

NEWS RELEASE

Economicol reconfirms its commitment to the broker channel through national MSA sponsorship

WATERLOO, ON, April 11, 2018 — [Economicol](#) has been working with its valued broker partners for more than 146 years. This commitment to the broker channel continues to evolve and innovate, including the recently announced broker offering [Vyne™](#), which will streamline the broker experience. Now, Economicol is continuing its Title Sponsorship of [MSA Quarterly Outlook Reports](#) to provide key industry information and insights to brokers across Canada.

“At a time when our industry is impacted by climate change, increased consolidation, technological innovation, and changing customer expectations, we believe now more than ever in sharing MSA’s industry data and insights with our broker partners to ensure they have all the information they need to succeed,” said Tom Reikman, Chief Distribution Officer, Economicol.

As the leading provider of insurance analytics in Canada, the MSA Quarterly Reports deliver summarized financial results for Canada’s insurers and insightful research pieces on industry trends.

“We are delighted that Economicol has reaffirmed its support for this initiative coast-to-coast providing members of IBAO, IBAA, IBAM, IBANB, RCCAQ, IBABC, IBAS, IBANS, IBAN and IBAPEI with MSA’s quarterly outlook reports and to be ‘in’ on the latest analysis, trends and developments affecting the markets in which they operate.” said Joel Baker, CEO of MSA Research Inc.

“We very much appreciate Economicol’s strong support for the broker channel,” said Peter Braid, CEO of the Insurance Brokers Association of Canada (IBAC). “Their renewed sponsorship for MSA’s research products ensures that brokers will continue to have access to valuable industry data and analysis that assists them in providing expert advice, choice, and advocacy for their clients.”

The first report as part of this renewed sponsorship will be distributed through Broker Associations across Canada later this month.

- 30 -

About Economicol Insurance

Founded in 1871, Economicol is one of Canada’s leading property and casualty insurers, with more than \$2.2 billion in annualized premium volume and more than \$5.6 billion in assets as at December 31, 2017. Headquartered in Waterloo, ON, this Canadian-owned and operated company services the insurance needs of more than one million customers across the country. Economicol conducts business under the following brands: Economicol Insurance, Economicol,

Western General, Economical Select, Perth Insurance, Sonnet, Petsecure, Economical Financial, and Family Insurance Solutions.

For further information, contact:

Sarah Stevens

Manager, Public and Media Relations

Economical Insurance

(T) 877.859.4950 ext. 54042

(C) 416.986.9360