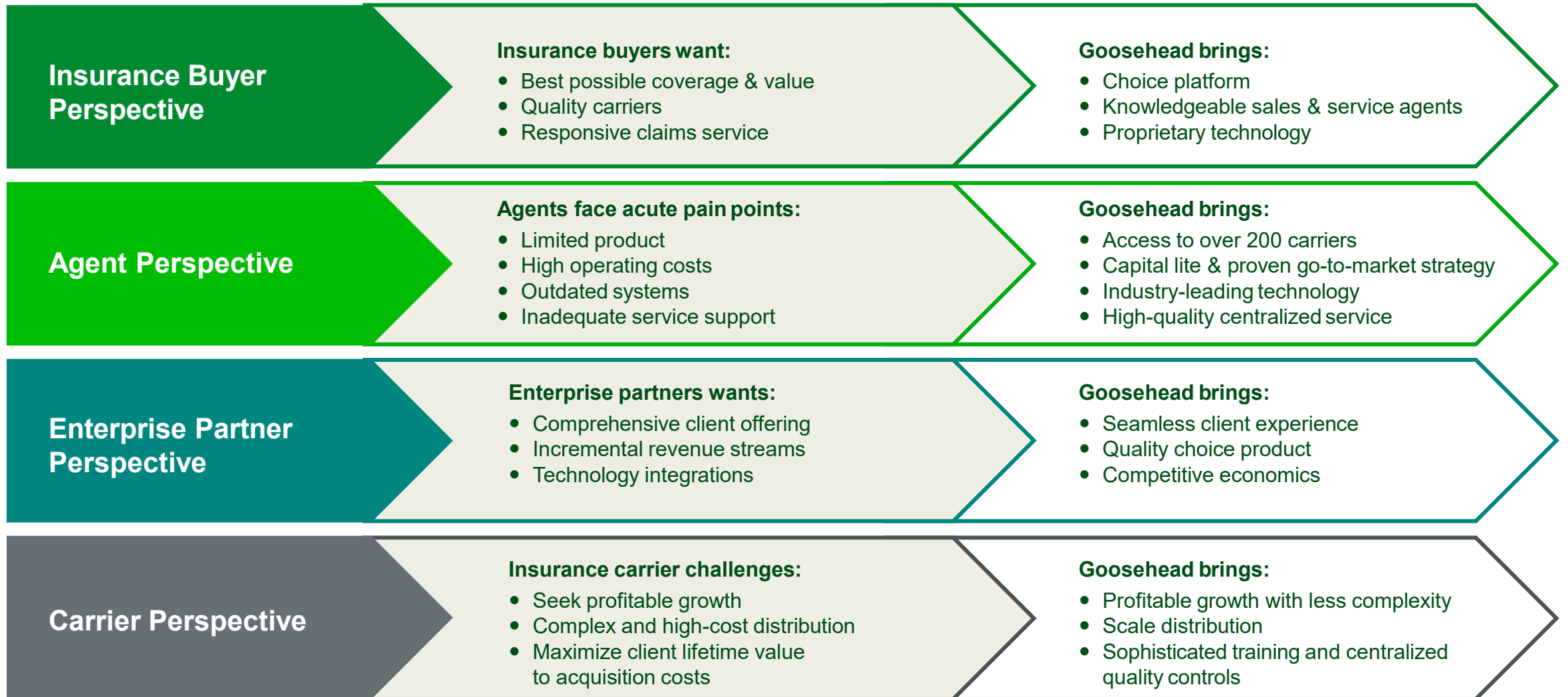
1: Includes servicing books of partners signed as of 12/31/25
Source:2 Census 3 U.S. Department of the Treasury

A softer market boosts organic growth

Improvements in new business conversion rates and client retention from an open and competitive product environment outweigh the short-term impact of pricing in the long-term.



Solving pain points across the insurance value chain



A scalable distribution model powering sustained growth

Franchise Distribution

43 states

956
operating franchises

2,150
franchise producers

2.3
producers per
franchise

Corporate Distribution

16 offices | **482** corporate producers

354

Corporate sales agents

Targeting business growth
through developing referral
partner relationships at
the point of mortgage
transaction

128

Enterprise sales agents

High-velocity new business
generation from
partnerships and other
digital sources



Targeted growth in the franchise network

Capturing market share through geographic expansion and increasing the number of producers per franchise.

956

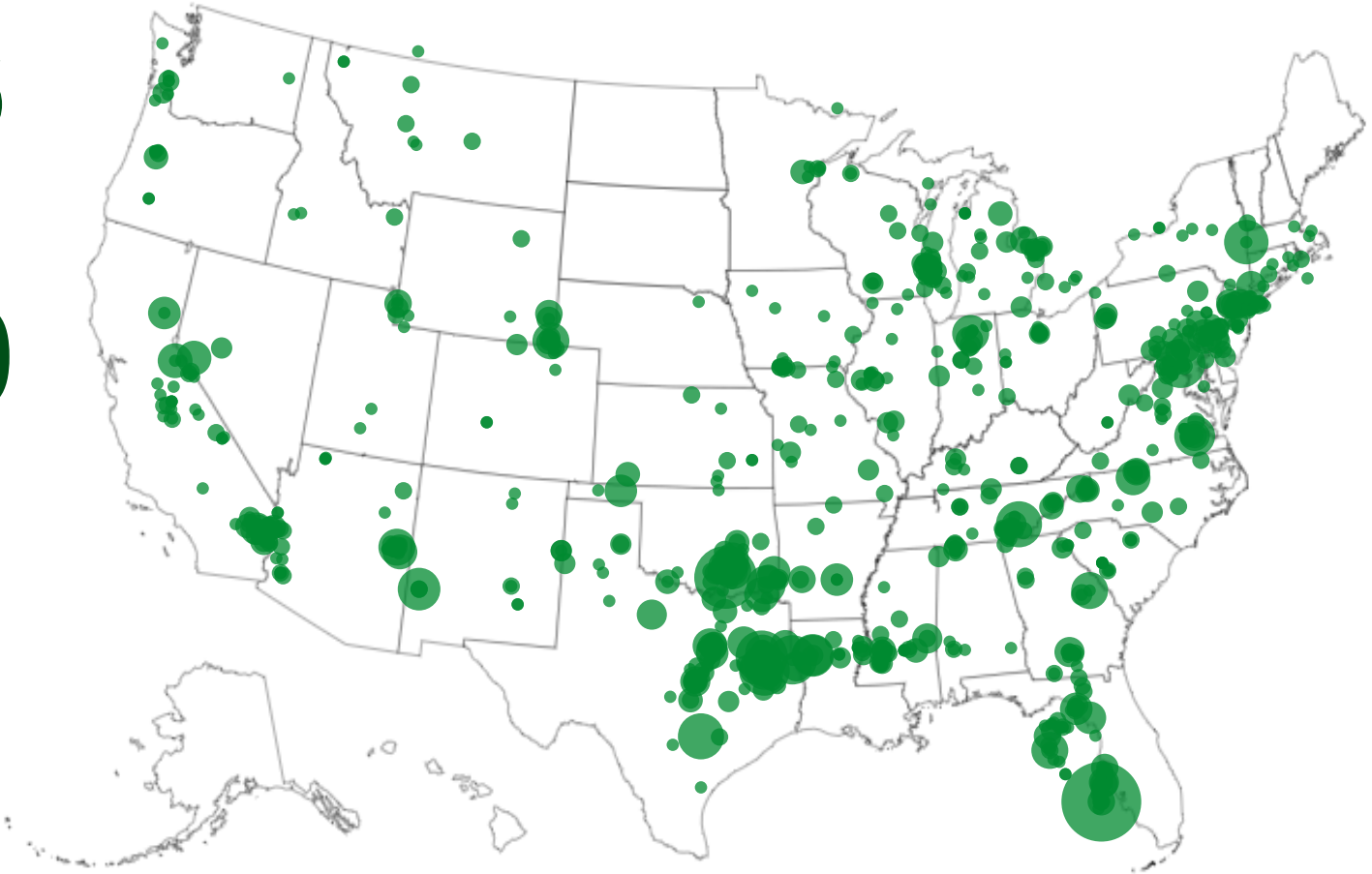
Operating Franchise Locations

2,150

Franchise Producers

2.3

Producers Per Franchise



Note: Bubbles represent the size of franchises based on number of producers.

Scaling franchise growth through talent, partnerships, and productivity



Attract and onboard high-performing producers to fuel franchise **scaling**



Expand operating franchises with entrepreneurial, **sales-minded leaders**



Convert top corporate producers into successful new **franchise owners**

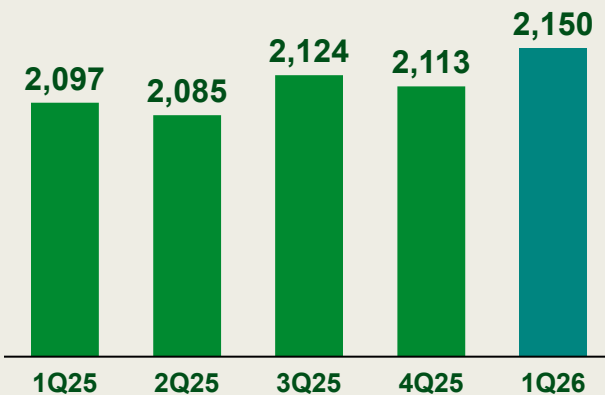


Accelerate expansion by embedding franchises into **synergistic businesses** through strategic partnerships

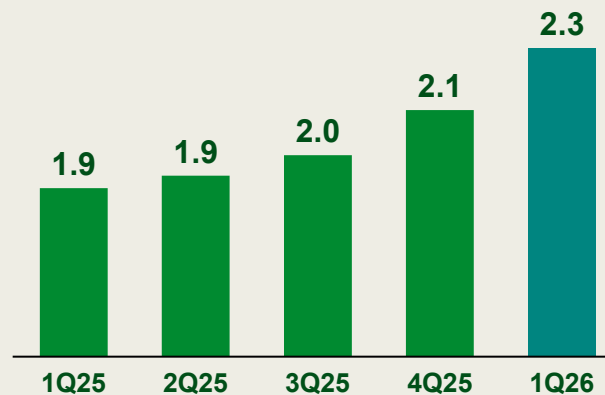


Drive continuous productivity improvements through **training and technology**

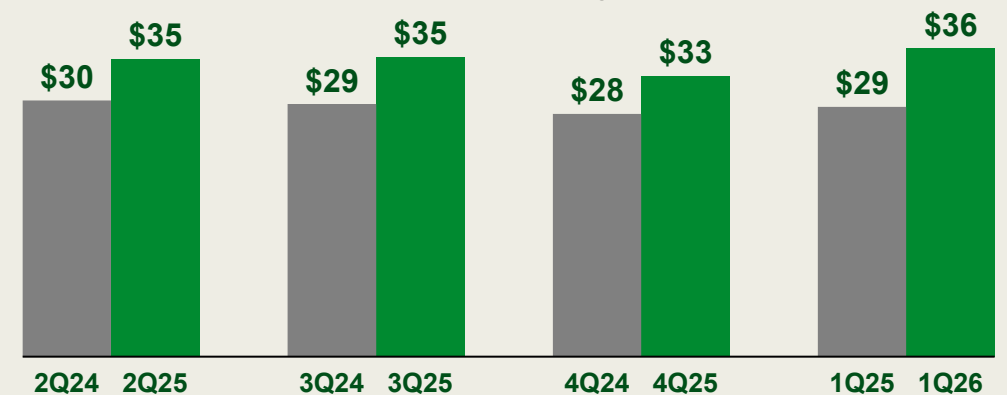
Franchise Producer Count



Producers per Franchise

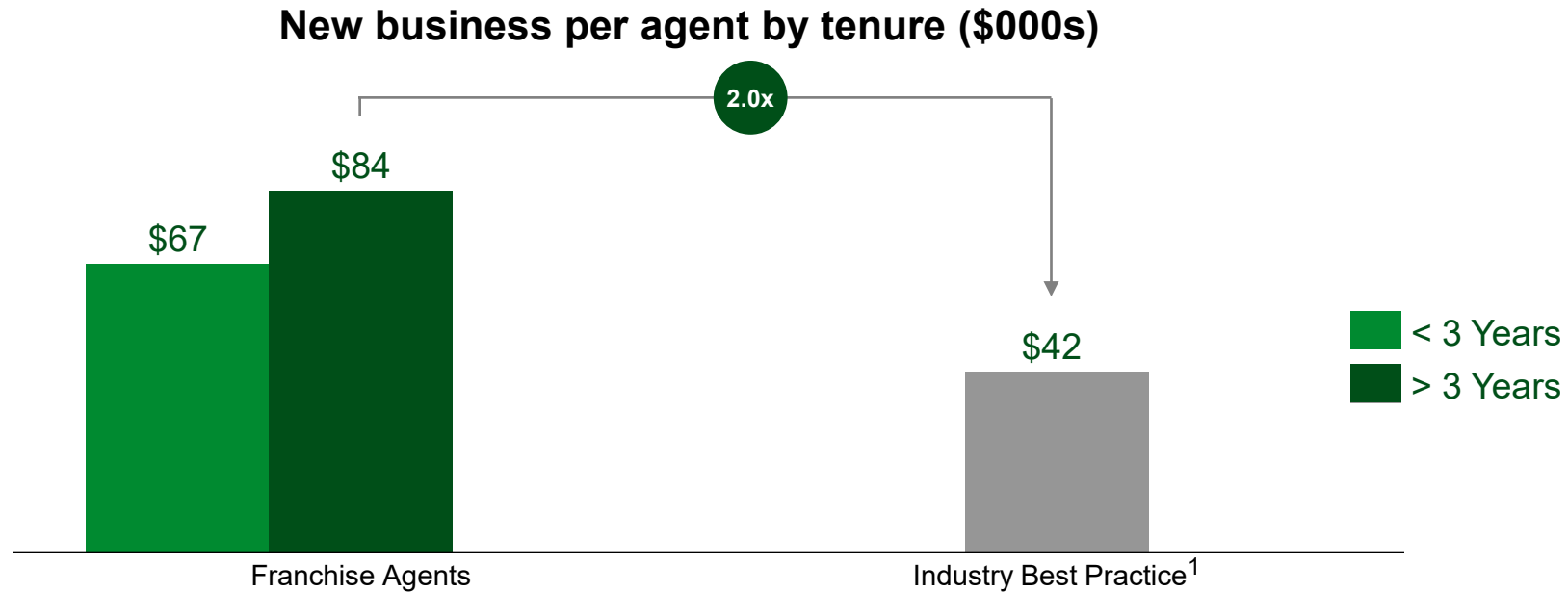


Franchise Productivity¹ (\$000)



¹ Note: Productivity is defined as average new business commissions per franchise

Franchise growth: industry-leading productivity



Goosehead training for franchisees



Sales Onboarding

- Weekly sales development live instruction
- Technology enabled repetition
- Lead development strategy implemented



Business Mastery

- Business plan development
- Leadership and Management best practices
- Focus on building a business at scale



Advanced Skill Development

- Live trainings to bring sales productivity to the next level
- Focus on referrals, time management, and efficiency



Simplified Growth

- Talent sourcing training
- Hiring support via Agency Staffing program
- Personalized financial modeling

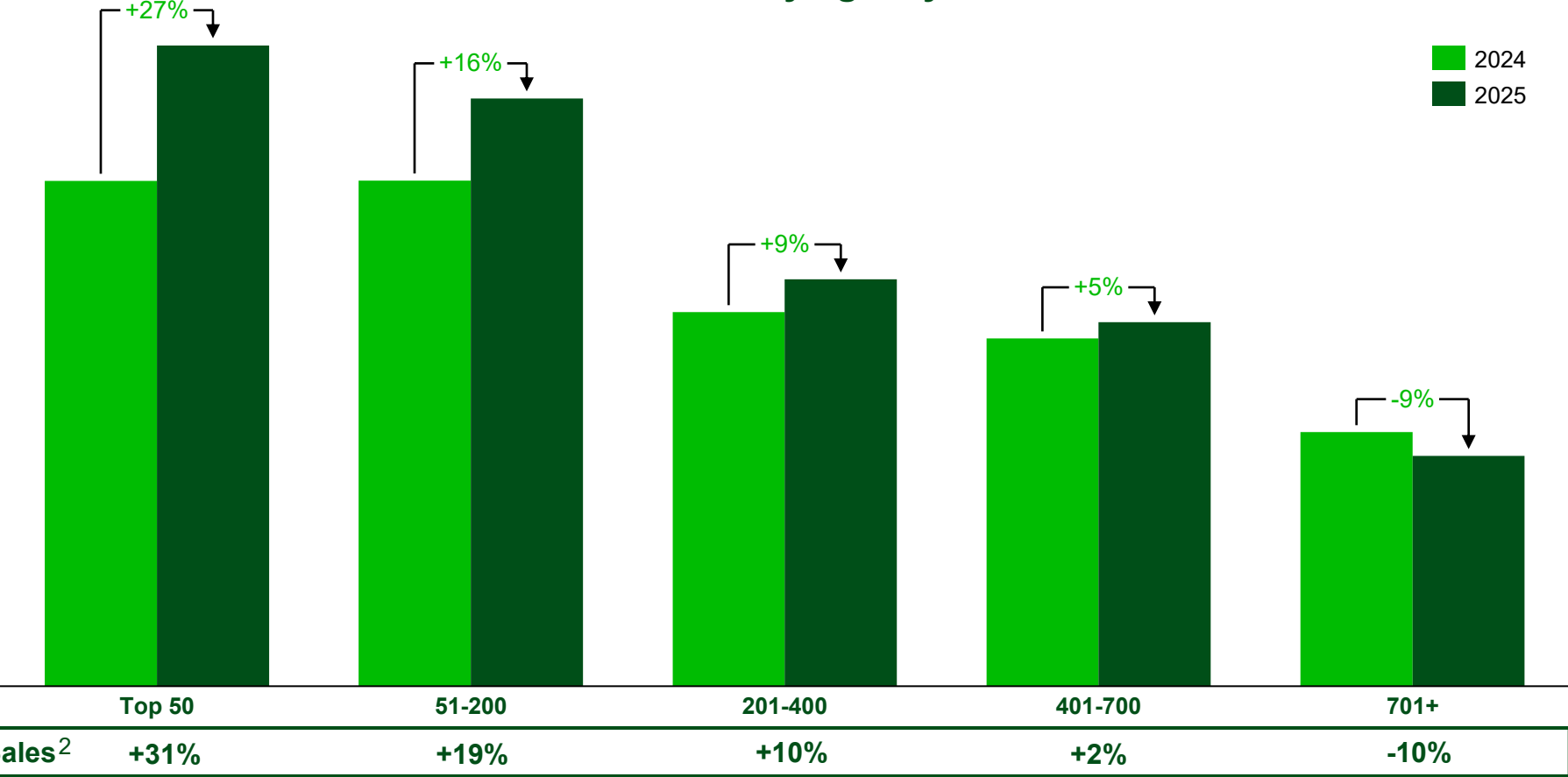


¹ Represents industry best practice per Reagan Consulting 2024 Best Practices Study (using 2023 data); most industry agents have tenures significantly longer than 2 to 3 years

Growth across the franchise network

Increased productivity, the pruning of underperforming franchises, and organic in-network consolidations has resulted in growth across a significant portion of our franchise base.

New business by agency rank¹

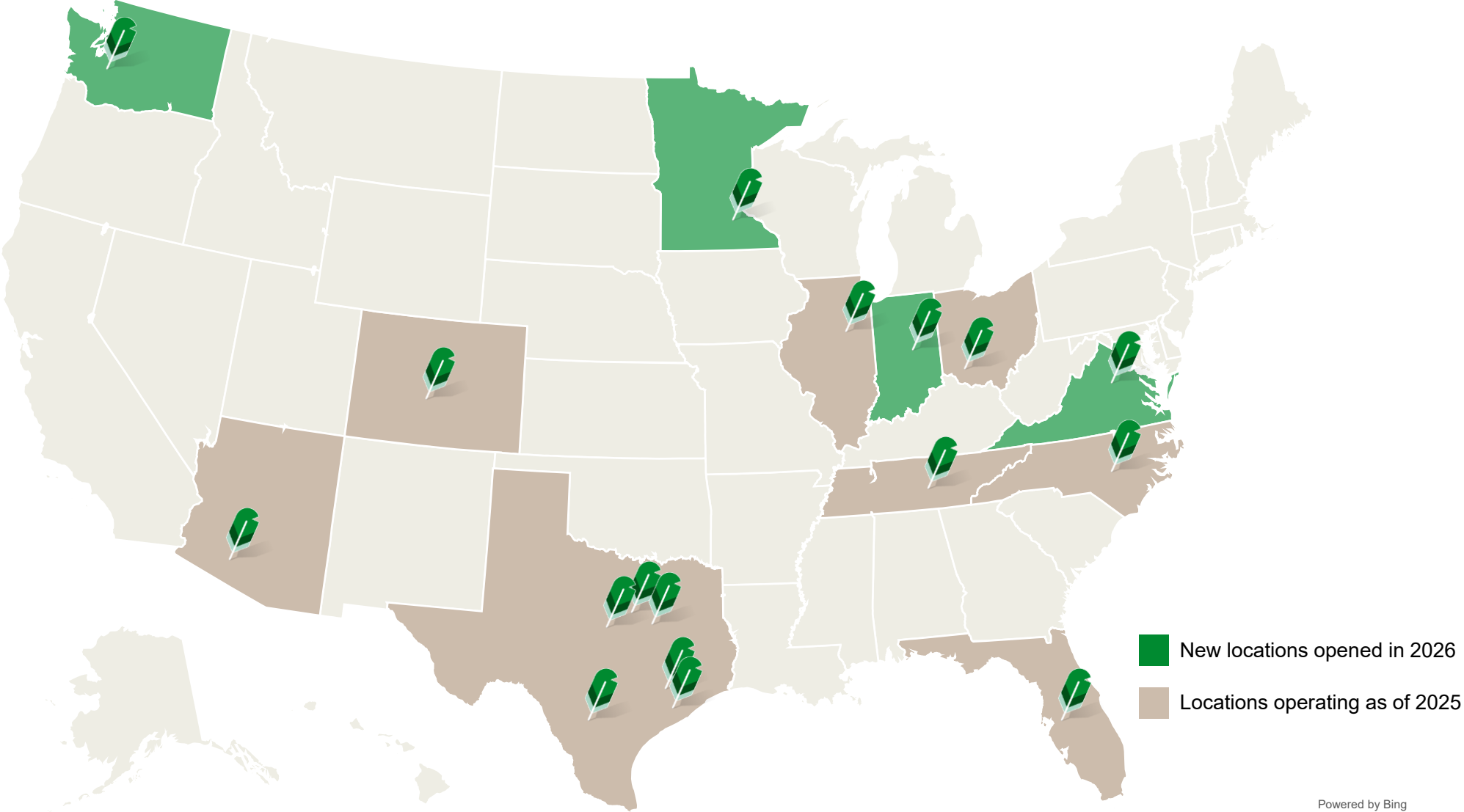


1: Displays total annual new business commission for all agencies live in year, ranked annually based on new business commissions generated in that year.
 2: Total annual new business commission growth rates for agencies within each tier based on 2025 rankings that were live for the entire 24 months displayed.

Updated to correct figure from previous version.

Corporate Sales locations: Growth catalysts and franchise incubators

16
Locations



Attracting and developing differentiated talent on campus



18-24 month paid apprenticeship to **master insurance skills** and **develop referral partner network**

Compelling career growth from **multiple opportunities**, including:



**Franchise
Ownership**



**Sales
Management**

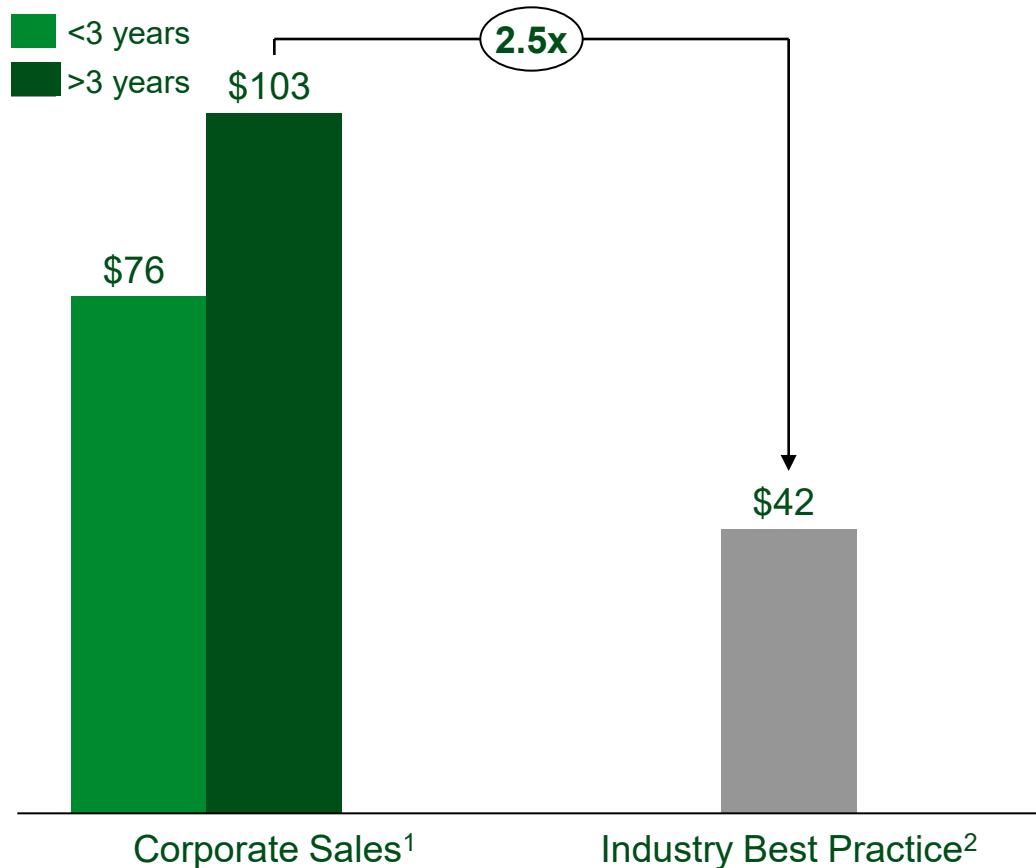


**Corporate
Management**



Corporate network: Incubating high-performing franchise owners

New Business per Agent by Tenure (\$000s)



Our corporate network is a proven pipeline for developing elite franchise owners, driving scalable, predictable growth

Corporate producers who launch franchises are

up to **13x** more productive³

in their first year than external recruits

- Structured development path transforms top corporate producers into successful franchise owners
- Corporate network drives productivity, profitability, and best practice while serving as a franchise talent incubator



¹ Represents GSHD TTM new business production per agent as of 12/31/2024

² Represents industry best practice per Reagan Consulting 2024 Best Practices Study (using 2023 data); most industry agents have tenures significantly longer than 2 to 3 years

³ Productivity is measured based on new business commissions and agency fee generated

Partnerships: Scaling distribution through strategic relationships

Who We Partner With

Who They Are

- **Organizations seeking to solve personal lines insurance challenges** for their clients or within their own business.
- Examples include **financial institutions, mortgage servicers, real estate brokerages, and home-service platforms** with large client bases.

Their Challenge

- Facing **margin pressure** and **higher default risk** as insurance premiums continue to rise.
- Looking to improve **client satisfaction** or offset **lost economics** from their core business.

Why They Partner With Us

- Broad carrier access with **200+ partners and diverse products**.
- National **scale**, local **expertise**, and proprietary **technology**.
- Competitive **economics**.
- **Full back-office support** focused on service.

Two Partnership Paths

Embedded Franchise Partnership (EFP):

- Partner runs their insurance business with **Goosehead supporting back-office**.
- **Fully integrated** into the partner's client experience.
- Delivers **franchise-level economics** and **shared ownership** in client success.

Enterprise Partnership (EP):

- **Goosehead handles all fulfillment** on behalf of the partner.
- Partner **routes leads** via API, webform, or warm call transfer.
- Provides **margin-accretive** economics to both Goosehead and the partner.

The Opportunity

Unlocking a Larger Market

- Expands reach **beyond the home-closing transaction** to capture new client segments.
- Targeted partnerships with mortgage servicers **grows TAM by 80M+ clients** with mortgages not currently in active home closing transaction.

Deployment of Technology

- Thoughtfully **integrates quoting and binding** directly into partners' systems and workflows.
- Targets profitable **clientele that our carrier partners want**.
- Scales efficiently without **human capital bottlenecks**.



Enterprise Sales: Scaling lead generation through partnerships

Strategic enterprise partnerships diversify our lead sources, drive scalable premium growth, and lay the foundation for further digital fulfillment.



The What

Enterprise sales agents are licensed and trained to **work partner and digital leads** nationwide

Centralized corporate offices operate across all four U.S. time zones to provide **full-day coverage**

New business-focused, margin accretive model: agents are commissioned solely on new business production

Dedicated support teams manage reshops and client retention



The How

Grow through targeted recruiting – attracting the right talent with competitive pay

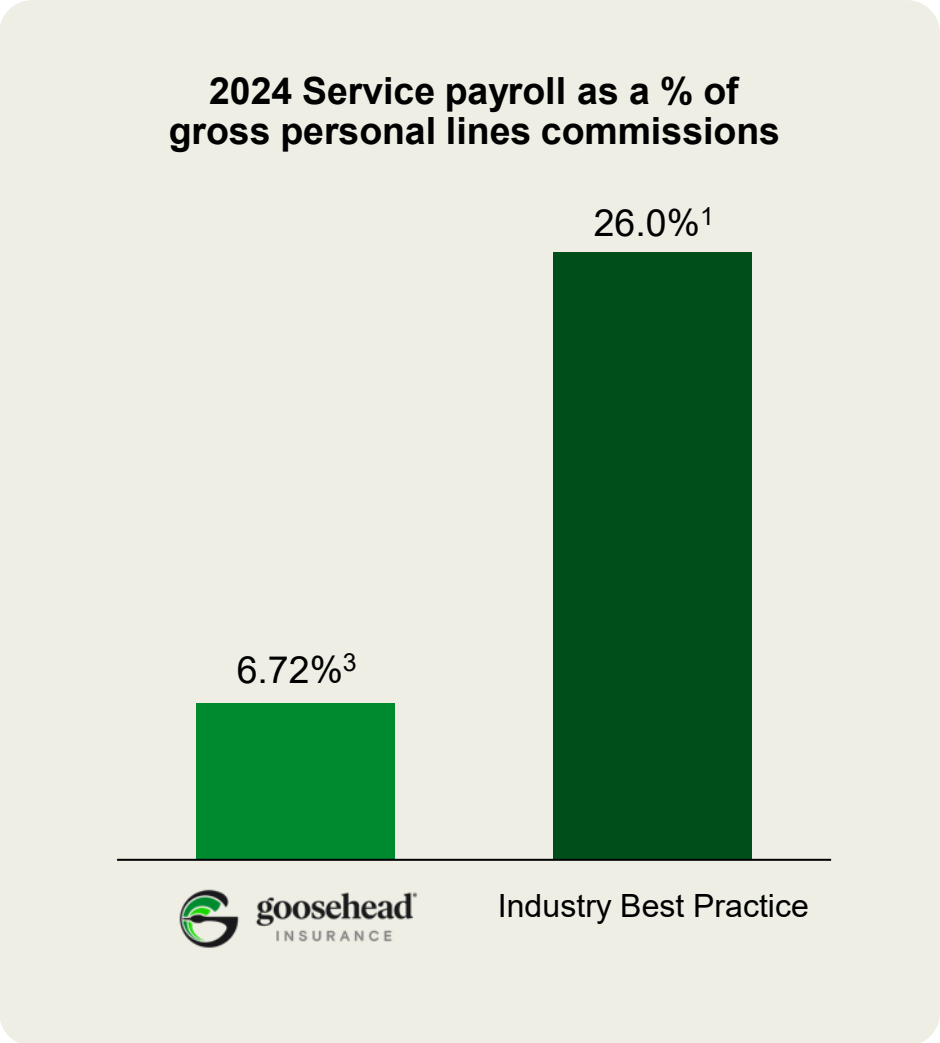
Provide continuous training, tailored to line of business and regional needs

Drive productivity through optimized work force management, technology, and incentives

Accelerate growth through new partnerships and continued team expansion



Investing in service talent and technology to deliver industry-leading client experience



Key service center metrics

Net Promoter Score

72²

CSAT Score

4/5

Annual Calls and Cases Handled

~10M

Multi-channel support

Call

Chat

Mobile

Email

Providing support digitally, partially digital, or fully human⁴

We carefully monitor:

- Call abandon rate
- Speed of answer
- Handle time
- Quality
- First-touch resolution
- Agent productivity

Compelling Service Agent value proposition

- Attractive compensation
- High-growth career path
- Hands-on coaching and mentorship
- Best-in-class ServTech digital & AI tools



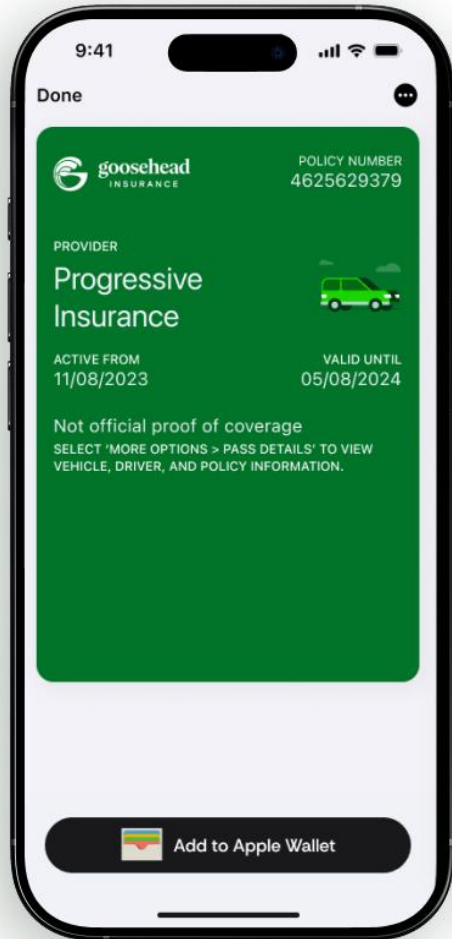
¹ Indicates, per Reagan Consulting 2024 Best Practices Study (using 2023 data) service compensation as a percentage of personal lines revenue for agencies with revenues of greater than \$25M;
² Represents Q1 2026 NPS
³ Represents 2024 Service payroll as a % of 2024 gross personal lines commissions
⁴ Goosehead has 454 onshore service call agents

Technology

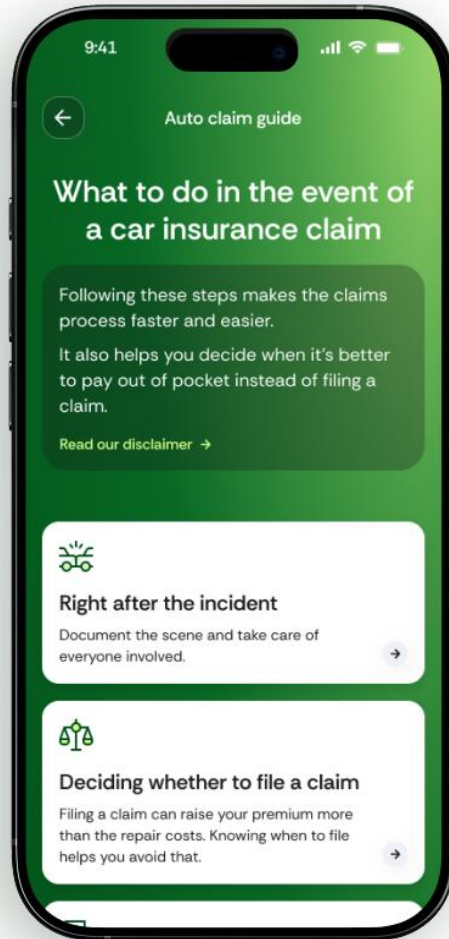


Mobile App – All your policies in one place

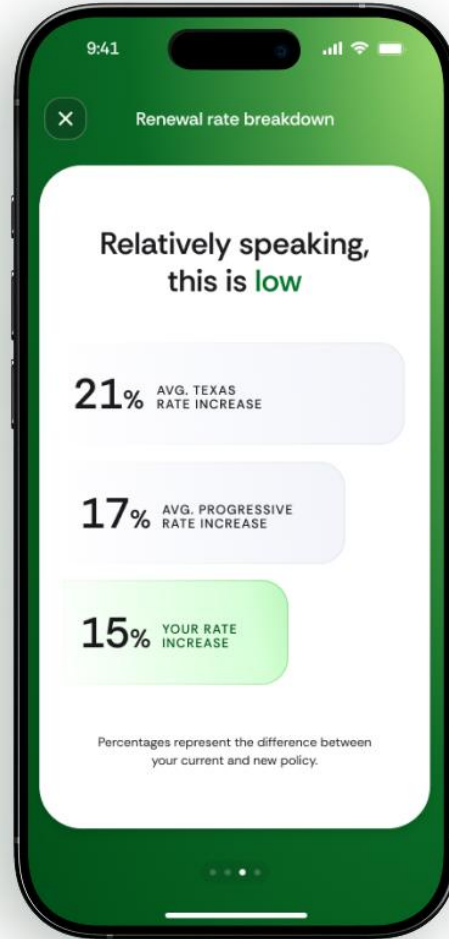
Your documents made mobile



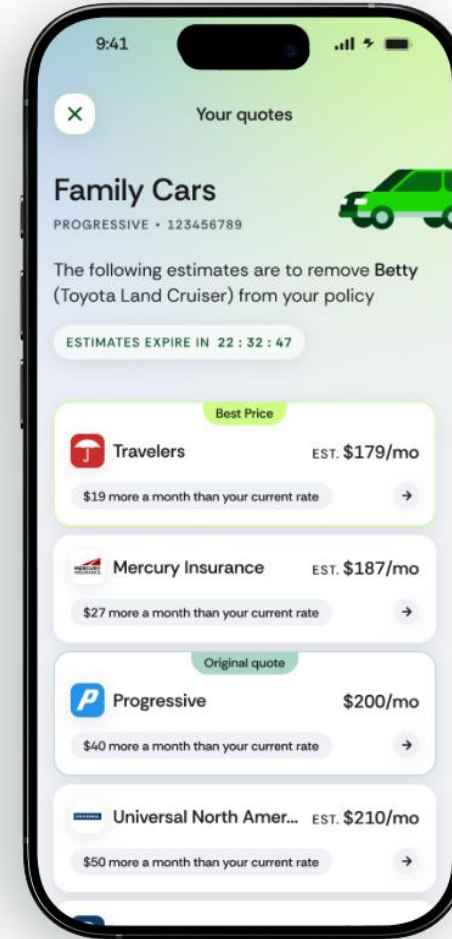
Guidance at your fingertips



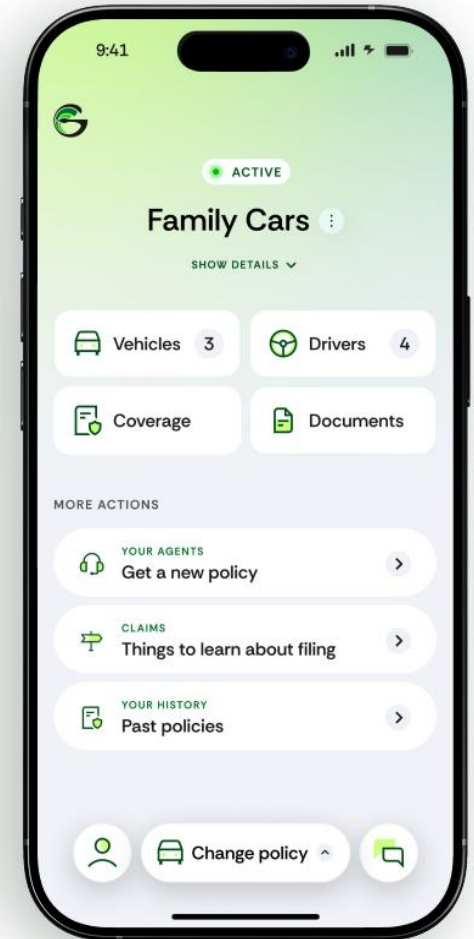
Smart renewals make it easy



Shop your options



Your coverage made simple



The Digital Agent unlocks opportunity across the value chain

CLIENTS

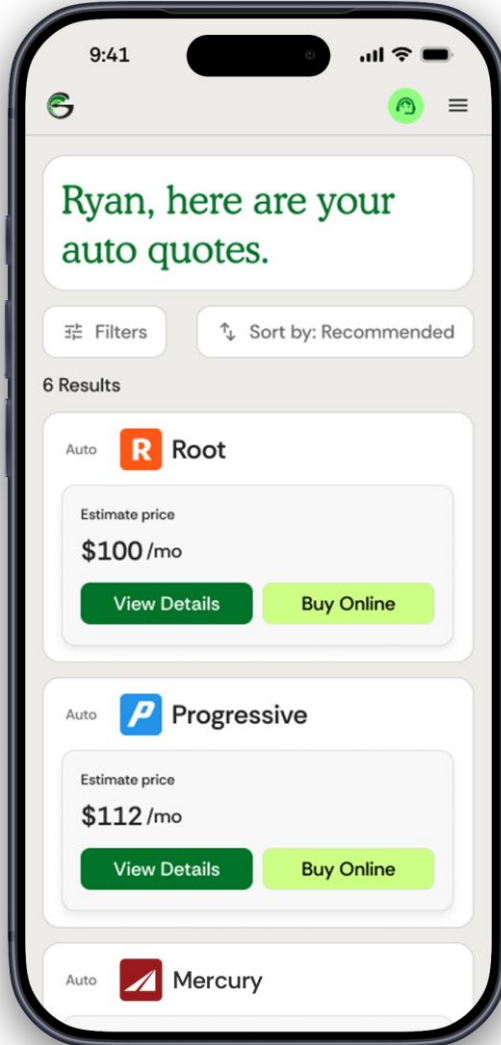
Frictionless choice with confidence.

Clients want:

- Digital buying options
- True choice
- Accurate, real-time pricing
- Human fallback

Digital Agent delivers:

- End-to-end digital bind
- True comparative choice
- Underwriting-integrated pricing
- Human optionality



AGENTS

Productivity gains without disintermediation.

ENTERPRISE PARTNERS

Scalable embedded insurance solution.

CARRIER PARTNERS

Profitable growth through integrated, data-driven distribution.



The Digital Agent offering is unmatched in the market today

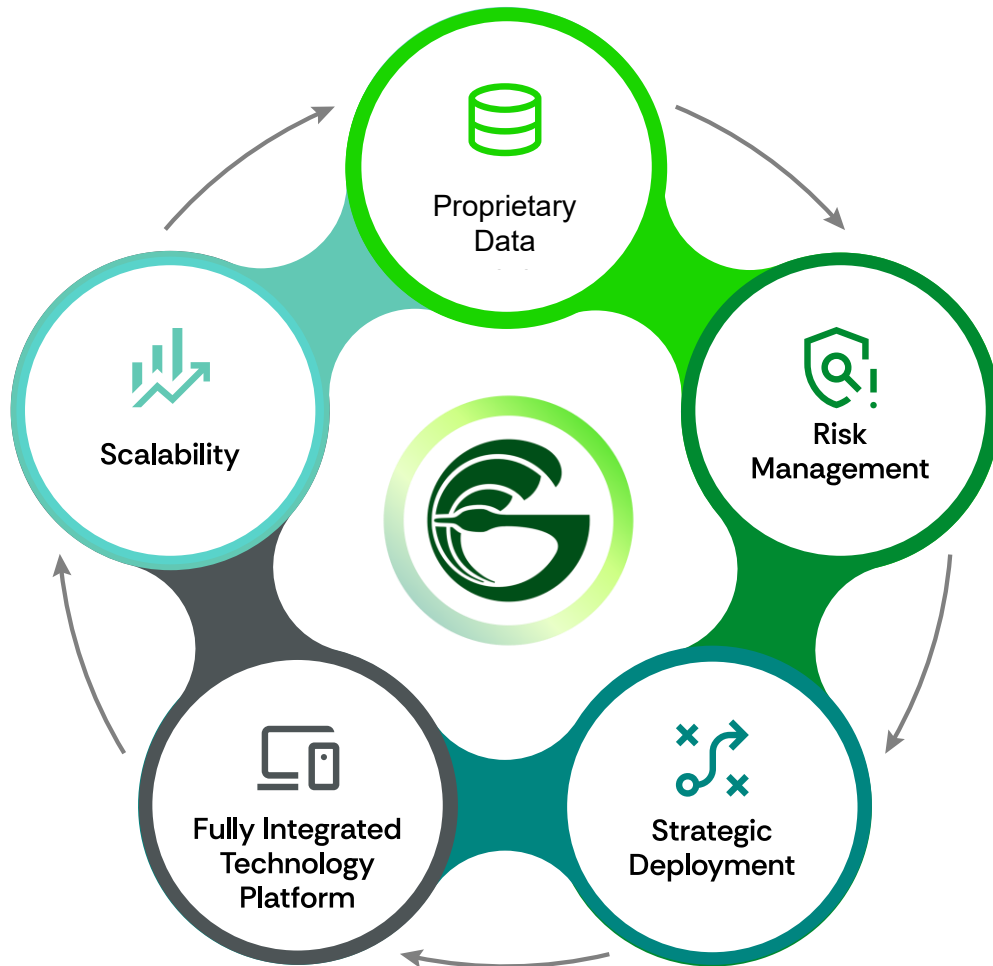


Feature

	Online Rating Tools	ChatGPT Integration	Carrier Direct Model	Goosehead Digital Agent
Multi-carrier comparative shopping	✓	◐	○	✓
Policy and coverage education	✓	✓	✓	✓
Quoting capability	✓	◐	✓	✓
Licensed agents available upon request	○	○	✓	✓
Client to carrier risk acceptance matching	○	○	◐	✓
End-to-end digital binding (policy issuance)	○	○	✓	✓
Service organization to support post-bind	○	○	✓	✓



Building a sustainable AI competitive advantage



Proprietary Data

Informed by over 20 years of robust proprietary industry and personal lines data spanning across all 50 states and 200+ carriers

Risk Management

Built in governance infrastructure to maintain regulatory compliance across 50 state regulators and carrier underwriting requirements

Strategic Deployment

Discipline to deploy AI where the most value and largest return for stakeholders is created

Fully Integrated Platform

Thoughtfully layered into a secure fully integrated technology infrastructure including robust integrations with carriers and partners

Scalability

Scalable application through diversified sales distributions channels and in house client service function



Financial Performance



Total Revenue

	Q1 '26	Q1 '25	Q1 '24	Q1 '23
Renewal Commissions	18,162	16,952	15,961	15,818
Renewal Royalty Fees	43,594	37,244	29,053	22,752
New Business Commissions	7,452	5,755	5,681	5,517
New Business Royalty Fees	7,886	6,929	6,234	5,671
Agency Fees	2,385	2,240	1,911	2,230
Total Core Revenue	79,479	69,120	58,839	51,988
Franchise Fee Revenue	1,609	1,342	2,245	3,063
Interest Income	117	189	250	397
Total Cost Recovery Revenue	1,726	1,531	2,495	3,460
Contingent Commissions	10,686	4,476	2,668	1,920
Other Franchise Revenues	1,185	456	458	587
Total Ancillary Revenue	11,871	4,932	3,126	2,507
Total Revenue	93,076	75,583	64,460	57,955

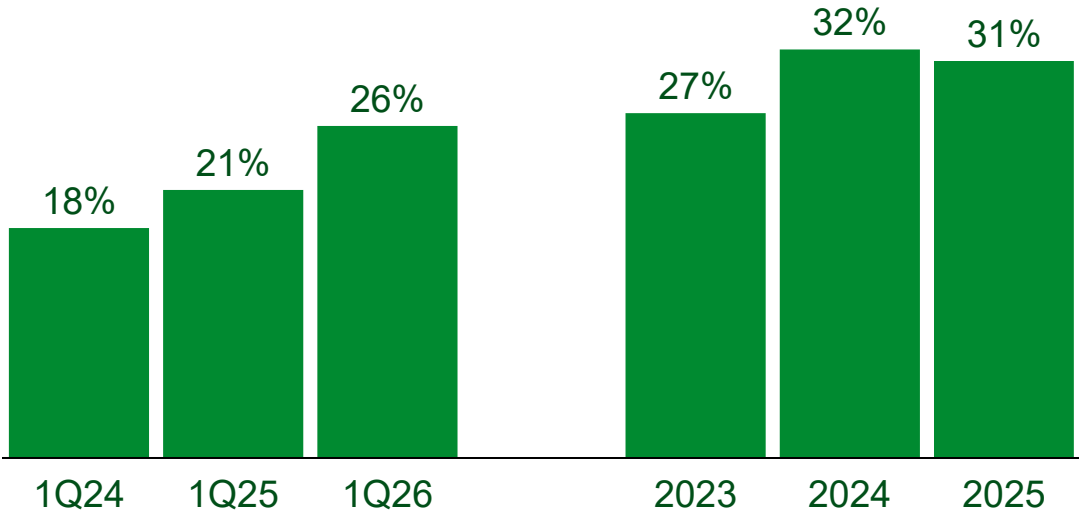


Note: Financials represent Goosehead Financial, LLC and Subsidiaries and Affiliates. May not sum to total due to rounding.(\$ in thousands)

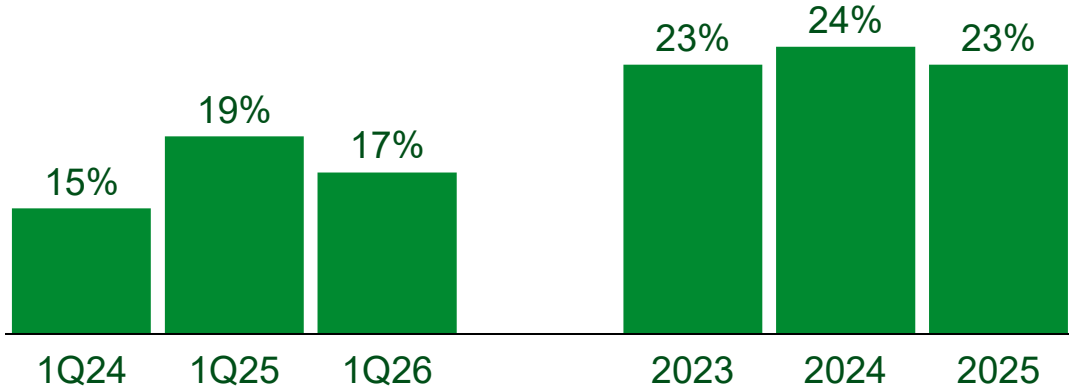
Privileged and confidential

YoY Adjusted EBITDA Margin Growth

Adjusted EBITDA Margin



Adjusted EBITDA Margin Excluding Contingent Commissions



Longer Term Margin Potential of 40%+



Non-GAAP adjusted EBITDA reconciliation

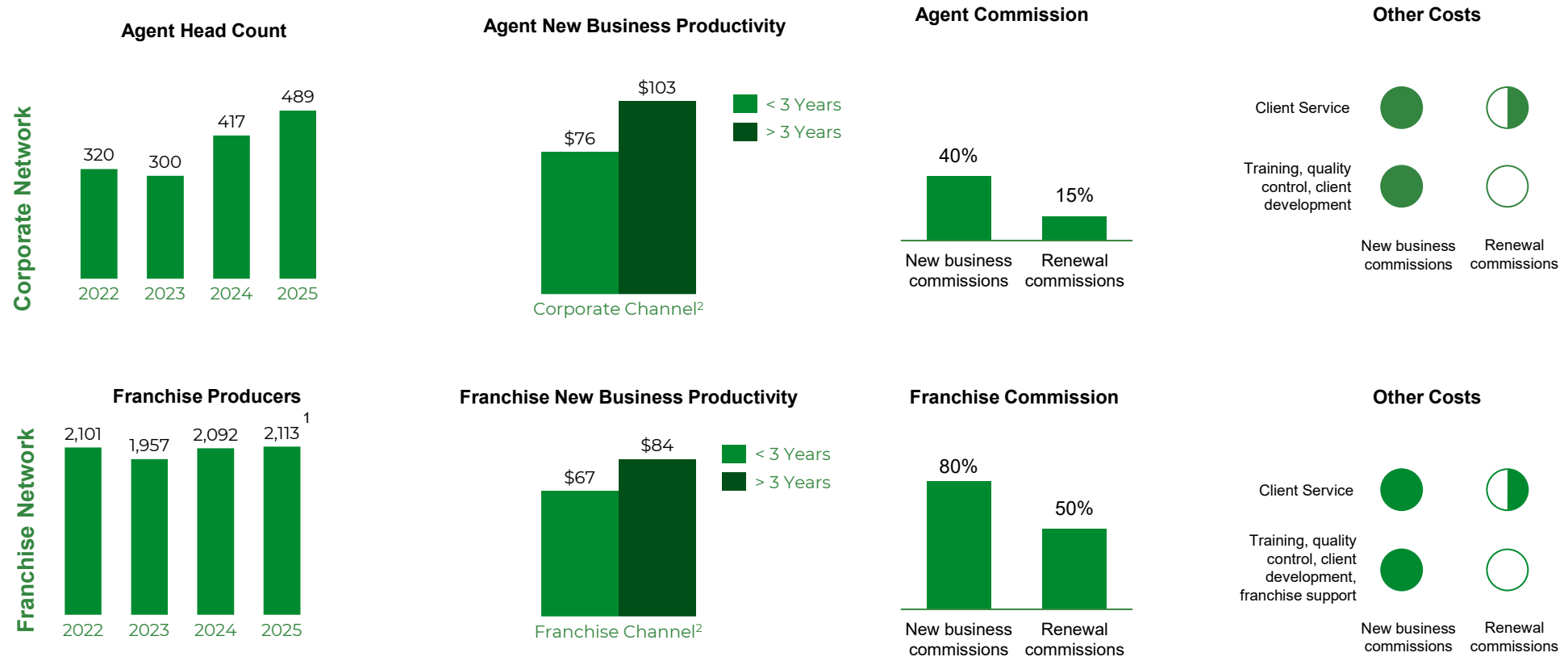
	Q1 '26	Q1 '25	Q1 '24	Q1 '23
Net Income:	8,045	2,646	1,809	(181)
Interest Expense	5,472	5,823	1,487	1,731
Depreciation & Amortization	3,212	2,670	2,568	2,093
Tax Expense (Benefit)	1,745	(1,687)	(8,568)	(81)
Equity Based Compensation	6,217	6,236	7,357	6,620
Impairment Expense	—	—	347	—
Other (Income) Expense	(267)	(168)	6,727	—
Adjusted EBITDA	24,424	15,520	11,727	10,182



Note: Financials represent Goosehead Financial, LLC and Subsidiaries and Affiliates. May not sum to total due to rounding. (\$ in thousands)

Investments in people and technology will yield long-term growth

Making significant investments today to ensure growth and profitability is sustainable for years to come



¹ Excludes all new signings and franchises in implementation; ² Year ended 12/31/2025, productivity per agent per day

Appendix



Why people choose a Goosehead agency

Maximizing New Sales per Producer



Fully Managed
Carrier Appointments



Industry Leading
Technology



Training, Marketing
& Agent Support

Back Office Scaled for Growth

Risk Management
& Policy Fulfillment



Fully Licensed
Service Team



Finance, Accounting
& Recruiting Support



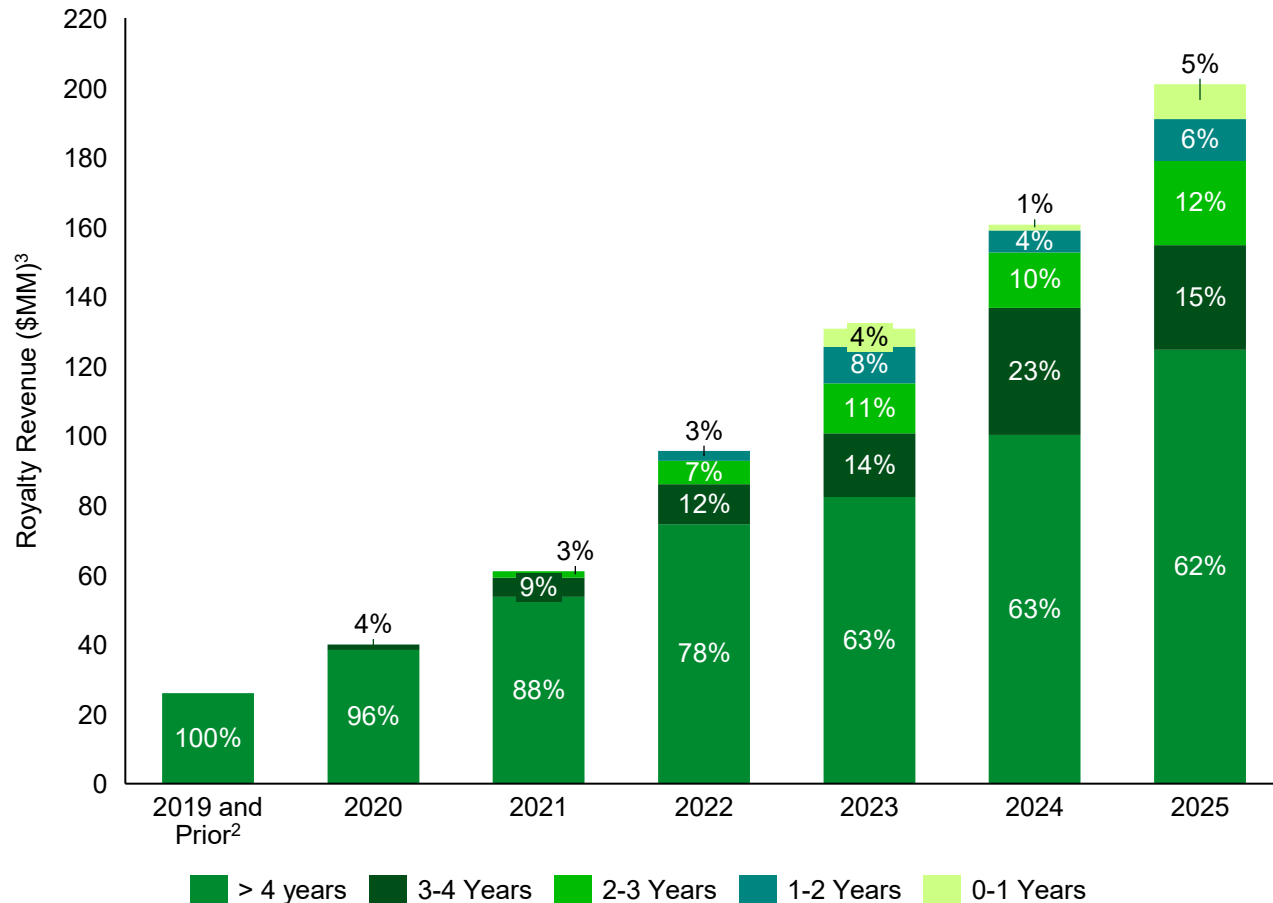
Agency
focuses

100%
on sales

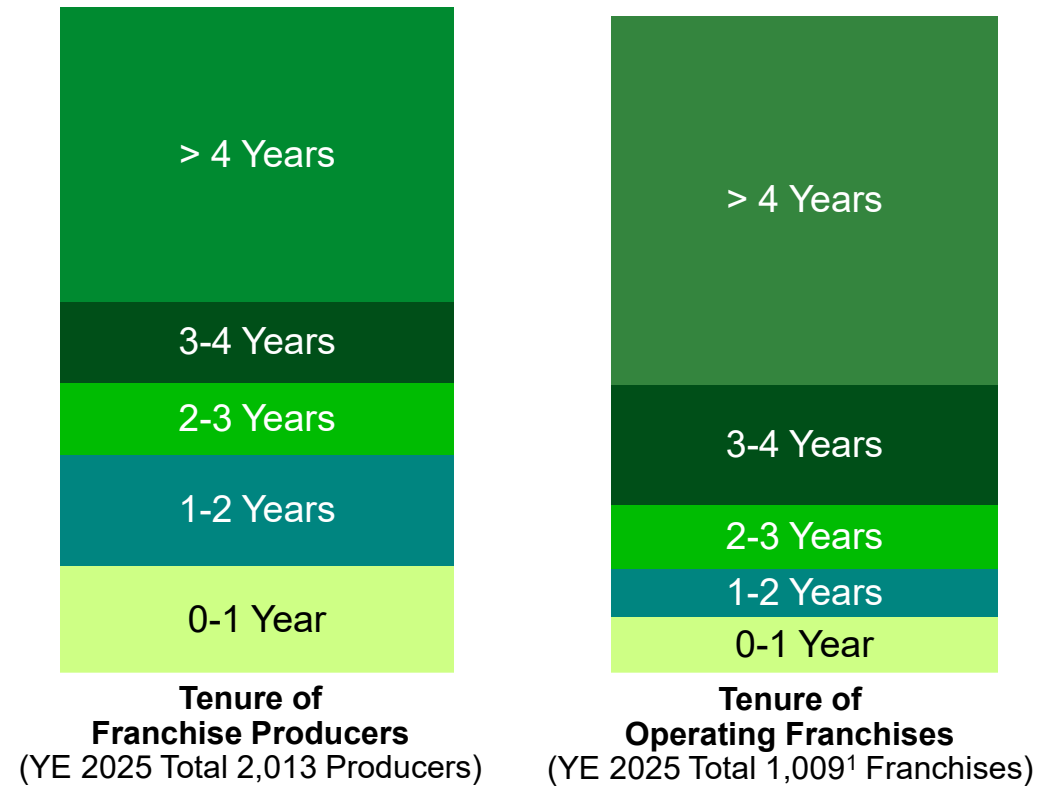


Franchise producer tenure drives predictable organic growth

Revenue Growth by Franchise Tenure



Predictable Future Growth Driven by New Producer Growth



1 Number of franchise locations operating as of 12/31/2025 2 2019 and prior Revenue as recognized under ASC 605 3 2020-2024 Revenue as recognized under ASC 606

Smarter insurance by design





goosehead[®]
INSURANCE