



First Quarter 2025 Results

April 28, 2025



| Information Regarding Forward-Looking Statements

This presentation and the statements made during our earnings call may contain certain statements relating to future results which are “forward-looking statements” within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934, which are intended to be covered by the safe harbors created by those laws. You can identify these statements by forward-looking words such as “may,” “will,” “should,” “expect,” “anticipate,” “believe,” “intend,” “estimate,” “plan” and “continue” or similar words. We have based these statements on our current expectations about potential future events. Although we believe the expectations expressed in the forward-looking statements included in this presentation are based upon reasonable assumptions within the bounds of our knowledge of our business, a number of factors could cause actual results to differ materially from those expressed in any forward-looking statements, whether oral or written, made by us or on our behalf. Many of these factors have previously been identified in filings or statements made by us or on our behalf. Important factors which could cause our actual results to differ, possibly materially from the forward-looking statements in this presentation include but are not limited to the following items: the Company’s determination as it finalizes its financial results for the first quarter of 2025 that its financial results differ from the current preliminary unaudited numbers set forth herein; the inability to hire, retain and develop qualified employees, as well as the loss of any of our executive officers or other key employees; a cybersecurity attack or any other interruption in information technology and/or data security that may impact our operations or the operations of third parties that support us; acquisition-related risks that could negatively affect the success of our growth strategy, including the possibility that we may not be able to successfully identify suitable acquisition candidates, complete acquisitions, successfully integrate acquired businesses into our operations and expand into new markets; risks related to our international operations, which may result in additional risks or require more management time and expense than our domestic operations to achieve or maintain profitability; the requirement for additional resources and time to adequately respond to dynamics resulting from rapid technological change; the loss of or significant change to any of our insurance company or intermediary relationships, which could result in loss of capacity to write business, additional expense, loss of market share or material decrease in our commissions; the effect of natural disasters on our profit-sharing contingent commissions, insurer capacity or claims expenses within our captive insurance facilities; adverse economic conditions, political conditions, outbreaks of war, disasters, or regulatory changes in states or countries where we have a concentration of our business; the inability to maintain our culture or a significant change in management, management philosophy or our business strategy; fluctuations in our commission revenue as a result of factors outside of our control; the effects of significant or sustained inflation or higher interest rates; claims expense resulting from the limited underwriting risk associated with our participation in capitalized captive insurance facilities; risks associated with our automobile and recreational vehicle dealer services (“F&I”) businesses; changes in, or the termination of, certain programs administered by the U.S. federal government from which we derive revenues; the limitations of our system of disclosure and internal controls and procedures in preventing errors or fraud, or in informing management of all material information in a timely manner; our reliance on vendors and other third parties to perform key functions of our business operations and provide services to our customers; the significant control certain shareholders have; changes in data privacy and protection laws and regulations or any failure to comply with such laws and regulations; improper disclosure of confidential information; our ability to comply with non-U.S. laws, regulations and policies; the potential adverse effect of certain actual or potential claims, regulatory actions or proceedings on our businesses, results of operations, financial condition or liquidity; uncertainty in our business practices and compensation arrangements with insurance carriers due to potential changes in regulations; regulatory changes that could reduce our profitability or growth by increasing compliance costs, technology compliance, restricting the products or services we may sell, the markets we may enter, the methods by which we may sell our products and services, or the prices we may charge for our services and the form of compensation we may accept from our customers, carriers and third-parties; increasing scrutiny and changing laws and expectations from regulators, investors and customers with respect to our environmental, social and governance practices and disclosure; a decrease in demand for liability insurance as a result of tort reform legislation; our failure to comply with any covenants contained in our debt agreements; the possibility that covenants in our debt agreements could prevent us from engaging in certain potentially beneficial activities; fluctuations in foreign currency exchange rates; a downgrade to our corporate credit rating, the credit ratings of our outstanding debt or other market speculation; changes in the U.S.-based credit markets that might adversely affect our business, results of operations and financial condition; changes in current U.S. or global economic conditions, including an extended slowdown in the markets in which we operate; disintermediation within the insurance industry, including increased competition from insurance companies, technology companies and the financial services industry, as well as the shift away from traditional insurance markets; conditions that result in reduced insurer capacity; quarterly and annual variations in our commissions that result from the timing of policy renewals and the net effect of new and lost business production; intangible asset risk, including the possibility that our goodwill may become impaired in the future; changes in our accounting estimates and assumptions; future pandemics, epidemics or outbreaks of infectious diseases, and the resulting governmental and societal responses; other risks and uncertainties as may be detailed from time to time in our public announcements and Securities and Exchange Commission (“SEC”) filings; and other factors that the Company may not have currently identified or quantified. Assumptions as to any of the foregoing, and all statements, are not based upon historical fact, but rather reflect our current expectations concerning future results and events. Forward-looking statements that we make or that are made by others on our behalf are based upon a knowledge of our business and the environment in which we operate, but because of the factors listed above, among others, actual results may differ from those in the forward-looking statements. Consequently, these cautionary statements qualify all of the forward-looking statements we make herein. We cannot assure you that the results or developments anticipated by us will be realized, or even if substantially realized, that those results or developments will result in the expected consequences for us or affect us, our business or our operations in the way we expect. We caution readers not to place undue reliance on these forward-looking statements. All forward-looking statements made herein are made only as of the date of this presentation, and the Company does not undertake any obligation to publicly update or correct any forward-looking statements to reflect events or circumstances that subsequently occur or of which the Company hereafter becomes aware.

| Information Regarding Non-GAAP Measures

This presentation contains references to "non-GAAP financial measures" as defined in SEC Regulation G, consisting of Organic Revenue, EBITDAC, EBITDAC Margin, EBITDAC - Adjusted, EBITDAC Margin - Adjusted, Income Before Income Taxes - Adjusted, Income Before Income Taxes Margin - Adjusted, Net Income Attributable To The Company - Adjusted and Diluted Net Income Per Share - Adjusted. We present these measures because we believe such information is of interest to the investment community and because we believe it provides additional meaningful methods to evaluate the Company's operating performance from period to period on a basis that may not be otherwise apparent on a GAAP basis due to the impact of certain items that have a high degree of variability, that we believe are not indicative of ongoing performance and that are not easily comparable from period to period. This non-GAAP financial information should be considered in addition to, not in lieu of, the Company's consolidated income statements and balance sheets as of the relevant date. Consistent with Regulation G, a description of such information is provided below and a reconciliation of such items to GAAP information can be found within this presentation as well as in our periodic filings with the SEC.

We view Organic Revenue and Organic Revenue growth as important indicators when assessing and evaluating our performance on a consolidated basis and for each of our three segments, because it allows us to determine a comparable, but non-GAAP, measurement of revenue growth that is associated with the revenue sources that were a part of our business in both the current and prior year and that are expected to continue in the future. In addition, we believe Net Income Attributable To The Company - Adjusted and Diluted Net Income Per Share - Adjusted provide a meaningful representation of our operating performance and improves the comparability of our results between periods by excluding the impact of the change in estimated acquisition earn-out payables, the impact of amortization of intangible assets and certain other non-recurring or infrequently occurring items. We also view EBITDAC, EBITDAC - Adjusted, EBITDAC Margin, EBITDAC Margin - Adjusted, Income before Income Taxes - Adjusted and Income Before Income Taxes Margin - Adjusted as important indicators when assessing and evaluating our performance, as they present more comparable measurements of our operating margins in a meaningful and consistent manner. As disclosed in our most recent proxy statement, we use Organic Revenue growth, Diluted Net Income Per Share - Adjusted and EBITDAC Margin - Adjusted as key performance metrics for our short-term and long-term incentive compensation plans for executive officers and other key employees.



Information Regarding Non-GAAP Measures - Continued

Non-GAAP Revenue Measures

- **Organic Revenue** is our core commissions and fees less: (i) the core commissions and fees earned for the first 12 months by newly acquired operations; (ii) divested business (core commissions and fees generated from offices, books of business or niches sold or terminated during the comparable period); and (iii) Foreign Currency Translation (as defined below). The term “core commissions and fees” excludes profit-sharing contingent commissions and therefore represents the revenues earned directly from specific insurance policies sold and specific fee-based services rendered. Organic Revenue can be expressed as a dollar amount or a percentage rate when describing Organic Revenue growth.

Non-GAAP Earnings Measures

- **EBITDAC** is defined as income before interest, income taxes, depreciation, amortization and the change in estimated acquisition earn-out payables.
- **EBITDAC Margin** is defined as EBITDAC divided by total revenues.
- **EBITDAC - Adjusted** is defined as EBITDAC, excluding (gain)/loss on disposal.
- **EBITDAC Margin - Adjusted** is defined as EBITDAC - Adjusted divided by total revenues.
- **Income Before Income Taxes - Adjusted** is defined as income before income taxes, excluding the pre-tax (i) change in estimated acquisition earn-out payables, (ii) (gain)/loss on disposal.
- **Income Before Income Taxes Margin - Adjusted** is defined as Income Before Income Taxes - Adjusted divided by total revenues.
- **Net Income Attributable To The Company - Adjusted** is defined as net income attributable to the Company, excluding the after-tax (i) change in estimated acquisition earn-out payables, (ii) (gain)/loss on disposal.
- **Diluted Net Income Per Share - Adjusted** is defined as diluted net income per share, excluding the after-tax impact of (i) the change in estimated acquisition earn-out payables, (ii) (gain)/loss on disposal and (iii) amortization.
- **Definitions Related to Certain Components of Non-GAAP Measures**
 - **“Foreign Currency Translation”** means the period-over-period impact of foreign currency translation, which is calculated by applying current-year foreign exchange rates to the various functional currencies in our business to our reporting currency of US dollars for the same period in the prior year.
 - **“(Gain)/loss on disposal,”** a caption on our consolidated statements of income which reflects net proceeds received as compared to net book value related to sales of books of business and other divestiture transactions, such as the disposal of a business through sale or closure.

Our industry peers may provide similar supplemental non-GAAP information with respect to one or more of these measures, although they may not use the same or comparable terminology and may not make identical adjustments and, therefore comparability may be limited. This supplemental non-GAAP financial information should be considered in addition to, and not in lieu of, the Company's condensed consolidated financial statements.

First Quarter 2025 Results

(Unaudited)

\$1.4B

Total revenue growth of 11.6%



6.5%

Organic
Revenue
growth



38.1%

EBITDAC Margin -
Adjusted up 110bps



\$1.15

Diluted Net Income
Per Share
increased 12.7%



\$1.29

Diluted Net Income
Per Share - Adjusted
increased 13.2%



\$36M

Annual revenue of
13 acquisitions

Market & Business Overview – 1Q25



Economy remained relatively consistent with prior quarters. Businesses still hiring and investing, with exposure units expanding modestly even with some caution related to tariffs and inflation.



Overall, rate changes for admitted markets were relatively consistent with the fourth quarter of 2024.



E&S property rates continued to moderate downward, with most placements realizing rate decreases. Rates for excess casualty continued to increase similar to prior quarters.



Solid quarter on the M&A front, closing 13 transactions. Pricing and terms for quality businesses remained competitive, with no material changes.

Segment Organic Revenue Growth 1Q25

(Unaudited)



4.1%

Retail



13.6%

Programs



6.7%

**Wholesale
Brokerage**

| Consolidated Financial Highlights - Adjusted

(\$ Millions, Except Per Share Data; Adjusted & Unaudited)		First Quarter		
	2025	2024	\$ Change	% Change
Total Revenues	\$1,404	\$1,258	\$146	11.6%
<i>Organic Revenue</i>	\$1,263	\$1,186	\$77	6.5%
Income Before Income Taxes - Adjusted	\$478	\$407	\$71	17.4%
<i>Income Before Income Taxes Margin - Adjusted</i>	34.0%	32.4%		160bps
EBITDAC - Adjusted	\$535	\$466	\$69	14.8%
<i>EBITDAC Margin - Adjusted</i>	38.1%	37.0%		110bps
Net Income Attributable To The Company - Adjusted	\$371	\$327	\$44	13.5%
Diluted Net Income Per Share - Adjusted	\$1.29	\$1.14	\$0.15	13.2%
Weighted average number of shares outstanding - diluted	285	283	2	0.7%
Dividends declared per share	\$0.15	\$0.13	\$0.02	15.4%

See important disclosures regarding non-GAAP measures on pages 2-3 and non-GAAP reconciliations on pages 13-16.

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| Retail Segment

(\$ Millions; Unaudited)	First Quarter			
	2025	2024	\$ Change	% Change
Total revenues	\$907	\$806	\$101	12.5%
Organic Revenue	\$818	\$786	\$32	4.1%
EBITDAC - Adjusted	\$338	\$291	\$47	16.2%
EBITDAC Margin - Adjusted	37.3%	36.1%		120bps

Business & Market Commentary

Total revenues grew due to acquisition activity and Organic Revenue growth. Organic Revenue growth driven by net new business, rate and exposure increases, with a partial offset due to the timing of renewals and non-recurring business.

Employee benefit rates continued to increase 7%-9%. Rate increases for commercial lines moderated to 2%-7% with rate decreases of 10%-20% on CAT property.

EBITDAC - Adjusted grew faster than total revenues due to leveraging our expense base and the timing of revenues associated with recent acquisitions which were partially offset by higher non-cash stock-based compensation.

| Programs Segment

(\$ Millions; Unaudited)	First Quarter			
	2025	2024	\$ Change	% Change
Total revenues	\$328	\$298	\$30	10.1%
<i>Organic Revenue</i>	<i>\$301</i>	<i>\$265</i>	<i>\$36</i>	<i>13.6%</i>
EBITDAC - Adjusted	\$146	\$126	\$20	15.9%
<i>EBITDAC Margin - Adjusted</i>	<i>44.5%</i>	<i>42.3%</i>		<i>220bps</i>

Business & Market Commentary

Total revenues increased due to strong Organic Revenue growth, which was partially offset by a decrease in profit-sharing contingent commissions due to adjustments recorded in the first quarter of 2024 related to 2023.

Organic Revenue growth was driven by hurricane claims revenue, good retention and exposure unit expansion partially offset by declining CAT property rates.

EBITDAC - Adjusted grew due to strong Organic Revenue and leveraging our expense base.

| Wholesale Brokerage Segment

(\$ Millions; Unaudited)	First Quarter			
	2025	2024	\$ Change	% Change
Total revenues	\$159	\$142	\$17	12.0%
<i>Organic Revenue</i>	<i>\$144</i>	<i>\$135</i>	<i>\$9</i>	<i>6.7%</i>
EBITDAC - Adjusted	\$51	\$46	\$5	10.9%
<i>EBITDAC Margin - Adjusted</i>	<i>32.1%</i>	<i>32.4%</i>		<i>(30bps)</i>

Business & Market Commentary

Total revenues increased due to recent acquisitions, Organic Revenue and profit-sharing contingent commissions. Organic Revenue driven by net new business and exposure unit increases with some offset due to lower CAT property rates.

The rate environment remained relatively similar to 4Q24. From a year-over-year perspective CAT property decreased 10%-25%, professional lines rates were flat to down 0%-10% and casualty lines rates were up 5%-10%.

EBITDAC - Adjusted grew slower than total revenues primarily due to non-cash stock-based compensation and foreign currency exchange rate fluctuations with a partial offset due to higher profit-sharing contingent commissions.

Closing Comments



The outcome of trade negotiations, inflation and interest rate changes will influence the level of business investment in the future.



Anticipate admitted rates for the next couple of quarters to be similar to 1Q25.



Expect CAT property rates for second quarter to decrease at levels similar or slightly more than 1Q25. Ultimate impact of California wildfires continues to be an unknown.



Strong balance sheet and cash generation positions us well to further acquire businesses that fit culturally and make sense financially.



We feel great about the business and have strong momentum to continue winning more net new business as we leverage our collective capabilities.



FIRST QUARTER 2025 RESULTS

Reconciliation of Non-GAAP Measures



| GAAP to Adjusted Reconciliation

(\$ Millions, Except Per Share Data; Unaudited)		First Quarter 2025			
	As Reported	Change in Estimated Acquisition Earn-Out Payables	(Gain)/ Loss on Disposal	Amortization	Adjusted
Total revenues	\$1,404	-	-	-	\$1,404
Income before income taxes	\$427	(\$4)	\$2	\$53	\$478
<i>Income Before Income Taxes Margin</i> ¹	30.4%				34.0%
EBITDAC	\$533	-	\$2	-	\$535
<i>EBITDAC Margin</i>	38.0%				38.1%
Net income attributable to the Company	\$331	(\$3)	\$1	\$42	\$371
Diluted net income per share	\$1.15	(\$0.01)	\$0.00	\$0.15	\$1.29

See important disclosures regarding non-GAAP measures on pages 2-3.

¹Income Before Income Taxes Margin is defined as income before income taxes divided by total revenues.

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| GAAP to Adjusted Reconciliation

(\$ Millions, Except Per Share Data; Unaudited)			First Quarter 2024		
	As Reported	Change in Estimated Acquisition Earn-Out Payables	(Gain)/ Loss on Disposal	Amortization	Adjusted
Total revenues	\$1,258	-	-	-	\$1,258
Income before income taxes	\$364	(\$2)	\$2	\$43	\$407
<i>Income Before Income Taxes Margin</i>	28.9%				32.4%
EBITDAC	\$464	-	\$2	-	\$466
<i>EBITDAC Margin</i>	36.9%				37.0%
Net income attributable to the Company	\$293	(\$2)	\$2	\$34	\$327
Diluted net income per share	\$1.02	(\$0.01)	\$0.01	\$0.12	\$1.14

Reconciliation of Income Before Income Taxes to EBITDAC and EBITDAC - Adjusted and Income Before Income Taxes Margin to EBITDAC Margin and EBITDAC Margin - Adjusted

(\$ Millions; Unaudited)

First Quarter

	Retail		Programs		Wholesale Brokerage		Other		Total	
	2025	2024	2025	2024	2025	2024	2025	2024	2025	2024
Total revenues	\$907	\$806	\$328	\$298	\$159	\$142	\$10	\$12	\$1,404	\$1,258
Income before income taxes	\$284	\$238	\$122	\$101	\$44	\$41	(\$23)	(\$16)	\$427	\$364
<i>Income Before Income Taxes Margin</i>	31.3%	29.5%	37.2%	33.9%	27.7%	28.9%	NMF	NMF	30.4%	28.9%
Amortization	37	29	12	11	4	3	-	-	53	43
Depreciation	6	5	3	4	1	1	1	1	11	11
Interest	15	19	7	8	2	3	22	18	46	48
Change in estimated acquisition earn-out payables	(6)	(1)	2	1	-	(2)	-	-	(4)	(2)
EBITDAC	\$336	\$290	\$146	\$125	\$51	\$46	\$0	\$3	\$533	\$464
<i>EBITDAC Margin</i>	37.0%	36.0%	44.5%	41.9%	32.1%	32.4%	NMF	NMF	38.0%	36.9%
(Gain)/loss on disposal	2	1	-	1	-	-	-	-	2	2
EBITDAC - Adjusted	\$338	\$291	\$146	\$126	\$51	\$46	\$0	\$3	\$535	\$466
<i>EBITDAC Margin - Adjusted</i>	37.3%	36.1%	44.5%	42.3%	32.1%	32.4%	NMF	NMF	38.1%	37.0%

See important disclosures regarding non-GAAP measures on pages 2-3.

NMF = Not a meaningful figure

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Reconciliation of Commissions and Fees to Organic Revenue

	Retail ⁽¹⁾		Programs		Wholesale Brokerage		Total	
	2025	2024	2025	2024	2025	2024	2025	2024
Commissions and fees	\$904	\$804	\$323	\$292	\$158	\$141	\$1,385	\$1,237
<i>Total change</i>	100		31		17		148	
<i>Total growth %</i>	12.4%		10.6%		12.1%		12.0%	
Profit-sharing contingent commissions	(14)	(14)	(20)	(26)	(9)	(6)	(43)	(46)
Core commissions and fees ⁽²⁾	\$890	\$790	\$303	\$266	\$149	\$135	\$1,342	\$1,191
Acquisitions	(72)		(2)		(5)		(79)	
Dispositions		(3)						(3)
Foreign Currency Translation		(1)		(1)				(2)
Organic Revenue	\$818	\$786	\$301	\$265	\$144	\$135	\$1,263	\$1,186
<i>Organic Revenue growth</i>	\$32		\$36		\$9		\$77	
<i>Organic Revenue growth %</i>	4.1%		13.6%		6.7%		6.5%	

(1) The Retail Segment includes commissions and fees reported as "Other" in the Segment Information table in Note 15 to the Consolidated Financial Statements in our SEC filings, which includes corporate and consolidation items.

(2) Core commissions and fees is defined as commissions and fees less profit-sharing contingent commissions (revenues from insurance companies based upon the profitability of the business placed with such companies during the prior year).



For additional information:

Andrew Watts

*Executive Vice President
& Chief Financial Officer*

(386) 239-5770 | awatts@bbins.com

***The Cheetah:** Since our beginning, we have known that doing what is best for our customers requires constant persistence and vision. The cheetah, which represents vision, swiftness, strength, and agility, embodies our company culture and has served as a symbol for Brown & Brown since the 1980s.*