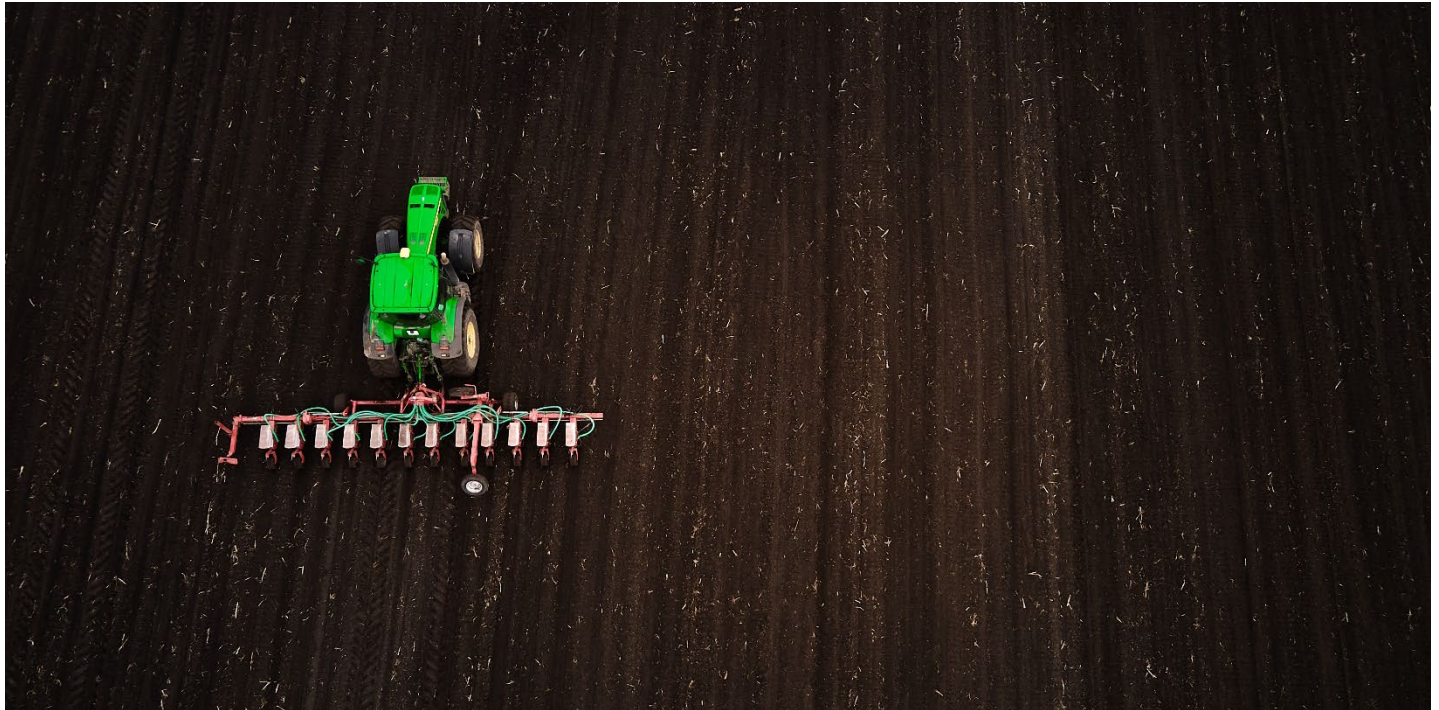


JUNE 2021

# Mutually Yours

Collectivfide Quarterly Newsletter



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## Inch By Inch

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Inch by Inch – 1  
New Shareholder – 2  
Rising Star Award – 2  
Director Spotlight – 3  
Growing Team – 4  
Upcoming Events – 4  
2021 Progress – 5

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As the farmers finish off their planting for the Spring, we are always reminded of the similarities between farming and growing the Collectivfide business. There is a lot of prep work needed before the process of planting can occur in the fields. The foundation of that prep work will yield what the farmers hope to be a record crop. Yet, the best laid plans are often ruined without further nurturing and care. The growth stage is very fragile; external forces such as a hailstorm or drought can damage or destroy a crop completely. It is up to the farmer to monitor and protect their crops to the best of their abilities and let Mother Nature do the rest.

The progress at Collectivfide can draw upon many farming analogies as the foundation work was laid over 2 years ago by the founding shareholders and directors. We started with the purchase of one brokerage and the growth has exploded to a total of four in less than one year. But like the seedling, it takes additional inputs to produce that record yield. Our people, including the brokerages, directors and staff are the rain and sun that will drive this organization forward. Access to capital is the fertilizer we need to accelerate our growth. The right conditions make for a successful harvest.

Of utmost importance is the success and growth of our employees. This aspect of an organization can sometimes be taken for granted but by engaging and allowing your employees to flourish, they gain confidence and grow in both knowledge and heart.

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## Welcome Germania to Collectivfide

The entire Collectivfide team and Board of Directors are delighted to welcome Germania Mutual as a shareholder of the company. We thank Germania for its support of our company and in helping us protect and strengthen our Mutual network. We look forward to working with Dan Hill and his team in building a stronger relationship with Germania.



### Trent Brown Awarded Rising Star Award

Collectivfide is pleased to announce that Trent Brown, one of our brokers and partners in dbi Brokers Ltd., has been awarded the Rising Star Award from Insurance Business Canada. This honour is given to industry brokers that have displayed exemplary leadership within the industry and in their community.

Since taking over the management role at dbi Brokers, Trent has demonstrated the ability to lead a high performing team. Along with his brother Tyler, they are able to deliver phenomenal results by growing volume and decreasing the loss ratio of the brokerage.

Even with his busy work schedule, Trent volunteers his time in the local community, participating in local charity events and coaching league hockey at Wilfrid Laurier University. Added to all of this, Trent and his wife recently welcomed a baby girl to their family!

Well done Trent, we are very proud to have you and dbi Brokers as a partner.

View Trent's award by visting link:

<https://www.insurancebusinessmag.com/ca/special-reports/insurance-business-canada-rising-stars-2021/trent-brown-dbi-brokers-ltd--256519.aspx>



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## Independent Director Spotlight: Alex Gallacher



With the addition of two independent directors to the Collectivfide Board, the organization stepped into uncharted territory from our traditional Mutual structure. The Company is extremely pleased with the knowledge, experience and professionalism our two independent directors have provided in growing our startup. During the next couple of newsletters, I will be profiling our two independent directors, their backgrounds, and the value they have brought to Collectivfide.

Alex is passionate about helping people and organizations succeed. This is abundantly clear after even a brief conversation with him. He has been a fixture in the broader P&C insurance community, helping brokerages, the IBAO, and even IBAC navigate the human resources, strategy, and governance landscapes.

Alex operates a management consulting team under the ENGAGE HR™ banner, offering a full suite of services, specializing in strategic planning, organizational culture and design leveraging Hofstede Insights tooling, policies and procedures, and enhanced recruitment services utilizing leading edge, customized psychometric partner tools from Psycruit. Alex also teaches Leadership to Masters students at the Centre for Industrial Relations and Human Resource Management, University of Toronto, having done similar work for the McGill Japan MBA earlier in his career.

In this respect, Alex guided Collectivfide's two successful hires in Lana Triemstra, our awesome Controller, and Bettina Urban, our amazing HR Business Partner, both of whom have far exceeded expectations in their roles to date. In addition, he has provided valuable guidance as Chair of the Governance committee being fully committed to Collectivfide's success.

The value he has brought to the Board and assistance in strategic, governance and HR matters has been invaluable. We are very fortunate to have Alex as an independent director at Collectivfide.

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**“Alex is passionate about helping people and organizations succeed.”**

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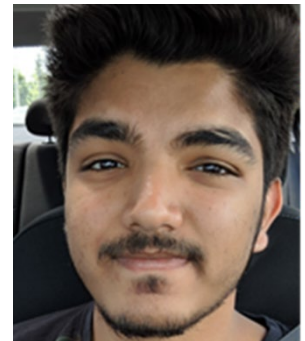
## Our Growing Team

With the additional brokerages added to the Collectivfide network, and plans for more, we have added new hires to our team in support of our partners.

**Anita Caswell** joined Collectivfide on June 1, 2021 as Underwriting Manager. In her role, Anita will be a resource for our broker partners and managers in helping with underwriting issues and policies. She will also be the lead contact to the markets and assist with establishing carrier group contracts with the entire Collectivfide network. Anita brings years of experience to the team in product and underwriting. In her spare time, Anita enjoys spending time with her family, playing golf or taking the kids to hockey.



Our latest addition to the team is **Parth Lad** as our Data Analyst. Parth will be responsible for a key component of Collectivfide's success, that is the development of our monitoring and reporting dashboards. Monitoring and performance reporting are not only essential to the ongoing success of our operation but it also plays an important role in the governance of Collectivfide and the brokerages.



Parth has an undergraduate degree in Information Technology from Gujarat Technological University in India and a Graduate Certificate from Conestoga College in IT Business Analysis. Parth's hobbies include reading books and blogs/articles, playing video games, watching movies and TV series, cycling and cooking (particularly Indian food). Parth will be joining the team on June 28, 2021.

Our team has also welcomed two new co-op students and one that has returned for the summer. Huining Lui, Jake Bugarsky and Phil Downie will be assisting in data reporting and analytics, finance and operational related matters. They are fully engaged with our brokers and have already made a positive impact since starting in May.

### Upcoming Events

## Reuters: The Future of Insurance in Canada Event

Collectivfide is excited to announce that Tony Ngo will be speaking on a panel at a virtual event in August alongside other insurance industry leaders. The event will tackle many pressing issues from the company and distribution side. If you are interested in learning more or registering for the event, please visit the following link:

[https://1.reutersevents.com/LP=30153?extsource=sse\\_collectivfide\\_insurance\\_group\\_bd](https://1.reutersevents.com/LP=30153?extsource=sse_collectivfide_insurance_group_bd)



## 2021 Progress

This year is flying by in a blink of an eye for Collectivfide. With four brokerages already under our belt, the team continues to pursue additional acquisitions with brokerages across the province. We are engaged in multiple discussions and as of the writing of this newsletter, we are close to signing several Letters of Intent with broker owners in Eastern and Southern Ontario. We project these closings to occur in mid to late Q3.

It was June 1, 2020 when we partnered with Blaire and Laurie Hadwen at Doner-Horsley Insurance Brokers Ltd. Over the course of the year, our relationship with the brokerage has flourished as we have grown the business and assisted the management team with various aspects of operations. These include support in marketing and HR and assistance through the early part of the pandemic. The staff at the brokerage are delighted with how we have brought in the culture of Mutuality and have started to invest in their future.

The Collectivfide team has been hard at work on a Brokerage Succession Seminar to be hosted virtually in Q3. This will offer broker owners advice and planning tips from legal, accounting and wealth management experts in preparation for the sale of their brokerage. The seminar will offer RIBO management hours and will be open to all broker owners interested in attending, full registration details to follow. Please note that space will be limited and if you have any broker owners that you think might be interested in the event, please send the broker's contact information or forward the registration link to them once it becomes available.

Finally, as the world prepares to bring some normalcy back into the work place, renovations to the Collectivfide office have begun at 350 Pinebush. The team is extremely excited about the design and workspace of the office which will be a welcomed change to our Microsoft Teams setup of the past year. Going forward, Collectivfide will operate under a hybrid model and provide flexibility for our staff to work both from home and in our new space.

It is our hope to meet with all of our shareholders soon, to raise a glass and share a smile together, but until then let's all stay safe!

Sincerely, Tony Ngo