



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

Attention: Insurance Industry Media

SMI remains a Full Partner of the Broker Identity Program for 2020

Toronto, July 8, 2020 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Saskatchewan Mutual insurance (SMI) has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

SMI'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.

In addition, their 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.

"SMI is honoured to be a full partner of the Broker Identity Program. A broker provides consumers with expertise to ensure the right carrier and the right coverage are selected to meet consumers' individual needs. By partnering with IBAC and brokers, together we can provide consumers with 'security and peace of mind'," states SMI President & CEO, Shelley Willick.

IBAC Chief Executive Officer Peter Braid adds: "SMI's continued partnership is greatly appreciated by IBAC and the brokers we represent. SMI's investment clearly demonstrates their commitment to the broker channel, and underscores our shared priority of putting customers first."

About Saskatchewan Mutual Insurance (SMI)

SMI is a federally regulated property and casualty insurance company operating successfully in Saskatchewan, Alberta and Manitoba with annual direct written premiums of \$83 million. As a mutual, the Company's Policyholders have voting rights and annually have the opportunity to participate in the election of the Board of Directors that oversees and sets strategic direction for the organization. Earnings are retained to support future growth, to maintain a strong capital position and to help keep insurance rates low for its policyholders.

In 1908, a group of Saskatchewan farmers founded SMI in order to create ready access to affordable insurance protection. With that pioneer spirit in mind, SMI has prospered for over 110 years, providing security and service to its many policyholders. SMI has approximately 75 employees and distributes its products through the brokerage system. The Company's head office is located in Saskatoon with service offices in Calgary, Regina and Winnipeg.

Saskatchewan Mutual Insurance Company is dedicated to providing security for its policyholders and employees. Building on an historical foundation of integrity, commitment and superior service, SMI will successfully meet the challenges of the future through strategic planning and innovation. For more information on SMI, please visit, <http://www.saskmutual.com>.

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.

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