



PUBLIC ACCOUNTABILITY STATEMENT



WHO WE ARE

Keeping pace with rapidly evolving customer expectations and transforming our business by constantly refining what we do to deliver value — this is our focus as we work towards becoming a public company.

Insurance is a business of helping people during their time of need. During these moments of need, we demonstrate compassion and a people-centred focus, developing strong relationships along the way.

We're also committed to the communities in which we serve, making a difference where we live and work, for the benefit of future generations.

With our strong leadership team, our talented people, and our historic legacy as a proudly Canadian company, we're confident that we'll continue to make insurance better, and be there for our customers and brokers when they need us most.

Insurance can be better.

OUR VISION

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

OUR MISSION

To be the insurance partner Canadians choose to protect what they value most.

WE'RE GUIDED BY OUR VALUES

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

Our public accountability statement (Statement) provides a snapshot of our social responsibility efforts through financial contributions, charitable giving, respect for the environment, and support for our employees, brokers, and customers. This Statement is about Economical Mutual Insurance Company and the following affiliates:

- Perth Insurance Company
- Petline Insurance Company
- Sonnet Insurance Company
- The Missisquoi Insurance Company
- Waterloo Insurance Company

References to "Economical," the "Company," "us," "we," and "our" in this Statement are to Economical Mutual Insurance Company and the affiliates listed above, unless the context requires otherwise. All dollar amounts in this Statement are in Canadian dollars. The information contained in this Statement is given in respect of our 2018 fiscal year (January 1, 2018 - December 31, 2018) except where otherwise noted.

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A MESSAGE FROM ROWAN SAUNDERS, PRESIDENT AND CEO

OUR COMMUNITIES MEAN THE WORLD TO US



Giving back to our communities has always been and continues to be part of our story. When we set plans and create initiatives as part of our social responsibility strategy, we do so in a way that honours our past, present, and future employees, customers, and broker partners.

Our socially responsible activities focus on key strategic areas that are linked to the property and casualty insurance business, our corporate values, and our potential to make community impact. By being socially responsible, we aim to earn the trust of Canadians and deliver value as we support our communities, foster positive relationships with our broker partners, and differentiate Economical as an employer of choice.

As one of Canada's leading providers of P&C insurance, we're in the business of protecting Canadians from coast to coast. With more than one million policyholders, we remain steadfast to our original promise: we'll be there when our customers need us most.

We remained committed to funding our community initiatives in 2018 and we're proud of our employees across the country who generously contributed thousands of work-week volunteer hours to deserving causes. This speaks volumes about our dedication to community giving at Economical, despite the challenged financial performance in 2017 and 2018 and the team's concurrent and tireless work on our strategic initiatives and core business actions.

Our ambitions are high, our broker relationships are strong, and our employees continue to raise the bar as we deliver on our mission to be the insurance partner Canadians choose to protect what they value most.

Success wouldn't be possible without great people. Together, we maintain a clear focus on excellence and execution in everything we do. The commitment and dedication of our employees helped us generate a 91% satisfaction rating from customers with claims.¹

Being stronger together extends to our community. I'm proud to share over the next few pages our 2018 social responsibility efforts through financial contributions, charitable giving, respect for the environment, and support for our employees, brokers, and customers.

A handwritten signature in black ink that reads "R. Saunders".

ROWAN SAUNDERS
PRESIDENT AND CHIEF EXECUTIVE OFFICER

¹Percentage based on more than 105,000 Economical claimant survey responses measuring customer satisfaction with claims services from January 2007 to December 2018.

OUR SOCIAL RESPONSIBILITY

Social responsibility at Economical is about being accountable to all stakeholders, supporting our communities, and respecting the environment. It demonstrates how we put the customer at the centre of all we do, our integrity, and how we give back to Canadian communities where we operate.

OUR CODE OF BUSINESS CONDUCT

At Economical, we work to protect and strengthen our reputation by acting with integrity in everything that we do. The high standards of professionalism to which we hold ourselves are reflected in our Code of Business Conduct (The Code). The Code sets standards for all Economical employees – regular or temporary – by outlining our responsibilities when conducting business. Our employees and directors must review the Code and agree to comply when hired and on an annual basis.



BOLSTERING CANADA'S ECONOMY

We support local communities by making major contributions to public revenues.

TAXES PAID

The following table shows the taxes paid to federal and provincial governments in 2018 (\$):

PROVINCE	INCOME TAXES ¹	PREMIUM AND FIRE TAXES
Newfoundland	0	84,072
Prince Edward Island	0	400,669
Nova Scotia	0	3,582,038
New Brunswick	0	3,101,227
Quebec	0	5,006,021
Ontario	0	46,372,563
Manitoba	0	475,054
Saskatchewan	0	277,060
Alberta	0	12,952,528
British Columbia	0	10,898,978
Yukon	0	3,783
Northwest Territories	0	9,180
Nunavut	0	3,894
Total Provincial	0	83,167,068
Total Federal	0	
Total	0	83,167,068

¹As a result of taxable income being NIL for all companies, no income taxes were paid or payable for 2018.

DEBT FINANCING

In 2018, we provided a total of \$12,676,140 in debt financing to our broker partners to support their development and growth.

AMOUNT (\$)	ONTARIO	
	AUTHORIZED AMOUNT ¹ (\$)	NUMBER OF CLIENTS
0 – 24,999	0	0
25,000 – 99,999	0	0
100,000 – 249,999	0	0
250,000 – 499,999	676,140	2
500,000 – 999,999	0	0
1,000,000 – 4,999,999	6,100,000	2
5,000,000 +	5,900,000	1

¹Figures in this column represent the total amount of debt financing authorized to firms in 2018.

WE BRING OUR BEST

RECOGNITION FOR OUR ACHIEVEMENT



A.M. BEST RATINGS FOR ECONOMICAL INSURANCE

In November 2018, independent rating agency A.M. Best affirmed the financial strength rating of A- (Excellent) and long-term issuer credit rating of a- for Economical Mutual Insurance Company for the sixth consecutive year. A.M. Best acknowledged Economical's strong capitalization, and commitment to improving and transforming its operations through systems upgrades, brand consolidations and development of our digital direct brand Sonnet. These ratings recognize our significant financial strength and provide Economical with increased opportunities for quoting in situations where an A.M. Best rating is a minimum requirement.



GUIDEWIRE INNOVATION AWARD

Economical won the 2018 Guidewire Innovation Award for our work in redefining the broker experience through Vyne™, in partnership with Deloitte. This global award honours companies that use Guidewire InsurancePlatform™ products to demonstrate innovation that leads to business and IT benefits. Through Vyne, we're strengthening our commitment to the broker channel by introducing streamlined workflows, customer-centric products and pricing, and faster service.



CANADIAN INSURANCE CARRIER OF THE YEAR AWARD

Economical won the Insurance Nexus prestigious Canadian Insurance Carrier of the Year award, for the work we have done in transforming the way we do business with our broker partners. Vyne streamlines how we do business and is one of the largest-scale technology implementations in the Canadian P&C market. Launching something of this scale wouldn't have been possible without the engagement, feedback, and tireless work from employees and collaboration with our broker partners.



GLOBAL ENTERPRISE ARCHITECTURE EXCELLENCE AWARDS

Economical took home two awards at the 2018 Global Enterprise Architecture Excellence Awards on November 29. With top insurance companies around the world participating, it's an honour to win the Best Enterprise & IT Architecture in Insurance Award.

SUPPORTING OUR POLICYHOLDERS

We delivered on our promise of being there when our customers need us most and paid more than \$1 billion in claims in 2018.

We're proud to live up to our promise by delivering superior claims service when our customers need us most. Expert claims representatives guide our policyholders through the claims process to make each claim as easy as possible.

91% of our policyholders who filed a claim indicated that they are satisfied or very satisfied with the quality of their service experience.¹

Our claims service includes:



24-hour claims support, seven days a week



700 claims professionals servicing policyholders in several languages



Repair guarantees for auto and property claims



Access to quality medical services for policyholders



Catastrophe response teams



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 customers while ensuring the quality of repairs. We set stringent performance standards and certify only those repair facilities that meet or exceed our standards. Location, quality, reputation, integrity and environmentally-friendly procedures are essential elements in meeting our ESP standards.

Repair facilities that meet or exceed our ESP standards are designated as a Certified Economical Repair Facility. 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.

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

ACCESSIBILITY EFFORTS

At Economical, we continue the maturation of our accessibility efforts to provide an industry leading user experience for all customers. Delivering a genuinely accessible experience is a journey, and we are getting better along the way.

Key initiatives:

- Redesigned our accessibility training module for employees including additional information on how to best interact with users with various disabilities
- Promoted our company-wide accommodation processes to better serve all Canadians
- Created the Accessibility Working Group, represented by various departments to identify further opportunities for improvement
- Updated our accessibility and accommodation policies to align with our improvement and user expectations
- Streamlined the processes for user feedback and documented remediation when an accommodation is requested
- Instituted an accessibility review of third-party vendor solutions for deployment on our public facing websites

¹Percentage based on more than 105,000 Economical claimant survey responses measuring customer satisfaction with claims services from January 2007 to December 2018.

OUR COMMITMENT TO EMPLOYEES

FOSTERING A HIGH-PERFORMANCE CULTURE

Our culture helps us deliver on our business strategy, strengthens our brand, and encourages employees to bring their best every day. We invest in our people who provide the best service for our brokers and customers.

We have something special at Economical, and it's why we remain committed to giving our employees more of what they value most in their work experience here: ambitious goals, a fun workplace, and rewarding work. And we prioritize a respectful, safe and inclusive environment.

ADVANCING DIVERSITY AND INCLUSION



94% of our employees said that we have a work environment that is open and accepts individual differences.

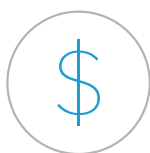
(gender, race, ethnicity, sexual orientation, religion, age, etc.)¹

Our diversity and inclusion vision is to empower employees to shape our culture to be truly reflective of our customers across Canada and the values we uphold. We support a working environment that achieves the full potential of our employees and business by tapping into the unique perspectives and experiences that inspire our people.

We have three national employee resource groups focused on the experience of immigrants to Canada, the LGBTQ+ community, and women in leadership, which help strengthen our business and workplace practices and lead our company in celebrating our diversity.

From events like World Cultural Diversity Day to Pride Month to International Women's Day, our Spirit Days bring people together and keep our workplace engaging.

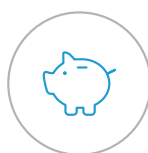
REWARDING OUR EMPLOYEES



Competitive pay



Flexible benefits



Retirement savings



Work-life balance



Learning and development opportunities

We offer competitive pay, great benefits, company-matched savings programs (RRSP, spousal RRSP, after-tax account, and Tax-Free Savings Account), award winning health and wellness programs, flexible working arrangements, and learning and development.

Employees receive bonuses for completion of certain professional designations and also for successfully referring new employees.

Our bright and open workspaces and smart casual dress code make coming to the office an enjoyable and inspiring experience.

Discounts on our home, auto, and pet insurance make it easier for employees to protect what matters most.

¹2017 Employee Engagement Survey

FOSTERING A CARING, HEALTHY WORKPLACE

We promote mental health awareness through our annual participation in the Not Myself Today campaign. Through the services of our employee and family assistance program, employees and their families can seek help for what may affect any aspect of their health, including physical, financial, mental or emotional well-being.

We run a campaign to support financial wellness during Canada's Financial Literacy Month in November.

We offer semi-annual wellness challenges to enhance employee awareness of healthy choices and to promote positive lifestyle changes. Employees who choose to participate can earn up to \$300 each year towards purchases that support their health and work-life balance.

Up to three paid personal needs days per year help ensure employees are supported when "life happens."

WE APPRECIATE GREAT WORK

We believe recognition of great work and dedication to our business supports engagement every day. Aspire Higher is our recognition program and platform where employees recognize their peers' great moments and extraordinary efforts across all areas of the company.

Employees can also be nominated for an award and select a gift from an online catalogue. Recognition activity set new records in 2018, as peers and leaders reinforced the circle of great work from all directions.

We celebrate milestone employment anniversaries beginning with five years of service and every five years thereafter.

The annual Economical Appreciation Week is a dedicated week of appreciation where we formally recognize all employees and spend time together to celebrate as teams.

TALENT MANAGEMENT

In 2018, we launched a new suite of leadership competencies designed to build leadership skills in areas that best support our business strategy. There are resources and tools aligned to the competencies that are available to all leaders to support their development.

Our talent management strategy strives to:

- Attract and develop the right people for the right roles
- Empower employees with tools and resources to manage their career decisions
- Provide opportunities and motivation to ensure our employees are satisfied and productive

We also believe in students' potential. In 2018, 110 students brought their best and gained valuable career experience through our co-op and summer student programs.

LEARNING AND DEVELOPMENT

We focus on the potential for our employees to grow, develop, and succeed. Continuous learning and career development are part of the engaging work experience our employees deserve. Learning experiences help deliver business outcomes and provide employees with the skills to succeed in their roles and grow their careers.

We provide a variety of learning opportunities that include:

- On-site and virtual instructor-led leadership, professional, and technical development courses
- Paid professional memberships, tuition reimbursement, and financial rewards to employees who complete professional certifications
- Extensive eLearning to supplement on-the-job training

ONE ECONOMICAL FROM COAST TO COAST

With 15 offices in six provinces, we're geographically close to most of our brokers and customers, allowing us to better understand local factors that affect them and to be there for them when they need us most.

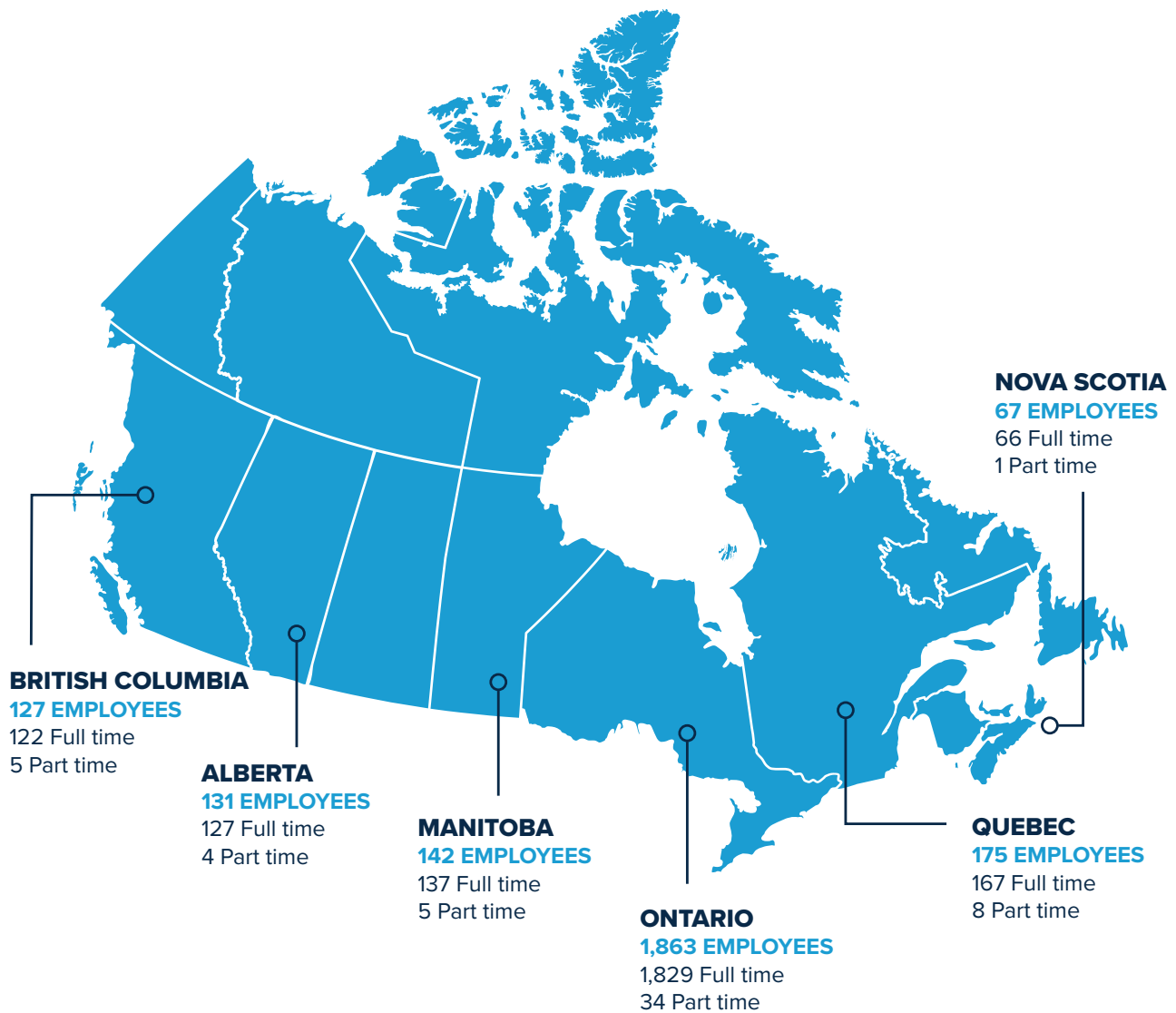
Our diverse workforce strengthens our business through an array of talent, perspectives, and experiences across the country.



AS OF DECEMBER 31, 2018

2,505 ACTIVE EMPLOYEES

2,448 FULL TIME EMPLOYEES | 57 PART TIME EMPLOYEES



PARTNERING WITH BROKERS

We partner with more than 700 independent insurance brokers from coast to coast to ensure our customers receive unbiased, first-rate service, and personalized advice.

Our long-lasting, strategic relationships with brokers thrive on mutual respect and support. Every day we value the advice of our brokers as we continuously improve our broker value proposition and enable our brokers to deliver the service and products customers expect.

Our broker partnerships are a key pillar of our growth strategy. We bring our best every day in our relentless pursuit of excellence, helping our broker partners win new business, earn customer trust, and enhance customer retention.

PARTNERING WITH OUR BROKERS IN THE COMMUNITY

Community initiatives that matter to our broker partners matter to us.

Every year, between 20 and 30% of Economical's community giving budget is donated to local charities as requested by our broker partners. Brokers identify and champion causes that both make critical change in their communities, and that align with Economical's community giving priorities: safety and security, youth and education, and health and wellness.

In 2018, we donated nearly \$75,000 to charities nominated by our broker partners.

Here are some examples of what we funded in 2018 in partnership with our brokers.

CHARITY	WHAT WAS FUNDED
Big Brothers Big Sisters of the Georgian Triangle	The broker's office entered a team in the Bowl for Kids Event, which raises funds for Big Brothers Big Sisters volunteer mentorship programs.
Camp Dorset	This donation supports Camp Dorset, which has 19 dialysis machines in its medical centre, allowing families in need to vacation to-gether.
Coldest Night of the Year	Coldest Night of the Year raised funds for Youth Impact Jeunesse's community outreach programs, which target local homeless youth.
Easter Seals Nova Scotia	Funds raised support Nova Scotians with disabilities. Approximately 350 of Easter Seals Nova Scotia clients are children who participate in barrier-free summer camp and sports programs, or who become recipients of wheelchair and mobility equipment programs.
Grand River Hospital Foundation	We committed to a \$50,000 donation over two years towards the purchase of a new magnetic resonance imaging (MRI) scanner.
Hospice PEI	Funding went towards training for new and current volunteers across PEI. Approximately 50 volunteers are trained annually to provide care and support to people living with a life-limiting illness and their families.
Mental Health Founda-tion NS and NB	Economical employees from Halifax participated alongside a broker in an annual community day with all funds raised donated to Mental Health Foundation in both Nova Scotia and New Brunswick.
One Kids Place	This donation went directly to One Kids Place equipment and ser-vices. One Kids Place is a children's treatment centre, providing community-based rehabilitation services for children, youth, and their families.
Ontario General Insurance Hockey Tourna-ment	This fundraising event directed donations to three youth organizations: Camp McGovern, Lutherwood Children's Mental Health, and Scouts Canada Camp Everton.
Rogers Insurance Run for L'Arche	Economical and Rogers Insurance have partnered to support the annual Run for L'Arche for eight years. This event is a critical fund-raising tool for the L'Arche community. Organized by employee vol-unteers from Economical and Rogers Insurance, we hold a 1KM, 8KM, and half marathon run every March.
Share the Warmth Campaign	Funding helped purchase warm winter accessories like socks, mittens, and toques, for local homeless people.
Walk for Alzheimer's	Funds raised support programs and services that improve the quality of life for people living with dementia and their families.

BROKER TRAINING

In 2018, Economical launched Vyne, a new offering featuring a new policy administration system, refreshed products and pricing, and enhanced workflows aimed at making insurance transactions faster and easier for brokers and customers.

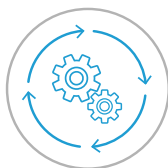
To support our brokers in implementing Vyne, we held 565 training sessions across Canada for 13,641 participants. As a result of this training, 94% of our brokers adopted Vyne in their businesses. Ongoing support is available to brokers 24/7 via our new Broker Learning Centre, featuring modular, self-paced learning, including eLearning courses, how-to videos, and job aids.



13,641
PARTICIPANTS ACROSS CANADA



565
TRAINING SESSIONS



94%
OF BROKERS ADOPTED VYNE



24/7
ONLINE SUPPORT VIA BROKER LEARNING
CENTRE

STRENGTHENING CANADIAN COMMUNITIES

We're committed to supporting charities and causes that drive change in the communities and regions where we do business. We also partner with our brokers through our community giving program to support causes that make a positive difference in their communities.





COMMUNITY GIVING




Our community giving program funds charitable causes that align with one or more of these giving priorities: safety and security, youth and education, and health and wellness.

Our total 2018 community giving program funds of nearly **\$700,000** were allocated in the following proportions to those priorities – safety and security 44%, youth and education 24%, and health and wellness 32%.

MAJOR DONATIONS AND SPONSORSHIPS

Donations and sponsorships in 2018 that exceeded \$10,000.

CHARITY AND FUNDING	IMPACT/HIGHLIGHTS	DETAILS
 <p>\$150,000 (Safety & security)</p>	<p>Provide direct assistance to 495 individuals or 165 families affected by smaller scale disasters in 300 communities.</p> <p>Personal emergency preparedness (PEP) training sessions reached 1,750 individuals in 2018 in select Canadian communities (for a total of 19,026 since 2013).</p>	<p>To help Canadians develop emergency preparedness plans, we partnered with the Canadian Red Cross for their national disaster management program. This partnership helps deliver emergency preparedness sessions in Vancouver, Edmonton, Calgary, London, Kitchener-Waterloo, Hamilton, Mississauga, Toronto, Ottawa, Moncton, and Halifax. One of the key outcomes of this partnership is the delivery of personal emergency preparedness sessions across Canada. Our partnership ensures Red Cross has the capacity and the resources to provide help to Canadians when it is needed most.</p>
 <p>\$107,000 (Health & Wellness)</p>	<p>Sponsored 11 events</p> <p>20 employees participated in two events, raising \$1,598 toward the fight against cancer.</p>	<p>In 2018, we contributed \$107,000 in title sponsorships of Relay for Life events in Woodstock, Kitchener-Waterloo, Cam-bridge, Mississauga, Toronto, Ottawa, and Brossard. Funds raised support life-saving research, promote preventative healthy lifestyles, and the provision of compassionate services to those living with cancer and their loved ones.</p>
 <p>\$100,000 (Youth & education)</p>	<p>Sponsored 108 program deliveries.</p> <p>During the 2017/2018 school year, 24 employee volunteers delivered more than 190 hours of JA programming to help 2,808 Canadian students realize their dreams and aspirations.</p>	<p>In 2018, we contributed \$100,000 to JA Canada to deliver programs in the areas of financial literacy, work readiness, and entrepreneurship. A portion of the funds were dedicated to supporting JA Canada's digital strategy to reach more students through JA Excelerate. This brings our total funding to \$700,000 since 2012.</p>
 <p>\$38,667 (Health & wellness)</p>	<p>Dozens of Calgary and Edmonton employees participated in the run and volunteered alongside employees from broker partner, Rogers Insurance.</p>	<p>For several years, we've been the presenting sponsor of the Rogers Insurance Run for L'Arche that raises funds for L'Arche Calgary, a community for people with disabilities.</p>

CHARITY AND FUNDING	IMPACT/HIGHLIGHTS	DETAILS
 <p>\$33,200 (Safety & security)</p>	Safety messages to reach more than 5,000 students directly in their classrooms.	In 2018, we partnered with Crime Stoppers in Halton, Échec au crime (Quebec), and Info-Crime (Montreal). The partnerships primarily focus on youth engagement programs where Crime Stoppers raises awareness of the critical role youth can play in keeping their communities and schools safe and encourages anonymous reporting of crimes.
 <p>\$30,000 (Safety & security / Youth & education)</p>	750 volunteers delivered the Brain Waves program to 30,000 students across Canada.	In 2017, Economical began a two-year sponsorship of Parachute's Brain Waves, an interactive brain and spinal cord educational program. The program, developed for young Canadian students, teaches children about concussion awareness, and provides vital brain and spinal cord information.
 <p>\$25,000 (Health & wellness)</p>	Donation toward purchase of a new, much needed magnetic resonance imaging (MRI) scanner.	A \$50,000 donation over two years toward the purchase of a new MRI scanner. From head trauma to spine injuries to cancer, physicians rely heavily on the information provided by an MRI scan.

OUR VALUES IN OUR COMMUNITIES

At Economical, we live our values every day at work and in our communities.

My Charity — personal donation matching program

We match employees' personal donations to Canadian registered charities throughout the year, to an annual maximum of \$250 per employee.

In 2018, together with our employees through this program, we provided more than \$31,000 in donations to 109 charities across Canada.

Choose Your Charity

Across the country, employees had a chance to nominate and vote for a local charity to receive a \$2,500 donation from Economical.

- 20% of our employees nominated and/or voted for local charities in 2018
- 12 charities received \$2,500 donations and two charities received \$1,250 donations

LOCATION	CHARITY	AMOUNT
Vancouver	BC Children's Hospital	\$2,500
Edmonton	Second Chance Animal Rescue Society	\$2,500
Calgary	Kids Cancer Care	\$2,500
Winnipeg	Canadian Mental Health Association	\$1,250
	Children's Rehabilitation Foundation	\$1,250
London	Ronald McDonald House Charities Southwestern Ontario	\$2,500
Woodstock	Children's Wish Foundation	\$2,500
Waterloo Kitchener	Nutrition for Learning	\$2,500
	Kitchener-Waterloo Humane Society	\$2,500
Mississauga	SickKids Foundation	\$2,500
Toronto	Children's Wish Foundation	\$2,500
Ottawa	Ottawa Food Bank	\$2,500
Montreal	Société Canadienne du Cancer	\$2,500
Halifax	Hope for Wildlife	\$2,500

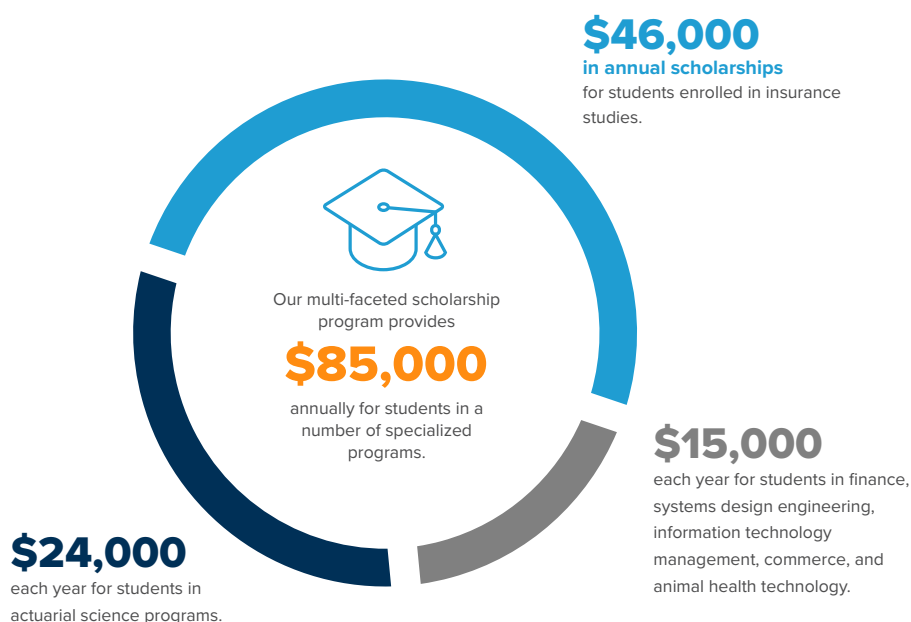
iCARE

iCare is a digital platform that connects employees with our community giving programs “My Charity” and “Choose Your Charity”, and the employee volunteer program. Employees can make donations online and have their donations matched automatically. They can also sign up for or create their own volunteer opportunities, fundraise for their favourite causes, track volunteer hours, and apply for volunteer grants.

- Nearly 90% of our employees are active users
- 177 employee donations were processed through iCare
- 1,896 volunteer hours tracked in iCare

SCHOLARSHIPS AND BURSARIES

We support our talent management program with scholarships at select post-secondary institutions and programs, from which we draw new employees to meet the needs of the business. By offering scholarships, we encourage and help to equip the next generation to imagine bigger and better things and unleash their potential.



DEPENDENT CHILDREN SCHOLARSHIPS

Every year, we invest \$30,000 in academic scholarships for dependent children of Economical employees.

Scholarships are awarded to select students with a minimum 75% average who are pursuing Canadian post-secondary education and have demonstrated their passion and potential through community involvement, leadership, and extra-curricular activities.

Recipients of the scholarships are awarded \$2,000 for degree programs and \$1,000 for diploma programs. In 2018, we received 47 applications and awarded 16 students – 14 pursuing degree programs and two pursuing diplomas.

EMPLOYEES GIVING BACK

Social committees across the company engage employees by planning and delivering social activities throughout the year to help create a positive work environment. Some of these events benefit local charities.

In 2018, our social committees supported their communities through various activities:



Held food drives and collected nearly **500 lbs. of food** in support of local food banks in various communities



Sold tulips **raising \$1,155** in support of The Lung Association



Filled **80 backpacks** with school supplies in support of Send 'em Off Smiling



Organized a charity BBQ **raising \$1,000** in support of the Heart & Stroke Foundation



Collected toys for the annual holiday toy drive

EMPLOYEE VOLUNTEER PROGRAM

Wearing their Economical volunteer t-shirts with pride, our employees can take time off work to share their talent with the charities of their choice and we're proud to support them. From coaches and scout leaders to helping out at the local food bank, we provide time off work for employees to volunteer — as an individual or as a team.

PARTICIPATION

In 2018, nearly 13% of employees across the country participated in the employee volunteer program, contributing 252 days (1,827 hours) during working hours to deserving charities and causes in their communities. An additional 415 hours of volunteering outside of work hours were tracked in iCare.



**13% OF
EMPLOYEES**

across the country participated in the employee volunteer program



**252
DAYS**

(1,827 hours) during working hours to deserving charities and causes in their communities



**415
HOURS**

of additional volunteering outside of work hours were tracked in iCare

Our employees donated their time and talent to dozens of deserving charities in 2018. Some examples include:

- Canadian Cancer Society
- Family & Children's Services of The Region of Waterloo Foundation
- Happily Ever Esther Farm Sanctuary
- Heart & Stroke Foundation
- Hospice Wellington
- Junior Achievement of Northern Alberta And the Northwest Territories Society
- Make-A-Wish Foundation of Eastern Ontario
- Nutrition for Learning Inc.
- Ottawa Regional Cancer Foundation
- Rotary Club of Guelph South Charitable Foundation Inc.
- Sainte-Justine UHC Foundation
- Sistering – A Woman's Place
- Start2finish Canada
- The Butterfly Learning Centre
- The Children's Wish Foundation of Canada
- Volunteer Action Centre Of Kitchener-Waterloo and Area
- Whole Way House Society

VOLUNTEER GRANTS

Above and beyond time off work, our employees can also apply for a \$500 grant for a registered charity when they volunteer 40 hours or more with that organization. As an added bonus, all qualifying applications are entered into a draw for an additional \$5,000 grant that's awarded at the end of the year.

Teams of three or more employees can also apply for a \$250 grant they can present to their chosen charity on the day they volunteer.

In 2018, grant programs provided \$4,250 to 10 different charities where our employees volunteered as individuals or as part of a team.

RESPECTING OUR ENVIRONMENT

Our environmental sensitivity efforts continue to yield progress in year-over-year reduction in our overall CO² emissions. Our objectives are to raise awareness of environmental sustainability within the company nationally and identify, investigate, and act to reduce pollution, waste, and consumption of resources.

Our processes and procedures outlined below support environmentally-friendly business practices.

VENDOR SELECTION AND FACILITIES MANAGEMENT

- Consider the environmentally-friendly practices of potential vendors in our selection process
- Work with general contractors on all construction projects to ensure waste materials are separated and recycled properly
- When planning construction projects, maximize the amount of materials we can reuse
- Work with movers who ensure office waste is responsibly discarded or reused wherever possible
- Implemented several energy management initiatives including: replacement of aged lighting in some office areas with LED units, adjusted variable air volume units throughout owned buildings to provide even air distribution, replaced aged equipment and fixtures with more energy efficient options
- Mandate the use of environmentally-friendly cleaning products by our contracted carpet cleaners and cleaning vendor
- Purchase furniture made from recycled materials and ensure that any surplus furniture is donated or disposed of responsibly
- Work towards full offsets on our buildings' lighting and heating settings during non-business hours, making adjustments for seasonal variations
- Consider the environmental practices of a property management company when determining new space
- Installed an EV charging station at our Riverbend location in Kitchener
- Further reduced overall footprint of leased office space

PAPER AND PRINT MANAGEMENT

- Reduced number of mailings per week going to brokerages as more is available to them digitally
- Print nearly all marketing material on paper with recycled content and use envelopes manufactured from Forest Stewardship Council certified material
- Recycle used toner cartridges and batteries, and launched pen recycling, eye glass recycling, and pop tab programs
- Return cardboard boxes, paperclips, and elastics to our local print vendor for reuse

WASTE SORTING AND DIVERSION

In Kitchener-Waterloo, we continue to divert operational waste from landfills. To accomplish this, we began collecting all organic waste in compostable bags for conversion through anaerobic digestion to biogas, fertilizer, and livestock bedding.

To better understand and reduce our carbon footprint in the Region of Waterloo, where our Head Office is located, we continue to work with Sustainable Waterloo as an observing organization. The current work of Sustainable Waterloo is focused on collaboration that enables organizations to convert sustainability interest into action.



HEAD OFFICE

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

economical.com

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