



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 2021

Toronto, April 27, 2021 – 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.

The sponsorship from SMI 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 honored to be able to take part in IBAC's Broker Identity Program once again. We understand how vital it is to promote the trusted advice that brokers deliver day in and day out. With so many uncertainties in the world these days, knowing that the brokers can provide the peace of mind that customers are looking for is what makes this industry truly special," said Saskatchewan Mutual Insurance's President & CEO Shelley Willick. "We look forward to being part of another successful BIP campaign and working with the broker community throughout 2021."

IBAC Chief Executive Officer Peter Braid adds: "We are very pleased that SMI has renewed their sponsorship for 2021, and thank them for their continued partnership and support. This investment is a strong endorsement for the essential role that brokers play in advising and assisting customers with their insurance needs, especially in these challenging times."

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 \$90 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 80 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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