



Crawford & Company®
5335 Triangle Parkway NW
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FOR IMMEDIATE RELEASE

NIDHI VERMA PROMOTED TO CHIEF PEOPLE & ESG OFFICER

The former VP of learning, talent and DEI will drive cultural transformation, ESG initiatives

ATLANTA (June 22, 2022) Crawford & Company® (NYSE: CRD-A and CRD-B), the world's largest publicly listed independent provider of claims management and outsourcing solutions to carriers, brokers and corporations, announces the appointment of Nidhi Verma to chief people and environmental, social and governance (ESG) officer. In her new role, effective July 1, 2022, Verma will work with company leaders to direct meaningful changes to the organization's people agenda and employee experience, including culture transformation, employee value proposition, talent management, leadership development and total rewards. She will also be responsible for spearheading Crawford's ESG initiatives, including the organization's focus and commitment to diversity, equity and inclusion.

Over the course of her eight-year tenure at Crawford, Verma has developed a proven track record of success in a wide spectrum of people and organizational effectiveness areas including people strategy, executive coaching, mentoring, high-performance workforce, employee engagement and culture revitalization. Moreover, her extensive experience in the talent space, coupled with a passion for creating inclusive work cultures, has enabled her to design and deploy global talent programs with an intentional DEI focus. She has worked in multiple geographies globally such as the United States, United Kingdom and Asia which has strengthened her cross-cultural astuteness.

Crawford Chief Executive Officer, Rohit Verma commented, "Nidhi's deep expertise in talent, culture, people strategy and DEI makes her the right choice for Crawford as we reimagine the Crawford experience. Her ability to drive global change, along with her passion for creating meaningful and inclusive employee experiences, will be an asset in our journey to push cultural transformation efforts."

Nidhi Verma added, "It's a privilege to take on this role as we enter a new phase of growth at Crawford. With disruption in the industry and volatility in the job market, my focus and energy will be



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in partnering with our leaders, employees, the human resources team and clients to create extraordinary employee experiences and foster an inclusive, safe, well-being-centric culture.”

Verma has published several articles in leading business/HR/talent journals and co-edited a book, "Workforce Wake-up Call: Your Workforce is Changing, Are You?". Her recent recognitions include the "2020 Elite Women in Insurance," as well as the "Hot 100 2021," both by Insurance Business America. Prior to joining Crawford, Nidhi worked both as a consultant for Fortune 500 companies, as well as an internal talent practitioner with organizations like Arthur Andersen, Hewitt Associates (now Aon Hewitt) and LexisNexis. Nidhi has two master's degrees: a Master of Human Resource Management from the Tata Institute of Social Sciences, Mumbai and a Master of Adult Learning & Leadership from Columbia University, New York.

About Crawford®

Based in Atlanta, Crawford & Company (NYSE: CRD-A and CRD-B) is the world's largest publicly listed independent provider of claims management and outsourcing solutions to carriers, brokers and corporations with an expansive global network serving clients in more than 70 countries. The Company's two classes of stock are substantially identical, except with respect to voting rights and the Company's ability to pay greater cash dividends on the non-voting Class A Common Stock (CRD-A) than on the voting Class B Common Stock (CRD-B), subject to certain limitations. In addition, with respect to mergers or similar transactions, holders of CRD-A must receive the same type and amount of consideration as holders of CRD-B, unless different consideration is approved by the holders of 75 percent of CRD-A, voting as a class. More information is available at www.crawco.com.

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