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

Attention: Insurance Industry Media

Intact remains a Full Partner of the Broker Identity Program for 2018

Toronto, February 6, 2018 – The Insurance Brokers Association of Canada (IBAC) is pleased to announce that Intact has maintained its support of the Broker Identity Program (BIP) at the Full Partner level.

The Program's centre-piece is the BIP symbol known as the BIPPER. The symbol captures the value that insurance brokers bring their clients: choice, advice, security and peace of mind. By investing in the program, Intact supports a campaign whose purpose is to raise awareness of the value of the insurance broker distribution network.

"We are pleased to support the Broker Identity Program (BIP) at the Full Partner level. Insurance is and always will be a people business," said Louis Gagnon, President, Canadian Operations, Intact Financial Corporation. "Brokers have lots of local expertise and knowledge to offer customers, and they play an essential role in delivering an exceptional customer experience."

IBAC Chief Executive Officer Peter Braid added: "We are delighted that Intact is remaining a Full Partner. Our branding program continues to showcase that brokers offer the best advice to Canadians and Intact clearly understands this."

Launched in 1988, the mission of the Broker Identity Program is to promote the value and professionalism of the insurance broker to consumers, insurers and governments. It is a branding campaign for over 36,000 insurance brokers.

About Intact:

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 a federation of 11 provincial and regional associations of property and casualty insurance brokers across Canada. These associations represent approximately 36,000 insurance brokers in virtually every community across the country. As a not for profit organization, IBAC is neither an insurance company nor does it sell insurance products or represent insurance companies.

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