



NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Adds Canada’s Most Admired™ Corporate Cultures to a Growing List of Achievements

Cambridge, ON, November 23, 2017: Gore Mutual is experiencing a banner year as a national top employer. The Cambridge and Vancouver-based company has been named as one of Canada’s Most Admired™ Corporate Cultures by Waterstone Human Capital.

The announcement comes at the heels of a growing suite of accomplishments that have seen Gore Mutual receive designations this year as both a Great Workplace and a Best Workplace in Financial Services and Insurance by Great Place to Work® Canada.

The Canada’s Most Admired™ Corporate Cultures program annually recognizes best-in-class organizations for having cultures that enhance performance and help sustain a competitive advantage. Forty winners were chosen across four categories. Gore Mutual was listed as one of Canada’s Most Admired™ Corporate Cultures of 2017 in the Mid-Market category.

“We’re very proud to have our culture recognized this way,” said Catherine Leclair, Vice President of Human Resources at Gore Mutual. “Over the past few years, we’ve empowered our employees to think and behave like innovators. The response has been remarkable, resulting in a number of industry benchmarks related to technology, products and marketing.”

Program submissions for Canada’s Most Admired™ Corporate Cultures were scored on six categories: vision and leadership, recruitment and hiring for fit, cultural alignment and measurement, retention, rewards and recognition, organizational performance and corporate social responsibility.

“What’s remarkable about this dynamic list of 2017 winners is their commitment to culture as a competitive advantage,” said Marty Parker, President and CEO of Waterstone Human Capital and Chair of Canada’s Most Admired™ Corporate Cultures. “They truly set the benchmark for cultivating, and sustaining, great cultures that ultimately drive their growth and performance. The 2017 winning organizations are to be admired for the diverse and impactful ways they make sure culture underpins all that makes them successful.”

Adding to its list of achievements, earlier this month Gore Mutual received an Award of Merit for In-House Design from the Association of Registered Graphic Designers (RGD) for its Fast Forward industry event. It was the first time the company has received an award for marketing and design. In 2016, the company was recognized as an industry innovator, winning the Celent Model Insurer Award for Digital and Omni Channel Technologies.

“At Gore Mutual, we continually strive to reinvent our business in unexpected ways,” said Heidi Sevcik,



President and CEO at Gore Mutual. “We have made a lot of moves in recent years to respond to the rapid change that is happening in our industry. We have attracted top talent from diverse backgrounds to help us drive a culture of innovation and have firmly established Gore Mutual as a future-forward company.”

About Gore Mutual

Founded in 1839, Gore Mutual is Canada's oldest property and casualty insurer, with over \$410M in premiums and over \$1BN in assets as of December 31, 2016. 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 about Gore Mutual at goremutual.ca.**

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