



MSA Research Announces the Launch of The Life/Health Quarterly Outlook Report in Collaboration with the Four Leading Audit/Consulting Firms.

Toronto, Canada (March 19, 2024)

MSA is pleased to announce the launch of its Life/Health Quarterly Outlook Report starting with the Q4-2023 (year-end) issue to be released in April 2024. This report joins the long-standing P&C Outlook Report that was first released to the industry in 2005 and is now read with interest by virtually all executives in the Canadian property and casualty insurance industry.

The new report will provide valuable articles with analytical insights on developments in the dynamic Canadian and global Life/Health industries as well as quarterly financial updates, and financial strength ratings provided by Morningstar DBRS.

MSA's Life/Health Quarterly Outlook Report is being produced in collaboration with the four largest audit/consulting firms, Deloitte Canada, EY Canada, KPMG in Canada and PwC as follows:

- Each firm will provide analysis and content for our readers. KPMG for Q4, PwC for Q1, EY for Q2 and Deloitte for Q3.
- Life insurance clients of the four firms can obtain the reports at no charge from Deloitte, EY, KPMG or PwC upon request through April 2025 by contacting their respective representatives below
- The reports will also be housed on MSA's powerful Life/Health Researcher Platform where they will be available to MSA's many life insurance clients at no extra charge.

"Bolstered by invaluable insights from MSA's parent company Valani Group and the four firms, we expect that these reports will quickly become must-read material in the Life/Health arena", said MSA Chairman, Nazir Valani.

"KPMG is excited to participate with MSA Research in developing thought leadership for the life insurance industry. We have valued our role of adding insights into key trends for executives in the P&C publication and look forward to expanding that role going-forward.", said Chris Cornell, Partner, Audit, and National Sector Leader, Insurance, KPMG.

“We’re looking forward to collaborating with MSA to share valuable, data-driven insights on the industry that we hope will benefit our mutual clients and industry stakeholders,” said Melissa Carruthers, Partner, Life & Health Insurance Strategy at Deloitte Canada.

“We are very excited to hear of MSA's initiative for the benefit of the Life/Health insurance industry, long awaited indeed! Looking forward for the first issue of MSA Life/Health Quarterly Outlook Report.” added Akif Siddiqui, Partner and National Insurance Leader, PwC.

“Between evolving regulations, emerging technologies and changing customer expectations, it can be difficult to not only stay on top of new developments, but know how to leverage them to generate results,” explains Janice Deganis, Insurance Leader at EY Canada. “We’re excited to bring leading insights direct to Canada’s life and health insurers to help them tackle competing demands and effectively transform for the future.”

Please reach out as follows to obtain MSA’s Life/Health Quarterly Outlook Report when it is released:

- **Deloitte**: Please reach out to your contact
- **EY**: Janice Deganis, Partner and National Insurance Leader
- **PwC**: Akif Siddiqui, Partner and National Insurance Leader or Laura Sarpong, Senior Manager
- **KPMG**: Bobby Thompson, Partner or Chris Cornell, Partner, Audit, and National Sector Leader, Insurance
- **MSA**: Please reach out to Olajumoke Awotungase
olajumoke.awotungase@msaresearch.com
Ola will be pleased to help you.

About MSA

MSA Research is the leading provider of financial information, analytics, and collaboration opportunities for insurance professionals. Founded in 2003 by Joel Baker, MSA Research is an independent, impartial research firm that serves 95% of the Canadian insurance sector, providing in-depth data and analytics via its MSA Researcher platform. It also hosts premier executive-level events in the property and casualty (P&C) insurance industry, including the National Insurance Conference of Canada, InsurTech North, and CatIQ Connect. In 2023, MSA joined the Valani Group which also includes Valani Global and JSCP, leading actuarial modeling and financial reporting firms specializing in providing comprehensive actuarial solutions across various sectors.

For further information, please contact:

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