



Rules of Conduct

Welcome to the 2026 Annual Meeting of Shareholders (the “Annual Meeting”) of The Progressive Corporation (“Company” or “Progressive”). It is our desire to conduct a fair and informative Annual Meeting. Kindly observe the following Rules of Conduct.

1. Our Code of Regulations describes the requirements for meetings of our shareholders and we will conduct the Annual Meeting consistent with those requirements.
2. We have allotted 45 minutes for the Annual Meeting, including the question and answer period following the formal proceeding of the meeting.
3. You will need your 16-digit control number that is shown on your proxy card or voting instruction form to submit questions in advance of the Annual Meeting at www.proxyvote.com. Please use this same control number to vote and submit questions while attending the meeting online. Shareholders who attend the virtual meeting with their 16-digit control number will have the same rights and opportunities to participate as they would at an in-person meeting. If you do not have this information, you will still be able to attend the Annual Meeting as a “guest” and listen to the proceedings, but you will not be able to vote or submit questions. If you are a 401(k) plan participant with your control number, you will be able to attend the Annual Meeting and submit questions, but you will not be able to vote while attending the meeting.
4. Only shareholders as of the close of business on March 13, 2026, or their duly authorized proxies, may vote at the Annual Meeting. If you have voted your shares prior to the start of the Annual Meeting, there is no need to vote those shares during the Annual Meeting, unless you wish to revoke your proxy or change your vote.
5. Unless otherwise determined by the Chairperson or the Corporate Secretary, the only business matters to be conducted during the Annual Meeting are the matters for which proper notice has been provided, as set forth in our proxy statement, dated March 23, 2026, and the business of the Annual Meeting will follow the order shown in the agenda. The deadline for shareholder nominations of candidates for election to the Board, as set forth in our Code of Regulations, has passed and, as a result, any such nomination submitted after such deadline will not be presented for consideration at the Annual Meeting.
6. The Chairperson and the Corporate Secretary each have the authority to conduct the meeting and make determinations with respect to any procedural issues that may arise in the meeting. All rulings by either the Chairperson and/or the Corporate Secretary will be final.

7. Questions pertinent to the business of the Annual Meeting or to the business of the Company may be submitted in advance of the Annual Meeting at www.proxyvote.com and shortly before and during the Annual Meeting using the Annual Meeting website. During the formal Annual Meeting, appropriate questions will be responded to. Following adjournment of the Annual Meeting, Progressive will address appropriate questions related to the business. Generally, we will first answer questions received in advance of the Annual Meeting and then answer any questions received through the Annual Meeting website as time allows. Additionally, we will direct questions to the appropriate person to respond, regardless of how the question was directed.
8. To allow us to answer questions from as many shareholders as possible, we will limit each shareholder to two questions. Please keep each question to one topic and ask it as succinctly as possible. Questions from multiple shareholders on the same topic, that are otherwise related, or are substantially similar may be grouped, summarized and answered together.
9. Time constraints may not permit all questions to be answered. Progressive intends to address questions pertinent to matters on the agenda that are not answered during the Annual Meeting as soon as practical after the Annual Meeting either by posting the answers online at our Investor Relations website at investors.progressive.com or by responding directly to that shareholder using the contact information provided.
10. Shareholder questions are welcome. However, Progressive will not address any questions, that are, among other things:
 - related to material non-public information about Progressive;
 - irrelevant to Progressive's business or to the business of the Annual Meeting;
 - tangentially related to general economic, political, social, or other opinions or issues;
 - related to pending or potential litigation or regulatory matters;
 - derogatory statements to individuals or that are otherwise disrespectful or use offensive language;
 - related to personal claims or grievances;
 - related to matters of personal or other interest and not of general concern to other shareholders;
 - repetitious statements that have already been made by a shareholder;
 - cover more than one topic; and
 - out of order or not otherwise suitable for the conduct of the Annual Meeting as determined by the Chairperson or Corporate Secretary in their reasonable judgement.
11. Any recording of the Annual Meeting is strictly prohibited. Any copying of materials presented at the Annual Meeting is prohibited, including screenshots. A replay of the Annual Meeting will be available for approximately one year on the Annual Meeting website.

12. In the event of technical malfunction or other significant problem that disrupts the Annual Meeting, the Chairperson or Corporate Secretary may adjourn, recess, or expedite the Annual Meeting, or take such other action that such person determines is appropriate in light of the circumstances.
13. Attendees who do not follow these Rules of Conduct may be asked to leave or removed from the Annual Meeting platform.

Thank you for your cooperation and for joining Progressive and your fellow shareholders at the Annual Meeting.

Technical Assistance: If you encounter any difficulties while accessing the virtual meeting during the check-in or meeting time, a technical assistance phone number will be made available on the virtual meeting registration website 15 minutes prior to the start of the meeting.