



INSURANCE BROKERS ASSOCIATION OF CANADA  
ASSOCIATION DES COURTIERS D'ASSURANCES DU CANADA

Attention: Insurance Industry Media

## **Intact Insurance remains a Full Partner of the Broker Identity Program for 2019**

Toronto, February 19, 2019 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Intact Insurance has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

Intact's sponsorship will support IBAC's Broker Identity Program (BIP), a national advertising campaign that raises awareness of the significant value that insurance brokers provide for their clients – choice, advice and advocacy. With a redesigned logo and our new "Before the Quote" platform, the BIP campaign is reinvigorating the brand and highlighting the value of the broker distribution system.

In addition, Intact's investment will contribute to important IBAC initiatives including IBAC's technology leadership, professional development of the broker workforce, and our strong and effective federal advocacy to maintain the separation of banking and insurance, which protects consumers and promotes a fair and competitive marketplace.

"We are very pleased to continue our support of the Broker Identity Program (BIP) at the Full Partner level. We work with more than 2,000 brokers across Canada and supporting them is fundamental to growing our business," says Louis Gagnon, President, Canadian Operations, Intact Financial Corporation. "We're in a time of unprecedented change in our industry, but insurance is and always will be a people business and brokers are at the core of this", adds Gagnon.

IBAC Chief Executive Officer Peter Braid says: Intact's continued partnership with IBAC clearly demonstrates their strong commitment to the broker channel, and recognizes the important role that brokers play in serving and advocating for insurance consumers. We greatly appreciate their vote of confidence and their ongoing support.

### **About Intact Insurance and Intact Financial Corporation:**

Intact Insurance is Canada's largest home, auto and business insurance company, the choice of more than four million consumers. Its coast-to-coast presence and its strong relationship with insurance brokers mean the company can provide the outstanding service, comfort and continuity customers deserve. Intact Insurance is a member company of Intact Financial Corporation (TSX: IFC), the largest provider of property and casualty insurance in Canada and a leading provider of specialty insurance in North America.

### **About IBAC:**

Founded in 1921, the Insurance Brokers Association of Canada is the national voice of over 38,000 property and casualty insurance brokers, advocating for the interests of both insurance brokers and consumers to the Government of Canada. The Broker Identity Program (BIP) was launched in 1988 to promote the value and professionalism of the insurance broker to consumers, insurers and governments.

**For further information, please contact:**

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