

IFC and Uber have entered into a cooperative agreement to develop tailored insurance products for the Canadian marketplace

TORONTO, Sept. 8, 2015 /CNW/ - Intact Financial Corporation (TSX: IFC) announced today that it has entered into a cooperative agreement to develop tailored insurance products with the popular ridesharing service Uber. The intention is to offer and market these products under IFC's two largest brands - Intact Insurance and belairdirect, Canada's digitally driven insurer. IFC is working closely with insurance regulators and different levels of government in provinces where the ridesharing service currently exists.

"IFC's core business is focused on consumer protection and meeting the insurance needs of Canadians. With the growing popularity of the sharing and on-demand economy, we are adapting our product range to offer innovative solutions to meet the changing needs of consumers," said Louis Gagnon, President, Service & Distribution of Intact Financial Corporation.

More details will be shared when these products are made available.

About Intact Financial Corporation

Intact Financial Corporation (www.intactfc.com) is the largest provider of property and casualty insurance in Canada with over \$7.3 billion in annual 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 Alberta, British Columbia, 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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