

2021 PRODUCTS, SERVICES AND EVENTS CATALOGUE



Definitive Insurance Information for Intelligent Business Decisions[™]

OUR STORY

Market-Security Analysis & Research Inc. (MSA Research) is a Canadian-owned, independent and impartial analytical research firm that is focused on the Canadian insurance industry. MSA Research was founded in 2003 and commenced operations in 2004.

We are the dominant provider of financial information relating to Canadian insurers, with 90% of the Canadian industry using our reports and software. Our mission is to provide Canada's insurance professionals with comprehensive financial information, unparalleled analytics, and opportunities for industry to collaborate on important issues of the day.

MSA Research is the organization behind esteemed conferences such as the National Insurance Conference of Canada (founded 2007), the Canadian Insurance Financial Forum (founded 2010), CatlQ Connect (founded 2014) and InsurTech North (founded 2018). For more information about our conferences, see the back cover of this catalogue.

Through fostering industry thought leadership, MSA Research continues to prove itself a staple provider of valuable Canadian insurance information.

MSA IN NUMBERS



Users

1.100+



Years of Data





Market Coverage

98%+

Number of Data Points

117million+

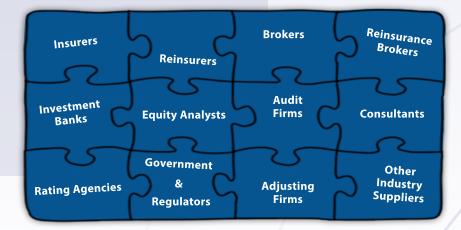


Number of Usergenerated Data Points **2billion+**

OUR CUSTOMERS

90%

of the Canadian insurance industry uses our reports and software!





MSA RESEARCHER P&C AND L/H SOFTWARE

The Industry Gold Standard 🔶

The MSA Researcher Platforms are, by far, the market's leading analytical engine, financial database, businessintelligence and benchmarking tool for anyone interested in the Canadian P&C and Life/Health industries. Our software is used by the overwhelming majority of insurers, reinsurers, and many others that make up the Canadian insurance industry.

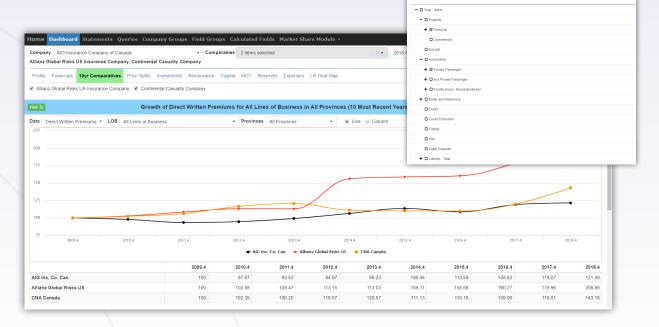
- 🔁 Unmatched Breadth: Reporting on over 98% of the market with 30+ years of historical data available
- The second secon
- Unrivaled Functionality: Easy access to a spectrum of analytical tools
- Compromising Support & Training: It's always about your needs and it's always free
- MSA Researcher is fully bilingual / MSA Researcher est entièrement bilingue

Our interactive multi-tab, multi-period and multi-dimensional dashboards provide you with quick and easy access to our analytical tools.

These dashboards are available to:

- MSA Researcher Full License
- MSA Researcher Lite License

See next page for full dashboard tabs and some examples.



P&C Dashboard

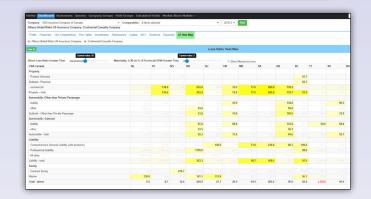
Profile Financials 10-year Comparatives Prov Splits Investments Reinsurance Capital MCT Reserves Expenses Loss Ratio Heat Map

Profile Financials Key Comparitives Prov Splits Investments Reinsurance Capital Derivatives Seg Fund Assets Actuarial Liabilities General Expenses Commissions Movement

Examples of two out of eleven tabs:



Provincial Splits: Use this three-part tab to quickly analyze and compare provincial split and line of business information for the selected company/ies, benchmarks or composites.



Loss Ratio Heat Map: Use MSA's loss ratio heat map to quickly hone in on pain points for the selected company/ies, benchmarks or composites. Use the handy sliders to adjust loss ratio thresholds and desired line of business materiality.

L/H Dashboard

Examples of two out of thirteen tabs:



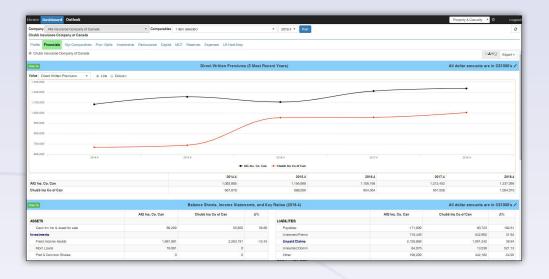
Key Comparatives: With this two-part tab, quickly analyze and compare line of business and geographic information over ten years for the selected company/ies, benchmarks or composites.



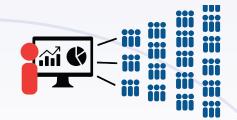
Movement: Use this two-part tab to analyze policy movement by line, by category, by dollars, or policy count or by province for the selected company/ies, benchmarks or composites.

MSA Researcher *Lite*

Every license of MSA Researcher is accompanied by a companion Lite license for another user that provides access to MSA Researcher's powerful dashboard and MSA Quarterly Report Online (*P&C only*).



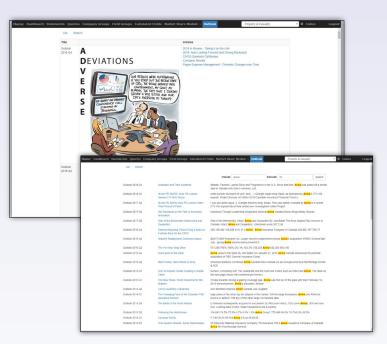
MSA Researcher Unlimited 卒



Site license subscribers of MSA Researcher can now give MSA Researcher Lite to an unlimited number of their staff, executives and board members. P&C users will have access to our Quarterly Report online.

MSA Quarterly Outlook Reports Online

Every license of MSA Researcher P&C has a new module with a searchable archive of MSA's Quarterly Reports going back to Q2-2004. (*Available to Full & Lite P&C Licenses*)



Statement Viewer

(Not available to Lite licenses)

Browse or export OSFI/CCIR statement pages for any company, benchmark or composite for any period, or export an entire statement. Includes 3-month or rolling 12-month views.

Powerful Engine Query

(Not available to Lite licenses)

Query is where you have the ability to quickly obtain precisely the data that you need. Sort, filter and export it to Excel. Looking to analyze a specific aspect across a group of insurers, benchmarks or composites? Compare against the whole industry? Sort companies by any field in the regulatory statements? Query is where you do that!

Create custom 'Field Groups' and 'Company Groups' and then run them against each other. These groups are persistent. That is, once you create them, you can use them repeatedly. You can also share them with others in your organization if you have a corporate license.

How T	Company AIG Insurance Company of Canada	•			
Period	d 2018.4 - Time Frame YTD 3 months				
Page	20.30 Statement of Income				-
AIG Ins	surance Company of Canada				
20.30	CONSOLIDATED FINANCIAL STATEMENTS				
2018.4	(YTD) STATEMENT OF INCOME				
			Current	Prior	
Page			Year	Year	
			(01)	(03)	
	UNDERWRITING OPERATIONS				
	Premiums Written				
	Direct	01	1,237,095	1,212,452	
70.21	Reinsurance Assumed	02	15,088		
70.21	Reinsurance Ceded	03	854,666		
60.20	Net Premiums Written	04	397,517		
	Decrease (increase) in Net Unearned Premiums	05	1,281	(6,093)	
60.20	Net Premiums Earned	06	398,798		
	Service Charges	07	669	829	
-	Other Total Underwriting Revenue	08	0 399,467	0 390.827	
ł	Gross Claims and Adjustment Expenses	62	399,467		
ł	Reinsurers' share of claims and adjustment expenses	64	715,431		
60.20	Net Claims and Adjustment Expenses	10	309.265		
00.20	Acquisition Expenses	10	000,200	011,100	
80.10	Gross Commissions	66	111,235	105,358	
80.10	Ceded Commissions	68	154,832		
Ī	Taxes	12	43,247	38,248	
80.20	Other	14	48,403	45,535	
80.20	General Expenses	16	41,596		
	Total Claims and Expenses	19	398,914	388,647	
	Premium Deficiency Adjustments	20	0	_	
	Underwriting Income (Loss)	29	553	2,180	
40.07	INVESTMENT OPERATIONS			07.540	
ŀ	Income	32	69,416		
	Gains (Losses) from FVO or FVTPL Realized Gains (Losses)	35	(166) (2,817)	7,166 14,680	
		33	(2,817)		
ŀ	Expenses				

How To Query Multiple Companies and Fields (1	Period) -	Companies	All Companies	with 2019 Q3 D	ata	-	Fields inco	ome			- Per	riod 2019.3	- Run Qu	iery	6
Search:	DCPS	🔛 АСТІ	VATED!	Hide data flagge	by DCPS	& Sut	& SubTotals On		SUM -	T Make G	roup from Qu	ery 🖪	₽ 34 0⊠	Export to Excel	
Company	IL MSA ↓↑ Code	WP_Direct	WP_Direct	WP_Assumed	WP_Assumed	WP_Ceded IT	WP_Ceded PY	NPWritten II CY	NPWritten IT PY	ChnginUPR	ChngInUPR	NPEarned ¹¹ CY	NPEarned ¹¹ PY	SvcChrgs ^{1†} CY	SvcChrgs IT Othe PY CY
AlG Insurance Company of Canada	PCP074	1,026,648	979,247	7,369	10,121	768,908	712,3	88 265,109	276,980	32,962	21,309	298,071	298,289	753	496
Algom a Mutual Insurance Company	PCP095	8,079	7,102	0	0	1,425	1,3	59 6,654	5,743	-650	-84	6,004	5,689	103	92
Allianz Global Risks US Insurance Company	PCB176	476,561	361,292	39,346	28,482	220,114	176,9	57 295,793	212,817	-27,606	-6,113	268,187	206,704	0	D
Allied World Specialty Insurance Company	PCB231	48,953	28,627	120	233	25,159	11,5	55 23,914	17,295	-9,041	-9,505	14,873	7,790	0	0
Alistate Insurance Company of Canada	PCC003	1,470,502	1,231,171	0	0	2,317	1,8	1,468,185	1,229,345	-155,105	-93,868	1,313,080	1,135,477	22,305	18,783
Esurance Insurance Company of Canada	POC193	70	2,649	0	0	0		0 70	2,649	13	488	83	3,137	0	70
Patco Insurance Company	P00111	63,799	51,225	0	0	0		-2 63,799	51,227	-3,291	-548	60,508	50,679	1,671	1,361
Pembridge Insurance Company	PCC065	343,023	249,260	D	0	463	2	73 342,560	248,987	-45,004	-32,808	297,555	216,179	5,248	3,705
- Alistate [Selected 4] - SubTotal		1,470,502	1,231,171	0	0	2,317	1,8	26 1,468,185	1,229,345	-155,105	-93,868	1,313,080	1,135,477	22,305	18,783
American Agricultural Insurance Company	PCB013	0	0	14,276	14,190	4,550	4,3	97 9,726	9,793	64	5	9,790	9,798	0	0
American Bankers Insurance Company of Florida	PCB018	422,590	421,680	0	0	249,039	250,6	59 173,551	171,021	5,606	-21,753	179,157	149,268	0	0
American Road Insurance Company (The)	PGB023	9,547	10,372	0	0	0		0 9,547	10,372	0	0	9,547	10,372	0	0
Antigonish Farmers' Mutual Insurance Company	PCC005	4,789	4,650	D	0	923	9.	20 3,860	3,730	62	31	3,928	3,761	113	109
Arch Insurance Ganada Ltd.	PCC190	85,561	64,909	300	400	75,898	57,5	77 9,963	7,732	-2,839	-637	7,124	7,095	0	0
Arch Reinsurance Company	PCB240	0	0	49,505	36,331	39,971	29,6	26 9,534	6,705	-2,344	203	7,190	6,908	0	0
Aspen Insurance UK Limited	PCB121	8,315	4,707	19,325	21,035	19,725	20,5	48 7,915	5,194	-2,463	-316	5,452	4,878	0	0
Associated Electric & Gas Insurance Services Limited	PGB224	25,831	22,311	0	0	12,063	9,1	88 13,768	13,123	-767	-644	13,001	12,479	0	0
Atradius Crédito y Caución, S.A. de Seguros y Reaseguros	PCB246	10,657	10,828	D	0	6,068	6,6	02 4,589	4,226	467	84	5,056	4,310	493	291
Aviva General Insurance Company	PCC038	688,251	744,176	39,116	171,544	609,567	371,4	74 117,800	544,245	86,418	-9,847	204,218	534,399	0	0
Aviva Insurance Company of Ganada	PCC037	2,563,641	2,504,905	127,717	398,709	2,234,460	792,7	07 456,898	2,110,907	335,185	-38,192	792,083	2,072,715	0	0
Elite Insurance Company	PCC030	232,578	235,168	16,927	159,053	195,106	142,8	95 54,399	251,326	39,908	-4,547	94,307	246,779	0	0
Pilot Insurance Company	PGP059	-2	-4	32,466	115,684	7,426		0 25,038	115,680	18,368	-2,093	43,406	113,587	0	0
S&Y Insurance Company	P00112	40,062	35,800	913	34,072	31,316	25,2	46 9,659	44,626	7,086	-807	16,745	43,819	0	
1		45,299,135	41,225,453	6,247,173		14,042,412	10.562.01	8 37,503,896	37,058,359	-1,704,364		35,799,532			

Powerful Market-Share Analysis Module

(Not available to Lite licenses)

This extremely powerful view provides you with unprecedented insights into market share information. Measure marketshare for any line (or combination of lines) in any province (or any combination of provinces) for any set of companies, composites or benchmarks, against any base (industry or otherwise) over five years. Do in minutes what would otherwise take you hours, then easily export the results to Excel.

Line-of-Business Selector
 Region Selector
 Market-share Analysis Grid

DCPS^M ACTIVATED!

A Cure for the Double Counting Blues

Query employs MSA's proprietary Double Counting Prevention System (DCPS). DCPS takes care of double counting when you include consolidated parent companies with their subsidiaries in your queries.



Easily bulk share/un-share objects such as company groups, composites, field groups and calculated fields with colleagues within your organization. They will be able to use them but not modify them (read-only basis). Users can make their own copies.

arketShare Module > How To Region Canad	ia		- LOB	Commerci	al Lines	+ Com	pany Grou	p Market	share - Gro	oup Basis			•				
se Industry Total - Current thru 2018	•	Run															
	Search:			DCP	S™ AC	TIVAT	ED!	Hide data fi	agged by D	ICPS	Create Group F	ron Rants Fr	om 🚺 to	5 2018.4	• •±	09 R	Export to Exc
			Rank by	_													
	Cons	olidated Gr	oups		•		M	arket Share				Direct \	Vritten Prem	iums			% Grow
Company	2018.4.1	2017.4	2016.4	2015.4	2014.4 ↑	2018.4 †	2017.4	2016.4. ↑	2015.4 †	2014.4 †	2018.4 1	2017.4 1	2016.4	2015.4 1	2014.4 🕸	2018.4 †	2017.4. † 2
Llayd's Underwriters	1	1	2	2	2	12.30	11.82	11.17	11.00	9.79	2,979,015	2,660,423	2,426,525	2,337,821	1,946,371	1.12	1.10
Intact Financial Corporation (See Profile Notes)	2	2	1	1	1	11.71	11.76	11.98	12.31	11.99	2,836,313	2,647,307	2,602,167	2,616,969	2,384,280	1.07	1.02
Aviva Canada Group (See Profile Notes)	3	3	3	3	3	7.12	7.61	7.51	7.78	8.21	1,724,588	1,712,695	1,631,072	1,652,599	1,632,472	1.01	1.05
COMP Northbridge Financial Corporation	4	4	4	4	5	5.83	5.63	5.35	4.98	4.92	1,413,273	1,267,891	1,162,814	1,058,347	977,299	1.11	1.09
AIG Insurance Company of Canada	Ę	i 5	6	5	7	4.39	4.68	4.40	4.74	4.76	1,063,104	1,054,522	955,660	1,006,980	945,508	1.01	1.10
RSA Canada Group (See Profile Notes)	6	6	5	6	4	4.02	4.11	4.76	4.43	5.03	973,619	925,375	1,034,384	941,837	999,863	1.05	0.89
COMP Co-operators - Group	7	7	8	9	9	3.82	3.83	3.75	3.72	3.85	926,357	862,975	814,552	790,014	765,914	1.07	1.06
Insurance Corporation of British Columbia (See Profile Notes)	8	8	7	11	12	3.61	3.64	4.22	3.17	3.04	874,768	819,919	916,048	674,294	604,958	1.07	0.90
COMP Travelers - Group	e e	10	12	12	10	3.05	3.08	3.08	3.15	3.39	739,875	693,169	669,931	669,151	674,041	1.07	1.03
Economical Mutual Insurance Company	10	9	9	10	8	2.94	3.47	3.65	3.70	4.05	712,172	780,399	793,454	785,929	805,152	0.91	0.98
COMP Chubb Group	11	12	13	14	13	2.67	2.75	2.86	1.78	1.82	645,614	619,447	622,217	378,424	361,684	1.04	1.00
Gerworth Financial Mortgage Insurance Company Canada	16	11	10	8	11	2.64	2.94	3.50	3.80	3.21	638,995	662,706	759,806	806,819	637,675	0.96	0.87
Zurich Insurance Company Ltd.	13	13	11	7	6	2.38	2.58	3.30	4.36	4.87	575,959	579,689	716,091	927,648	968,314	0.99	0.81
Wawanesa Mutual Insurance Company (The)	14	14	14	13	14	2.03	1.97	1.93	1.89	1.81	490,603	442,371	418,338	402,073	360,394	1.11	1.06
Allianz Global Risks US Insurance Company	15	16	17	16	17	1.85	1.60	1.50	1.59	1.51	448,675	360,540	325,590	337,191	300,381	1.24	1.11
COMP FM Global - Group	16	15	15	15	15	1.73	1.74	1.67	1.69	1.74	418,979	391,356	363,538	360,169	346,157	1.07	1.08
COMP XL - Group	17	24	26	62	66	1.52	1.04	0.87	0.12	0.12	369,326	233,553	188,564	25,361	23,632	1.58	1.24
SGI CANADA	18	17	18	18	18	1.49	1.51	1.44	1.39	1.38	361,311	340,031	313,364	296,123	273,393	1.06	1.09
Canada Guaranty Mortgage Insurance Company	19	19	16	19	21	1.39	1.41	1.54	1.31	1.17	335,923	318,151	335,498	277,426	233,113	1.06	0.95
Contractel Convolte Company	~			- 22	10	4.20	4.04	4.40	4.40	4.00	224.007	070.004	050.400	050.040	050 470	1.00	

Collaboration Features

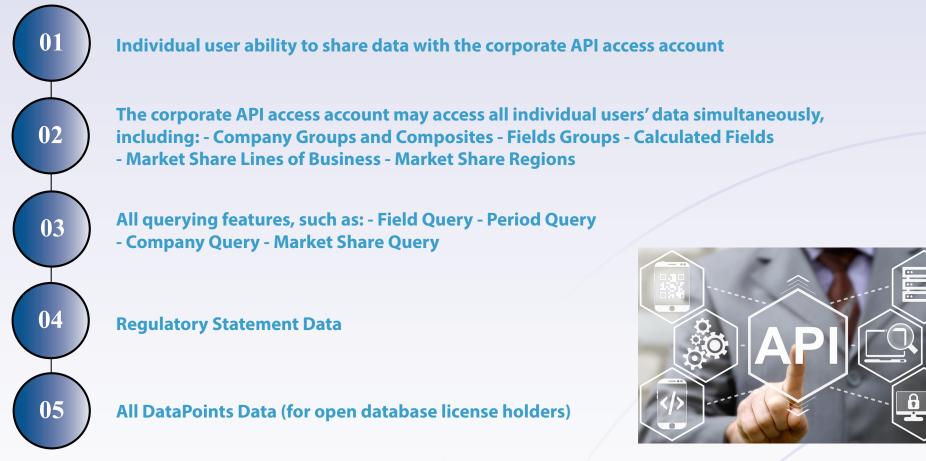
(Available to Corporate licenses)



Automation via MSA's Application Program Interface

Corporate site license subscribers have the option of tapping into MSA's P&C or Life/Health Researcher platforms programmatically via API, allowing for powerful automation of reports or services and deep integration with other corporate reporting systems.

The API allows programatic access to many of the core features of the platform including:



For access to the API, please contact: tesfaye.fekade@msaresearch.com

MSA Researcher Options & Benefits

For pricing, information or to arrange a demo, please contact Tesfaye Fekade at tesfaye.fekade@msaresearch.com.

	Individual Licenses (P&C)	Corporate Site Licenses (P&C)	Lite (P&C)	Individual Licenses (Life/Health)	Corporate Site Licenses (Life Health)	Lite (Life/Health)
Number of Full Users	1, 2 or 3	25 and up		1, 2 or 3	25 and up	
Number of Lite Users	1, 2 or 3	Unlimited		1, 2 or 3	Unlimited	
Update Frequency	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly	Quarterly
Support						~
Admin Controls			NA			NA
Collaboration Features			NA			NA
Yrs of Data	10	10 or back to 1990	10	10	10 or back to 1996	10
Online Access to MSA's Quarterly Rpt				NA	NA	NA
Printed copies of MSA Quarterly Rpt	Add-on	30	add-on	NA	NA	NA
ΑΡΙ						×
Interactive Dashboard						×
Statement View						×
Query View						×
Market Share Module						×
Company Groups and Custom Composites						×
Field Groups						×
Calculated Fields	~	~	×	~	~	*



MSA QUARTERLY OUTLOOK REPORT

We produce a quarterly analytical outlook report covering the Canadian P&C industry

Each issue contains insightful, thought-provoking research pieces covering various aspects of the industry. In addition to the articles, each issue also contains updated summary financial results for Canada's insurers, updated DBRS Ratings Roundup and a CatlQ Review...all of which are informative and of great interest!

As a new feature of our MSA Researcher for P&C users, every license has access to a new module with a searchable archive of MSA's Quarterly Reports going back to Q2-2004.

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This report is subscribed to by approximately 1,400 industry professionals including most Canadian insurance/reinsurance executives, commercial brokers, retail brokers, adjusters, regulators, associations, auditors, analysts & TPA's.

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MSA Quarterly Outlook Report

Q3-2020

In this issue...

2020, Can We Say Goodbye Yet? The Empire Strikes Back – The Sun No Longer Sets on Intact Hard Market – Will This One Last Forever' Insurrech Trends in the Canadian P&C Insurrace Landscape

MSA's COVID Volume Monitor S1 E3 Quarterly CatIQ CAT Review DBRS Ratings Roundup Third Quarter Company Results



Released December 2020



CUSTOM REPORTS, CONSULTING & TRAINING

Custom Reports: Looking for custom data-feeds or reports on industry subsets? Consider ordering a custom report from MSA Research. With access to an extensive database of industry information, we can satisfy the majority of requests. In addition to the year-end numbers available in our standard product offerings, MSA Research has access to extensive quarterly financials on federal P&C companies going back to 1996.

Advisory Services: With our in-depth industry knowledge, our advisory services provide clients with insights into industry entry/exit opportunities, books of business or available shells. Our offerings include extensive analytical research and due-diligence capabilities. MSA Research and its partners provide years of deal-making experience in the Canadian marketplace.



Rating Agency Advisory Services: The ability to effectively manage your rating relationships is key to maximizing your success. We have the experience and knowledge to provide Canadian insurers with insights into what the various rating agencies expect, what they are looking for and how to best address outstanding or potential rating issues. In addition, our experience can give clients a heads-up preview of what ratings they are likely to garner should they engage a rating agency.

Training: We offer uncompromising support and free training to our customers on all our software and products! To book an appointment for onsite or web-based demos, contact: Tes Fekade at (416) 367-9662 ext. 1 or tesfaye.fekade@msaresearch.com.



Laura Twidle Managing Director (416) 368-1723 Email: laura.twidle@catiq.com www.catiq.com Catastrophe Indices and Quantification Inc. (CatIQ) delivers detailed analytical and meteorological information on Canadian natural and man-made catastrophes.

Through its online subscription-based application, CatlQ combines comprehensive insured loss and exposure indices, as well as other related information, to better serve the needs of the insurance / reinsurance industries, public sector and other stakeholders.

For more information, visit: WWW.CATIQ.COM

CONFERENCES & EVENTS

Feb. 11, 2021 Quarterly Webinar Series until 2022	In place of our annual conference, we are hosting a quarterly webinar series until 2022. This webinar's theme is Catastrophes - 2020 Review, 2021 Preview. Visit our website for full dates and details! connect.catiq.com	CONNECT
April 22-23, 2021 Virtual Event	InsurTech North is the leading gathering of P&C and Life/Health Insurtechs, Incumbents, VCs, Accelerators and Policymakers. Don't miss this virtual event! insurtechnorth.com	InsurTech North
June 10, 2021 Quarterly Webinar	In place of our annual conference, we are hosting a quarterly webinar series until 2022. This webinar's theme is Collaborating to Mitigate Loss to Catastrophes and	Cat IQ [™]

Nov. 14-16, 2021 The Westin Bayshore,

2022. This webinar's theme is Collaborating to Mitigate Loss to Catastrophes and Climate Change. Visit our website for full dates and details! connect.catiq.com

CONNE

Vancouver, BC

Series until 2022

Now in its 14th year, the NICC is the P&C event of the year. This high level conference addresses the most diverse and complex issues leaders face in the property and casualty insurance sector. niccanada.com





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