



NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Talks Digital Innovation and Industry Collaboration at First Digital Touchpoint

Cambridge, ON, May 15, 2018: Last week saw Gore Mutual holding its first Digital Touchpoint meeting at Cookhouse Lab – Toronto’s leading InsurTech innovation lab. The May 8 event brought together a diverse mix of modern brokers, InsurTechs and other mutual insurance carriers.

The day’s discussions focused on ways for brokers to succeed in the digital marketplace and how the industry can collaborate to solve problems and move forward together. During the forum, Gore Mutual also shared information about its digital product roadmap and announced the opening of its new digital lab in fall 2018.

“This was the first of many Digital Touchpoints we’re planning to hold,” said Paul Jackson, Chief Marketing and Distribution Officer at Gore Mutual. “We’re trying to get everyone to think differently about how we can work together in partnership. We can get much further much faster by working together with real collaboration.”

Guest speakers at the Digital Touchpoint included Monitor Deloitte Strategist Mukul Ahuja, Cookhouse Lab Co-Founder Sven Roehl and Maor Daniel, Director of Global Corporate Sales at Microsoft Bing. Ahuja shared valuable insights about future customer experiences and the retailization of insurance, while Roehl spoke about the importance of innovative and collaborative thinking in the insurance space. Daniel educated everyone on digital marketing best practices and provided statistics about the growth of online insurance searches reinforcing the need for brokers to have a strong digital presence.

The Digital Touchpoint also included breakout sessions to allow attendees to have more intimate conversations about possible future digital products and point of sale opportunities.

“Gore Mutual is moving from a culture of cooperation where we just share ideas to true collaboration where we generate ideas together,” said Sachin Rustagi, Director of Digital at Gore Mutual. “We’re committed to creating ongoing dialogues with digitally-minded brokers, InsurTechs and other insurers to help modernize the broker channel and make insurance better for customers. We’ll be regularly holding these Digital Touchpoints to help facilitate this.”

Watch video highlights from the Digital Touchpoint: https://www.youtube.com/watch?v=4eCV-_I-weE



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About Gore Mutual

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$435M in premiums and over \$1BN in assets as at December 31, 2017. Based in Cambridge, Ontario and Vancouver, British Columbia, this Canadian-owned and operated mutual company employs over 350 people and is known for its investment in people, technology and innovation. With a long-standing commitment to genuine personal service, and with InsurTech partnerships such as BrokerLift, Gore Mutual is an unwavering supporter of its network of insurance brokers, who offer the highest standards of service, choice and advocacy to Canadian customers. Gore Mutual was voted the #1 insurance company by the Insurance Brokers Association of Ontario (IBAO) in 2014 and certified as a “Great Workplace” in 2017 for the second time. The Gore Mutual Foundation strengthens Canadian communities by supporting local initiatives and has donated more than \$10M to over 650 charities. Learn more at goremutual.ca.

For further information: MEDIA CONTACT: Shawn Despres, Communications and Online Marketing Specialist 1-800-265-8600, ext. 2676, Email: sdespres@goremutual.ca

