

Intact Financial Corporation Recognized as an Iconic Canadian Brand by Interbrand Canada for Canada150

As Canada celebrates its 150th birthday, Intact Financial Corporation (TSX:IFC) is honoured to be selected by Interbrand Canada as one of the 150 companies, organizations and institutions that are authentically Canadian.

"The Interbrand 150: Iconic Canadian Brands Report: Our Time to Grow" included Intact Financial Corporation as an iconic brand, recognizing the vital role that it plays in Canadians' lives. Created in 2009, Intact Financial Corporation is Canada's largest provider of property and casualty insurance with roots dating back 200 years. Its two largest brands are Intact Insurance and belairdirect.

[For the report](#), Interbrand considered 10 factors that constitute a strong brand, and focused on clarity, authenticity and engagement as the most differentiating factors.

"Every business and brand has its strengths – our greatest strength is our people. They are committed to providing customers with a second-to-none experience and helping them get back on track when they need us," said Louis Gagnon, President, Service & Distribution, Intact Financial Corporation. "They define who we are and what we stand for. As our brand grows in strength, we'll continue to put customers first, offer the best solutions and deliver on our promises."

About Intact Financial Corporation

Intact Financial Corporation (TSX: IFC) is the largest provider of property and casualty (P&C) insurance in Canada with over \$8.0 billion in annual premiums. Supported by over 12,000 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, Nova Scotia and Newfoundland & Labrador. 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](#).

Media Inquiries:

Stephanie Sorensen
Director, External Communications
416 344-8027
stephanie.sorensen@intact.net

Investor Inquiries:

Ken Anderson
Vice President, Investor Relations and Treasurer
855 646-8228, ext. 87383
kenneth.anderson@intact.net

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