

Today, we are sharing important news about the future of Gore Mutual. We have announced our intention to merge with [Beneva](#), Canada's largest mutual insurer. This transformational partnership represents an exciting new chapter in our history, one that will allow us to grow, strengthen our offerings, and enhance the support we provide to our valued broker partners.

## **A Stronger Future, Together**

By joining forces with Beneva, Gore Mutual will become part of a highly diversified, purpose-driven organization with:

- **More than 6,100 employees**
- **3.8 million members and customers**
- **\$8 billion in total premium**
- **\$27 billion in assets**

## **Unica Insurance Combining with Gore Mutual Operations**

As part of this merger, Gore Mutual will combine its operations with [Unica Insurance](#), a Beneva subsidiary and a niche personal and commercial insurer and operate as a standalone subsidiary under the Beneva brand. Once merged, the complementary operations will create a larger group with great ambitions for growth across Canada.

This partnership will allow us to **leverage Unica's expertise and product offerings**, creating a **larger, stronger group with greater ambitions for growth across the country**. The combined operations will provide **more opportunities for brokers and customers**, ensuring that we remain competitive and resilient in a rapidly evolving insurance landscape.

We remain **deeply committed to the broker distribution model**. This partnership will help us continue to offer **enhanced products, scale, and capabilities** that allow brokers to deliver the best possible experience to their clients.

The combined Gore and Unica entity will operate under the Beneva brand and will be committed to the broker channel outside of Quebec by only offering products through the **broker distribution network** in those provinces. While Beneva does offer some direct-to-consumer business in Quebec, it is not our intent to expand the direct model outside of Quebec.

## **What This Means for You**

There will be **no immediate changes** to our operations. Both Gore Mutual and Beneva remain committed to **supporting brokers across Canada**.

- **All broker agreements, commissions, and contracts will remain in place.**
- **Gore Mutual will continue to operate as a standalone subsidiary under the Beneva brand.**
- **We will remain broker-focused, ensuring that our products and services continue to meet your needs.**

Our broker partners are at the heart of our business, and this merger is about investing in our future together to ensure we can continue to provide **reliable, resilient, and purpose-driven insurance** that benefits your clients and communities.

## **Join Us for a Broker Town Hall – January 22**

We invite you to join a **special broker town hall on Wednesday, January 22, at 2 PM ET**, where you'll hear directly from me about the merger, what it means for our broker partners, and how we will work together to strengthen our support for the broker channel.

**Click the link to watch the replay:** <https://livecast.live/gore-january22update-reg/>

Included are some FAQs that you or your customers may have about the proposed transaction. [Click here for FAQs on the Broker Circle](#). If you find that there are questions that you have that have not been answered, please feel free to [submit them in advance of the town hall](#). I look forward to connecting with you and answering any questions you may have.

As well, if any of your clients who are also members have questions, please direct them to our independent registrar, Kingsdale Advisors. Their contact information is listed below.

Thank you for your continued partnership and trust in Gore Mutual. Together with Beneva, we are building a **stronger and more resilient future**—one that is firmly rooted in our mutual values and commitment to the broker model.

Warm regards,



Andy Taylor

President & CEO

Gore Mutual Insurance Company

**Gore Mutual members may contact our independent registrar, Kingsdale Advisors, if they have any questions:**

**Visit:** [gorememberengagement.ca](http://gorememberengagement.ca)

**Call Toll-Free:** 1-877-659-1820

**Text:** 647-577-3610

**Email:** [goremember@kingsdaleadvisors.com](mailto:goremember@kingsdaleadvisors.com)

