

## IFC is proud to launch Intact Lab - Intact's centre for digital excellence

TORONTO, March 24, 2015 /CNW/ - Intact Financial Corporation (TSX: IFC) today announced the launch of Intact Lab, its centre for digital excellence. Intact Lab will focus on developing world-class digital solutions to provide Intact customers with an unrivaled service experience, and brokers with industry-leading business solutions. The lab will be based in Montreal, bringing together R&D and digital experts from across the company, and will support all of the IFC brands including Intact Insurance, belairdirect and BrokerLink.

"The property and casualty insurance industry is quickly changing. We also recognize that our customers' needs and expectations are evolving as new technology continues to emerge," said Louis Gagnon, President Service & Distribution. "The Intact Lab will provide us with the opportunity to accelerate our digital leadership, while leveraging our expertise, so that we can continue to provide our customers and brokers with outstanding service and support. We are extremely excited about this next step in the evolution of our business."

Intact has always been focused on helping people, business and society prosper. Technology is one of the ways it has achieved that – from data management, to new products and improved product delivery. This next step will embed digital into the core of Intact's business in order to build digital connections both within the organization and with customers. "It's about being transformative, and designing leading-edge products and services that will strengthen our connection with customers," added Louis Gagnon.

The Intact Lab will be based in Montreal at the company's 2020 Robert-Bourassa office, and is scheduled to open in May. This centre will house user experience and digital analytics specialists, project managers, front-end developers, R&D teams, and other experts who will work closely with all areas of the business to drive digital innovation and create solutions that will benefit customers, brokers and the industry. Intact Lab will also have satellite desks at other Intact offices across the country as this will touch every part of the organization.

### About Intact Financial Corporation

Intact Financial Corporation ([www.intactfc.com](http://www.intactfc.com)) is the largest provider of property and casualty insurance in Canada with \$7.3 billion in premiums. With over 11,000 employees, the company insures more than five million individuals and businesses through its insurance subsidiaries and is the largest private sector provider of P&C insurance in British Columbia, Alberta, Ontario, Québec and Nova Scotia. The company distributes insurance under the Intact Insurance brand through a wide network of brokers, including its wholly owned subsidiary, BrokerLink, and directly to consumers through belairdirect.

SOURCE Intact Financial Corporation

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