



August 31, 2018

Dear Colleague,

Re: MSA Advisory – Discontinuation of Several Printed Reports in 2019

Since its inception in 2004, MSA has produced a suite of large printed reports on the Canadian P&C industry including:

- The annual **MSA Report**
- The annual **MSA Benchmark Report** and
- The annual **MSA Market Share Report** (starting in 2008)

In recent years, clients have repeatedly told us that our printed reports are becoming outdated given modern business realities, and that the information in these books is a mere subset of the vast amount of data available on MSA's flagship web-based **MSA Researcher Platform**. Further, as more and more companies move towards paperless offices and/or office designs without permanent desks for staff, storage of the books was becoming increasingly burdensome.

Finally, the inherent delay in the release dates of these reports (late May/early June each year) rendered them 'old news' given that most year-end data is released to subscribers of **MSA Researcher** on or about March 20 (mere weeks after the corporate filing deadline of Feb 28). In many cases, by the time the books with year-end information were released, MSA had already shared Q1 data electronically via our platform.

As hard as it is for us to say goodbye to the tried and true paper reports, we have concluded that the time has come to pull the plug and so these books will not be produced going forward.

But fret not, in addition to the vast amount of statutory financial information that is always available on the MSA Researcher platform, MSA will continue to provide the underlying data for the value-added exhibits you've come to expect from the reports, as well as PDF versions of the reports that you can easily access online *much earlier than previously*.

Please note that MSA's printed Quarterly Outlook Reports will not be affected by this change. As a service enhancement, the articles from the quarterlies will also be made available within the MSA Researcher Platform with a fully searchable archive.

If you have any questions, please do not hesitate to contact me.

Sincerely,

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