

NEWS RELEASE – FOR IMMEDIATE RELEASE

Gore Mutual Insurance Company amalgamates brokers under new company, Insurance Store Inc.

- ***Gore Mutual has created a new subsidiary company called Insurance Store Inc. to operate its owned distribution***
- ***Noble Insurance, St. Clair and Jamieson-Hilts to operate independently providing customers with products from a wide range of insurers***
- ***Combined business is over \$60M revenue operating in seven Ontario locations***
- ***Phil Dynes appointed President Insurance Store Inc. effective April 11, 2018***
- ***Shelley Vermeersch continues as Managing Director of Noble Insurance and Jamie Mingay appointed Managing Director of St. Clair and Jamieson-Hilts***

CAMBRIDGE (ON), April 11, 2018 – Gore Mutual Insurance Company has announced the creation of a new subsidiary company called Insurance Store Inc. to independently operate its owned distribution.

In the future, the company plans to use Insurance Store to test new ways of providing modern customer experiences both online and in-store.

“Gore Mutual continues to focus on investments that support broker distribution and the creation of Insurance Store will enable us to accelerate digital tools and a new in-store experience. We believe this will re-invent the advice-based channel for the modern customer, particularly in local communities where relationships matter,” said Gore Mutual President and Chief Executive Officer, Heidi Sevcik.

Sevcik noted that while Gore Mutual will provide investment to Insurance Store, the company will operate independently. Sevcik also confirmed that Gore Mutual will continue investing in the wider broker channel including financing and equity, reinforcing the company’s commitment to brokers.

“We believe there is a bright future for the next generation of modern brokers,” said Gore Mutual Chief Marketing and Distribution Officer, Paul Jackson. “We are developing alliances to enable investments in digital and in-store experience, recognizing that some brokers are looking for new capital models while others remain fiercely independent. We continue to stand shoulder to shoulder with brokers of all kinds.”

The company announced that Phil Dynes has been appointed President of Insurance Store. Previously with Marsh Canada, Dynes was Senior Vice President and Office Head in London, Ontario. Prior to that, he held management roles at Zurich and Guardian Insurance.





“I’m delighted that Phil has agreed to lead Insurance Store,” said Jackson. “He’s a terrific insurance broker with great leadership skills and technical expertise. Phil and his management team will focus on developing new solutions for customers and strengthening relationships with insurance company partners.”

Shelley Vermeersch will continue as Managing Director at Noble Insurance. She is a 25-year veteran with Noble Insurance and brings extensive knowledge and relationships to the role.

Jamie Mingay has been appointed Managing Director at St. Clair and Jamieson-Hilts. He began his insurance career at the family firm, Grant & Mingay in Windsor, and he is experienced in brokering both personal and commercial insurance.

Phil Dynes commented, “I’m very excited to take on the leadership of Insurance Store. These excellent brokerages have lots of potential for modernization and growth. As we continue to invest in technology, marketing and new solutions for our clients, I’m confident that Insurance Store will emerge as a new way for customers to engage with their insurance products.”

About Insurance Store

Insurance Store brings together a family of local insurance offices under a fresh new brand with exciting ideas for the future. Learn more at insurancestore.ca.

Noble Insurance has provided personal, business and farm insurance to customers in the Georgian Bay area since 1945. It is a recognized and trusted local brand, with over 40 employees offering products from a wide range of general and specialty insurers through three branch locations in Collingwood, Barrie and Alliston.

St. Clair Insurance Brokers has taken care of customers in Southwestern Ontario since 1891. Today, it’s a vibrant modern company offering a wide variety of insurance products at locations in Windsor, Chatham and London.

Jamieson-Hilts has been the insurance expert of choice in Woodstock and Oxford County since 1865. Today, this award-winning firm is still working hard to earn the business of local residents and companies, offering superior customer service from its Woodstock location.

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.

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