

good
to
know



economical®

2014 PUBLIC ACCOUNTABILITY STATEMENT

who we are

Since 1871, Economical Insurance has been protecting Canadians with innovative insurance products and a market-leading claims service designed with our policyholders in mind.

Today, Economical is one of Canada's leading property and casualty (P&C) insurance companies.

Based in Waterloo, Ontario, this Canadian-owned and operated company services the home, auto, and business insurance needs of more than one million customers across the country.

where we are going

Our vision is to be one of Canada's top five P&C insurers, recognized for our business innovation and how well we take care of our customers.

how we'll get there

Being there when we're needed most is a promise we have kept with our customers. As individuals and as a company, we act ethically at all times and treat others with fairness and respect. Our core values have been refreshed and realigned to allow us to do just that:

- we focus on customers first
- we bring our best
- we're stronger together

we're good to know

- for individuals, families, and businesses seeking financial security
- for brokers partnering with a strong, stable, and responsive provider
- for skilled professionals looking for a rewarding employment experience
- for communities relying on a responsible, reliable corporate citizen

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a message from Karen Gavan, president and CEO



As a leading property and casualty insurance provider, we are in the business of providing security and support to Canadians from coast to coast. We take great pride in delivering peace of mind to families and businesses.

With more than one million policyholders across the country, we remain steadfast to our original promise: we'll be there when our customers need us most. We aim to be trusted, respected, and recognized for our positive contributions to the economic and social vibrancy of communities where our employees, independent broker partners, and policyholders live and work.

Our 2014 public accountability statement is a snapshot of Economical's corporate responsibility endeavours through our financial contributions; our support for our employees; brokers, and policyholders, our charitable giving; and our respect for the environment.

We invest in causes that align with one or more of our strategic thrusts: safety and security, youth and education, health and wellness, and arts and culture. In 2014, we invested nearly \$1.2 million in Canadian communities. Our employees generously contributed 2,440 volunteer hours to many deserving causes across the country.

I'm proud of the difference we continue to make in many Canadian communities. By living our core values, I'm confident we will continue to be the insurer Canadians choose to protect what they value most.

A handwritten signature of Karen Gavan in black ink, written in a cursive style.

KAREN GAVAN

President and chief executive officer

our responsibility

OUR CODE OF BUSINESS CONDUCT

Every day, we work to protect and strengthen Economical's reputation by living our values. The high standards of professionalism to which we hold ourselves is evidenced through our Code of Business Conduct. Economical employees, officers, and directors must review The Code and agree to comply when hired and on an annual basis.

The Code sets standards for all Economical employees (including regular full-time and part-time employees, contract employees, summer and co-op student employees, casual employees, and individual external contractors) by outlining our responsibilities when conducting business.

OUR CORPORATE RESPONSIBILITY

Corporate responsibility at Economical is about being accountable to our various stakeholders, supporting our communities, and respecting the environment. It demonstrates our focus on our customers our integrity, and how we give back in communities where we and our broker partners operate.



our economy

BOLSTERING CANADA'S ECONOMY

As a strong and stable financial institution, Economical has supported local communities by making major contributions to public revenues.

TAXES PAID

The following table shows the taxes paid to federal and provincial governments in 2014:

Province	Income taxes	Premium and fire taxes	GST/HST/QST	2014
Newfoundland	171,270	546,587	88,348	806,205
Prince Edward Island	52,149	221,966	19,940	294,055
Nova Scotia	538,227	2,747,849	301,168	3,587,244
New Brunswick	382,139	1,999,819	248,895	2,630,852
Quebec	1,074,105	4,085,792	615,978	5,775,875
Ontario	6,776,337	35,271,577	4,412,662	46,460,577
Manitoba	70,896	454,680		525,576
Saskatchewan	23,870	238,408		262,277
Alberta	1,194,105	8,059,936		9,254,041
British Columbia	1,679,209	12,618,176	241,107	14,538,493
Yukon	1,303	4,090		5,393
Northwest Territories	2,201	10,323		12,524
Nunavut	702	4,705		5,406
Total Provincial	11,966,513	66,263,907	5,928,098	84,158,518
Total Federal	15,480,729		4,795,672	20,276,400
Total	27,447,242	66,263,907	10,723,770	104,434,919

DEBT FINANCING

Economical provides debt financing to Canadian businesses within its distribution network to support their development and growth so they are better able to provide products and services to their customers. The following table summarizes the loans we made to Canadian businesses in 2014:

Range	Amounts in all provinces and territories	
	Count	\$ Loans
\$0 to \$24,999	4	48,138.74
\$25,000 to \$99,999	0	0
\$100,000 to \$249,999	0	0
\$250,000 to \$499,999	1	403,000
\$500,000 to \$999,999	0	0
\$1,000,000 to \$4,999,999	2	2,547,168.27
\$5,000,000 and more	0	0
Total	7	2,998,307.01

our accolades



A.M. BEST RATINGS FOR ECONOMICAL INSURANCE AND ECONOMICAL SELECT

In May 2015, independent rating agency A.M. Best reaffirmed Economical Insurance's financial strength rating and issuer credit rating. The ratings of A- (Excellent) and "a-" respectively reinforce our excellent financial strength. By extension, Economical Select (formerly known as Waterloo Insurance Company) also received an A- (Excellent) financial strength rating and "a-" issuer credit rating. A.M. Best continues to acknowledge Economical's focused marketing and branding strategies, disciplined underwriting philosophy and pricing segmentation, solid risk-adjusted capitalization, historically positive operating performance, diversified product offerings, and established Canadian market presence.



2014 BEST NON-LIFE (GENERAL) INSURANCE COMPANY 2014, CANADA

For the second year in a row, World Finance magazine named Economical Insurance the winner of the "World Finance Best Non-Life (General) Insurance Company 2014, Canada." A panel of experienced judges at World Finance selected Economical as the winner after carefully reviewing finalists' track record in relation to corporate social responsibility, achievements, delivering on customer expectations, and risk assessment.



2014 AKZONOBEL FIT SUSTAINABILITY AWARD

Economical received the prestigious FIT Sustainability Award for 2014 from AkzoNobel Vehicle Refinishes North America. The award recognizes the partnership between Economical and AkzoNobel that helped create a measureable means of assessing sustainable operations and practices of collision repair shops. Using this sustainability assessment tool, repair shops can identify and remove waste and adopt sustainable business practices which improves efficiency, profitability, and competitiveness - a win for the repair shop, the consumer, the insurance industry and ultimately, the planet.



2014 TRAINING MAGAZINE TOP 125

For the fifth year in a row, Economical placed in the top 20 in Training magazine's prestigious Training Top 125 ranking of companies from around the globe that excel in human capital development. Economical was awarded 13th place in the Top 125 line-up, moving up six spots over our 19th place finish in 2013.



2014 WATERLOO REGION HEALTHY WORKPLACE AWARD

Economical won Gold in the 2014 Waterloo Region Healthy Workplace Awards that recognize and celebrate workplaces that demonstrate a strong commitment to improving the health and wellness of employees. Economical demonstrated how our employee health and wellness program met the four health promotion strategies set by Waterloo Region Public Health: awareness raising, skill building, supportive environment, and policy development.

our policyholders

For the seventh consecutive year, Economical provided superior claims handling and scored 90% or higher in its claims customer satisfaction surveys sent to all claimants when the claims process is completed. These results clearly illustrate that Economical consistently delivers superior claims adjudication and services.

We delivered on our promise of being there when our customers need us most. We paid nearly **\$1.2 billion in claims in 2014.**

SUPPORTING OUR POLICYHOLDERS

Expert claims representatives guide our policyholders through the claims process with tools and information required to make each claim as easy as possible. Our claims service includes

- 24-hour claims service, seven days a week;
- 600 claims professionals servicing policyholders in several languages;
- repair guarantees for auto and property claims;
- access to quality medical services for policyholders;
- catastrophe response teams, and
- specialized units dedicated to ensuring customized claims services.

If a policyholder's property or vehicle has been damaged, they can take advantage of our convenient Economical Service Program (ESP) developed to provide superior claims service to our policyholders while ensuring the quality of repairs. We thoroughly inspect all repair facilities and contractors before approving them for our program. We set stringent performance standards and certify only those that meet or exceed our standards. Location, quality, reputation, integrity, and environmentally-friendly procedures are essential elements in meeting our ESP standards.

Certified Economical Repair Facility (CERF) is the designation Economical gives to repair facilities that meet or exceed our ESP standards. As part of our commitment to the environment, we enhanced our criteria to create an elite status for shops that achieve a clean, eco-friendly designation. Under our elite CERF designation, repair facilities must demonstrate they follow a business strategy to continuously improve the benefits they provide by reducing environmental impact and adding value.

- A Certified Economical Quality Contractor provides quality property restoration and repairs, with our guarantee for up to two years from the time of the repair.
- Economical's Preferred Provider Network provides medical care and rehabilitation services to accident benefits claimants who incurred minor injuries from an automobile accident.

CATASTROPHE RESPONSE

Extreme weather events in 2014 put our claims promise to the test and we kept our promise to be there when our policyholders need us most. We faced challenging winter weather conditions in the first quarter of the year, and deployed our catastrophe response team following the hail storm in Alberta in August 2014. Our insurance adjusters and local broker partners provided timely and effective response to the situation, including full investigation of losses, reviewing policies to help policyholders understand their coverage and issuing payments to help policyholders, their families, and businesses cope with the devastation.

our employees

Our national team of professionals and committed broker partners make Economical the **successful and strong company** it is today.

ENGAGING OUR EMPLOYEES

EMPLOYMENT VALUE PROPOSITION

Economical provides skilled professionals with a rewarding employment experience that makes the company a great place to do great work. Our employment value proposition offers total rewards that are competitive, equitable, and sustainable.

Economical boasts a work environment that promotes a healthy work/life balance and opportunities for growth, learning, and development. Beyond the workplace, employees are given paid time off to make a difference in their communities through volunteering.



OUR EMPLOYEES ACROSS THE COUNTRY

As of December 31, 2014, Economical had 1,978 active employees, including 1,942 full-time and 36 part-time employees.

Province	Regular full-time	Temporary full-time	Regular part-time	Temporary part-time
British Columbia*	85	4	1	2
Alberta	115	3	2	2
Ontario	1481	47	16	8
Quebec	139	5	5	-
Nova Scotia	62	1	-	-
Total**	1,882	60	24	12

*Excluding Family Insurance numbers

**Total includes active employees only

TOTAL REWARDS

Our employees enjoy competitive salaries based on job requirements and skills. They also receive value from a merit-pay system linking performance to reward, an incentive bonus plan, and job evaluation reflecting responsibility and accountability. Employees receive bonuses for completion of certain professional designations and bonuses for successfully referring new employees.

Our total rewards plan includes:

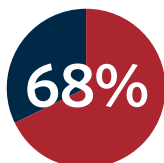
- a flexible benefits plan with a broad range of options for our employees and their families
- salary continuation for short-term medical absences
- an award-winning wellness program with linked incentives
- a comprehensive defined contribution pension plan and resources to assist in saving for future retirement needs
- company match on employee contributions to group RRSP
- flexible work scheduling
- a minimum 15 vacation days per year and other paid time-off options
- confidential access to an employee and family assistance program and resources
- guaranteed access to daycare, emergency childcare, and eldercare programs
- a wide-range of health and safety programs
- employee home and auto insurance discounts
- paid time off to volunteer individually or as part of a team

WELLNESS

We provide our employees with a safe and healthy work environment, personal health and lifestyle resources, a supportive and inspirational organizational culture, and a socially responsible organization.

For the past six years, Economical has implemented semi-annual wellness challenges to enhance employee awareness of healthy choices and to promote positive lifestyle changes.

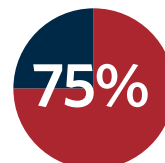
We make creating and sustaining **a healthy workplace** a priority.



68% of employees participated in the **2014 Stride into Summer Challenge**.



Employees walked a total of **90,760 km.**



75% of employees participated in the **2014 Fall Nutrition Challenge**.

RECOGNITION

Appreciating great work is part of our culture. We believe formal and informal non-monetary rewards are part of a reward mix that supports engagement. Motivated and engaged employees bring greater value to the organization by developing high-quality products and delivering superior customer service.

Recognition is something we do throughout the year, including celebrating our annual employee appreciation week. That week allows leaders to formally recognize achievements and show their teams that their efforts are noticed and appreciated.

"All employees want and need positive feedback — recognition when they put in extra effort, acknowledgement of leaders and peers — because knowing an achievement has been noticed and celebrated makes everyone feel important and appreciated."

- Tom Reikman, chief operating officer

Aspire Higher is our cornerstone recognition program. In 2014, we achieved record-high levels of activity since the program was first launched in December 2011. Our employees recognize their peers' great moments and extraordinary efforts from all areas of the company. Our leaders also nominate employees for awards through this program. Employees recognized with an award are invited to select a gift from an online catalogue. Recognition stories are powerful examples of great work that are published, shared, liked, and commented on through our online recognition wall of fame.

Significant service milestones are also recognized through our intranet and awarded to employee recipients are able to select a gift in recognition of their service.

Our core values provide a standard for recognizing individual and group achievements across the country in a consistent manner. The following examples of recognition messages sent through our Aspire Higher program demonstrate our core values in action:

We focus on customers first: "I just want to thank you and acknowledge your commitment to your role as an underwriter. You provide brokers with great customer service. Stepping up and handling a call volume typical of two underwriters is incredible. Driving to outperform is an understatement for you over the past three weeks. The leadership you have shown by taking control of calls helped you realize that you are a strong individual. You also recognize every call you handle as a learning opportunity, allowing you to further grow and become a stronger underwriter and person. Your efforts have been noticed and are truly appreciated by everyone."

We bring our best: "This individual was instrumental in the successful completion of the project over the past nine months. He took the initiative as well as assisted with compiling information for the project, while still managing his role as a team leader. He participated in weekly phone calls with the vendor to understand the process, immersing himself in the project."

We're stronger together: "These team members worked collaboratively to revise the tracking tool. This ensures that we effectively capture key data needed for performance management of the risk services team as well as data tied to recommendations and follow-up results. The original tool had functionality problems. Both individuals were challenged to work on changes while being heavily involved in other projects. They worked extensively to identify solutions and tested those solutions accordingly. Many, many hours were put in to accomplish the results."

aspire**higher**



In 2014,

10,507 e-Thanks

were sent — **39% increase** in peer-to-peer recognition over 2013.



625 award nominations

were approved — **83% more awards** than 2013.

TALENT MANAGEMENT

Our talent management philosophy focuses on the potential for our employees to grow, develop, and succeed. We identify talent throughout the organization and accelerate the development of high-potential individuals.

We're committed to a talent management strategy that

- attracts and develops the right people for the right roles,
- empowers employees with tools and resources to manage their career decisions, and
- provides opportunities and motivation to ensure our employees are satisfied and productive.

DIVERSITY

Collaboration through diverse perspectives, ideas, experience, and knowledge is crucial for innovation and employing a workforce that meets diverse customer needs strengthens our customer focus.

Economical established the highly successful Women's Leadership Network and since its inception, the network has grown to approximately 80 leaders, including the CEO and seven female executive members. This group represents approximately 20% of our leaders and 40% of our female leaders. This gender diversity initiative is embedded in the culture of the organization and has contributed to a continuous increase in the promotion of women into senior leadership roles.

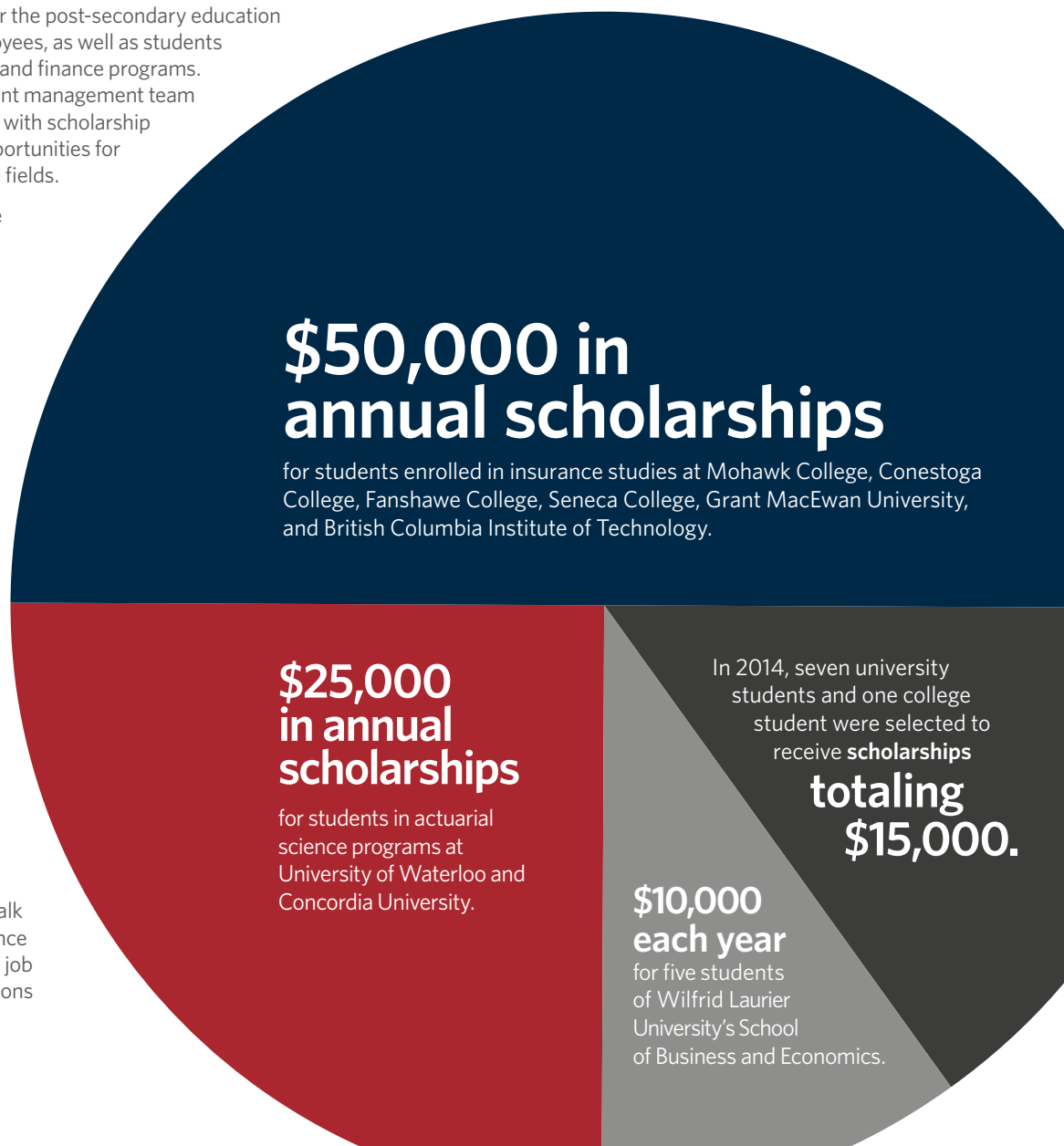
SCHOLARSHIPS AND BURSARIES

Economical's multi-faceted scholarship program **provides \$100,000 annually** in financial support for the post-secondary education of dependent children of employees, as well as students in insurance, actuarial science, and finance programs. Furthermore, Economical's talent management team establishes direct relationships with scholarship recipients to discuss timely opportunities for employment in their respective fields.

Recognizing the cost difference between university and college programs, Economical offers \$2,000 scholarships for dependent children pursuing a university degree program and \$1,000 scholarships for dependent children pursuing a diploma program.

Take a look at the scholarship and bursary breakdown for 2014. →

Economical undertakes initiatives with Canadian post-secondary institutions to promote our organization as a preferred workplace. We connect with high school and university students through on-campus initiatives, such as the Insurance Institute of Canada's Ambassador Program. This program brings volunteers into classrooms to talk with students about the insurance industry. We also participate in job fairs at post-secondary institutions across the country.



LEARNING AND EDUCATION

Our employees enjoy award-winning learning and development programs

- Economical Learning Institute for Training and Education (ELITE) program
- Paid professional memberships
- eLearning to augment on-the-job training
- Tuition reimbursement for relevant courses and continuing education resource library for information, development and training

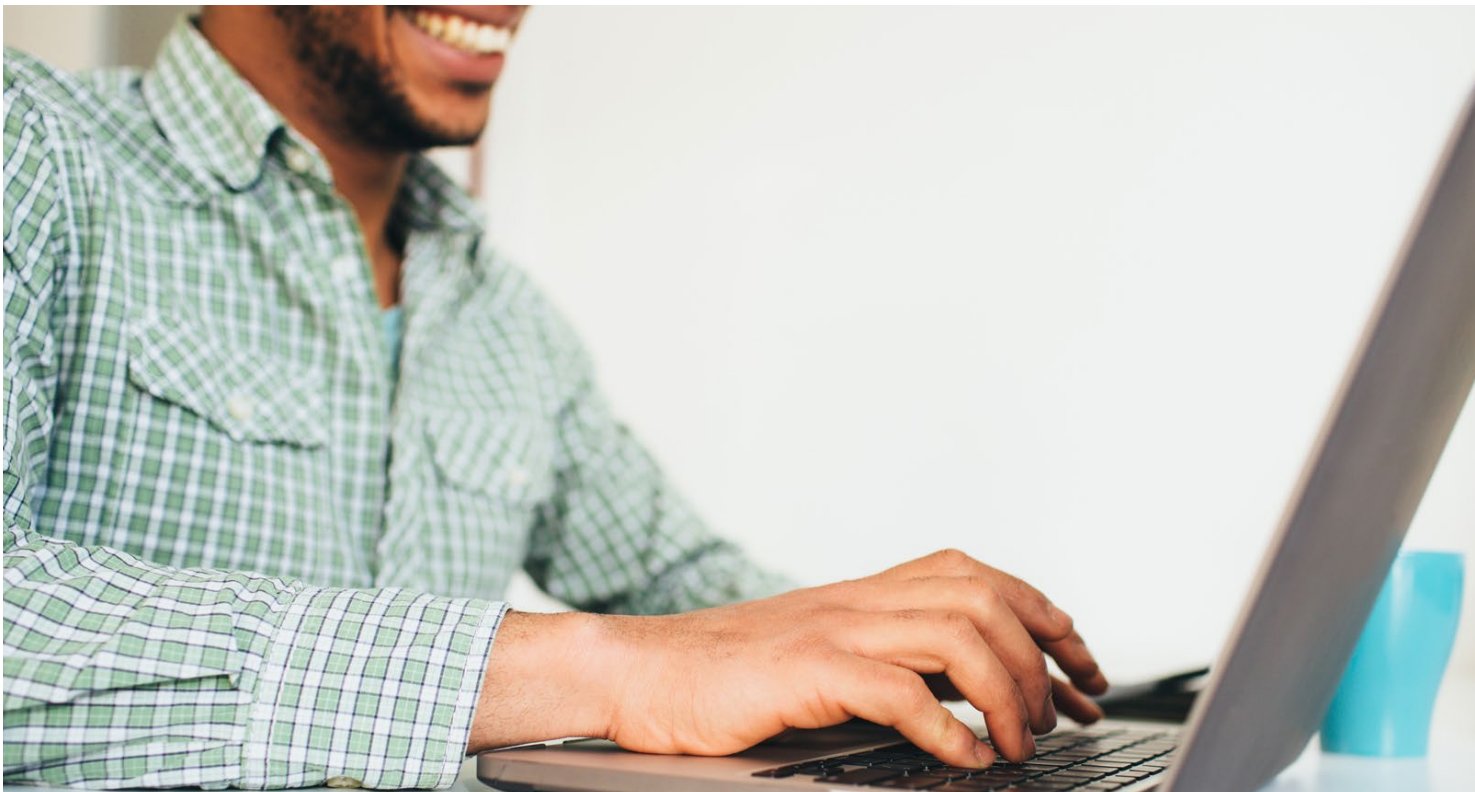
TRAINING

To ensure corporate training is aligned with business goals and strategic priorities, training is centralized and maintained through ELITE. ELITE has evolved, especially in more recent years to support the company's Business Transformation Program. Today, it is an all-encompassing curriculum comprised of all technical training for our lines of business, leadership development, employee development, eLearning courses and a resource library.

The success of our training programs is mainly attributed to the partnership of subject matter experts from all lines of business with the design and development expertise of the learning and education team. Our training initiatives are developed by employees for employees. They offer the balance of meeting business needs and strategies while providing the necessary skills, knowledge, and behaviours employees require to be successful in their roles. Learning materials reflect the ever-evolving realities, processes, and procedures unique to our company and in turn, support its future success.

TUITION SUPPORT

Economical maintains a robust tuition and certification reimbursement program. We provide tuition support and financial rewards to employees who complete professional insurance certifications, as well as other professional certifications relative to their job role and responsibilities (e.g., Certified Human Resources Professional designation for human resources professionals and Project Management Professional designation for information technology professionals). Economical also supports continuous professional and career development through professional memberships and conferences.



our brokers

We partner with **more than 800 independent insurance brokers** from coast to coast to ensure our policyholders receive unbiased, first-rate service and advice.

When you have a professional, independent broker in your corner, you can rest easy. They've got you covered, and they offer more than just great value.

ADVOCACY

Your independent broker is your advocate. They'll make sure you're treated fairly, getting good value, understand the product, and have the right coverage to protect the things you cherish.

CHOICE

With an independent broker on your side, you get to make an informed decision without doing the leg-work yourself. They know what the latest products, services and price points are, and how to get you and your family covered.

STRESS-FREE

When you need to make a claim, you want someone on your side to guide you through the process quickly and efficiently. When you have a broker, one call gets the ball rolling. Put a licensed, professional broker to work for you so you can focus on what matters.

BROKER TRAINING

At Economical, we extend our award-winning training programs through a dedicated team that delivers targeted education to our independent broker partners. Training is focused on leadership and professional development and is offered to strategic brokers in their offices, and a wider broker audience at various locations across the country. This value-added service supports and strengthens our broker relationships.

PARTNERING WITH OUR BROKERS IN THE COMMUNITY

Community initiatives that matter to our brokers also matter to us. In 2014, more than 30% of our sponsorships and donations were in affiliation with our broker partners across the country. From purchasing much needed equipment at a community hospital, to renovating a pavilion at a local camp, or supporting a water conservation education program, partnering with our brokers to enhance their communities is a priority to us.

In 2014, our broker training team delivered:

103 professional development workshops.

1,500 workshop participants from strategic broker partners' offices.

Extremely positive program feedback, with brokers giving high marks for the quality and relevance of training.

94% overall satisfaction rating on all training deliveries.

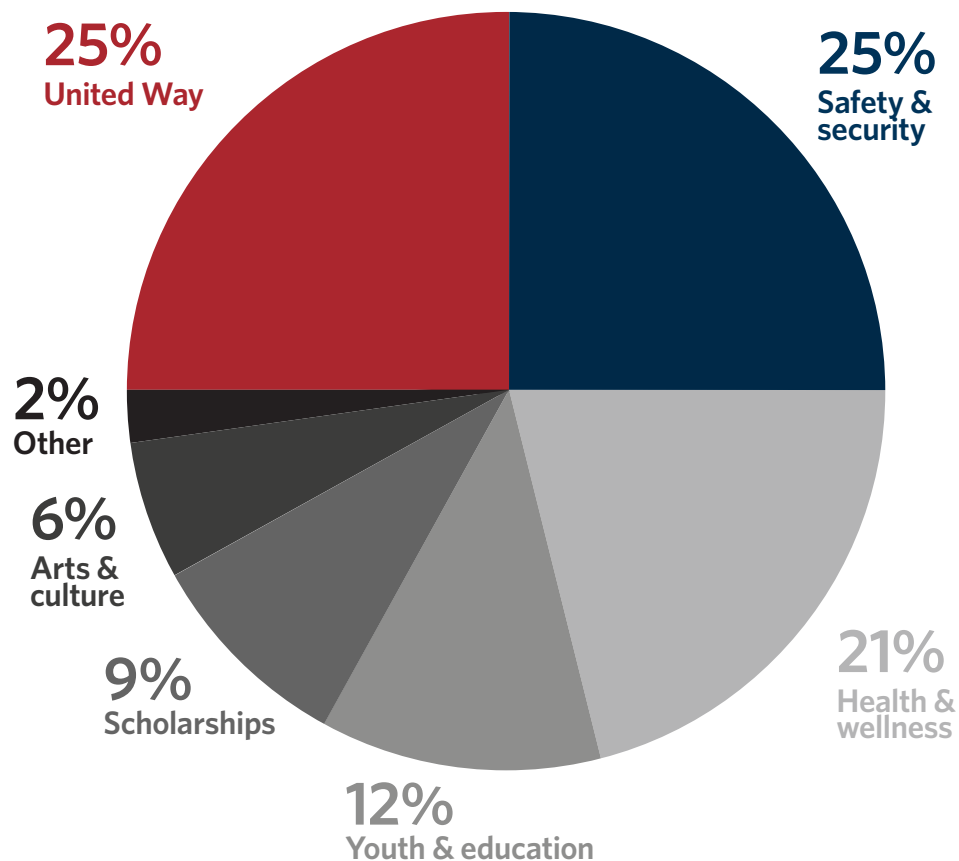
our communities

At Economical, we're committed to supporting charitable organizations and causes that drive change in communities and regions where we do business. We partner with our brokers through our community giving program in support of causes that make a positive difference in their communities.

COMMUNITY GIVING

Economical's community giving program funds causes that align with one or more of our four strategic areas of focus: safety and security, health and wellness, youth and education, and arts and culture. Online requests for charitable donations and sponsorships are reviewed against our strategic priorities by our community giving committee. This provides a well-governed process for establishing and fostering philanthropic partnerships that have impact in our communities.

In 2014, Economical contributed **nearly \$1.2 million to communities across Canada** and more than 2,440 volunteer hours to our communities.



HIGHLIGHTING ECONOMICAL'S MAJOR CORPORATE SPONSORSHIPS IN 2014



To help Canadians better manage emergency situations, we proudly committed \$150,000 annually for three years in an emergency preparedness partnership with the Canadian Red Cross. In 2014, more than 8,000 people from Calgary, Edmonton, Vancouver, Halifax, Moncton, Hamilton, Kitchener-Waterloo, London, Toronto, Mississauga, and Ottawa benefitted from 126 emergency preparedness education sessions. These training sessions help individuals cope during the first 72 hours following an emergency and are designed to reduce personal injury and loss of life, and enhance community resiliency.



Economical has multi-year partnerships with Crime Stoppers in Vancouver, Edmonton, London, Hamilton, Peel, Ottawa, Échec au crime (Quebec), and Info-Crime (Montreal). The partnerships are primarily focused on youth engagement programs in which Crime Stoppers raises awareness of the critical role youth can play in keeping their schools and communities safe, and encourages responsible reporting of crimes and other activity. Total funds distributed to all sponsored locations in 2014 were \$113,916.



For several years, Economical has been a strong supporter of the fight against cancer, the leading cause of premature death in Canada, with title sponsorships of Relay for Life events in the Waterloo region. In 2014, Economical expanded its involvement by contributing \$104,500 in title sponsorships of 11 Relay for Life events in Kitchener-Waterloo, Cambridge, Woolwich, Woodstock, North York, Ottawa, Montreal, and Brossard. Relay for Life is the largest fundraising activity for the Canadian Cancer Society. Funds raised support life-saving cancer research, promote preventative healthy lifestyles, and the provision of compassionate services to those living with cancer and their loved ones.



Economical renewed its title sponsorship of the KWS Signature Series for the 2014/15 and 2015/16 seasons. Since 2010, Economical has provided \$50,000 annually as the title sponsor of the KWS Signature Series. This sponsorship renewal brings Economical's total financial support for the KWS to more than \$475,000 since 2001.



In 2014, Economical contributed \$100,000 as part of our \$300,000 commitment over three years to deliver Junior Achievement's Economics for Success program to Grade 7 and 8 students in nine locations across the country. During the 2013/2014 school year, 144 Economical volunteers facilitated one-day, in-school programs that helped 2,830 youth realize the importance of staying in school to achieve their dreams and aspirations. This program also helps students develop an understanding of the importance of budgeting, investments, and business finance.

To learn more about Economical's community giving program, visit www.economicalinsurance.com/communitygiving

Do you know of a charitable or community cause that you believe Economical should support? Email communitygiving@economical.com



**United Way
Centraide
Canada**

In 2014, Economical made company history raising a grand total of **more than \$622,000** for United Way, our corporate charity.

Our employees' generosity helped us exceed our goal of \$567,000 by 10%. In the fall, we completed a national corporate fundraising campaign where employees were encouraged to pledge funds to the United Way. Economical matched individual donations dollar-for-dollar up to \$2,500. Employees were able to designate their donations to the United Way chapter of their choice.

Total funds raised include more than \$618,000 through employee pledges and corporate matching, as well as \$4,000 raised through a variety of employee fundraising events. Our 95 Leader donors, who pledged at least \$1,000 each, raised an impressive \$276,466 (including corporate match), making up 45% of our overall campaign donations.

2014 United Way workplace campaign award nominees and recipients

United Way of Kitchener-Waterloo awarded Economical Insurance the Campaign Team Award which is presented to a team that exemplifies the spirit of community involvement and commitment to others.

Economical's Western General office in Woodstock received the Award of Excellence from the United Way of Oxford to recognize our history of exceptional commitment, leadership, and creativity shown through participation and support of the annual United Way Campaign.

United Way of Peel Region awarded Economical the Employee Campaign Chair (ECC) of the Year Award which is presented to the ECC who provided leadership planning and implementing all workplace campaign activities, provided opportunities for staff to learn about and support United Way, recruited and led a highly effective campaign committee, and demonstrated creativity and commitment that went above and beyond the call of duty. Economical's Edmonton branch was also nominated for this award by the United Way of the Alberta Capital Region.

And Economical's Vancouver branch was nominated for the Innovation Award which recognizes a workplace campaign team that created the most innovative fundraising strategies, and maintained or increased dollars given directly to United Way of the Lower Mainland.

IN-KIND DONATIONS

Print services

Economical donated in-kind printing services to two charitable causes we sponsored in 2014:

- Children's Safety Village: printed 9,000 completion certificates and 9,000 fire escape floor plans
- Waterloo Running Series: printed 5,000 Dirty Dash entry forms

Promotional items

Throughout 2014, Economical donated various items for silent auctions or prizes in support of many charitable events and organizations, including:

- | | |
|--------------------------------------|--|
| • Arthritis Society | • Kitchener-Waterloo Humane Society |
| • Betty Thompson Golf Tournament | • Kitchener-Waterloo Symphony |
| • Butterfly Learning Centre | • Lutherwood Child & Family Foundation |
| • Cambridge Minor Hockey Association | • Prostate Cancer Canada (Atlantic region) |
| • Princess Margaret Hospital | • The Kitchener-Waterloo Kinsmen TV Auction |
| • Junior Achievement | • Women's Crisis Services of Waterloo Region |
| • Kitchener-Waterloo Art Gallery | |

EMPLOYEES GIVE BACK

SOCIAL COMMITTEES

Economical social committees across the country engage employees through planning and implementing social activities throughout the year to create a positive work environment. Some of these annual events also benefit local charities.

In 2014, our social committee:

- **held food drives** for local food banks in various communities
- **sold tulips** in support of The Lung Association
- **organized a BIG BIKE ride** in support of the Heart and Stroke Foundation
- **filled 60 backpacks** with school supplies in support of Send'em Off Smiling
- **organized a charity BBQ** in support of the MS Society
- **donated 80 toys** as part of The Salvation Army Angel Tree campaign
- **held a craft sale** in support of The Salvation Army
- **held a bake sale** in support of the Canadian Cancer Society

DRESS CASUALLY FOR CHARITY

For four weeks over the summer months in 2014, employees across the country were invited to dress casually and donate a dollar a day as part of our annual fundraising initiatives. Our employees were surveyed to determine the charities they wanted to support in each of the four weeks. Staff donations raised nearly \$13,000 for:

Kids Help
Phone

\$3,353

Children's Wish
Foundation of Canada

\$3,286

Canadian Mental
Health Association

\$2,929

ABC Life Literacy
Canada

\$2,815

Canadian Arts
Foundation

\$226

IMPACT: ECONOMICAL'S EMPLOYEE VOLUNTEER PROGRAM

Our employee volunteer program encourages staff to take up to two paid days off work per year to volunteer in the community individually or as part of a team.

In 2014, 338 (16.4%) employees across the country participated in the employee volunteer program, contributing 336.5 volunteer days or 2,440 hours to deserving charities and causes in their communities.

Economical employees willingly give their time and energy to a range of activities, from being a scout leader, to helping build a home for an underprivileged family, to stocking shelves at a local food bank. Like Economical, they are "neighbours helping neighbours."

Some organizations supported through the employee volunteer program in 2014

Active Lifestyle Autism

Brampton Islamic Centre - Mosque

Canadian Cancer Society Relay for Life

Canadian Celiac Association-KW Chapter

CWHL Clarkson Cup

Epilepsy Waterloo-Wellington

Grand River Hospital

Habitat for Humanity

Heart & Stroke Foundation

Junior Achievement

Kitchener Minor Hockey Association

Kitchener Waterloo Predators Volleyball Club

Ontario Appaloosa Horse Association

Ontario Winter Games

Quintin Warner House, addictions treatment

Rabbit Rescue Inc.

Samaritan's Purse - Operation Christmas Child

Scouts Canada

Steps, Stories & Beyond

Stormont, Dundas and Glengarry OPP Detachment

The Children's Foundation of Guelph Wellington

Tour for Kids

Waterloo Community Arts Center

Waterloo Potters Workshop

Woodstock Adelaide Soup Kitchen

Zorra Girls Hockey Association

our environment

RESPECTING OUR ENVIRONMENT

Our environmental sensitivity efforts continue to yield progress. Our objectives are to

- raise awareness of environmental sustainability within the company nationally,
- identify, investigate, and act to reduce pollution, waste, and consumption of resources, and
- create processes and procedures that support environmentally friendly business practices.

ENVIRONMENTALLY SENSITIVE STEPS

Vendor selection and facilities management

- Took environmentally-friendly practices into consideration when selecting our vendors
- Worked towards full building offsets on building set points during non-business hours
- Ensured carpet cleaners use environmentally friendly cleaning products
- Purchased refurbished furniture for standard workstations and task chairs made with 98 per cent recyclable material and/or are 98 per cent recyclable by weight
- Used only LED lighting in a newly constructed parking garage
- Introduced new workspace standards using more open workstations with lower transparent dividers that allow for more natural light, reduced the requirement of additional task lighting, improved air circulation and reduced overall energy consumption

Paper and print management

- Set up all multifunction printers and fax machines with double-sided printing
- Printed the majority of all marketing material on paper with recycled content and used envelopes manufactured from Forrest Stewardship Council (FSC) certified material
- Selected a preferred paper management vendor based on their security and green initiatives to ensure our shredded paper is recycled
- Recycled used toner cartridges back to the supplier
- Boomerang Box program was implemented to reuse shipping boxes
- Reused cardboard boxes, paperclips, and elastics by returning to our printing vendor

Waste sorting and diversion

- Worked with our food service provider to no longer use Styrofoam, using a recyclable take out container instead, and reduced the amount of plastic used
- Implemented an organics program at our Head Office and Riverbend locations
- Recorded and improved our waste diversion program at our Head Office and Riverbend locations
- Donated used binders to non-profit organizations to be reused instead of going to landfill

To better understand and reduce our carbon footprint in the Region of Waterloo, where Economical is headquartered, we continue to work with Sustainable Waterloo as an observing organization. The current work of Sustainable Waterloo is focused on the Regional Carbon Initiative, which supports voluntary target-setting and reductions of carbon emissions by organizations across the region.

our offices

ECONOMICAL LOCATIONS

Economical has offices across the country to serve our policyholders.

HEAD OFFICE

111 Westmount Road South, P.O. Box 2000
Waterloo, ON N2J 4S4
Telephone: 519-570-8500 Toll-free: 1-800-265-9996

ALBERTA

Calgary branch

801-6 Avenue S.W., Suite 2700, Calgary, AB T2P 3W2
Telephone: 403-262-4558 Toll-free: 1-800-562-1180

Edmonton branch

10158 103 Street, Edmonton, AB T5J 0X6
Telephone: 780-426-5925 Toll-free: 1-800-661-3274

BRITISH COLUMBIA

Vancouver branch

1055 West Georgia Street, Suite 1900, P.O. Box 11112
Royal Centre Vancouver, BC V6E 3P3
Telephone: 604-684-1194 Toll-free: 1-800-951-6665

NOVA SCOTIA

Halifax branch

238A Brownlow Avenue, Park Place II, Suite 310
Dartmouth, NS B3B 2B4
Telephone: 902-835-6214 Toll-free: 1-800-278-9639

ONTARIO

Kitchener-Waterloo branch

590 Riverbend Drive, Kitchener, ON N2K 3S2
Telephone: 519-570-8322 Toll-free: 1-866-202-2622

London branch

148 Fullarton Street, PO Box 817, Talbot Centre, Suite 1200
London, ON N6A 4Z4
Telephone: 519-673-5990 Toll-free: 1-800-265-4441

Metro branch

5700 Yonge Street, Suite 1600, North York, ON M2M 4K2
Telephone: 416-590-0038 Toll-free: 1-800-268-8801

Mississauga Customer Contact Centre

77 City Centre Drive, Suite 400, Mississauga, ON L5B 1M5
Telephone: 1-800-522-0195 Fax: 905-896-2698

Ottawa branch

343 Preston Street, Suite 500, Ottawa, ON K1S 1N4
Telephone: 613-567-7060 Toll-free: 1-800-267-8318

Toronto office

121 King Street West, Suite 1701, Toronto, ON M5H 3T9
Telephone: 647-260-3680

Economical Select

590 Riverbend Drive, Kitchener, ON N2K 3S2
Telephone: 519-570-8322 Toll-free: 1-866-202-2622

Perth Insurance

5700 Yonge Street, Suite 1600, Toronto ON M2M 4K2
Telephone: 416-590-0171 Toll-free: 1-888-307-3784
Toll-free service centre: 1-888-717-2233

Western General farm division

959 Dundas Street, Ste. 200, Woodstock, ON N4S 1H2
Telephone: 519-421-3047 Toll-free: 1-800-464-1766

QUEBEC

Montreal branch

1 Place Ville Marie, Suite 1400, Montreal, QC H3B 2B2
Telephone: 514-875-5790 Toll-free: 1-800-361-7573





HEAD OFFICE

111 Westmount Road South
P.O. Box 2000, Waterloo, ON N2J 4S4
T 519 570 8500 F 519 570 8389

The Economical brand includes the following property and casualty insurance companies: Economical Mutual Insurance Company, Perth Insurance Company, Waterloo Insurance Company, The Missisquoi Insurance Company, Federation Insurance Company of Canada.

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